

PUBLICATIONS

Journal Articles, peer-reviewed (46)

1. Wulf, T. & **Naderer**, B. (accepted). Selling stories of social justice. How consumers react to and learn from social ads. *Studies in Communication Sciences*.
2. Von Sikorski, C., **Naderer**, B., & Brandt, D. (accepted). Inappropriate? Gay characters affect adults' perceived age-appropriateness of animated cartoons. *Communications*.
3. **Naderer**, B., Rieger, D., & Schwertberger, U. (accepted). [An online world of bias. The mediating role of cognitive biases on extremist attitudes.](#) *Communications*.
4. De Jans, S., Hudders, L., **Naderer**, B., & De Pauw, V. (accepted). [Impact of thin-ideals in influencer posts promoting healthy versus unhealthy foods on tweens' healthy food choice behavior.](#) *Frontiers Psychology*.
5. **Naderer**, B. (accepted). [Social media influencers as political agents? The potential of an unlikely source to motivate political action.](#) *Communications*.
6. Folkvord, F., **Naderer**, B., Coates, A., & Boyland, E. (2022). [Promoting fruit and vegetable consumption for childhood obesity prevention.](#) *Nutrients*, 14(1), 157.
7. Balaban, D. C., Mucundorfeanu, M., & **Naderer**, B. (2021). [The role of trustworthiness in social media influencer advertising: Investigating users' appreciation of advertising transparency and its effects.](#) *Communications*.
8. Binder, A., **Naderer**, B., & Matthes, J. (2021). [Shaping healthy eating habits in children with persuasive strategies: toward a typology.](#) *Frontiers in Public Health*, 9.
9. Bouko, C., **Naderer**, B., Rieger, D., Van Ostaeyen, P., & Voué, P. (2021). [Discourse patterns used by extremist Salafists on Facebook: identifying potential triggers to cognitive biases in radicalized content.](#) *Critical Discourse Studies*, online-first, 1-22.
10. De Jans, S., Spielvogel, I., **Naderer**, B., & Hudders, L. (2021). [Digital Food Marketing to Children: How an Influencer's Lifestyle Can Stimulate Healthy Food Choices among Children.](#) *Appetite*, 105182.
11. Heiss, R., **Naderer**, B., & Matthes, J. (2021). [Healthwashing in high-sugar food advertising: The effect of prior information on healthwashing perceptions in Austria.](#) *Health Promotion International*, 6(4), 1029-1038.
12. **Naderer**, B. (2021). [Advertising unhealthy food to children: on the importance of regulations, parenting styles, and media literacy.](#) *Current Addiction Reports*, 8, 12-18.

13. Naderer, B., Borchers, N. S., Wendt, R., & Naab, T. (2021). [Advertising literacy: how can children and adolescents deal with persuasive messages in a complex media environment?](#). *MedienPädagogik: Zeitschrift für Theorie und Praxis der Medienbildung*, 43, i-vi.
14. Naderer, B., Matthes, J., & Binting, S. (2021). [It is just a spoof: Spoof placements and their impact on conceptual persuasion knowledge, brand memory and brand evaluation](#). *International Journal of Advertising*, 40(1), 106-123.
15. Naderer, B., Matthes, J., & Schäfer, S. (2021). [Effects of disclosing ads on Instagram: the moderating impact of similarity to the influencer](#). *International Journal of Advertising*, 40(5), 686-707.
16. Naderer, B. & Oprea, S. (2021). [Increasing advertising literacy to unveil disinformation in green advertising](#). *Environmental Communication, online-first*.
17. Naderer, B., Peter, C., & Karsay, K. (2021). [This picture does not portray reality: developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for Austrian tweens and teens](#). *Journal of Children and Media, online-first*, 1-19.
18. Spielvogel, I., Naderer, B., Binder, A., & Matthes, J. (2021). [The forbidden reward. The emergence of parent-child conflicts about food over time and the influence of parents' communication strategies and feeding practices](#). *Frontiers in Public Health*, 8, 604702.
19. Spielvogel, I., Naderer, B., & Matthes, J. (2021). [Disclosing product placement in audiovisual media services: A practical and scientific perspective on the implementation of disclosures across the European Union](#). *International Journal of Advertising*, 40(1), 5-25.
20. Naderer, B., Binder, A., Matthes, J., & Mayrhofer, M. (2020). [Healthy, sweet, brightly colored, and full of vitamins: Cognitive and affective persuasive cues of food placements and children's healthy eating behavior](#). *International Journal of Advertising*, 39(7), 1012-1030.
21. Naderer, B., Heiss, R., & Matthes, J. (2020). [The skilled and the interested: How personal curation skills increase or decrease exposure to political information on social media](#). *Journal of Information Technology & Politics*, 17(4), 452-460
22. Naderer, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). [Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness](#). *Communications*, 45(3), 273-281

23. Binder, A., **Naderer**, B., & Matthes, J. (2020). [Experts, peers, or celebrities? The role of different social endorsers for children's fruit choice](#). *Appetite*, 155, 104821.
24. Binder, A., **Naderer**, B., Matthes, J., & Spielvogel, I. (2020). [Fiction is sweet. The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study](#). *Nutrients*, 12(5), 1478.
25. Spielvogel, I., **Naderer**, B., Matthes, J., & Obereder, A. (2020). ["Unterstützt durch Produktplatzierung": Die Perspektive der Eltern gegenüber Regulierungsmaßnahmen für eingebettete Werbeformen in Film und Fernsehen](#). *Studies in Communication and Media*, 9(2), 308-340.
26. Binder, A., **Naderer**, B., & Matthes, J. (2020). [The effects of gain- and loss-framed nutritional messages on children's healthy eating behavior](#). *Public Health Nutrition*, 23(10), 1726-1734.
27. Binder, A., **Naderer**, B., & Matthes, J. (2020). [A "forbidden fruit effect": An eye-tracking study on children's visual attention to food marketing](#). *International Journal of Environmental Research and Public Health*, 17(6), 1859.
28. Mayrhofer, M., **Naderer**, B., & Binder, A. (2020). [Unhealthy fun: Food and beverage references in comedy series](#). *Journalism & Mass Communication Quarterly*, 97(1), 257-277.
29. **Naderer**, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). [Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media](#). *Pediatric Obesity*, online-first.
30. Mayrhofer, M., Matthes, J., Einwiller, S., & **Naderer**, B. (2020). [User generated content presenting brands on social media increases young adults' purchase intention](#). *International Journal of Advertising*, 39(1), 166-186.
31. Spielvogel, I., **Naderer**, B., & Matthes, J. (2020). [Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of product placement](#). *International Journal of Advertising*, 39(5), 611-630.
32. **Naderer**, B., Matthes, J., & Spielvogel, I. (2019). [How brands appear in children's movies. A systematic content analysis of the past 25 years](#). *International Journal of Advertising*, 38(2), 237-257.

33. Binder, A., **Naderer**, B., & Matthes, J. (2019). [Do children's food choices go with the crowd? Effects of majority and minority peer cues shown within an audiovisual cartoon on children's healthy food choice.](#) *Social Science & Medicine*, 225, 42-50.
34. Matthes, J., & **Naderer**, B. (2019). [Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015.](#) *Pediatric Obesity*, 14(4).
35. Mayrhofer, M., & **Naderer**, B. (2019). [Mass media as alcohol educator for everyone? Effects of portrayed alcohol consequences and the influence of viewers' characteristics.](#) *Media Psychology*, 22(2), 217-243.
36. **Naderer**, B., Matthes, J., & Zeller, P. (2018). [Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction.](#) *International Journal of Advertising*, 37(6), 852-870.
37. Schmuck, D., Matthes, J., & **Naderer**, B. (2018). [Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising.](#) *Journal of Advertising*, 47(2), 127-145.
38. **Naderer**, B., Matthes, J., Marquart, F., & Mayrhofer, M. (2018). [Children's attitudinal and behavioral reactions to product placements: Investigating the role of placement frequency, placement integration, and parental mediation.](#) *International Journal of Advertising*, 37(2), 236-255.
39. Schmuck, D., Matthes, J., **Naderer**, B., & Beaufort, M. (2018). [The effects of environmental brand attributes and nature imagery in green advertising.](#) *Environmental Communication*, 12(3), 414-429.
40. Spielvogel, I., Matthes, J., **Naderer**, B., & Karsay, K. (2018). [A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content.](#) *Appetite*, 125, 63-71.
41. **Naderer**, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018). [Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice.](#) *Appetite*, 120, 644-653.
42. **Naderer**, B., Matthes, J., & Mestas, M. (2016). [Do you take credit cards? The attitudinal and behavioral effects of advergames targeted at children.](#) *Journal of Consumer Behaviour*, 15(6), 580-588.
43. Matthes, J., & **Naderer**, B. (2016). [Product placement disclosures: Exploring the moderating effect of placement frequency on brand responses via persuasion knowledge.](#) *International Journal of Advertising*, 35(2), 185-199.

44. Matthes, J., Marquart, F., **Naderer, B.**, Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods & Measures*, 9(4), 193-207.
45. Arendt, F., **Naderer, B.**, Abdollahi, M., Mittelberger, A., Surzhyk, O., & Zhou, L. (2015). [Television commercials and fading behavioral brand choice effects in Austrian children](#). *Journal of Children and Media*, 9(4), 435-452.
46. Matthes, J., & **Naderer, B.** (2015). [Children's consumption behavior in response to food product placements in movies](#). *Journal of Consumer Behaviour*, 14(2), 127-136.

Book Chapters (8)

1. **Naderer, B.**, & Matthes, J. (2019). Der Involvementbegriff in der Werbeforschung: Zum überfälligen Ende eines schwer greifbaren Konzeptes. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. 21-34). Wiesbaden: Springer VS.
2. **Naderer, B.**, & Karsay, K. (2018). Detecting the persuasive intent of product placement in photographic love stories: Consequences for brand recall and brand evaluation. In R. Kühne, S. Baumgartner, T. Koch, & M. Hofer (Eds.), *Youth and media: Current Perspectives on Media Use & Effects* (pp. 115-131). Baden-Baden: Nomos.
3. **Naderer, B.** (2017). Types of hypotheses. In J. Matthes, R. Potter & C. S. Davis (Eds.), *International Encyclopaedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell.
4. **Naderer, B.**, Schmuck, D., & Matthes, J. (2017). Greenwashing: Disinformation through green advertising. In G. Siegert, M. B. Rimscha, S. Grubenmann (Eds.), [Commercial Communication in the Digital Age – Information or Disinformation?](#) Berlin: De Gruyter Mouton.
5. **Naderer, B.**, & Matthes, J. (2016). Verfahren zur Messung der Werbewirkung und Werbeeffizienz. In F. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuchreihe der Kommunikation – Controlling der Kommunikation* (pp. 363-383). Wiesbaden: Springer/Gabler.
6. Marquart, F., & **Naderer, B.** (2016). Petty, R.E., & Cacioppo, J. T. (1986). Communication and persuasion: Central and peripheral routes to attitude change. In M.

Potthoff (Ed.), *Schlüsselwerke der Medienwirkungsforschung* (pp. 231-242).

Wiesbaden: Springer.

7. **Naderer, B., & Matthes, J.** (2016). Kinder und Werbung: Inhalte, Mechanismen und Wirkungen. In G. Siegert, W. Wirth, P. Weber, & J. A. Lischka (Eds.), *Handbuch Werbeforschung* (pp. 689-712). Wiesbaden: Springer VS.
8. Matthes, J., & **Naderer, B.** (2013). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen. In H. Schramm, J. Knoll & D. Schlütz (Eds.), *Innovation der Persuasion. Die Qualität der Werbe- und Markenkommunikation in neuen Medienwelten* (pp. 59-74). Köln: Halem Verlag.

AWARDS

Awards & Acknowledgements (9)

- 2020 Certificate for Excellence in Teaching (Top 5 evaluated course "Datenanalyse mit SPSS" am Institut für Kommunikationswissenschaft und Medienforschung LMU Munich, Sommersemester 2020)
- 2019 Best Paper Award Nomination and Best Student Paper Award Nomination at the 18th International Conference on Research in Advertising (ICORIA, six best papers were awarded in each category).
- 2019 Top Reviewer Award, International Communication Association, Children, Adolescents, and Media Division.
- 2019 Top 1 Student-led Paper Award, International Communication Association, Children, Adolescents, and Media Division (2nd Author)
- 2018 Bank Austria Research Award (main prize), for the dissertation "The Impact of Product Placements in Children's Movies: Content, Effects, and Protective Measures"
- 2018 Top Dissertation Award, International Communication Association, Children, Adolescents and Media Division.
- 2017 Top 4 Student Paper Award, International Communication Association, Environmental Communication Division (2nd Author)
- 2016 Top 1 Student Paper Award, International Communication Association, Environmental Communication Division (2nd Author)
- 2015 Top 3 Faculty Paper Award, International Communication Association, Mass Communication Division (3rd Author)

PRESENTATIONS

Invited Presentations (5)

1. **Naderer, B.** (2022, February). Verzerzt-Extrem-Digital. Über Online-Radikalisierung und wie sie funktioniert. Presented at the Online Conference: *Radikalisierung im transnationalen Raum. Kritische Ansätze zu Umgang und Sicherheit*, February 5th, Online-Conference.
2. **Naderer, B.** (2022, January). Zahlen, Daten, Fakten zum Werbemarkt in TV und digitalen Medien: Wofür wird geworben? Presented at: 47. *Internationales Symposium Obergurgel, ÖGKJ*, January 20th, Obergurgl, Austria.
3. **Naderer, B.** (2021, January). Making fruit desirable for children: The role of conscious message processing. Presented at the Webinar: The place of fruit and vegetable in childhood obesity prevention. *European Childhood Obesity Group*, January 15th, Webinar.
4. **Naderer, B.** (2019, January). Fast Food, Süßigkeiten und Knabbereien: Die Spitze der Ernährungspyramide in Werbung und Kinderfernsehen. Invited presentation held at the *f.eh (forum. ernährung heute) im Dialog*, January 15th, Vienna, Austria.
5. **Naderer, B.** (2016, May). Essen wie Kung Fu Panda. Welchen Einfluss haben Medien auf das Essverhalten. Invited presentation held at the *VEÖ (Verband der Ernährungswissenschaftler Österreich)* Convention, May 19th, Vienna, Austria.

Full Paper Presentations, peer-reviewed (26)

1. **Naderer, B., Rieger, D., & Schwertberger, U.** (2021, May). An Online World of Bias. The Mediating Role of Cognitive Biases on Extremist Attitudes. Paper presented at the 71st Annual Conference of the ICA, Virtual Conference (originally to be held in Denver, CO, USA).
2. **Binder, A., Naderer, B., & Matthes, J.** (2021, May). Shaping Healthy Eating Habits in Children with Persuasive Strategies: Toward a Typology. Paper presented at the 71st Annual Conference of the ICA, Virtual Conference (originally to be held in Denver, CO, USA).
3. **Evans, N., Balaban, D., Mucundorfeanu, M., & Naderer, B.** (2021, March). Time heals all wounds: how discounting cues and multiple exposures impact the effectiveness of

- influencer advertising over time. Paper presented at the American Academy of Advertising Annual.
4. **Naderer, B., Peter, C., & Karsay, K.** (2020, May). This picture does not portray reality: Developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for tweens and teens. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
 5. Neureiter, A., Hirsch, M., Matthes, J., & **Naderer, B.** (2020, May). Sustainable flying? The effects of greenwashed claims in airline advertising on perceived greenwashing, brand outcomes, and flying attitudes. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
 6. Spielvogel, I., **Naderer, B.**, Binder, A., & Matthes, J. (2020, May). The forbidden reward. The emergence of parent-child conflicts about food over time and the role of parents' communication strategies and feeding practices. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
 7. Binder, A., **Naderer, B.**, & Matthes, J. (2020, May). Experts, peers, or celebrities? Increasing children's fruit choice using different social endorsers. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
 8. Binder, A., **Naderer, B.**, Matthes, J., & Spielvogel, I. (2020, May). Fiction is sweet: The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
 9. Binder, A., & **Naderer, B.** (2019, May). "It's not what you say, but how you say it!": Affecting children's healthy dietary choices with gain- versus loss-framed nutritional messages in children's cartoon movies. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
 10. Heiss, R., & **Naderer, B.** (2019, May). "Healthwashing" uncovered: Health knowledge enables the detection of inappropriate health claims in food advertising. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.

11. **Naderer, B.**, Binder, A., Spielvogel, I., & Forrai, M. (2019, May). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
12. Spielvogel, I., Matthes, J., & **Naderer, B.** (2019, May). Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of brand placements. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
13. Mayrhofer, M., **Naderer, B.**, & Matthes, J. (2018, August). Placing brands on Facebook: How the source and context of brand posts affect brand likeability. Presentation to the *Advertising Division at the AEJMC Annual Convention*, August 6-9, Washington D.C., USA.
14. Matthes, J., Marquart, F., **Naderer, B.**, Schmuck, D., & Arendt, F. (2018, August). Cause and effect: Development and state of the art of experimental communication research. Presentation to *the Communication Theory and Methodology Division at the AEJMC Annual Convention*, August 6-9, Washington D.C., USA.
15. **Naderer, B.**, Matthes, J., Binder, A., & Mayrhofer, M (2018, March). Healthy, sweet, brightly colored, and full of vitamins: Affective and cognitive persuasive strategies of food placements and children's healthy eating behavior. Accepted for presentation at the *American Academy of Advertising (AAA)*, March 22-25, New York, USA.
16. Mayrhofer, M., **Naderer, B.**, & Binder, A. (2017, August). Unhealthy fun: Food references in comedy series. Presentation at the ComSHER Division at the *AEJMC Annual Convention*, August 9-12, Chicago, USA.
17. Mayrhofer, M. & **Naderer, B.** (2017, May). Can mass media be an alcohol educator for everyone? Investigating the effects of portrayed alcohol consequences on alcohol expectancies and attitudes and the influence of viewers' characteristics. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
18. **Naderer, B.**, Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2017, May). Shaping children's healthy eating habits with food placements? Healthy and unhealthy food placements in movies, children's BMI, food-related parental mediation strategies, and food choice. Presentation at the 67th annual

- conference of the *International Communication Association* (ICA), May 25-29, San Diego, USA.
19. **Naderer, B., Matthes, J., & Spielvogel, I.** (2017, May). How brands appear in children's movies. A systematic content analysis of the past 25 years. Presentation at the 67th annual conference of the *International Communication Association* (ICA), May 25-29, San Diego, USA.
 20. **Naderer, B., Matthes, J., & Zeller, P.** (2016, August). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
 21. **Naderer, B., Marquart, F., Mayrhofer, M., & Spielvogel, I.** (2016, June). Children's attitudinal and behavioral reactions to product placements: Do parental mediations and family conversations matter? Presentation at the 66th annual conference of the *International Communication Association* (ICA), June 9-13, Fukuoka, Japan.
 22. Schmuck, D. & **Naderer, B.** (2016, June). Misleading consumers with green advertising? Comparing the effects of false and vague greenwashing claims. Presentation at the 66th annual conference of the *International Communication Association* (ICA), June 9-13, Fukuoka, Japan.
 23. Schmuck, D., & Matthes, J., **Naderer, B., & Beaufort, M.** (2015, May). Effects of environmental brand attributes and nature imagery in green advertising on brand attitude and purchase intention. Presentation at the 65th annual conference of the *International Communication Association* (ICA), May 21-25, San Juan, Puerto Rico.
 24. Matthes, J., Marquart, F., **Naderer, B., Arendt, F., Schmuck, D., & Adam, K.** (2015, May). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. Presentation at the 65th annual conference of the *International Communication Association* (ICA), May 21-25, San Juan, Puerto Rico.
 25. Arendt, F., **Naderer, B., Abdollahi, M., Mittelberger, A., Surzhyk, O., & Zhou, L.** (2015, May). Food choice in children: Television commercials and fading behavioral effects. Presentation at the 65th annual conference of the *International Communication Association* (ICA), May 21-25, San Juan, Puerto Rico.
 26. Matthes, J., & **Naderer, B.** (2014, August). The "Boomerang Effect" of disclosures: How placement disclosures affect brand memory, persuasion knowledge, and brand

attitude. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 5-9, Montréal, Canada.

Peer-Reviewed Non-Full Paper Presentations (34)

1. Kühn, J., Böbenecker, M., **Naderer**, B., & Spielvogel, I. (2021, November). What needs to match up? how social media influencer-brand-fit and perceived similarity affect source credibility and brand evaluations. Presentation held at: Targeted: Digitale Kommunikation und Werbung"; Gemeinsame Jahrestagung der Fachgruppen Digitale Kommunikation und Werbekommunikation der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft. Leipzig, Germany.
2. **Naderer**, B. & Rieger, D. (2021, November). The role of cognitive biases in online radicalization. Presentation held at: Targeted: Digitale Kommunikation und Werbung"; Gemeinsame Jahrestagung der Fachgruppen Digitale Kommunikation und Werbekommunikation der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft. Leipzig, Germany.
3. Beckert, J., & **Naderer**, B. (2021, November). What drives the persuasive effectiveness of influencer advertising? An analysis of impact factors referring to the source, message, and audience of influencer communication. Presentation held at Targeted: Digitale Kommunikation und Werbung"; Gemeinsame Jahrestagung der Fachgruppen Digitale Kommunikation und Werbekommunikation der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft. Leipzig, Germany.
4. Wulf, T., **Naderer**, B., Olbermann, & Hohner, J. (2021, September). Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors for rainbow washing. Paper presented at the 11th Conference of the Media Psychology Division, Chemnitz, Germany
5. Bouko, C., **Naderer**, B., & Rieger, D. (2021, September). Raising awareness about one's own cognitive biases to counter radicalization: presentation of the PRECOBIAS project. Paper presented at the MOTRA-K #2021. Wiesbaden, Germany.
6. Wulf, T., **Naderer**, B., Olbermann, & Hohner, J. (2021, June). Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors for rainbow washing. Paper presented at the Annual Meeting of the European Advertising Academy, ICORIA 2021, Online-conference.

7. **Naderer, B.** & Böbenecker, M. (2021, April). Personalized ads promoting sensitive health topics: Appreciated or condemned? Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland.
8. **Naderer, B.** & Rieger, D. (2021, April). An online world of bias: The mediating role of cognitive biases on extremist attitudes. Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland.
9. Wulf, T., & **Naderer, B.** (2021, April). Advertising what matters? Media effects of ads dealing with social issues. Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland
10. **Naderer, B.** (2021, January). In green influencers we trust. Presentation at the *annual conference of the Media Audiences and Effects Division* of the German Communication Association (DGPK) Online-Conference, January 27-29, München, Germany.
11. **Naderer, B.** & Festl, R. (2020, November). Social media literacy – A central resource for children and adolescents growing up in an online world. Presentation at the *SACM Media Literacy Conference*, Online-Conference, March 10-12, Winterthur, Switzerland.
12. **Naderer, B.** (2020, March). Influencers as political agents? The potential of an unlikely source to motivate political action. Presentation at the annual conference of the *German Communication Association (DGPK)*, Online-Conference, November 20th, München, Germany.
13. Spielvogel, I., & **Naderer, B.** (2020, January). Head over heels in love with the product on Instagram: Eine Untersuchung des Balance-Modells im Rahmen von Social-Media-Marketing. Presentation at the *annual conference of the Media Audiences and Effects Division* of the German Communication Association (DGPK), January 23-25, Würzburg, Germany.
14. Oprea, S., & **Naderer, B.** (2019, November). Increasing advertising literacy to unveil disinformation in green advertising. Presentation at the conference *Advertising Literacy: Dealing with Persuasive Messages in a Complex Media Environment*, November 27-29, Vienna, Austria.
15. Von Sikorski, C., **Naderer, B.**, & Brandt, D. (2019, November). Homosexuality in children's cartoons: How same-sex characters and political orientation affect adults' perceived age-appropriateness of children's cartoons. Presentation at the conference *Advertising Literacy: Dealing with Persuasive Messages in a Complex Media Environment*, November 27-29, Vienna, Austria.

16. **Naderer, B.**, Spielvogel, I., Matthes, J., Binder, A., Forrai, M., Knupfer, H., & Saumer, M. (2019, November). The impact of watching movies and series on children's BMI and the moderating role of perceived parental food rules. A longitudinal study. Presentation at the *European Conference of Health Communication (EHC)*, November 13-15, Zurich, Switzerland.
17. **Naderer, B.**, Matthes, J., & Binting, S. (2019, June). It is just a spoof. Spoof placements and their impact on activation of conceptual persuasion knowledge as well as the referenced brand's memory and evaluation. Paper presented at the 18th *International Conference on Research in Advertising (ICORIA)*, June 27-29, Krems, Austria.
18. Spielvogel, I., **Naderer, B.**, & Matthes, J. (2019, June). Disclosing brand placements on audiovisual media: A scientific and practical perspective on the implementation of disclosures in EU countries. Paper presented at the 18th *International Conference on Research in Advertising (ICORIA)*, June 27-29, Krems, Austria.
19. Binder, A., & **Naderer, B.** (2019, May). Shaping healthy eating habits in children and adolescents with social appeals: Toward a conceptual model. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
20. Binder, A., **Naderer, B.**, & Matthes, J. (2019, May). Framing nutritional messages for children: Does perceived effectiveness influence or predict the intended behavior? Presentation at the *ICA Pre-Conference of the Health Communication Division*, May 24, Washington, D.C., USA.
21. **Naderer, B.**, Matthes, J., & Schäfer, S. (2019, May). Werbe-Disclosure auf Instagram: Die moderierende Rolle der Ähnlichkeit mit dem Kommunikator. Presentation at the annual conference of the *German Communication Association (DGPK)*, May 9-11, Münster, Germany.
22. Binder, A., **Naderer, B.**, Spielvogel, I., Forrai, M., & Matthes, J. (2019, April). Der Zusammenhang zwischen Übergewicht und Fernsehkonsum bei Kindern und die moderierende Wirkung des elterlichen Erziehungsstils. Presentation at the conference "*Kommunikationswissenschaftliche Tage 2019*" of the *Austrian Society of Communication (ÖGK)*, April 25-27, Vienna, Austria.
23. Heiss, R., **Naderer, B.**, & Matthes, J. (2018, December). "Healthwashing" uncovered: Health knowledge enables the detection of inappropriate health claims in food

- advertising. Paper presented at the *Kick-off Meeting Life & Health Science Cluster Tirol*, December 3-4, Innsbruck, Austria.
24. **Naderer, B.**, Karsay, K., & Peter, C. (2018, December). Picture Perfect – Die Wirkung von Bearbeitungshinweisen bei Bildern auf den wahrgenommenen Realismus und die Körperzufriedenheit junger Frauen. Presentation at the annual conference of the *Visual Communication Division of the German Communication Association (DGPUK)*, November 29-December 1, Vienna, Austria.
 25. Spielvogel, I., & **Naderer, B.** (2018, November). Match me if you can (or not?). Eine Untersuchung der Match-Up Hypothese in bildbasierten Social-Media-Kanälen. Presentation at the annual conference of the *Visual Communication Division of the German Communication Association (DGPUK)*, November 29-December 1, Vienna, Austria.
 26. **Naderer, B.**, Aidi, A., & Sander, D. (2017, November). It's a Brand-Lovestory. Auswirkungen von Produktplatzierungen in Foto-Lovestories auf die Markenwahl. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 27. Mayrhofer, M., Matthes, J., Einwiller, S., & **Naderer, B.** (2017, November). Advertisement disclosures on Facebook. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 28. Matthes, J., **Naderer, B.**, Schmuck, D., & Eicher, C. (2017, November). Argumentationsstrategien in der grünen Werbung: Ein systematischer Vergleich von 10 Ländern. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 29. Matthes, J., **Naderer, B.**, & Schmuck, D. (2017, November). Wer sind die grünen Konsumenten? Prädiktoren für nachhaltiges Kaufverhalten im internationalen Kontext. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 30. **Naderer, B.**, Spielvogel, I., Obereder, A., & Matthes, J. (2016, November). Darstellung und Einbindung von Produktplatzierungen in deutschen Kinderfilmen. Presentation at

- the annual conference of the *Advertising Division of the German Communication Association (DGPUK)*, November 16-18, Münster, Germany.
31. **Naderer, B., Obereder, A., Spielvogel, I., & Matthes, J.** (2016, November). Die Perspektive der Eltern zur Werbepaxis von Produktplatzierungen. Zu Regulierungsmaßnahmen eingebetteter Werbeformen. Presentation at the annual conference of the *Advertising Division of the German Communication Association (DGPUK)*, November 16-18, Münster, Germany.
 32. **Naderer, B., & Karsay, K.** (2016, January). Detecting the persuasive intent of product placements in photo-love-stories. Consequences for brand recall and brand evaluation. Presentation at the Annual Conference of the *Media Audiences and Effects Division of the German Communication Association (DGPUK)*, January 28-30, Amsterdam, Netherlands.
 33. **Naderer, B., Matthes, J., & Mestas, M.** (2015, November). Do you take credit cards? The attitudinal and behavioral effects of advertising in board games targeted at children. Presentation at the '*Children, Adolescents and Advertising*' *ECREA Symposium*, November 5-6, Madrid, Spain.
 34. **Matthes, J., & Naderer, B.** (2012, November). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen: Effekt auf das Verhalten, nicht aber die Einstellungen? Presentation at the annual conference of the *Advertising Interest Group of the German Communication Association*, November 21-23, Würzburg, Germany.

PUBLIC OUTREACH

Media Coverage (5)

1. FSF Blog (12.06.2019). Produktplatzierungen in Kinderfilmen.
2. Die Presse (01.06.2018). Chips & Co. als Nebendarsteller.
3. Der Standard. (11.07.2016). "Könnte Bildschirm abschlecken": Wie Junkfood-Werbung auf Kinder wirkt.
4. Die Presse. (26.02.2016). Ungesundes Fernsehen.
5. Der Standard (08.07.2015). Product-Placement: Die Macht der Burger im Kinderfernsehen.