



# Research Talks

2022  
summer  
semester  
11:30, SR3

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Monday, 25 April 2022, 11:30–13:00

## COVID-19 Related Social Media Use and Well-being

**Tobias Dienlin**

In crises such as the Corona pandemic, we all need to stay informed about recent events, political decisions, or mandatory protection measures. To this end, we use various types of media, and increasingly social media. However, because social media are particularly engaging, it is often hard to disconnect, and we cannot stop “doom-scrolling”. In my talk, I present a preregistered study, with data from the Austrian Corona Panel Project, which analyzes whether using social media for COVID-19 related reasons affected psychological well-being. Results showed that the effects of media use on well-being were very small, arguably too small to matter.

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## User Engagement with Anti-Gender Facebook Posts in Hungary and Germany

**Claudia Wilhelm**

Social media are used by populist radical right parties for anti-gender campaigns to mobilize against the so-called ‘gender ideology’. Anti-gender hate speech targets women, sexual minorities, and feminist activists and therefore poses a threat to their participation in society. In my talk, I will present the results of a choice-based conjoint study on the engagement with anti-gender hate speech on social media in Hungary and Germany. It is analyzed which content and source characteristics as well as cultural and individual factors influence different forms of user engagement. Findings show differences in the acceptance (likes, shares) and disapproval (flagging behavior) of anti-gender hate speech but also with respect to relevance of the three main topics of hate speech (anti-gender, homophobia, sexism) between the two countries.

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Monday, 16 May 2022, 11:30–13:00

## Challenges and Opportunities for Internationalization of Academic Journals: Editors’ Views

**Daniela Dimitrova, Folker Hanusch**

In this talk, two journal editors will reflect on the internationalization of scholarly publications. Although there is a clear trend toward a more internationally diverse authorship, there are still massive structural challenges and global imbalances. The talk will discuss the roles of journal editors, editorial board members, authors and the field at large in this process. Daniela Dimitrova is the Editor-in-Chief of Journalism & Mass Communication Quarterly and Folker Hanusch is Editor-in-Chief of Journalism Studies.

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Monday, 20 June 2022, 11:30–13:00

## Hunting for Voters?

**Sanne Kruikemeier**

Data-driven political campaigns are on the rise. Concerns have been voiced that practices like online political microtargeting techniques are harmful to democracy. In Sanne Kruikemeier’s research, she will focus on the consequences of data-driven targeting and digital persuasion. The overarching objective of her research is to identify the conditions and the extent to which data-driven online political microtargeting affects citizens’ attitudes and opinions, and eventually voting behavior.

The research talks may also be offered in a hybrid format or online only, depending on the current COVID-19 situation. Please check [publizistik.univie.ac.at](https://publizistik.univie.ac.at) prior to the talk.