PUBLICATIONS

Journal Articles, peer-reviewed (36)


Book Chapters (8)


AWARDS

Awards & Acknowledgements (8)

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 (3)


Full Paper Presentations, peer-reviewed (26)


brand outcomes, and flying attitudes. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.


**Peer-Reviewed Non-Full Paper Presentations (28)**


11. **Naderer**, B., Matthes, J., & Bintinger, 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.

12. 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.

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.

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.

Die moderierende Rolle der Ähnlichkeit mit dem Kommunikator. Presentation at the
annual conference of the *German Communication Association (DGPuK)*, May 9-11,
Münster, Germany.

Zusammenhang zwischen Übergewicht und Fernsehkonsum bei Kindern und die
modierende Wirkung des elterlichen Erziehungsstils. Presentation at the conference
"Kommunikationswissenschaftliche Tage 2019" of the *Austrian Society of
Communication (ÖGK)*, April 25-27, Vienna, Austria.

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.

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.


**PUBLIC OUTREACH**

**Media Coverage (5)**

2. Die Presse (01.06.2018). Chips & Co. als Nebendarsteller.