ULRIKE SCHWERTBERGER

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JOURNAL PUBLICATIONS (PEER-REVIEWED)

Maes, C., **Schwertberger, U.**, Rieger, D., & Vandenbosch, L. (2023). Adolescents' remembering of sexual television narratives and their relations with positive sexuality components: A biographic resonance perspective. *Mass Communication & Society*. https://doi.org/10.1080/15205436.2023.2256316

Naderer, B., Rieger, D., & **Schwertberger, U.** (2022). An online world of bias. 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.), H*ate Speech – Multidisziplinäre Analysen und Handlungsoptionen* [*Hate speech – Multidisciplinary analyses and options for action*] (S. 53-77). Springer VS.

Thäsler-Kordonouri, S., Thruman, N., **Schwertberger, U.**, & Stalph, F. (2024, June). *Not descriptive enough and too many numbers: Why readers find articles produced with automation hard to understand*. Presentation at the 74th Annual Conference of the International Communication Association. Gold Coast, Australia.

Schwertberger, U. (2024, January). *Lost in multi-screening? Eine qualitative Untersuchung situativer Entscheidungen und Erfahrungen in Multi-Screening-Nutzungsprozessen*. Presentation at the Annual Meeting of the DGPuK division „Media Use and Effects". Fribourg, Switzerland.

Schwertberger, U. (2023, September). *Towards a typology of multi-screening: A mixed-method study on the interplay of psychological predispositions, use motives and situational factors*. Presentation at the 13th Conference of the Media Psychology Division of the German Psychological Association (DGP). Luxembourg.

Wulf, T., **Schwertberger, U.**, & Rieger, D. (2023, September). *From viewer to patron: Exploring the associations between use motives, parasocial relationships and donations on Twitch*. Presentation at the 13th Conference of the Media Psychology Division of the German Psychological Association (DGP). Luxembourg.

Schwertberger, U. (2023, May). *Between stimulation and distraction: A typology of multi-screening users in entertaining media environments*. Presentation at the 73rd 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 unterhaltsamer Medieninhalte* [*Between stimulation and distraction: A typology of multi-screening users in entertaining media environments*]. Presentation at the Annual Meeting of the DGPuK division „Media Use and Effects". Augsburg, Germany.

Schwertberger, U., Brandstetter, L. & Unkel, J. (2023, January). *„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 DGPuK division „Media Use and Effects". Augsburg, Germany.

Stehr, P., **Schwertberger, U.** & Obermaier, M. (2023, January). *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 DGPuK 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 72nd 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 72nd 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 DGPuK 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 71st 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 11th Conference of the Media Psychology Division of the German Association of Psychology (DGP). Chemnitz, Germany.

REPORTS

Hase, V. & **Schwertberger, U.** (2023, July). *Hass in neuer Gestalt? Dynamiken, Effekte und Regulierung von Hassrede im Netz [Hate in new disguise? Dynamics, effects and regulation of hate speech online].* FYI: Forschungsmonitor der der Landesanstalt für Medien NRW [FYI: Research monitor of the media authorities of North Rhine-Westphalia].

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*].

PUBLIC OUTREACH

2023

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

January 9th: "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 28th: "Social Media gut nutzen" [Using social media in a good way] – Interview with *Quarks Daily* (Podcast, WDR)

AWARDS

2021

Paul-Lazarsfeld Scholarship of the DGPuK 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