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Department of Communication

Research Talks

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Monday, 7 October 2024, 11:30 - 12:30 / SR 4

Tracking smartphone habits through space and time: recent findings and future directions

Joe Bayer
Associate Professor, School of Communication, Ohio State University

Communication researchers are increasingly seeing the potential of data collection methods that are "more mobile" – i.e., more naturalistic, more immediate, and more intensive. To illustrate, this talk presents two studies from a large mobile sensing project that developed a research app to unearth the psychological implications of smartphone habits in real-world contexts. Along the way, opportunities (and obstacles) associated with designing studies that pair mobile traces and surveys will be highlighted, including new directions for detecting habitual behavior. To that end, the presentation offers a chance to reflect on the future of mobile methods through the lens of media habits.

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Monday, 25 November 2024, 11:30 – 12:30 / SR 4

Influencing for the better?
Social media influencers and health communication

Alexander Schouten
Associate Professor of Business Communication and Digital Media, Tilburg University

Social media influencers hold a powerful influence over their followers' beliefs, attitudes, and behaviors. Socially situated in-between peers and celebrities, influencers instill both trust and aspiration in their followers. Influencers therefore are often used to promote products or services. However, influencer effects go beyond advertising alone. Alexander Schouten will present the results from a study on sexual health promotion by influencers, a study on fitness influencers' effects on mental health and body image, and the results from a qualitative study on family influencers ('momfluencers') motives and privacy attitudes towards sharing their children's life online.

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**Monday, 9 December 2024, 11:30 – 12:30 / SR 4**

How (Generative) AI challenges democracy:
taking stock at the end of the 2024 super election year

Claes de Vreese
Professor of Artificial Intelligence and Society, University of Amsterdam

At the outset of 2024, the alarm bells rang for what generative AI would do to political campaigning and the general information ecosystem. In this talk, at the end of 2024, the key challenges are reviewed, the balance is made up, and future challenges are identified.

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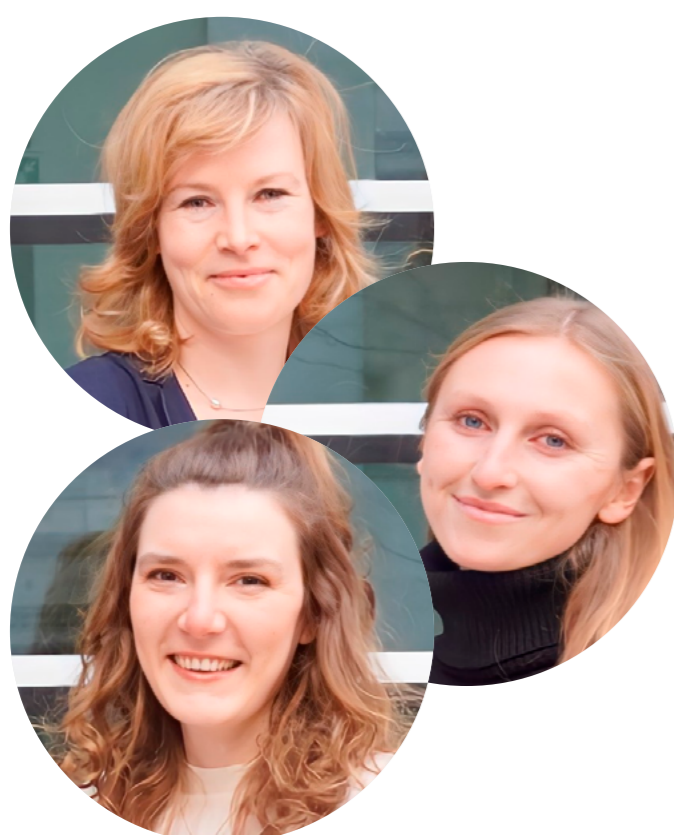
Monday, 20 January 2025, 11:30 – 12:30 / SR 4

Investigating youth digital media use:
between displacement, well-being, and school performance

Claudia Wilhelm, Anne Reinhardt & Sophie Mayen
Department of Communication, University of Vienna

Blurring boundaries between learning and leisure time are challenging young people's regulation of their media use. There is a risk that time spent with media will be at the expense of time spent on school activities, potentially affecting academic performance. Time spent with digital media competes with other activities crucial for the development of adolescents, which can also influence their well-being. We present findings from a mixed-methods project on how youth's time spent using media relates to their well-being, school activities, and academic performance, using data from a secondary analysis of official time budget data and a mobile experience sampling study.

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