

Publications and Presentations

Ursula Kristin Schmid

Journal Articles

Schmid, U.K., Kümpel, A. S., & Rieger, D. (2024). Social media users' motives for (not) engaging with hate speech: An explorative investigation. *Social Media + Society*, 10(4), <https://doi.org/10.1177/20563051241306322>

Schmid, U. K., Schulze, H., & Drexel, A. (2024). Memes, humor, and the far right's strategic mainstreaming. *Information, Communication & Society*. <https://doi.org/10.1080/1369118X.2024.2329610>

Schmid, U. K., Obermaier, M., & Rieger, D. (2024). Who cares? How personal political characteristics are related to online counteractions against hate speech. *Human Communication Research*. <https://doi.org/10.1093/hcr/hqae004>

Schmid, U. K. (2023). Humorous hate speech on social media: A mixed-methods investigation of users' perceptions and processing of hateful memes. *New Media & Society*. <https://doi.org/10.1177/14614448231198169>

Schmid, U. K., & Kümpel, A. S., & Rieger, D. (2023). The remote self-confrontation interview method: Gaining insights into users' perceptions of digital media content from a distance. *American Behavioral Scientist*. <https://doi.org/10.1177/00027642231205768>

Obermaier, M., **Schmid, U. K.**, & Rieger, D. (2023). Too civil to care? How online hate speech against different social groups affects bystander intervention. *European Journal of Criminology*, 20(3), 817–833. <https://doi.org/10.1177/14773708231156328>

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2024). How social media users perceive different forms of online hate speech: A qualitative multi-method study. *New Media & Society*, 26(5), 2614-2632. <https://doi.org/10.1177/14614448221091185>

Schmid, U. K., Rieger, D. & Frischlich, L. (2022). Posts, die brennen. Hate Speech als schädigende Online Kommunikation. Sprachgewalt. *Der Deutschunterricht*, 2/22, 70-80.

Book Chapters

Rieger, D., Greipl, S., **Schmid, U. K.**, Hohner, J. & Schulze, H. (2024). Hassrede als Merkmal von (Online-) Radikalisierung. In T. Rothmund & E. Walther (Hrsg.), *Psychologie der Rechtsradikalisierung - Theorien, Perspektiven, Prävention* (S. 125-134). Kohlhammer.

Frischlich, L., **Schmid, U. K.** & Rieger, D. (2023). Hass und Hetze im Netz. In M. Appel, F. Hutmacher, C. Mengelkamp, J.-P. Stein, & S. Weber (Eds.), *Digital ist besser?! Die Psychologie der Online- und Mobilkommunikation* (pp. 201-216). Springer. https://doi.org/10.1007/978-3-662-66608-1_14

Research Reports

Seeger, C., Frischlich, L., Obermaier, M., **Schmid, U. K.**, & Schulze, H. (2024). *Hate Speech und Angriffe auf Wissenschaftler*innen — Ein Forschungsüberblick*. Berlin: Transfer Unit Wissenschaftskommunikation.

Conference Presentations / Poster

2025

Schmid, U. K., & Greipl, S. (2025, June). *The Thin Line between Harmful and Benign: Perceptions of (Humorous) Hate Speech across Platforms*. Paper to be presented at the 75rd Annual Conference of the ICA, Denver, USA.

Schmid, U. K., Greipl, S., & Rieger, D. (2025, June). *Subtle Cues, Major Shifts: Eye-tracking Insights on how Fear and Humor Legitimize Hostility on Social Media*. Paper to be presented at the 75rd Annual Conference of the ICA, Denver, USA.

Nanz, A., **Schmid, U. K.**, Ruiz, T., Rieger, D., Schwemmer, C., & Theocharis, Y. (2025, June). *Toxic Entertainment? An Audience-Oriented Theoretical Framework to Investigate the Spread of Intolerant Content in a World of Visual Entertainment*. Paper to be presented at the 75rd Annual Conference of the ICA, Denver, USA.

Obermaier, M., & **Schmid, U. K.** (2025, June). *Pay it Forward? How Target Group and Social Norms Affect Bystander Intervention Against Hate Speech*. Paper to be presented at the 75rd Annual Conference of the ICA, Denver, USA.

Drexel, A., & **Schmid, U.K.** (2025, March). *Humor, Hass und Hetzjagd auf 9GAG: Eine Mixed-Methods-Untersuchung von Memes und Kommentaren*. Poster to be presented at the Annual Conference of the DGPUK, Berlin, Germany

Schmid, U. K., Nanz A., Ruiz, T., Theocharis, Y., Schwemmer, C., & Rieger, D., (2025, March). „*Toxic Entertainment*“ *Das Zusammenspiel von Intoleranz und Unterhaltung auf TikTok*. To be presented at the MOTRA-K#2025 “Extremismus/Radikalisierung/Prävention”, Wiesbaden, Germany

Schmid, U.K., Greipl, S., & Rieger, D. (2025, January). *Eine Eyetracking-Studie zum strategischen Kommunikationspotenzial impliziter Feindseligkeit durch Furcht und Humor*. Paper to be presented at the Annual Conference of the DGPUK division “Media reception and effects”, Bamberg, Germany

2024

Schmid, U.K., Greipl, S., & Rieger, D. (2024, March). *Im Auge des Betrachters – Eine Eyetracking-Studie zur Wahrnehmung von Feindseligkeit im Internet*. Presented at the MOTRA-K#2024 “Transformationen von Extremismus und Intoleranz in Deutschland & Europa”, Wiesbaden, Germany

Obermaier, M., Seeger, C., Frischlich, L., **Schmid, U.K.**, & Riesmeyer, C. (2024, March). *Ein leichtes Ziel? Risikofaktoren inziviler Angriffe gegen Kommunikationswissenschaftler:innen*. Presented at the annual Conference of the DGPUK, Erfurt, Germany

Schulze, H., **Schmid, U. K.** & Drexel, A. (2024, February). *Memes, Humor und strategisches Mainstreaming in der Rechtsaußen-Kommunikation auf Telegram*. Presented at the annual Conference of the DGPUK division "Political communication", Bern, Switzerland.

Schmid, U. K. (2024, January). *Humor als (anti-)soziale Norm: Eine Social-Media-Simulationsstudie zu den Reaktionen auf humoristische Hate Speech*. Presented at the Annual Conference of the DGPUK division "Media reception and effects", Fribourg, Switzerland.

Obermaier, M., & **Schmid, U. K.** (2024, January). *(Pro-) Soziale Medien? Zum Einfluss des Gruppenbezugs und prosozialer Normen auf das Bystander-Interventionsverhalten gegen Online Hate Speech*. Presented at the Annual Conference of the DGPUK division "Media reception and effects", Fribourg, Switzerland.

2023

Reich, S., **Schmid, U. K.**, Obermaier, M., Frischlich, L., & Kümpel, A. S. (2023, September). *No risk, no findings: Ethische Herausforderungen in der Forschung zu Inzivilität und Hate Speech online*. Presented at the Annual Conference of the DGPUK division "Methods", Potsdam, Germany.

Schmid, U. K. (2023, May). *Are you f*** kidding me? A mixed-methods approach examining the processing of humorous hate speech*. Presented at the 73rd Annual Conference of the ICA, Toronto, Canada.

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2023, May). *Should I engage? Factors influencing social media users' (lack of) engagement with hate speech*. Presented at the 73rd Annual Conference of the ICA, Toronto, Canada.

Obermaier, M., & **Schmid, U. K.** (2023, May). *Close, but over: Explaining gaps between expectations and evaluations of socio-political-actors' online hate speech interventions*. Presented at the 73rd Annual Conference of the ICA, Toronto, Canada.

Peter, C., Frischlich, L., Obermaier, M., **Schmid, U. K.**, Riesmeyer, C., & Menke, M. (2023, May). *Die dunkle Seite der Wissenschaftskommunikation – Erfahrungen von Kommunikationswissenschaftler:innen mit inzivilen Angriffen*. Presented at the 68th Annual Meeting of the German Communication Association, Bremen.

Schmid, U. K. (2023, January). *Spaß beiseite: Eine Mehrmethoden-Untersuchung zur Wahrnehmung und Verarbeitung humoristischer Hate Speech*. Presented at the Annual Conference of the DGPUK division "Media reception and effects", Augsburg, Germany.

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2023, January). *Hinsehen oder Wegschauen? Faktoren der (fehlenden) Beschäftigung mit Hate Speech auf Social-Media-Plattformen*. Presented at the Annual Conference of the DGPUK division "Media reception and effects", Augsburg, Germany.

Schmid, U. K., Schulze, H., & Drexel, A. (2023, January). *Hass im Schafspelz: Die Verwendung von Humor zur Verschleierung rechtsextremer Ideologie*. Presented at the Annual Conference of the DGPUK division "Media reception and effects", Augsburg, Germany.

2022

Schulze, H., & **Schmid, U. K.** (2022, October). *Hass im Schafspelz: Die Verwendung von Humor zur Verschleierung rechtsextremer Ideologie*. Presented at the 2nd ISD Symposium, Berlin, Germany.

Schmid, U. K. (2022, September). *Soll das ein Witz sein? Das Gefahrenpotential humoristischer Hate Speech*. Presented at MOTRAK#2022, Wiesbaden, Germany.

Schmid, U. K. (2022, September). *Are you kidding? The perception of humorous hate speech within online memes*. Presented at the 52nd Annual DGPs Congress 2022, Hildesheim, Germany.

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2022, June). *Wahrnehmung von Hate Speech im Social-Media-Kontext: Eine qualitative Mehrmethodenstudie*. Presented at the Annual Conference of the DGPuK division "Media reception and effects", Düsseldorf, Germany.

Schmid, U. K., Obermaier, M., & Rieger, D. (2022, June). *Who cares? Wie politische Merkmale die Äußerung von Online Counter Speech als Form der Civic Participation erklären*. Presented at the Annual Conference of the DGPuK division "Media reception and effects", Düsseldorf, Germany.

Obermaier, M., **Schmid, U. K.**, & Rieger, D. (2022, June). *Bystander Empowerment: Wie politische Kompetenzen und digitale Medienkompetenz die Bystanderintervention in Online Hate Speech erklären*. Presented at the Annual Conference of the DGPuK division "Media reception and effects", Duesseldorf, Germany.

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2022, May). *How social media users perceive different forms of online hate speech: A qualitative multi-method study*. Presented at the 72nd Annual Conference of the ICA, Paris, France.

Schmid, U. K., Obermaier, M., & Rieger, D. (2022, May). *Who cares? Political characteristics that predict online counterspeech as civic participation against online hate speech*. Presented at the 72nd Annual Conference of the ICA, Paris, France.

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*. Presented at the 72nd Annual Conference of the ICA, Paris, France.

Drexel, A., Schulze, H., & **Schmid, U. K.**, (2022, May). *Obfuscated hate: Does humor drive far-right ideology distribution online?* Presented at the 72nd Annual Conference of the ICA, Paris, France.

2021

Schmid, U. K., & Schulze, H. (2021, November). *The two sides of humor: The persuasive potential of humorous online communication for (de)radicalization*. Presented at the Annual Conference of the DGPuK divisions "Digital Communication" and "Advertising", Virtual Conference (originally to be held in Leipzig, Germany).

Schmid, U. K., Kümpel, A. S., & Rieger, D. (2021, September). *The remote self-confrontation interview: Insights from a distance*. Presented at the Annual Conference of the DGPuK division "Methods", Virtual Conference (originally to be held in Vienna, Austria).

Invited Presentations / Seminars / Workshops

Schmid, U. K. (2024, June). *Legitimizing hostility through humor: Perceptions and effects of humorous hate speech on social media*. VOX-Pol Workshops "Borderline Online Content".

Obermaier, M., & **Schmid, U. K.** (June, 2024). *Standing by or standing up against hate? How key features of uncivil online content and the normative context on social media platforms shape online bystander*. Symposium "Crime Refracted?: Online Deviance in the New Platform Ecosystem", Microsociology of Online Deviance lab, Copenhagen.

Schmid, U. K. (2022, October). *Hass und Hetze im Internet – Das Gefahrenpotenzial humoristischer Hate Speech*. Online Seminar „Medien_Weiter_Bildung“, JFF- Jugend, Film, Fernsehen e.V.

Schmid, U. K., & Rieger, D. (2022, May). *Keynote: Hass und Hetze im Netz: Wie Hate Speech unsere Online-Kommunikation beeinflusst*. Invited keynote at the TechZoom „Hasskriminalität“, ZITiS, München.

Schmid, U. K. (2022, March). &

Schmid, U. K. (2022, October). *Verrohung der Debattenkultur und Hate Speech: Einfluss von inziviler Online-Kommunikation auf die Schule*. Seminar „Führung in der digitalen Welt: Chancen und Gefahren von digitalen Medien in der Schule“ organized from Akademie für politische Bildung Tutzing.

Schmid, U. K. (2022, January). *How social media users perceive different forms of online hate speech*. Workshop "Hate Speech – an interdisciplinary approach" at the Minerva Center for the Rule of Law under Extreme Conditions at the University of Haifa, Virtual Workshop (originally to be held in Haifa, Israel). <https://www.youtube.com/watch?v=vNt8sKkQINc>

Schmid, U. K. (2021, November). *Das Phänomen Hate Speech: Demokratiegefährdung im digitalen Raum*. Seminar „Menschenfeindlichkeit im Netz begegnen. Demokratische Kompetenzen von Berufsschüler*innen im digitalen Raum stärken“ organized from Mach' meinen Kumpel nicht an! – für Gleichbehandlung, gegen Rassismus e.V., Fulda, Germany.

Public Outreach / Media Coverage / Interviews

Scientific blog post: **Schmid, U. K.**, Schulze, H., & Drexel, A. (2024, June 12). Unmasking the Dark Side of Humor: Far-Right Strategic Mainstreaming in Memes. VOX-Pol Blog <https://voxpath.eu/unmasking-the-dark-side-of-humor-far-right-strategic-mainstreaming-in-memes/>

Article referencing her research at "profil": <https://www.profil.at/meinung/menschenfeindliche-gags-im-internet-schlechte-scherze/402645827>

Guest at the podcast: "What are YOU going to do with THAT?" from the Minerva Center for the Rule of Law under Extreme Conditions at the University of Haifa, episode 48, season 2: From memes and hate speech.

<https://www.what2dowiththat.com/home/episode/a527bd24/episode-48-about-memes-and-hate-speech-with-ursula-schmid>

Interview: **Schmid, U.K.** & Schwarz, C. (2021). "Wir sollten uns im Internet verhalten, wie wir es uns Offline wünschen": Interview zu Hassrede auf Sozialen Medien. *Amosinternational*, 15(3), 34-38.

Awards

Best Paper Award of the DGPUK Division "Media Reception and Effects" 2022 for the paper:
Wahrnehmung von Hate Speech im Social-Media-Kontext: Eine qualitative Mehrmethodenstudie. [Perceptions of hate speech in a social media context: a qualitative multi-method study] (with Anna Sophie Kümpel & Diana Rieger)