



Research Talks



Monday, 17 March 2025, 11:30 – 12:30 / SR 4

Monitoring Electoral Democracy: A European Infrastructure in the Making

MEDem – Monitoring Electoral Democracy

Monitoring Electoral Democracy (MEDem) is a new, evolving European research infrastructure that will enable better, more comprehensive, and highly innovative comparative democracy research on electoral democracies by bringing together and linking data sources on the functioning of democracies and by building standards and instruments for data collection and analysis. MEDem will provide various services and develop tools to facilitate comparative research. The University of Vienna hosts the infrastructure's headquarters as well as part of the service center for text and multimedia data.

2025
Summer
Semester

SR 4 / Währinger Straße 29
1090 Vienna

Copyright: Lior Patel



Monday, 7 April 2025, 11:30 – 12:30 / SR 4

How the Social and Physical Environment Surrounding Viewers Affects Their Viewing Experience

Nurit Tal-Or, Department of Communications, University of Haifa

In the past decade, media psychology research has increasingly explored the psychological processes involved in narrative consumption, such as identification with characters and narrative transportation. Most research on the antecedents of these processes has focused on factors related to the narrative and the audience. However, the role of the environment surrounding the viewer or reader remains underexplored. This research investigates how social and physical factors – such as co-viewers and environmental conditions like temperature – affect identification, transportation, and attitudes. Through a series of experiments, the research highlights the significant impact of these environmental factors on narrative involvement.

Copyright: Stadtgören Fotografie



Monday, 19 May 2025, 11:30 – 12:30 / SR 4

Temporality and Inequalities in Exiled Journalism: Negotiating Precarity and Relevance across Time

Hanan Badr, Department of Communication Studies, University of Salzburg

Temporality is of essence to understand the inequalities exiled journalists face through processes of persecution, relocation, re-orientation and negotiating professional processes in a new country of destination. As time unfolds, different negotiation processes unfold. Theoretically drawing on Bourdieu and focusing on Syrian and Afghan exiled communities, the talk wants to conceptualise processes that marginalise exiled journalists in terms of structure and professional culture.

Copyright: Thomas Häussler



Monday, 2 June 2025, 11:30 – 12:30 / SR 4

How Do Media Contribute to the Dissemination of Conspiracy Beliefs? A Field Study Combining Panel and Web Tracking at the Outbreak of the Covid-19 Pandemic

Silke Adam, Institute of Communication and Media Studies, University of Bern

As Covid-19 escalated into a global health crisis, pandemic-related conspiracy theories emerged rapidly. This study leverages unique data from two-wave survey panels in Germany and German-speaking Switzerland, along with online tracking analysed through automated text analysis, to explore how individuals' pre-existing beliefs and media exposure influence the formation of pandemic-related conspiracy beliefs. We show the sources through which people are exposed to conspiracies, how exposure to these sources directly affect conspiracy beliefs and finally how predispositions condition these effects through selective engagement and avoidance as well as biased information processing.