

Conference Presentations

Presentations at Scientific Conferences (peer reviewed)

- [98] Bene, M., Kruschinski, S., Bos, L., Russmann, U., Jensen, J. L., Casero-Ripollés, A., Macková, A., **Haßler, J.**, Ceron, A., Grechanaya, T., Dutceac Segesten, A., Larsson, A. O., & Baranoski, P. (2025, August 26-29). *Constructing representation: A comparative analysis of political actors' claims on Facebook during European and national election campaigns* [Conference presentation]. ECPR General Conference 2025, Thessaloniki, Greece.
- [97] Ozornina, N., Luebke, S., **Haßler, J.**, & Haim, M. (2025, July 13-17). Fighting the climate crisis with humor: Analyzing climate-related internet memes on Reddit. IAMCR General Conference 2025, Singapore.
- [96] Wurst, A.-K. & **Haßler, J.** 2025, June 12-16). *Analyzing national election campaigns worldwide: Methodological basis of DigiWorld* [Conference presentation]. 75th Annual Conference of the ICA, Denver, USA.
- [95] **Haßler, J.**, Luebke, S., Ozornina, N., & Haim, M. (2025, June 12-16). *Fragmentation of digital climate change discourse? Comparative analysis of German stakeholders' communication on four social media platforms* [Conference presentation]. 75th Annual Conference of the ICA, Denver, USA.
- [94] Luebke, S., Ozornina, N., **Haßler, J.**, & Haim, M. (2025, June 12-16). *The rise of climate change skepticism in Germany: Analyzing the climate communication of the right-wing populist party Alternative for Germany* [Conference presentation]. 75th Annual Conference of the ICA, Denver, USA.
- [93] Luebke, S., Ozornina, N., Haim, M., & **Haßler, J.** (2025, March 19-21). *Institutionalisierte Klimawandelskepsis: Eine Analyse der Klimakommunikation der AfD in sozialen Medien* [Institutionalized climate skepticism: An analysis of the climate communication of the AfD in social media] [Conference presentation]. 70te Jahrestagung der DGPUK, Berlin, Deutschland.
- [92] Schmidbauer, E. & **Haßler, J.** (2025, March 19-21). *Partizipative Forschung in den Medien: Das Beispiel Datenspenden* [Participative research in the media: The example of data donations] [Conference presentation]. 70te Jahrestagung der DGPUK, Berlin, Deutschland.
- [91] Luebke, S., Ozornina, N., Haim, M., & **Haßler, J.** (2025, March 19-21). *Der deutsche Klimawandeldiskurs im Plattformvergleich. Eine Inhaltsanalyse der Klimakommunikation auf Instagram, Facebook, TikTok und YouTube* [Conference presentation]. 70te Jahrestagung der DGPUK, Berlin, Deutschland.
- [90] **Haßler, J.**, Wurst, A.-K., & Kruschinski, S. (2025, February 26-28). *Alternative mit Substanz?! Eine Analyse der Wirksamkeit der Issue Stealing-Strategie in der digitalen Wahlkampfkommunikation* [Alternative with substance?! An analysis of the effectivity of the issue stealing strategy in digital election campaign communication] [Conference presentation]. Gemeinsame Jahrestagung der Fachgruppe "Kommunikation und Politik" der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) und der Fachgruppe "Politische Kommunikation" der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), Innsbruck, Austria.
- [89] Luebke, S., Ozornina, N., Haim, M., & **Haßler, J.** (2024, September 24-27). *The use of humor styles in memes on climate change* [Conference presentation]. ECREA's 10th European Communication Conference, Ljubljana, Slovenia.

- [88] Wurst, A.-K. & **Haßler, J.** (2024, September 24-27). *Convince and mobilize: The informational context of political parties' mobilization attempts on social media* [Conference presentation]. ECREA's 10th European Communication Conference, Ljubljana, Slovenia.
- [87] Schmidbauer, E. & **Haßler, J.** (2024, September 24-27). *Data donations. A Scoping Review to investigate non-response bias and strategies to enhance participation* [Conference presentation]. ECREA's 10th European Communication Conference, Ljubljana, Slovenia.
- [86] Skogerbø, E., Magin, M., **Haßler, J.**, & Larsson, A. O. (2024, June 20-24). *Walking the line of the double bind: Women and men politicians' gendered self-presentations on social media – a comparison between Germany and Norway* [Conference presentation]. 74th Annual Conference of the ICA, Gold Coast, Australia.
- [85] Schmidbauer, E. & Haßler, J. (2024, Mai 30-31). *Data Donations in the Media: The public portrayal of a promising method* [Conference presentation]. Data Donation Symposium, Amsterdam, Niederlande.
- [84] Schmidbauer, E., & **Haßler, J.** (2024, March 13-15). *Wollen Sie mit Ihrer Spende helfen Forschung zu ermöglichen? Ein Scoping-Review zur Teilnahmebereitschaft an Datenspende-Studien und Mobilisierungsstrategien [Would you like to help make research possible with your donation? A scoping review on willingness to participate in data donation studies and mobilization strategies]* [Conference presentation]. 69. Jahrestagung der DGPK, Erfurt, Deutschland.
- [83] Luebke, S., Haim, M., & **Haßler, J.** (2024, February 7-9). *Die Rolle und Wirkung Politischer Internet-Memes im Klimadiskurs [The role and impact of political internet memes in the climate discourse]* [Conference presentation]. Gemeinsame Jahrestagung der Fachgruppe "Kommunikation und Politik" der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) und der Fachgruppe "Politische Kommunikation" der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), Bern, Switzerland.
- [82] Schmidbauer, E. & **Haßler, J.** (2023, August 11-12). *Why people (don't) donate their data to science* [Conference presentation]. Data Donations Symposium, Zurich, Switzerland.
- [81] Tønnesen, H., Bene, M., **Haßler, J.**, Larsson, A. O., Magin, M., Skogerbø, E. & Wurst, A.-K. (2023, August 31-September 3). *A three country study on the impact of policy issues on Facebook reactions* [Conference presentation]. APSA (American Political Science Association) 2023 Annual Meeting, Los Angeles, USA.
- [80] **Haßler, J.**, Magin, M., Skogerbø, E., & Larsson, A. (2023, August 31-September 1). *Shaped by gender stereotypes? Comparing the election campaigns on Facebook and Instagram by female and male top politicians in Norway and Germany* [Conference presentation]. ECREA Political Communication Section Conference, Berlin, Germany.
- [79] Gahn, C., Kruschinski, S., & **Haßler, J.** (2023, August 31-September 1). *Political targeting on social media: A study of tailored messages and ad success in the German 2021 general election* [Conference presentation]. ECREA Political Communication Section Conference, Berlin, Germany.
- [78] Pohl, K., Jost, P., **Haßler, J.**, Wurst, A.-K., Bene, M., & Kruschinski, S. (2023, August 31-September 1). *The potentially dangerous connection between populist parties, anti-immigrant rhetoric and angry reactions* [Conference presentation]. ECREA Political Communication Section Conference, Berlin, Germany.
- [77] Magin, M., **Haßler, J.**, Larsson, A. O. & Skogerbø, E. (2023, August 16-18). *Shaped by gender stereotypes? Comparing the election campaigns on Facebook and Instagram by female and male top politicians in Norway and Germany* [Conference presentation]. NordMedia 2023, Bergen, Norway.

- [76] Gahn, C., Kruschinski, S., & **Haßler, J.** (2023, June 22-24). *Are highly tailored advertisements more successful in election campaigns? An empirical analysis of the content and impressions of parties' Instagram and Facebook Ads in the 2021 German election campaign* [Conference presentation]. Annual Conference of the European Political Science Association, Glasgow, UK.
- [75] **Haßler, J.**, Wurst, A.-K., & Pohl, K. (2023, May 25-29). *Is there a shift from issues to individuals? Visual personalization in three Instagram election campaigns* [Conference presentation]. 73rd Annual Conference of the ICA, Toronto, Canada.
- [74] Tønnesen, H., Bene, M., **Haßler, J.**, Larsson, A.O., Magin, M., Skogerbø, E., & Wurst, A.-K. (2023, May 25-29). *Between anger and love: A multi-level study on the impact of policy issues on user reactions in national election campaigns on Facebook in Germany, Hungary, and Norway* [Conference presentation]. 73rd Annual Conference of the ICA, Toronto, Canada.
- [73] Kruschinski, S., Russmann, U., **Haßler, J.**, Lilleker, D., Balaban, D., Baranowski, C., Ceron, A., Fenoll, V., & Jackson, D. (2023, May 25-29). *Divisive, negative, and populist digital advertising?! Comparing populist and mainstream parties' communication strategies in Facebook campaign messages in 10 European countries* [Conference presentation]. 73rd Annual Conference of the ICA, Toronto, Canada.
- [72] Gahn, C., **Haßler, J.**, & Kruschinski, S. (2023, April 25-28). *Political targeting on social media: A study of tailored messages and ad success in the German 2021 general election* [Conference presentation]. Joint Sessions of Workshops ECPR, Toulouse, France.
- [71] Bene, M., Magin, M., **Haßler, J.**, Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., & Baranowski, P. (2022, November, 2-5). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections* [Conference presentation]. Annual Conference of the AoIR, Dublin, Ireland.
- [70] **Haßler, J.**, Wurst, A.-K., Schlosser, K., & Kruschinski, S. (2022, October 19–22). *A consistent picture? Issue-based campaigning on Facebook in Germany* [Conference presentation]. ECREA's 9th European Communication Conference "Rethink Impact", Aarhus, Denmark.
- [69] Russmann, U., Lilleker, D., Bene, M., Farkas, X., **Haßler, J.**, Jackson, D., Kruschinski, S., Larsson, A. O., Magin, M., & Veneti, A. (2022, October 19–22). *Liking, sharing or commenting - how different imagery evoke different audience responses on Facebook during elections* [Conference presentation]. ECREA's 9th European Communication Conference "Rethink Impact", Aarhus, Denmark.
- [68] Wurst, A.-K., **Haßler, J.**, Schlosser, K. (2022, October 19-22). *Creating information bits: Information strategies in campaign communication on social media in the 2021 German federal election campaign* [Conference Presentation]. ECREA's 9th European Communication Conference "Rethink Impact", Aarhus, Denmark.
- [67] Matter, D. & **Haßler, J.** (2022, 5-7 October). *Synchronisation ohne Kohäsion: Eine Analyse widerstrebender Netzwerkeffekte bei QAnon und Querdenken auf Telegram* [Synchronization without cohesion: An analysis of conflicting network effects in QAnon and lateral thinking on Telegram] [Conference poster presentation]. Jahrestagung der Fachgruppe Methoden der DGPK, München, Deutschland.
- [66] Wurst, A.-K. & **Haßler, J.** (2022, 5-7 October). *Vorschlag eines Datenbankkonzepts zur Langzeit-Speicherung von Social-Media-Kommunikationsinhalten* [Proposal of a database concept for the long-term storage of social media communication content] [Conference Tool-Demo]. Jahrestagung der Fachgruppe Methoden der DGPK, München, Deutschland.
- [65] Gaul, A., Schmidbauer, E., Schlosser, K., Wurst, A.-K., & **Haßler, J.** (2022, September 28-30). *Agenda-Building, Multiplikatorwirkung oder opportunes Gatekeeping? – Die*

- strategische Nutzung von Hyperlinks in Kampagnenposts zur Bundestagswahl 2021 auf Facebook und Instagram [Agenda-building, multiplier effect or opportune gatekeeping - the strategic use of hyperlinks in campaign posts for the 2021 federal election on Facebook and Instagram]* [Conference Presentation]. Gemeinsame Tagung der DGPUK-Fachgruppen "Journalistik/Journalismusforschung", "Kommunikation und Politik", des Arbeitskreises "Politik und Kommunikation" der DVPW und der Fachgruppe "Politische Kommunikation" der SGK, Trier, Deutschland.
- [64] Kruschinski, S., **Haßler, J.**, Jost, P., & Sülflow, M. (2022, May 26–30). *How to regulate political targeting on Facebook: The evaluation of regulatory measures for political targeting using empirical findings from German digital campaigning* [Conference presentation]. DGPUK-Panel at 72nd Annual Conference of the ICA, Paris, France.
- [63] Bene, M., Magin, M., **Haßler, J.**, Rußmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2022, May 26–30). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections* [Conference presentation]. 72nd Annual Conference of the ICA, Paris, France.
- [62] Unkel, J., **Haßler, J.**, & Jungblut, M. (2022, May 26–30). *It's matchday. Leave me alone with politics – The agenda cutting function of football in Germany* [Conference presentation]. 72nd Annual Conference of the ICA, Paris, France.
- [61] Wurst, A.-K., Schlosser, K., & **Haßler, J.** (2022, May 26–30). *Emojis in campaign communication on Facebook during the 2019 European election campaign* [Conference presentation]. 72nd Annual Conference of the ICA, Paris, France.
- [60] **Haßler, J.**, Wurst, A.-K., & Schlosser, K. (2021, July 10–14). *How the Alternative für Deutschland uses Facebook as an alternative communication channel* [Conference presentation]. 26th IPSA World Congress of Political Science, Lisbon, Portugal.
- [59] Maurer, P., Magin, M., Bene, M., Kruschinski, S., **Haßler, J.**, Schlosser, K., & Wurst, A.-K. (2021, June 17–18). *Engaging users through information or critique? "Likes" and "shares" for parties on Facebook during the 2019 European Election campaign* [Conference presentation]. 3rd Weizenbaum Conference "Democracy in Flux – Order, Dynamics and Voices in Digital Public Spheres", Berlin (digital), Germany.
- [58] Wurst, A.-K., **Haßler, J.**, Jungblut, M., & Schlosser, K. (2021, May 27–31). *Slacktivism only? The influence of the pandemic lockdown on Fridays for Future's hashtag activism* [Conference presentation]. 71st Annual Conference of the ICA, Denver, CO (digital), USA.
- [57] Geiß, S., **Haßler, J.**, Guinaudeau, I., Wagner, A., Monzer, C., & Lundheim, S. H. (2021, May 27–31). *How 'cultural eyeglasses' affect public opinion about energy: Cross-national differences in how considerations affect energy policy preferences* [Conference presentation]. 71st Annual Conference of the ICA, Denver, CO (digital), USA.
- [56] Kruschinski, S., Baranowski, P., Rußmann, U., **Haßler, J.**, Magin, M., Bene, M., Ceron, A., Lilleker, D., & Jackson, D. (2021, May 27–31). *Patterns of negative campaigning during the 2019 European Election: Political parties' Facebook posts and users' sharing behavior across twelve Countries* [Conference presentation]. 71st Annual Conference of the ICA, Denver, CO (digital), USA.
- [55] Kruschinski, S., **Haßler, J.**, Bene, M., Ceron, A., Fenoll, V., Larsson, A.O., Magin, M., Schlosser, K., & Wurst, A.-K. (2021, May 27–31). *Keep them engaged! A 12-country investigation of content features provoking user engagement on parties' Facebook posts in the 2019 European Elections* [Conference presentation]. 71st Annual Conference of the ICA, Denver, CO (digital), USA.
- [54] Wurst, A.-K., Schlosser, K., **Haßler, J.**, Kruschinski, S., Rußmann, U., Magin, M., & Fenoll, V. (2021, April 7–9). *"I have a clear mandate from my political family" A cross-national*

- quantitative content analysis of Facebook posts of European and national parties in the 2019 European election campaigns* [Conference presentation]. Dreiländertagung für Kommunikationswissenschaft der DGPUK, ÖGK und SGK, Zürich (digital), Switzerland.
- [53] Keller, J., **Haßler, J.**, Kümpel, A. S. (2021, April 7–9). *Instagram and party campaigning in the 2017 German federal election. A quantitative content analysis of the Instagram posts of German top politicians and parliamentary parties* [Conference presentation]. Dreiländertagung für Kommunikationswissenschaft der DGPUK, ÖGK und SGK, Zürich (digital), Switzerland.
- [52] Jost, P., Kruschinski, S., Sülflow, M., **Haßler, J.**, & Maurer, M. (2021, April 7–9). *Understanding the effects of political online targeting. Two studies on the impact of party preference and the mediating role of message perception* [Conference presentation]. Dreiländertagung für Kommunikationswissenschaft der DGPUK, ÖGK und SGK, Zürich (digital), Switzerland.
- [51] Wurst, A.-K., Jungblut, M., Schlosser, K., & **Haßler, J.** (2021, April 7–9). *Slacktivism only? The influence of the pandemic “lockdown” on online debates about Fridays for Future* [Conference presentation]. Dreiländertagung für Kommunikationswissenschaft der DGPUK, ÖGK und SGK, Zürich (digital), Switzerland.
- [50] **Haßler, J.**, Wurst, A.-K., Schlosser, K., Magin, M., Bene, M., Rußmann, U., & Fenoll, V. (March 26–27). *The same tool for different tasks? Facebook campaign strategies during the 2019 European Parliament election campaign* [Conference presentation]. ECREA Political Communication Section Interim Conference: “Communicating crisis: Political communication in the age of uncertainty”, Bucharest (digital), Romania.
- [49] Magin, M., Bene, M., **Haßler, J.**, Lilleker, D., Kruschinski, S., Baranowski, P., Rußmann, U., Farkas, X., Jackson, D., & Fenoll, V. (March 26–27). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 EP elections* [Conference presentation]. ECREA Political Communication Section Interim Conference: “Communicating crisis: Political communication in the age of uncertainty”, Bucharest (digital), Romania.
- [48] Schlosser, K., Wurst, A.-K., & **Haßler, J.** (2021, February 12). *Europäische Identifikationsfiguren? Die Personalisierung der Wahlkampfkommunikation zur Europawahl 2019* [European identification figures? The personalization of election campaign communication for the 2019 European elections] [Conference presentation]. Gemeinsame Jahrestagung 2021 der Fachgruppe „Kommunikation und Politik“ der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK), des Arbeitskreises “Politik und Kommunikation” der Deutschen Vereinigung für Politikwissenschaft (DVPW) und der Fachgruppe “Politische Kommunikation” der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), Berlin (digital), Germany.
- [47] Rußmann, U., Magin, M., **Haßler, J.**, Baranowski, P., Bene, M., Ceron, A., Farkas, X., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Schlosser, K., Veneti, A., & Wurst, A.-K. (2021, January 14–15). *“Populists” communication on Facebook during the 2019 EP Elections* [Conference presentation]. Protagoras symposium “Europe facing populists in power: communication strategies and practices”, Brussels (digital), Belgium.
- [46] Baranowski, P.; Kruschinski, S.; Rußmann, U.; Bene, M.; Ceron, A.; Magin, M.; **Haßler, J.**; Jackson, D.; Lilleker, D. (2020, August 24–28). *European Patterns of Negative Campaigning? Going Negative in the 2019 European Election Campaign* [Conference presentation]. ECPR Virtual General Conference.

- [45] Porten-Che  , P., **Ha  ler, J.**, Jost, P., Eilders, C., & Maurer, M. (2020, May 24–25). *Popularity cues in online media: Theoretical and methodological perspectives* [Conference presentation]. 70th Annual Conference of the ICA, Gold Coast (digital), Australia.
- [44] **Ha  ler, J.**, Kruschinski, S., S  lflow, M., & Jost, P. (2020, March 10–12). *(P)Reaching to the audience?! Eine empirische Analyse der Reichweite von Facebook-Posts im Wahlkampf mit FacebookInsight- Daten* [Conference presentation]. 65. Jahrestagung der DGPUK, Munich, Germany.
- [43] S  lflow, M., Jost, P., Kruschinski, S., & **Ha  ler, J.** (2020, March 10–12). *Zur Wahrnehmung und Wirkung von politischem Microtargeting auf Facebook. Ein Eye-Tracking-Experiment [On the perception and effect of political microtargeting on Facebook. An eye-tracking experiment]* [Conference presentation]. 65. Jahrestagung der DGPUK, Munich, Germany.
- [42] **Ha  ler, J.**, Schlosser, K., Wurst, A., Magin, M., & Kruschinski, S. (2020, February 5–7). *Facebook als alternative   ffentlichkeit f  r Deutschland. Wie die AfD Facebook im Europawahlkampf nutzte [Facebook as an alternative public sphere for Germany. How the AfD used Facebook in the European election campaign]* [Conference poster presentation]. Gemeinsame Jahrestagung der Fachgruppe “Kommunikation und Politik” der Deutschen Gesellschaft f  r Publizistik- und Kommunikationswissenschaft (DGPUK), des Arbeitskreises “Politik und Kommunikation” der Deutschen Vereinigung f  r Politische Wissenschaft (DVPW) und der Fachgruppe “Politische Kommunikation” der Schweizerischen Gesellschaft f  r Kommunikations- und Medienwissenschaft (SGKM), Mainz, Germany.
- [41] Kruschinski, S., **Ha  ler, J.**, Bene, M., Baranowski, P., Ceron, A., Fenoll, V., Jackson, D., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Russmann, U., Schlosser, K., Veneti, A., & Wurst, A. (2020, January 30–31). *Really a European Populist Zeitgeist? How populists used Facebook posts and ads for campaigning across 11 countries in the European Election Campaign 2019* [Conference presentation]. Workshop “European Elections 2019” of the “Amsterdam Centre for European Studies (ACES)”, Amsterdam, Netherlands.
- [40] Magin, M., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., **Ha  ler, J.**, Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Ru  mann, U. & Schlosser, K., Veneti, A. & Wurst, A.-K. (2019, December 12–13). *How political parties tried to produce participation in the European Election Campaign 2019 – a comparative content analysis of parties’ Facebook campaigns in 11 countries* [Conference presentation]. Workshop on the Production of Participation in the Digital World, Trondheim, Norway.
- [39] **Ha  ler, J.**, Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Ru  mann, U., & Schlosser, K. (2019, November 20–22). *Campaigning for Strasbourg (CamforS) – a Cross-National Comparison of Campaign Mobilization in Social Media* [Conference presentation]. Conference “European Elections 2019: Populism & Euroscepticism”, Valencia, Spain.
- [38] Kruschinski, S., **Ha  ler, J.**, Jost, P., & S  lflow, M. (2019, October 18). *Opening Facebook’s black box: Using Facebookinsight-data for mapping the reach of sponsored posts on Facebook* [Conference presentation]. Workshop “Removing Barriers to Digital Platform Transparency across Europe” of the “The European Advisory Group of Social Science One”, European Commission (DG Connect) and “Social Observatory for Disinformation and Social Media Analysis” (SOMA), Brussels, Belgium.
- [37] Maurer, M., Kruschinski, S., Jost, P., & **Ha  ler, J.** (2019, July 11–13). *Wir k  nnen das nicht schaffen, m  ssen es aber trotzdem machen. Zur (In-)Konsistenz der Fl  chtlingsberichterstattung in den deutschen Medien [We can’t do it, but we have to do it anyway. On the (in)consistency of refugee reporting in the German media]* [Conference presentation]. Conference “Flucht, Migration und Integration in den Medien”, D  sseldorf, Germany.

- [36] Kruschinski, S. & **Haßler, J.** (2019, July 1–2). *Toward the digital movement party? How German parties use technological innovations for campaigning and how it shapes their organization* [Conference presentation]. Symposium “Social Movements and Parties in a Fractured Media Landscape” of the Journal “Information, Communication & Society” (iCS), Florence, Italy.
- [35] **Haßler, J.**, Fenoll, V., & Jost, P. (2019, May 24–28). *A Populist Attention Machine? The Shareworthiness of Populists’ Facebook Posts During Elections in Spain and Germany* [Conference presentation]. 69th Annual Conference of the ICA, Washington, D.C., USA.
- [34] Sülflow, M., Schäfer, M., & **Haßler, J.** (2019, May 24–28). *The role of media use for betting strategies and betting performance in online betting games – findings from the 2016 UEFA European Championship and the 2018 FIFA World Cup* [Conference presentation]. 69th Annual Conference of the ICA, Washington, D.C., USA.
- [33] Jost, P., Maurer, M., & **Haßler, J.** (2019, May 24–28). *What fuels Love and Anger? The Impact of Message and Profile Characteristics on Users’ Reactions on Facebook – a Multilevel Approach* [Conference presentation]. 69th Annual Conference of the ICA, Washington, D.C., USA.
- [32] **Haßler, J.**, Fenoll, V., & Jost, P. (2019, May 9–11). *“Somos la Alternativa” – „Wir sind die einzige echte politische Alternative”. Eine vergleichende Analyse der Facebook-Wahlkampfkommunikation von Podemos in Spanien und der AfD in Deutschland [“Somos la Alternativa” - “We are the only real political alternative”. A comparative analysis of the Facebook election campaign communication of Podemos in Spain and the AfD in Germany]* [Conference presentation]. 64. Jahrestagung der DGPK, Münster, Germany.
- [31] **Haßler, J.** & Fenoll, V. (2018, October 31–November 3). *The people’s medium? Campaigning via Facebook during the German general election campaign 2017* [Conference presentation]. 6th European Communication Conference of the ECREA, Lugano, Switzerland.
- [30] Geiß, S., Magin, M., & **Haßler, J.** (2018, October 31–November 3). *Gender Constellations Moderate the Escalation of Conflict in Political Talk Shows* [Conference presentation]. 6th European Communication Conference of the ECREA, Lugano, Switzerland.
- [29] Porten-Cheé, P., **Haßler, J.**, Jost, P., Maurer, M., & Eilders, C. (2018, October 31–November 3). *A Theoretical Foundation of the Causes and Effects of Online Popularity Cues in the Realm of Political Communication Research* [Conference presentation]. 6th European Communication Conference of the ECREA, Lugano, Switzerland.
- [28] **Haßler, J.** & Fenoll, V. (2018, November 14–16). *How populists use Facebook in Spain and Germany* [Conference presentation]. Congreso Mediaflows, Valencia, Spain.
- [27] Fenoll, V. & **Haßler, J.** (2018, February 15–16). *Estrategias de los nuevos partidos políticos en Facebook. Diferencias en las campañas electorales de Alemania y España [Strategies of new political parties on Facebook. Differences in the German and Spanish election campaigns]* [Conference presentation]. 8ª edición del Congreso Comunica2, Gandia, Spain.
- [26] Oschatz, C., Maurer, M., & **Haßler, J.** (2018, January 25–27). *Der Einfluss von Wiederholungsanzahl und Wiederholungsfrequenz von Medieninformationen auf den politischen Wissenserwerb [The influence of the number and frequency of repetitions of media information on the acquisition of political knowledge]* [Conference presentation]. Jahrestagung der Fachgruppe Rezeptions- und Wirkungsforschung der DGPK, Hohenheim, Germany.
- [25] **Haßler, J.**, Maurer, M., & Oschatz, C. (2018, May 24–28). *What You See Is What You Know: The Influence of Involvement and Eye Movement on Online Users’ Knowledge Acquisition* [Conference poster presentation]. 68th Annual Conference of the ICA, Prague, Czech Republic.

- [24] **Haßler, J.**, Jost, P., Kruschinski, S., & Maurer, M. (2018, May 23). *Looking over the canal. Comparing the objectivity of media coverage on the so-called refugee crisis in Germany and the UK* [Conference presentation]. Preconference “Refugees, Religious Threats, and Political Radicalization: Theoretical and Empirical Perspectives” to the 68th Annual Conference of the ICA, Prague, Czech Republic.
- [23] **Haßler, J.**, Jost, P., & Maurer, M. (2018, May 9–11). *Von Freunden empfohlen. Facebook-Shares als Relevanzindikatoren* [Recommended by friends. Facebook shares as relevance indicators] [Conference presentation]. 63. Jahrestagung der DGPK, Mannheim, Germany.
- [22] Maurer, M., **Haßler, J.**, Jost, P., & Kruschinski, S. (2018, May 9–11). *Auf den Spuren der Lügenpresse. Zur Objektivität der Medienberichterstattung in der „Flüchtlingskrise“* [On the trail of the lying press. On the objectivity of media reporting in the “refugee crisis”] [Conference presentation]. 63. Jahrestagung der DGPK, Mannheim, Germany.
- [21] Geiß, S. & **Haßler, J.** (2017, May 25–29). *Frame Contests in Real-Time: How Panelists Elaborate, Shift, and Challenge Frames in Political Talk Shows* [Conference presentation]. 67th Annual Conference of the ICA, San Diego, CA, USA.
- [20] Geiß, S., **Haßler, J.** & Schemer, S. (2017, May 25–29). *The Dynamics of Conflict in Political Talk Shows: Reproduction, Spillover, and Escalation* [Conference presentation]. 67th Annual Conference of the ICA, San Diego, CA, USA.
- [19] Adam, S., Maurer, M., Häussler, T., **Haßler, J.**, Oschatz, C., Reber, U. & Schmid-Petri, H. (2017, May 24). *Climate change communication – A divide between the online and offline world* [Conference presentation]. Preconference “Political Communication in the Online World: Empirical Findings and Theoretical Perspectives” to the 67th Annual Conference of the ICA, San Diego, CA, USA.
- [18] Oschatz, C., Maurer, M. & **Haßler, J.** (2017, April 27–29). *Der umgekehrte Ankereffekt: Wie die aktuelle Tagestemperatur die Einschätzung des zukünftigen Temperaturanstiegs beeinflusst* [The reverse anchor effect: How the current daily temperature influences estimates of future temperature increases] [Conference presentation]. 1. Jahrestagung der Fachgruppe Wissenschaftskommunikation der DGPK, Landau, Germany.
- [17] Jost, P. B., **Haßler, J.**, & Maurer, M. (2017, February 17–18). *Keine Experimente? Das Potenzial von Popularity Cues zur Messung von Medienwirkung* [No experiments? The potential of popularity cues to measure media effects] [Conference poster presentation]. Gemeinsame Jahrestagung des Arbeitskreises “Politik und Kommunikation” der Deutschen Vereinigung für Politikwissenschaft (DVPW), der Fachgruppe “Kommunikation und Politik” der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) und der Fachgruppe “Politische Kommunikation” der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), Jena, Germany.
- [16] **Haßler, J.**, Maurer, M., & Oschatz, C. (2017, January, 26–28). *Der Einfluss des Involvements und des Blickverhaltens auf den Wissenserwerb von Onlinenutzern* [The influence of involvement and gaze behavior on the knowledge acquisition of online users] [Conference presentation]. Jahrestagung der Fachgruppe Rezeptions- und Wirkungsforschung der DGPK, Erfurt, Germany.
- [15] **Haßler, J.**, Jost, P. B. & Maurer, M. (2016, November 9–12). *Sharing the news – Facebook shares as relevance indicators* [Conference presentation]. 6th European Communication Conference of the ECREA, Prague, Czech Republic.
- [14] Schäfer, M., **Haßler, J.**, Weber, D., Belinga Belinga, G. & Himmelreich, S. (2016, September 28–30). *“Heute schon getippt?” – Die Bedeutung des Informations- und Mediennutzungsverhaltens für Selbsteinschätzung, Tippstrategien und Tipperfolg bei Online-Tippspielen zu Fußballgroßturnieren am Beispiel der Fußballeuropameisterschaft*

- 2016 [*“Already made your bet today?” - The importance of information and media usage behavior for self-assessment, betting strategies and betting success in online betting games for major soccer tournaments using the example of the 2016 European Football Championship*] [Conference poster presentation]. 2. Jahrestagung der Ad-hoc-Gruppe Mediensport & Sportkommunikation in der DGPUK, Würzburg, Germany.
- [13] Kruschinski, S. & **Haßler, J.** (2016, September 8–10). *Soziale Netzwerkseiten im Wahlkampf populistischer Parteien. Eine empirische Analyse am Beispiel des AfD-Landtagswahlkampfes in Rheinland-Pfalz 2016* [Social network pages in the election campaigns of populist parties. An empirical analysis using the example of the AfD state election campaign in Rhineland-Palatinate 2016] [Conference presentation]. Vortrag auf dem Dresdner Symposium “Digitale Revolution in der Demokratie”, Dresden, Germany.
- [12] Geiß, S. & **Haßler, J.** (2016, March 30–April 1). *Worte und Taten: Zur Argumentations- und Handlungsorientierung von Redebeiträgen von Politikern in Talkshows* [Words and deeds: On the argumentation and action orientation of politicians' speeches in talk shows] [Conference presentation]. 61. Jahrestagung der DGPUK, Leipzig, Germany.
- [11] Magin, M., **Haßler, J.**, Podschuweit, N. & Rußmann, U. (2015, August 27–28). *Taking New Chances? Political Parties' Use of Social Media in the 2013 National Election Campaigns in Germany and Austria* [Conference presentation]. ECREA Political Communication Conference “Changing political communication, changing Europe?”, Odense, Denmark.
- [10] Maurer, M., Oschatz, C. & **Haßler, J.** (2015, May 21–25). *Individually received media content explains changes in knowledge on the consequences of climate change* [Conference presentation]. 66th Annual Conference of the ICA, San Juan, Puerto Rico.
- [09] **Haßler J.**, Maurer, M. & Oschatz, C. (2015, February 19–21). *Wie Rezipienten politische Onlineangebote nutzen. Eine eyetracking- und logfile-analytische Betrachtung der Rezeptionswahrscheinlichkeiten von Webseitenelementen* [How recipients use political online offers. An eye-tracking and logfile analysis of the reception probabilities of website elements] [Conference presentation]. Gemeinsame Jahrestagung der Fachgruppe “Kommunikation und Politik” der DGPUK, des Arbeitskreises “Politik und Kommunikation der DVPW und der Fachgruppe “Politische Kommunikation” der SGK, Düsseldorf, Germany.
- [08] Maurer, M., Oschatz, C., **Haßler, J.** & Schaaf, L. M. (2015, January 30–31). *“Es kostet nicht die Welt, den Planeten zu retten”: Die Darstellung der Ungewissheit klimawissenschaftlicher Erkenntnisse in Wissenschaft, Massenmedien und Politik* [“It won't cost the earth to save the planet”: The representation of the uncertainty of climate science findings in science, mass media and politics] [Conference presentation]. 2. Jahrestagung der Ad-Hoc-Gruppe Wissenschaftskommunikation der DGPUK, Jena, Germany.
- [07] Oschatz, C., Maurer, M. & **Haßler, J.** (2014, November 12–15). *Tomorrow's Climate and Yesterday's News. The Impact of News Media on Knowledge and Attitudes towards Climate Change* [Conference poster presentation]. 5th European Communication Conference of the ECREA, Lisbon, Portugal.
- [06] Podschuweit, N., **Haßler, J.** (2014, May 28–30). *Onlinewahlkampf 2013: Unter der Käseglocke. Das Verhältnis zwischen Parteienkommunikation und Journalismus im politischen Berlin* [Online election campaign 2013: Under the cheese bell. The relationship between party communication and journalism in political Berlin] [Conference presentation]. 59. Jahrestagung der DGPUK, Passau, Germany.
- [05] Oschatz, C., Maurer, M. & **Haßler, J.** (2014, May 28–30). *Klimawandel im Netz. Die Digitalisierung von Informationskanälen und ihre Folgen für die Öffentlichkeit* [Climate change on the net. The digitalization of information channels and its consequences for the public] [Conference presentation]. 59. Jahrestagung der DGPUK, Passau, Germany.

- [04] **Haßler, J.**, Maurer, M. & Oschatz, C. (2013, June 25–29). *Comparing Media Logic and Party Logic in a changing media environment* [Conference presentation]. Annual Conference of the International Association for Media and Communication Research (IAMCR), Dublin, Ireland.
- [03] Oschatz, C., **Haßler, J.** & Maurer, M. (2012, October 24–27). *Comparing political news coverage online and offline: Digital agora or more of the same* [Conference presentation]. 4th European Communication Conference of the ECREA, Istanbul, Turkey.
- [02] Maurer, M., Oschatz, C. & **Haßler, J.** (2012, May 23). *Digital knowledge gaps? A model for measuring effects of offline and online media on political knowledge* [Conference presentation]. Preconference “Political communication in the online world” to the 63rd Annual Conference of the ICA, Phoenix, AZ, USA.
- [01] Maurer, M., **Haßler, J.** & Oschatz, C. (2012, May 18–20). *Digitale Wissensklüfte [Digital knowledge gaps]* [Conference poster presentation]. Sonderfensters der DFG-Forschergruppe “Politische Kommunikation in der Online-Welt” bei der 57. Jahrestagung der DGPK, Berlin, Germany.

Invited Talks and Panel Discussions

- [22] **Haßler, J.** (2025, May 21). “Demokratie in Gefahr? Wie digitale Manipulation unsere Wahlfreiheit bedroht und was wir dagegen tun können” [“Democracy in danger? How digital manipulation threatens our freedom of choice and what we can do about it”]. Presentation for the Bavarian Regulatory Authority for New Media (Bayerische Landeszentrale für Medien, BLM) as part of the conference “Medienkompetent und meinungsstark: Demokratische Teilhabe junger Menschen in Zeiten von TikTok & KI” [“Media literate and opinionated: Democratic participation of young people in the age of TikTok and AI”]. Munich, Germany.
- [21] **Haßler, J.** (2024, December 2). “Digitalisierung politischer Kommunikation: Chancen und Herausforderungen für die Demokratie” [“Digitalization of political communication. Opportunities and challenges for democracy”]. Presentation for the Verein Junges Europa. Regensburg, Germany.
- [20] Binninger, A. & **Haßler, J.** (2024, April 29). “Wahlkampf in der digitalisierten Öffentlichkeit. Journalistische und wissenschaftliche Perspektiven auf das Superwahljahr 2024” [“Election campaigning in the digitalized public sphere. Journalistic and scientific perspectives on the super election year 2024”]. Lecture and panel discussion as part of the lecture series of the Förderverein des Instituts für Kommunikationswissenschaft der TU Dresden.
- [19] **Haßler, J.** (2024, April 19). “Demokratie digital? Wie digitale Medien die politische Kommunikation und das Wahlverhalten verändern” [“Democracy digital? How digital media are changing political communication and voting behavior”]. Lecture as part of the lecture series “Getting fit for the European elections” organized by the Volkshochschule Neuburg in cooperation with das Otto, der Kreativraum in Neuburg e.V., Neuburg.
- [18] Nida-Rümelin, J., Pfeffer, J., Seville, A., Kerkhof, A., **Haßler, J.**, & Heckmann, D. (2023, February 17). *Die Rolle der Zivilkultur in der Demokratie [The role of civil culture in democracy]*. Workshop of the bidt in cooperation with Körber-Stiftung, Munich.
- [17] Töpfl, F., Schmid-Petri, H., & **Haßler, J.** (2022, September 14). *Podiumsdiskussion zum Thema “Der Krieg und die (sozialen) Medien” [Panel discussion on “The war and the (social) media”]* bidt-Sprint Review September, Munich.
- [16] **Haßler, J.** (2021, December 3). *Der digitale Wahlkampf in der Pandemie [The digital election campaign in the pandemic]*. Lecture as part of the lecture series Corona-Communication & Co at the Johannes Gutenberg University Mainz, Mainz (digital).

- [15] **Haßler, J.** (2021, November 24). *Digitale demokratische Mobilisierung: Wahlkampagnen im hybriden Mediensystem [Digital democratic mobilization: Election campaigns in the hybrid media system]*. Lecture as part of the lecture series in the WS 2021-22 in the Master's program "Political Communication", Jena (digital).
- [14] **Haßler, J.** (2021, October 30). *Der Social-Media-Wahlkampf zur Bundestagswahl 2021 [Social media campaigning in the context of the German federal election 2021]*. Presentation at the state association of the FDP Hesse, Wiesbaden (digital).
- [13] Oswald, B., Schmiede, T., Tell, S., Freiling, F., & **Haßler, J.** (2021, October 13). *Podiumsdiskussion zum Thema "Meinungsbildung zwischen Demokratie und Technokratie" [Panel discussion on "Opinion formation between democracy and technocracy"]* at the bidt annual conference 2021, Munich.
- [12] **Haßler, J.** & Schlosser, K. (2021, September 30). *Die "heiße Phase" des Wahlkampfes der Parteien und Spitzenkandidierenden auf Facebook und Instagram. [The "hot phase" of the election campaign of the parties and top candidates on Facebook and Instagram]*. Lecture series "Bundestagswahlkampf goes Digital: Current trends and developments in the digital election campaign 2021" of the Bavarian State Center for Political Education (Bayerische Landeszentrale für politische Bildungsarbeit), Munich (digital).
- [11] **Haßler, J.** & Schlosser, K. (2021, September 23). *Personalisierung der Parteien und Spitzenkandidierenden auf Facebook und Instagram. [Personalization of parties and top candidates on Facebook and Instagram]*. Lecture series "Bundestagswahlkampf goes Digital: Current trends and developments in the digital election campaign 2021" of the Bavarian State Center for Political Education (Bayerische Landeszentrale für politische Bildungsarbeit), Munich (digital).
- [10] **Haßler, J.** (2021, September 16). *Für Regierungsparteien ungewöhnlich: Das Negative Campaigning der Parteien und Spitzenkandidierenden auf Facebook und Instagram. [Unusual for governing parties: The negative campaigning of parties and top candidates on Facebook and Instagram]*. Lecture series "Bundestagswahlkampf goes Digital: Current trends and developments in the digital election campaign 2021" of the Bavarian State Center for Political Education (Bayerische Landeszentrale für politische Bildungsarbeit), Munich (digital).
- [09] **Haßler, J.** (2021, September 9). *Wind der Veränderung? Der Wahlkampf der Parteien und Spitzenkandidierenden auf Facebook und Instagram. [Wind of change? The election campaign of the parties and top candidates on Facebook and Instagram]*. Lecture series "Bundestagswahlkampf goes Digital: Current trends and developments in the digital election campaign 2021" of the Bavarian State Center for Political Education (Bayerische Landeszentrale für politische Bildungsarbeit), Munich (digital).
- [08] **Haßler, J.** & Wurst, A. (2020, June 22). *Wie sozial kann KI sein? Künstliche Intelligenz aus sozialwissenschaftlicher Perspektive. [How social can AI be? Artificial intelligence from a social science perspective]*. Lecture as part of the lecture series "Artificial Intelligence" of the Competence Center for Artificial Intelligence at Aschaffenburg University of Applied Sciences, Aschaffenburg (digital).
- [07] **Haßler, J.** (2020, March 31). *Digitalisierung und Populismus. [Digitalization and populism]*. Lecture at the Digital Winter Academy of the Linguistics Student Council at the Ludwig-Maximilians-Universität München, Munich (digital).
- [06] **Haßler, J.** (2020, January 29). *Covering Climate Change. Der Klimawandel in der medialen und politischen Öffentlichkeit [Covering Climate Change. Climate change in the media and political public sphere]*. Lecture at the scientific colloquium at the Carl Friedrich von Siemens Foundation of the Faculty of Social Sciences of the Ludwig-Maximilians-University Munich, Munich.

- [05] **Haßler, J.** (2019, July 17). *Im Netz der Populisten? Wie Parteien und Politiker auf Facebook Reichweite erzielen. [In the network of populists? How parties and politicians achieve reach on Facebook]*. Lecture at the opening of the Bavarian Institute for Digital Transformation (bidt), Munich.
- [04] **Haßler, J.** (2019, May 6). (Utopie) *Meinungspluralismus im Qualitätsjournalismus. Gibt es einen 360-Grad-Journalismus? [(Utopia) Opinion pluralism in quality journalism. Is there a 360-degree journalism?]*. Lecture at the seminar “Macht.Journalismus.Politik? [Power.Journalism.Politics]” of the Friedrich Naumann Foundation, Gummersbach.
- [03] **Haßler, J.** & Kruschinski, S. (2018, May 15). *Populismus im digitalen Zeitalter [Populism in the digital age]*. Lecture as part of the event series “Digitalized democracy - curse or blessing?” and organized by the association “Gegen Vergessen Für Demokratie e.V.”, Darmstadt.
- [02] **Haßler, J.** & Kruschinski, S. (2017, August 31). *Digitale Strategien von Populisten. Wie der politische Onlinediskurs instrumentalisiert wird. [Digital strategies of populists. How the political online discourse is instrumentalized]*. Lecture as part of the Darmstädter Demokratierihe 2017 and organized by the association “Gegen Vergessen Für Demokratie e.V.”, Darmstadt.
- [01] **Haßler, J.** (2013, November 21—22). *Onlinewahlkampf 2013: Normalisierung und Professionalisierung der Parteienkommunikation im Internet [Online Election Campaign 2013: Normalization and Professionalization of Party Communication on the Internet]*. Presentation at the conference “Medienkonvergenz im Bundestagswahlkampf 2013” of the research focus “Medienkonvergenz” and the Institute for Journalism Studies of the Johannes Gutenberg University Mainz, Mainz.

Organized Symposiums, Conference Panels (peer-reviewed) and Colloquia

- [04] Data Donation Symposium 2025 from October 9 to 10 in Munich. <https://data-donation-symposium.ifkw.lmu.de>
- [03] **Haßler, J.** (2021, September 6-9). Campaigning for Strasbourg. A cross-national comparison of political parties' Facebook campaigns in the 2019 European Elections. 8th European Communication Conference “Communication and trust: building safe, sustainable and promising futures”, Braga (digital), Portugal.
- Baranowski, P., Kruschinski, S., & Rußmann, U. (2021, September 6-9). Putting lipstick on a pig? Going negative in the 2019 European Election Campaign.
- Lilleker, D., Maurer, P., & Balaban, D. (2021, September 6-9). Populist election campaigning: assessing the spread and impact across 12 EU nations.
- Veneti, A., Farkas, X., Jackson, D., & Bene, M. (2021, September 6-9). Visual elements of the 2019 EP campaign on party Facebook: a twelve-country comparative analysis.
- Wurst, A.-K., **Haßler, J.**, Schlosser, K. & Magin, M. (2021, September 6-9). What parties and users care about. Issue ownership and shareworthiness in the EP Campaign 2019.
- Bene, M., Ceron, A., Fenoll, V., & Larsson, A. O. (2021, September 6-9). Shared patterns: A cross-country investigation of user engagement with parties on Facebook.
- [02] 11th Colloquium of the Early Career Network Political Communication (NapoKo) from November 26 to 27, 2020 in Munich (digital).

[01] 9th Colloquium of the Early Career Network for Political Communication (NapoKo) from November 15 to 17, 2018 in Mainz.