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# ULRIKE SCHWERTBERGER

DEPARTMENT OF MEDIA AND COMMUNICATION  
LMU MUNICH

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## JOURNAL PUBLICATIONS (PEER-REVIEWED)

Naderer, B., Rieger, D., & **Schwertberger, U.** (2022). An online world of biases? The mediating role of cognitive biases on extremist attitudes. *Communications: The European Journal of Communication Research*. <https://doi.org/10.1515/commun-2021-0115>

**Schwertberger, U.** (2020). Haters gonna hate? Arten, Wirkungen und Präventionsmaßnahmen von und für Hate Speech Online [Haters gonna hate? Types, effects and preventive measures of and against online hate speech]. *Zeitschrift für Jugendkriminalrecht und Jugendhilfe*, 2, 120-126.

## BOOK CHAPTERS

**Schwertberger, U.** & Rieger, D. (2021). Hass und seine vielen Gesichter: Eine theoretische und evidenzbasierte sozial- und kommunikationswissenschaftliche Einordnung von Hate Speech [The many faces of hate: A theoretical and evidence-based classification of hate speech in the social and communication sciences]. In S. Wachs, B. Koch-Priewe & A. Zick (Eds.), *Hate Speech – Multidisziplinäre Analysen und Handlungsoptionen* [*Hate speech – Multidisciplinary analyses and options for action*] (S. 53-77). Springer VS.

## PRESENTATIONS (PEER-REVIEWED)

**Schwertberger, U.** (2023, May). *Between stimulation and distraction: A typology of multi-screening users in entertaining media environments*. Presentation at the 73<sup>rd</sup> Annual Conference of the International Communication Association. Toronto, Canada.

**Schwertberger, U.** (2023, January). *Zwischen Ablenkung und Stimulation: Eine Typologisierung von Multi-Screening-Nutzer:innen im Kontext unterhaltamer Medieninhalte* [*Between stimulation and distraction: A typology of multi-screening users in entertaining media environments*]. Presentation at the Annual Meeting of the DGPK division „Media Use and Effects“, Augsburg, Germany.

**Schwertberger, U.**, Brandstetter, L. & Unkel, J. (2023, Januar). „*Informationsorientiert, unabhängig, neutral*“: Eine qualitative Untersuchung der gesellschaftlichen Public-Value-Perspektive auf den öffentlich-rechtlichen Rundfunk. [*Information-oriented, independent, neutral*“: A qualitative investigation of the social public value perspective on public service media]. Presentation at the Annual Meeting of the DGPK division „Media Use and Effects“, Augsburg, Germany.

Stehr, P., **Schwertberger, U.** & Obermaier, M. (2023, Januar). *With a little help from my friends - Ergebnisse eines Online-Experiments zu Determinanten von Health Activism in den sozialen Medien* [*With a little help from my friends - Results of an online experiment on determinants of health activism on social media*]. Presentation at the Annual Meeting of the DGPK division „Media Use and Effects“, Augsburg, Germany.

**Schwertberger, U.**, Müller, J., Rieger, D., & Naderer, B. (2022, May). *Extremism in uncertain times: How uncertainty and message intensity shape emotional responses to extremist videos*. Presentation at the 72<sup>nd</sup> Annual Conference of the International Communication Association. Paris, France.

**Schwertberger, U.**, Unkel, J., Kümpel, A. S., & Rieger, D. (2022, May). *Detecting entertainment experience in Social TV interactions: Report on a dictionary in progress*. Presentation at the 72<sup>nd</sup> Annual Conference of the International Communication Association. Paris, France.

**Schwertberger, U.** (2021, September). *Multitasking entertainment: Development of a dictionary-based approach for detecting entertainment experience in Social TV interaction*. Presentation at the Annual Meeting of the DGPK division „Methods“, Virtual Conference (originally to be held in Vienna, Austria).

Naderer, B., Rieger, D. & **Schwertberger, U.** (2021, Mai). *An online world of bias. The mediating role of cognitive biases on extremist attitudes*. Presentation at the 71<sup>st</sup> Annual Conference of the International Communication Association. Virtual Conference (originally to be held in Denver, CO).

**Schwertberger, U.**, Schmitt, J. B., & Rieger, D. (2019, September). *Does hate motivate? Online hate speech and news media credibility as predictors of political participation*. Presentation at the 11<sup>th</sup> Conference of the Media Psychology Division of the German Association of Psychology (DGP). Chemnitz, Germany.

## OTHER PUBLICATIONS

Hase, V. & **Schwertberger, U.** (2023, May). *Public Value trifft Silicon Valley: Wie lässt sich Vielfalt in algorithmischen Medienumgebungen garantieren?* [*Public value meets*

*Silicon Valley: How can diversity be guaranteed in algorithmic media environments?*.  
FYI: Forschungsmonitor der der Landesanstalt für Medien NRW [FYI: Research monitor of the media authorities of North Rhine-Westphalia].

## INVITED TALKS

Workshop at „Bayerischen Seminar für Politik e.V.“ (August 11, 2022):  
*Kommunikationsstrategien und technische Werkzeuge von Social Media*  
[*Communication strategies on and technical tools of social media*].

Presentation in a MA level seminar at the University of Mainz (Vortrag im Rahmen eines MA-Seminars an der Universität Mainz (May 10, 2022): *Wie viel Vielfalt darf der öffentlich-rechtliche Rundfunk „erzwingen“? Zum Balanceakt zwischen Public Value und Nutzer:innenautonomie* [How much diversity can public service media “enforce”? The balance between public value and user autonomy].

Presentation at a seminar of the Konrad-Adenauer-Stiftung (16. April 2021): *Hass und Hetze im gesellschaftlichen Diskurs: Wie Hate Speech & Co. entstehen, wirken und gekontert werden können* [Hate and incitement in social discourse: How Hate Speech & Co. arise, affect individuals and can be countered].

## INVITED TALKS

2023

May 15<sup>th</sup>: „Leidest du auch an einer Überdosis Bad News?“ [Do you suffer from a bad news overdose?] - Interview with *Mädelsabende* (Instagram channel, funk)

January 9<sup>th</sup>: “Wie man erfolgreich auf Twitch streamt“ [How to successfully stream on Twitch] - Interview with *Walulis* | *Wie schwer kann's schon sein?* (YouTube show, SWR)

2022

June 28<sup>th</sup>: “Social Media gut nutzen“ [Using social media in a good way] - Interview with *Quarks Daily* (Podcast, WDR)

## AWARDS

2021

Paul-Lazarsfeld Scholarship of the DGPK division „Methods“ for Master Thesis (“Multitasking entertainment: Development of a dictionary-based approach for detecting entertainment experience in Social TV interaction”)

2020

Best Thesis Award of the Department of Media and Communication, LMU Munich for Master Thesis (“Multitasking entertainment: Development of a dictionary-based approach for detecting entertainment experience in Social TV interaction”)

## TEACHING

2023	Data Analysis	BA
2022	Accompanying Seminar: Introduction to Communication Science	BA
	Research Seminar: „Vielfältige Medien als Vorbedingung des demokratischen Gesamtgefüges: Ein Abgleich von normativer Konzeption und gesellschaftlicher Wahrnehmung“ [Diverse media as a requirement for democracies: A comparison of normative conceptualization and societal perception]	BA
2021	Accompanying Seminar: Introduction to Communication Science	BA
	Introduction to Scientific Working	BA
	Research Seminar: “Broadcasting Values: Formulierung und Erfüllung von Wertansprüchen an einen modernen öffentlich-rechtlichen Rundfunk aus Publikumssicht“ [Broadcasting Values: Expression and satisfaction of value demands towards modern public service medium from an audience perspective]	BA
2020	Accompanying Seminar: Introduction to Communication Science	BA