

## Publications and Conference Presentations

### MONOGRAPHS [1]

---

- 1) **Obermaier, M.** (2020). *Vertrauen in journalistische Medien aus Sicht der Rezipienten. Zum Einfluss soziopolitischer und performanzbezogener Erklärgrößen* [Trust in journalistic media from the perspective of the recipients. On the role of sociopolitical and performance-related explanatory variables]. Springer VS.

### BEITRÄGE IN FACHZEITSCHRIFTEN (PEER-REVIEWED) [22]

---

- 1) Prochazka, F., & **Obermaier, M.** (2021). Trust Through Transparency? How Journalistic Reactions to Media-Critical User Comments Affect Quality Perceptions and Behavior Intentions. *Digital Journalism*, Advance Online Publication. <https://doi.org/10.1080/21670811.2021.2017316>
- 2) **Obermaier, M.**, Schmuck, D., & Saleem, M. (2021). I'll be There for you? Effects of Islamophobic Hate and Counter Speech on Muslims' Intention to Intervene. *New Media & Society*, Advance Online Publication. <https://doi.org/10.1177/14614448211017527>
- 3) Fawzi, N., Steindl, N., **Obermaier, M.**, Prochazka, F., Arlt, D., Blöbaum, B., Dohle, M., Engelke, K. M., Hanitzsch, T., Jakob, N., Jakobs, I., Klawier, T., Post, S., Reinemann, C., Schweiger, W., & Ziegele, M. (2021). Concepts, Causes and Consequences of Trust in News Media – A Literature Review. *Annals of the International Communication Association*, Advance Online Publication. <https://doi.org/10.1080/23808985.2021.1960181>
- 4) **Obermaier, M.**, Steindl, N., & Fawzi, N. (2021). Independent or a political pawn? How recipients perceive influences on journalistic work compared to journalists and what explains their perceptions. *Journalism*, Advance Online Publication. <https://doi.org/10.1177/14648849211034359>
- 5) Fawzi, N., & **Obermaier, M.** (2019). Unzufriedenheit – Misstrauen – Ablehnung journalistischer Medien. Eine theoretische Annäherung an das Konstrukt Medienverdrossenheit [Dissatisfaction – distrust – rejection of journalistic media. A theoretical approach to the construct of disenchantment with the media]. *Medien- & Kommunikationswissenschaft*, 67(1), 27–44. <https://doi.org/10.5771/1615-634X-2019-1>
- 6) **Obermaier, M.**, Hofbauer, M., & Reinemann, C. (2018). Journalists as targets of hate speech. How German journalists perceive the consequences for themselves and how they cope with it. *SC/M – Studies in Communication and Media*, 7(4), 499–524. <https://doi.org/10.5771/2192-4007-2018-4-499>
- 7) Leonhard, L., Rueß, C., **Obermaier, M.**, & Reinemann, C. (2018). Perceiving threat and feeling responsible How severity of hate speech, number of bystanders, and prior reactions of others affect bystanders' intention to counterargue against hate speech on Facebook. *SC/M – Studies in Communication and Media*, 7(4), 555–579. <https://doi.org/10.5771/2192-4007-2018-4-555>

- 8) **Obermaier, M.**, Koch, T., & Riesmeyer, C. (2018). Deep impact? How journalists perceive the influence of public relations on their news coverage and which variables determine this impact. *Communication Research, 45*(7), 1031–1053. <https://doi.org/10.1177/0093650215617505>
- 9) Schindler, J., Fortkord, C., Posthumus, L., **Obermaier, M.**, Fawzi, N., & Reinemann, C. (2018). Woher kommt und wozu führt Medienfeindlichkeit? Zum Zusammenhang von populistischen Einstellungen, Medienfeindlichkeit, negativen Emotionen und Partizipation [Where does media cynicism come from and what does it lead to? On the connection between populist attitudes, hostility towards the media, negative emotions and participation]. *Medien- & Kommunikationswissenschaft, 66*(3), 283–301. <https://doi.org/10.5771/1615-634X-2018-3-283>
- 10) Koch, T., **Obermaier, M.**, & Riesmeyer, C. (2020). Powered by public relations? Mutual perceptions of PR practitioners' bases of power over journalism. *Journalism, 21*(10), 1573–1589. <https://doi.org/10.1177/1464884917726421>
- 11) **Obermaier, M.**, Koch, T., & Baden, C. (2017). Everybody follows the crowd? Effects of opinion polls and past election results on electoral preferences. *Journal of Media Psychology: Theories, Methods, and Applications, 29*, 1–12. <https://doi.org/10.1027/1864-1105/a000160>
- 12) **Obermaier, M.**, Fawzi, N., & Koch, T. (2016). Bystanding or standing by? How the number of bystanders affects the intention to intervene in cyberbullying. *New Media & Society, 18*(8), 1491–1507. <https://doi.org/10.1177/1461444814563519>
- 13) **Obermaier, M.**, Fawzi, N., & Koch, T. (2015). Bystanderintervention bei Cybermobbing. Warum spezifische Merkmale computervermittelter Kommunikation prosoziales Eingreifen von Bystandern einerseits hemmen und andererseits fördern [Bystander intervention in cyberbullying. Why specific features of computer-mediated communication inhibit prosocial intervention of bystanders on the one hand and promote it on the other hand]. *SCJM – Studies in Communication and Media, 4*(1), 28–52. <https://doi.org/10.5771/2192-4007-2015-1-28>
- 14) **Obermaier, M.**, & Koch, T. (2015). Mind the gap. Consequences of inter-role conflicts of freelance journalists with secondary employment in the field of PR. *Journalism, 16*(5), 615–629. <https://doi.org/10.1177/1464884914528142>
- 15) Koch, T., & **Obermaier, M.** (2014). With heart and (no) mind? How recipients negatively infer missing information about politicians and how this affects the assessment of the speaker. *Communication Research, 43*(7), 972–995. <https://doi.org/10.1177/0093650214565005>
- 16) **Obermaier, M.**, Haim, M., & Reinemann, C. (2014). Emotionen bewegen? Ein Experiment zur Wirkung von Medienbeiträgen mit Emotionalisierungspotenzial auf Emotionen, politische Partizipationsabsichten und weiterführende Informationssuche [Powered by emotion? An experiment on the effect of media contributions with emotionalization potential on emotions, political participation intentions, and further information exposure]. *Medien- & Kommunikationswissenschaft, 62*(2), 216–235. <https://doi.org/10.5771/1615-634x-2014-2-216>
- 17) Koch, T., & **Obermaier, M.** (2014). Blurred lines. German freelance journalists with secondary employment in public relations. *Public Relations Review, 40*(3), 473–482. <https://doi.org/10.1016/j.pubrev.2014.02.006>

- 18) Koch, T., Peter, C., & **Obermaier, M.** (2013). Optimisten glaubt man nicht. Wie sich die wiederholte Darbietung valenzbasierter Frames auf die Glaubwürdigkeit der Botschaft und des Kommunikators auswirkt [Don't trust an optimist. How the repeated presentation of valence-based frameworks affects the credibility of the message and the communicator]. *Medien- & Kommunikationswissenschaft*, 61(4), 551–567. <https://doi.org/10.5771/1615-634x-2013-4-551>
- 19) Koch, T., & **Obermaier, M.** (2013). Schwieriger Spagat. Freie Journalisten mit Nebentätigkeiten im PR-Bereich [Difficult balancing act. Freelance journalists with part-time jobs in the PR sector]. *SC/M – Studies in Communication and Media*, 2(1), 115–127. <https://doi.org/10.5771/2192-4007-2013-1-115>
- 20) Fröhlich, R., Koch, T., & **Obermaier, M.** (2013). What's the harm in moonlighting? A qualitative survey on the role conflicts of freelance journalists with secondary employment in the field of PR. *Media, Culture & Society*, 35(7), 809–829. <https://doi.org/10.1177/0163443713495076>
- 21) **Obermaier, M.**, & Koch, T. (2013). Von der Doppelrolle. Auswirkungen von Inter-Rollenkonflikten freier Journalisten mit Nebentätigkeiten im PR-Bereich [From the double role. Effects of inter-role conflicts between freelance journalists with secondary employment in public relations]. *Medien- & Kommunikationswissenschaft*, 61(3), 406–419. <https://doi.org/10.5771/1615-634x-2013-3-406>
- 22) Koch, T., Fröhlich, R., & **Obermaier, M.** (2012). Tanz auf zwei Hochzeiten. Rollenkonflikte freier Journalisten mit Nebentätigkeiten im PR-Bereich [Dance at two weddings. Role conflicts of freelance journalists with secondary employment in the PR sector]. *Medien- & Kommunikationswissenschaft*, 60(4), 520–535. <https://doi.org/10.5771/1615-634x-2012-4-520>

## PAPER IN EDITED VOLUMES [5]

---

- 1) Reinemann, C., Fawzi, N., & **Obermaier, M.** (2017). Die „Vertrauenskrise“ der Medien – Fakt oder Fiktion? Zu Entwicklung, Stand und Ursachen des Medienvertrauens in Deutschland [The 'crisis of trust' in news media – fact or fiction? On the development, status and causes of trust in news media in Germany]. In V. Lilienthal & I. Neverla (Eds.), *„Lügenpresse“: Anatomie eines politischen Kampfbegriffs* [‘Lying press.’ Anatomy of a political concept of struggle] (pp. 77–94). Kiepenheuer und Witsch.
- 2) Fawzi, N., **Obermaier, M.**, & Reinemann, C. (2016). Germany: is the populism laggard catching up? In T. Aalberg, F. Esser, C. Reinemann, J. Strömbäck & C. de Vreese (Eds.), *Populism and populist political communication: A comprehensive review of 26 European countries* (pp. 111–126). Routledge.
- 3) **Obermaier, M.** (2014). Kommission für Jugendmedienschutz (KJM) [Commission for the Protection of Minors in the Media (KJM)]. In H. Pürer, *Publizistik und Kommunikationswissenschaft* [Communication Studies] (pp. 272–274). UVK.
- 4) Koch, T., **Obermaier, M.**, & Peter, C. (2013). Viel hilft viel? Der Einfluss von Wiederholungsanzahl und Größe von Internetwerbepannern auf Mere-Exposure- und Truth-Effekt [A lot helps a lot? The influence of number of repetitions and size of Internet advertising banners on mere-exposure and truth effect]. In H. Schramm & J. Knoll (Eds.), *Innovation der Persuasion. Die Qualität der Werbe- und Markenkommunikation in neuen Medienwelten* [Innovation of persuasion. The quality of advertising and brand communication in new media worlds] (pp. 141–157). Halem.

- 5) **Obermaier, M.**, Springer, N., & Popp, S. (2012). Ins Netz gegangen. Was das online-affine Publikum vom Journalismus erwartet [I went into the net. What the online-affine audience expects from journalism]. In N. Springer, J. Raabe, H. Haas & W. Eichhorn (Eds.), *Medien und Journalismus im 21. Jahrhundert* [Media and journalism in the 21st century] (pp. 549–572). UVK.

## CONFERENCE PRESENTATIONS (PEER-REVIEWED) [44]

---

- 1) **Obermaier, M.** (2022, Juni). Wer wird zum Ziel von Hass im Netz? Welche Faktoren eine Viktimisierung durch Online Hate Speech erklären. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Düsseldorf, Germany.
- 2) **Obermaier, M.**, Schmid, U. K., & Rieger, D. (2022, Juni). Bystander Empowerment: Wie politische Kompetenzen und digitale Medienkompetenz die Bystanderintervention in Online Hate Speech erklären. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Düsseldorf, Germany.
- 3) Schmid, U. K., **Obermaier, M.**, & Rieger, D. (2022, Juni). Who Cares? Wie politische Merkmale die Äußerung von Online Counter Speech als Form der Civic Participation erklären. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Düsseldorf, Germany.
- 4) **Obermaier, M.** (2022, May). Youth on standby? Explaining adolescent and young adult bystanders' intervention against online hate speech. 72th Annual Conference of the International Communication Association (ICA), Paris, France.
- 5) **Obermaier, M.**, & Schmuck, D. (2022, May). Youth as target. Factors of Online hate speech victimization among adolescents and young adults. 72th Annual Conference of the International Communication Association (ICA), Paris, France.
- 6) **Obermaier, M.**, Schmid, U. K., & Rieger, D. (2022, May). Awareness is a treasure, but empowerment is key. How political and critical digital media literacy shape bystander intervention in online hate speech. 72th Annual Conference of the International Communication Association (ICA), Paris, France.
- 7) Schmid, U. K., **Obermaier, M.**, & Rieger, D. (2022, May). Who cares? Political characteristics that predict online counterspeech as civic participation against online hate speech. 72th Annual Conference of the International Communication Association (ICA), Paris, France.
- 8) Steindl, N., **Obermaier, M.**, Fawzi, N. & Lauerer, C. (2022, May). Explaining media trust among journalists and recipients - different experiences, different predictors? 72th Annual Conference of the International Communication Association (ICA), Paris, France.
- 9) **Obermaier, M.**, & Fawzi, N. (2021, September). Don't Trust the Lying Press!? Exposure to Media Criticism and Trust in Different Media. 8th European Communication Conference (ECREA), virtual (originally to be held in Porto, Portugal).
- 10) **Obermaier, M.**, & Koch, T. (2021, August). Adding or Averaging? How Weak Arguments Influence the Persuasive Effects of Strong Arguments. Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual (originally to be held in Louisiana, NO, USA).

- 11) **Obermaier, M.**, & Reinemann, C. (2021, May). Once a Victim, Always a Victim? How Individual, Workplace, and Audience Characteristics Explain Journalists' Victimization by Hate Speech. 71st Annual Conference of the International Communication Association (ICA), virtual (originally to be held in Denver, CO, USA).
- 12) **Obermaier, M.**, Schmuck, D., & Saleem, M. (2021, May). I'll be There? Effects of Islamophobic Hate and Counter Speech on Muslims' Intention to Intervene. 71st Annual Conference of the International Communication Association (ICA), virtual (originally to be held in Denver, CO, USA).
- 13) **Obermaier, M.**, Steindl, N., & Fawzi, N. (2021, May). Independent or a Political Pawn? Comparing Recipients' and Journalists' Perceived Influences on Journalistic Work. 71st Annual Conference of the International Communication Association (ICA), virtual (originally to be held in Denver, CO, USA).
- 14) Prochazka, F., & **Obermaier, M.** (2021, May). Trust Through Transparency? How Journalistic Reactions to Media-Critical User Comments Affect Quality Perceptions and Intentions. 71st Annual Conference of the International Communication Association (ICA), virtual (originally to be held in Denver, CO, USA).
- 15) Aichinger, M., **Obermaier, M.**, & Schmuck, D. (2021, May). #ICantBreathe. Black Lives Matter Content on Social Media and Youths' Online and Offline Participation. 71st Annual Conference of the International Communication Association (ICA), virtual (originally to be held in Denver, CO, USA).
- 16) Schmuck, D., **Obermaier, M.**, & Saleem, M. (2021, April). Stand by Me! Muslims' Responses to Islamophobic Online Hate Speech and the Role of Counter Speech. Three-Country Conference on Communication Science (DACH 21), virtual (originally to be held in Zürich, Switzerland).
- 17) Riesmeyer, C., Böbenecker, M., Frischlich, L. Markiewitz, A., Menke, M., **Obermaier, M.**, Peter, C., Schulze, H., & Wulf, T. (2021, April). Gemeinsam gegen Hass: Von individuellen Strategien zum organisierten Umgang mit Hate Speech gegen Wissenschaftler\*innen im Fach [Together against hate: From individual strategies to organized dealing with hate speech against scientists in the discipline]. Three-Country Conference on Communication Science (DACH 21), virtual (originally to be held in Zürich, Switzerland).
- 18) **Obermaier, M.**, Schmuck, D., & Saleem, M. (2021, January). I'll be There for you? Reaktionen von Muslim\*innen auf islamophobe Online Hate Speech und die Rolle von Counter Speech durch die In- und Out-Group [I'll be There for you? Effects of Islamophobic hate speech and the role of in- and out-group counter speech on Muslims' intention to intervene]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), virtual (originally to be held in Munich, Germany).
- 19) Koch, T., & **Obermaier, M.** (2021, January). Adding oder Averaging? Wie die Präsentation schwacher Argumente die persuasiven Effekte starker Argumente beeinflusst [Adding or Averaging? How the presentation of weak arguments influences the persuasive effects of strong arguments]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), virtual (originally to be held in Munich, Germany).
- 20) Prochazka, F., & **Obermaier, M.** (2021, January). Vertrauen durch Dialog? Wie journalistische Reaktionen auf Medienkritik in Nutzerkommentaren die wahrgenommene Qualität einer Medienmarke beein-

- flussen [Trust through dialogue? How journalistic reactions on media criticism in user comments influence the perceived quality of a news media brand]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), virtual (originally to be held in Munich, Germany).
- 21) **Obermaier, M.** (2020, January). Alles eine Frage der Performanz? Zum Einfluss soziopolitischer und performanzbezogener Prädiktoren auf das Medienvertrauen der deutschen Bevölkerung [A question of performance? How political characteristics and media performance evaluation predict generalized media trust of German citizens]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Würzburg, Germany.
  - 22) **Obermaier, M.,** & Reinemann, C. (2019, May). Impact of hate. How journalists assess consequences of hate speech and what influences their perception. 69th Annual Conference of the International Communication Association (ICA), Washington, DC, USA.
  - 23) **Obermaier, M.,** & Fawzi, N. (2019, May). More than just performance? How political characteristics and media performance evaluation affect generalized media trust. 69th Annual Conference of the International Communication Association (ICA), Washington, DC, USA.
  - 24) **Obermaier, M.,** & Reinemann, C. (2019, February). Hate speech against journalists. What consequences do journalists perceive and how do they cope with it? Annual Conference of the European Communication Conference (ECREA) Journalism Studies Conference, Vienna, Austria.
  - 25) Posthumus, L., Fortkord, C., Keppeler, J., Fawzi, N., **Obermaier, M.,** & Reinemann, C. (2016, November). Understanding hostility and distrust towards the media. The effects of populist, left- and right-wing attitudes on extreme subjective media theories and its consequences. 6th European Communication Conference (ECREA), Prague, Czech Republic.
  - 26) Börres, B., Bula, N., Hörgstetter, L., Schamberger, K., Fawzi, N., **Obermaier, M.,** & Reinemann, C. (2016, November). The media as populists? A quantitative survey on the perception of the Bild-Zeitung as populist actor, political actor and representative and its effect on trust in institutions. 6th European Communication Conference (ECREA), Prague, Czech Republic.
  - 27) Emmerling, L., Geyer, V., Pfefferle, L., Stange, J., Fawzi, N., **Obermaier, M.,** & Reinemann, C. (2016, November). "The people" and the media. On the relationship between populist attitudes and media use. 6th European Communication Conference (ECREA), Prague, Czech Republic.
  - 28) Koch, T., **Obermaier, M.,** & Riesmeyer, C. (2016, June). Powered by Public Relations? Journalists' and PR Practitioners' Perceptions of their Relationships and PR Influence. 66th Annual Conference of the International Communication Association (ICA), Fukuoka, Japan.
  - 29) **Obermaier, M.,** & Koch, T. (2015, May). Do you say it best, when you say nothing at all? Analyzing the paradoxical effects of strong and weak arguments. 65th Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico.
  - 30) Koch, T., & **Obermaier, M.** (2015, May). With heart and (no) mind? How recipients negatively infer missing information about politicians and how this affects the assessment of the speaker. 65th Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico.

- 31) Koch, T. & **Obermaier, M.** (2015, January). Wenn Schweigen Gold ist. Eine Analyse der paradoxen Effekte starker und schwacher Argumente [When silence is golden. An analysis of the paradoxical effects of strong and weak arguments]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Bamberg, Germany.
- 32) Koch, T., **Obermaier, M.**, & Riesmeyer, C. (2014, March). Eine Frage der Perspektive. Eine quantitative Befragung zum Verhältnis zwischen Journalisten und PR-Praktikern in Deutschland [A question of perspective. A quantitative survey on the relationship between journalists and PR practitioners in Germany]. Joint conference of the Institute for Journalism & Media Management and the Institute for Communication, Marketing & Sales FH Vienna and the WKW, Vienna, Austria.
- 33) Koch, T., **Obermaier, M.**, & Riesmeyer, C. (2014, October). Friend or foe or in-between? A quantitative survey on the relationship between journalists and public relations practitioners in Germany. 5th European Communication Conference (ECREA), Lisbon, Portugal.
- 34) **Obermaier, M.**, Koch, T., & Baden, C. (2014, October). Everybody follows the crowd? Effects of opinion polls and past election results on electoral preferences. Poster presented at the 5th European Communication Conference (ECREA), Lisbon, Portugal.
- 35) **Obermaier, M.**, Fawzi, N., & Koch, T. (2014, May). Bystanding or standing by? How the number of bystanders affects the intention to intervene in cyberbullying. 65th Annual Conference of the International Communication Association (ICA), Seattle, USA.
- 36) **Obermaier, M.**, Fawzi, N., & Koch, T. (2014, January). Beistehen statt nur dabei stehen? Wie sich die Anzahl der Bystander auf die Intention auswirkt, in einen Vorfall von Cyber-Mobbing einzugreifen [By-standing or standing by? How the number of bystanders affects the intention to intervene in cyberbullying]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Hannover, Germany.
- 37) Koch, T., & **Obermaier, M.** (2014, January). Politiker mit Herz und ohne Verstand? Wie Rezipienten fehlende Informationen über Politiker negativ inferieren [Politicians with hearts and minds? How recipients negatively infer missing information about politicians]. Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), Hannover, Germany.
- 38) **Obermaier, M.**, & Koch, T. (2013, June). Mind the gap. Consequences of inter-role conflicts of freelance journalists with secondary employment in the field of PR. 63rd Annual Conference of the International Communication Association (ICA), London, UK.
- 39) Koch, T., Peter, C., & **Obermaier, M.** (2013, June). Never trust an optimist! Effects of valence-framing on message and source credibility. 63rd Annual Conference of the International Communication Association (ICA), London, UK.
- 40) **Obermaier, M.**, & Koch, T. (2013, May). Grenzgänger zwischen Journalismus und PR. Auswirkungen von Inter-Rollenkonflikten freier Journalisten mit Nebentätigkeiten im PR-Bereich [Border crossers between journalism and PR. Effects of inter-role conflicts of freelance journalists with secondary activities in the PR sector]. 58th Annual Conference of the German Communication Association (DGPUK), Mainz, Germany.

- 41) Koch, T., & **Obermaier, M.** (2013, February). Schwieriger Spagat – Freie Journalisten mit Nebentätigkeiten im PR-Bereich [Difficult balancing act – freelance journalists with a secondary employment in public relations]. Annual Conference of the Journalism Studies Division in the German Communication Association (DGPUK), Munich, Germany.
- 42) **Obermaier, M.**, Orendi, M.-L., Dushi, E., Koch, T., & Baden, C. (2013, February). Wahlen nach Zahlen. Effekte von Wahlprognosen und vergangenen Wahlergebnissen [Elections by numbers. Effects of election forecasts and past election results]. Joint Annual Meeting of the DVPW Working Group on Politics and Communication and the Communication and Politics Division in the German Communication Association (DGPUK), Vienna, Austria.
- 43) Koch, T., Peter, C., & **Obermaier, M.** (2013, January). Optimisten sind unglaubwürdig. Effekte von valenzbasiertem Framing auf die Glaubwürdigkeit von Botschaft und Kommunikator [Optimists are not credible. Effects of valence-based framing on the credibility of message and communicator]. Annual Conference of the Media and Effects Division in the German Communication Association (DGPUK), Vienna, Austria.
- 44) Koch, T., **Obermaier, M.**, & Peter, C. (2012, November). Viel hilft viel? Einfluss von Wiederholungszahl und Größe von Internetwerbebanner auf Mere-Exposure- und Truth-Effekt [A lot helps a lot? Influence of number of repetitions and size of Internet advertising banners on mere-exposure and truth effect]. Annual Conference of the Advertising Communication Division in the German Communication Association (DGPUK), Würzburg, Germany.

## ACADEMIC AWARDS

---

- 05/2021 **Top Student-Led Paper Award**, International Communication Association (ICA), Intergroup Communication Division, for “#ICantBreathe. Black Lives Matter Content on Social Media and Youths’ Online and Offline Participation” (2. author, with Myriam Aichinger, Desirée Schmuck)
- 05/2019 **Prize of the German Communication Association [DGPUK] for an outstanding article in a German-language journal of communication studies in 2018 (2nd place)**, für “Woher kommt und wozu führt Medienfeindlichkeit? Zum Zusammenhang von populistischen Einstellungen, Medienfeindlichkeit, negativen Emotionen und Partizipation [Where does media hostility come from and what does it lead to? On the connection between populist attitudes, media hostility, negative emotions and participation]” (4. author, with Johanna Schindler, Claudia Fortkord, Lc Posthumus, Nayla Fawzi, Carsten Reinemann)
- 05/2015 **Prize of the German Communication Association [DGPUK] for an outstanding article in a German-language journal of communication studies in 2014 (2nd place)**, for “Emotionen bewegen? Ein Experiment zur Wirkung von Medienbeiträgen mit Emotionalisierungspotenzial auf Emotionen, politische Partizipationsabsichten und weiterführende Informationssuche [Powered by emotion? An experiment on the effect of journalistic content with emotionalization potential on emotions, political participation intentions, and further information exposure]” (1. author, with Mario Haim, Carsten Reinemann)



- 01/2015 **Best Paper Award (1st place)**, Annual Conference of the Media Reception and Effects Division in the German Communication Association (DGPUK), vor "Wenn Schweigen Gold ist. Eine Analyse der paradoxen Effekte starker und schwacher Argumente [When silence is golden. An analysis of the paradoxical effects of strong and weak arguments]" (2. author, with Thomas Koch)
- 07/2013 **Best Thesis Award**, LMU Munich, Department of Media and Communication (IfKW), for the MA Thesis entitled "Beistehen statt nur dabei stehen? Wie sich die Anzahl der Bystander auf die Intention auswirkt, in Cyber-Mobbing einzugreifen – und wie der Schweregrad des Vorfalls und die Reaktion anderer Bystander dies beeinflussen [Just standing by? How the number of bystanders affects the intention to intervene in cyberbullying – and how the severity of the incident and the reaction of other bystanders influence this]"
- 05/2013 **Prize for an outstanding conference contribution by a young scientist of the German Communication Association (DGPUK) (2nd place)**, for "Grenzgänger zwischen Journalismus und PR. Auswirkungen von Inter-Rollenkonflikten freier Journalisten mit Nebentätigkeiten im PR-Bereich [Border crossers between journalism and PR. Effects of inter-role conflicts of freelance journalists with secondary activities in public relations]" (1. author, with Thomas Koch)

## Academic Teaching

### COURSES [27]

---

at LMU Munich

Seminars undergraduate studies [BA Communication Studies]: 23

Seminars graduate studies [MA Communication Studies]: 4

summer 2022	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies]
winter 2021/22	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies]
winter 2021/22	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2021	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies]
winter 2020/21	<b>Seminar Research on Communicators and Recipients</b> (introductory empirical project) [BA Communication Studies]
winter 2020/21	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2020	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies]
winter 2019/20	<b>Seminar Research on Communicators and Recipients</b> (introductory empirical project) [BA Communication Studies]
winter 2019/20	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2019	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies]
winter 2018/19	<b>Seminar Scientific Writing</b> [BA Communication Studies]
winter 2017/18	<b>Seminar Research on Communicators and Recipients</b> (introductory empirical project) [BA Communication Studies]
winter 2017/18	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2017	<b>Seminar Current/Empirical Research Project</b> (advanced empirical project) [BA Communication Studies] (with Nayla Fawzi)
winter 2016/17	<b>Seminar Research on Communicators and Recipients</b> (introductory empirical project) [BA Communication Studies]
winter 2016/17	<b>Seminar Masterproject II</b> (advanced empirical project) [MA Communication Studies] (with Carsten Reinemann)
winter 2016/17	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2016	<b>Seminar Communication Research II</b> (introductory empirical project) [BA Communication Studies]

summer 2016	<b>Seminar Masterproject I</b> (advanced empirical project) [MA Communication Studies] (with Carsten Reinemann)
winter 2015/16	<b>Seminar Masterproject II</b> (advanced empirical project) [MA Communication Studies] (with Nayla Fawzi, Carsten Reinemann)
winter 2015/16	<b>Seminar Scientific Writing</b> [BA Communication Studies]
summer 2015	<b>Seminar Masterproject I</b> (advanced empirical project) [MA Communication Studies] (with Nayla Fawzi, Carsten Reinemann)
winter 2014/15	<b>Seminar Introduction to Statistics</b> [BA Communication Studies]
winter 2014/15	<b>Seminar Communication Theory</b> [BA Communication Studies]
summer 2014	<b>Seminar Introduction to the German Media System</b> [BA Communication Studies]
winter 2013/14	<b>Seminar Introduction to Statistics</b> [BA Communication Studies]
winter 2013/14	<b>Seminar Communication Theory</b> [BA Communication Studies]

## SUPERVISION AND ASSESSMENT OF FINAL THESES

---

**Bachelor Theses [42]:** (Co-) Supervision of Bachelor theses [BA Communication Science], LMU Munich

**Master Theses [9]:** (Co-) Supervision of Master Theses [MA Communication Science, MA Journalism], LMU Munich

## TEACHING AWARDS

---

<sup>1</sup> Question: With which grade from 1 ("very good") to 5 ("poor") do you rate this event?

- |      |  |
|------|--|
| 2020 | <b>Award for Excellence in Teaching (Top 3)</b> at the Department of Media and Communication (IfKW) at LMU Munich, seminar Current/Empirical Research Project (Title: "Pro Social Media? Nutzungsmotive und Auswirkungen prosozialer Angebote und Verhaltensbeispiele in sozialen Medien [Pro Social Media? Usage motives and effects of pro-social offers and behavioral examples in social media]"), summer 2020 (mean evaluation: 1.20 <sup>1</sup> ) |
| 2019 | <b>Award for Excellence in Teaching (Top 5)</b> at the Department of Media and Communication (IfKW) at LMU Munich, seminar Scientific Writing, winter 2018/19 (mean evaluation: 1.41)  |
| 2017 | <b>Award for Excellence in Teaching (Top 1)</b> at the Department of Media and Communication (IfKW) at LMU Munich, seminar "Scientific Writing", winter 2016/17 (mean evaluation: 1.12)  |
| 2017 | <b>Award for Excellence in Teaching (Top 3)</b> at the Department of Media and Communication (IfKW) at LMU Munich, seminar Research on Communicators and Recipients (Title: "Hass im Netz. Effekte von (medienbezogenen) Hasskommentaren und Gegenrede im Online-Bereich [Hate on the Internet. Effects of (media-related) hate comments and counterspeech in the online sphere]"), winter 2016/17 (mean evaluation: 1.20)                               |
| 2016 | <b>Award for Excellence in Teaching (Top 1)</b> at the Department of Media and Communication (IfKW) at LMU Munich, seminar Master Project (Title: "Die volle Ladung Hass. Ursachen, Formen und Folgen von medienbezogenen Online-Hasskommentaren und Medienverdrossenheit [The   |

full load of hate. Causes, forms and consequences of media-related online hate comments and media disenchantment]), summer 2016 (mean evaluation: 1.10, with Carsten Reinemann)

- 2016 **Award for Excellence in Teaching (Top 1)** at the Department of Media and Communication (IfKW) at LMU Munich, seminar Scientific Writing, winter 2015/16 (mean evaluation: 1.11)
- 2016 **Award for Excellence in Teaching (Top 1)** at the Department of Media and Communication (IfKW) at LMU Munich, seminar Master Project (Title: "Wir, ihr und die Lügenpresse – Wirkungen populistischer politischer Kommunikation [We, you and the lying press - Effects of populist political communication]"), winter 2015/16 (mean evaluation: 1.16, with Nayla Fawzi, Carsten Reinemann)
- 2015 **Award for Excellence in Teaching (Top 2)** at the Department of Media and Communication (IfKW) at LMU Munich, seminar Introduction to Statistics, winter 2014/15 (mean evaluation: 1.23)
- 2014 **Award for Excellence in Teaching (Top 2)** at the Department of Media and Communication (IfKW) at LMU Munich, seminar Introduction to the German Media System, summer 2014 (mean evaluation: 1.18)