

## Hannah Greber

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### Personal information

Name: Hannah  
First name: Greber  
Title: Dr. Phil; BA BA MSc  
Pronouns: she/her/hers  
Date of birth: December 3rd, 1994  
Place of birth: Dornbirn  
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### Employment

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07/2024 – to date      **University of Vienna**  
**Postdoctoral Researcher**  
Political Communication Research Group

03/2020 – 06/2024      **University of Vienna**  
**Researcher**  
PhD candidate  
Topic: Immersive Journalism – The Future of the News?  
Funding:  
10/2023 – 05/2024: Austrian Academy of Sciences DOC-fellowship  
03/2020 – 08/2022: Austrian National Bank Jubiläumsfonds

02/2023 – 06/2023      **University of Gothenburg**  
**Visiting scholar** at the Department of Journalism, Media and  
Communication, mainly working with Prof. Dr. Jesper Strömbäck

09/2021 – 02/2022      **University of Vienna**  
**Research assistant**  
Grant writing support for Cluster of Excellence Proposal, FWF, lead:  
Hajo Boomgarden, Sylvia Kritzinger

09/2021 – 10/2021      **Vrije Universiteit Amsterdam**  
**Visiting scholar**, at the Department of Political Science and Public  
Administration, mainly working with Dr. Loes Aldering

08/2018 – 12/2021      **Freelance journalist**  
Wiener Zeitung, Heureka, Bregenzerwald Magazin, Bucklige Welt,  
Alp

06/2018 – 12/2019      **Community manager**  
Strategy Sprints Business Consultancy

05/2017 – 12/2017      **VR-film director**  
Wiener Zeitung & Junge Römer

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## Academic Qualifications

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- Since 03/2020 *University of Vienna Political, Communication Research Group*  
**PhD Candidate**  
**Title of dissertation:** “*Immersive Journalism – The Future of the News?*”  
**Supervision:** Prof. Dr. Sophie Lecheler, Dr. Loes Aaldering  
**Graduation:** 28.05.2024  
**Title of qualification awarded: Doctor of Philosophy**  
**Grade:** with distinction
- 10/2017 to 01/2020 *University of Vienna*  
**Communication Science (with distinction)**  
**Title of thesis:** “*The Impact of a first-person Virtual Reality Experience on Empathy and Pro-social Behavior with Out-group Members*”  
**Supervision:** Univ.-Prof. Dr. Homero Gil de Zúñiga, PhD  
**Title of qualification awarded: Master of Science**  
Grade: 1 (with distinction, on a scale of 1 (highest) to 5 (lowest))
- 10/2013 to 07/2017 *University of Vienna*  
Education: **Communication Science**  
Title of qualification awarded: **Bachelor of Arts**
- 10/2013 to 07/2017 *University of Vienna*  
Education: **English and American Studies**  
Title of qualification awarded: **Bachelor of Arts**
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## Awards and Grants

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**Runner Up Student Paper of the ICA Visual Communication Division for the paper:** Weikmann, T., **Greber, H.**, & Nikoloau, A. (2023). After deception: How falling for a deepfake affects the way we see, hear and experience media.

**ÖAW DOC fellowship (87.400€), Austrian Academy of Science (starting date October 2022, 24 months):** Immersive Journalism – The Future of the News?

**Research Award (2000€), Department of Communication Science, University of Vienna**  
Weikmann, T., **Greber, H.**, & Nikoloau, A. (2021). Do you believe? How different forms of deepfakes challenge our trust in the senses.

**Short-term grants abroad (KWA) (3000€), University of Vienna,** For a research stay in Gothenburg, Sweden

**Vienna Doctoral School of Social Sciences Funds (1000€), 2020-2023**

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## Teaching

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02/24 – 05/24	<b>Lecturer</b> , Vienna Doctoral School of Social Sciences, University of Vienna, Austria peer-mentoring workshop: ‘Fit for FÖP (public presentation at the Faculty of Social Sciences)’
01/2024	<b>Lecturer</b> , University for Continuing Education Krems, Austria Course: Politics and Media in Democracy, Co-Teaching with Sophie Minihold
03/2021 – 07/2021	<b>Lecturer</b> , University of Vienna, Austria Seminar ‘Statistical Data Analysis’
03/2021 – 07/2021	<b>Lecturer</b> , University of Vienna, Austria Seminar ‘Quantitative Data Collection’
10/2018 – 01/2019	<b>Lecturer</b> , University of Vienna, Austria For class ‘Research logic in communication science and theory of science’ Two seminars ‘The use of Virtual Reality in journalism’
10/2017 – 01/2018	<b>Lecturer</b> , University of Vienna, Austria For class ‘Research logic in communication science and theory of science’ Seminar ‘The use of Virtual Reality in journalism’

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## Graduate Course Work

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2024	(upcoming/April) Automated Visual Content Analysis
2023	Visual Framing Analysis
2023	Introduction to Python
2023	ECPR Summer School ‘Causal Inference’ Seminar
2023	Getting Fit for Funding – How to write an effective proposal
2022	Power Analysis Workshop with R
2021	Hertie School of Data Science, Data Science Summer School ‘Introduction to programming with R’ ‘Data Visualization with R’
2021	ECPR Winter School: ‘Multilevel Modeling’ Seminar
2021	Seminar ‘Basic qualification for teaching’
2020	Seminar ‘Introduction to Linear Regression Models’

Hannah Greber

- 2020 Seminar ‘Communication in a Digitalized Society’
- 2020 Seminar ‘Methodological Approaches to Qualitative Social Research’,
- 2020 Seminar ‘Transparent and Reproducible Social Science Research’

**Methodological skills:** R, IBM SPSS Statistics, Final Cut Pro; basic knowledge of Python, STATA, HTML, Typo3, Photoshop; teaching via Zoom

**Languages:** German (native), English (C2), Spanish (B1)

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## Academic Service

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- 2023 *Vienna Doctoral School of Social Sciences*  
**Organizer of the workshop** “Automated visual content analysis”  
with Felicia Loecherbach as a lecturer, January 2024  
Funding: 2000€
- 2021 to date *Vienna Doctoral School of Social Sciences*  
**Founding and leading PhD club** “Emerging Media”, together with  
Alina Nikolaou
- 2020 to date **Reviewed for:** *International Journal of Press/Politics, Journalism and Mass Communication Quarterly, Journalism Studies, Journalism, Frontiers of Communication, ACM Journal on Responsible Computing, International Communication Association, Computer and Human Interaction Conference*
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## Publications

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- Greber, H.** (forthcoming). Immersive Journalism. Elgar Encyclopedia of Political Communication.
- Greber, H.** (forthcoming) The Effect of Interactivity in Immersive Journalism on Participating in and Through the Media. *Journalism and Mass Communication Quarterly*.
- Weikmann, T., **Greber, H.**, & Nikolaou, A. (2024). After deception: How falling for a deepfake affects the way we see, hear, and experience media. *International Journal of Press/Politics*.
- Greber, H.**, Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & de Bruin, K. (2023). Uncovering the audience perspective: A qualitative analysis of experiences and evaluations of two immersive journalism productions in the Netherlands. *Journalism*, 0(0). <https://doi.org/10.1177/14648849231214675>
- Greber, H.**, Lecheler, S., Aaldering, L., (2023) The Worthwhileness of Immersive Journalism - Taking on an Audience Perspective. *Journalism Practice*, 1-19, <https://doi.org/10.1080/17512786.2023.2177711>
- Greber, H.**, Lecheler, S., Aaldering, L., De Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2023). Feeling the News? The Differential Effects of Immersive Journalism on Emotional Response. *Digital Journalism* 11(1), 39-60. <https://doi.org/10.1080/21670811.2022.2155205>

Schäfer S, **Greber H**, Sülflow M, Lecheler S. (2022) A Matter of Perspective: An Experimental Study on Potentials of Constructive Journalism for Communicating a Crisis. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990221095751>

**Greber, H.** (2022). Taking stock: VR in journalism. In: Frith, J., Saker, M. (Eds.): *The changing face of VR: Pushing the boundaries of experience across multiple industries*. 51-66. <https://vernonpress.com/book/1553>

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## Conference Presentations

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**Greber, H.,** (2023) Adding layers of understanding: Interactivity in Immersive Journalism and its effect on recall, perceived knowledge and episodic memory. Annual conference of the DGPuK divisions Digital Communication & Media, Public Spheres, and Gender.

**Greber, H.,** (2023) Adding layers of understanding: Interactivity in Immersive Journalism and its effect on recall, perceived knowledge and episodic memory. Paper presented at the Future of Journalism Conference, Cardiff.

**Greber, H.,** (2023) The Effect of Interactive Immersive Journalism on Participating in and through the Media. Paper presented at the ICA Political Communication Division, Toronto, Canada.

Weikmann, T., **Greber, H.,** & Nikoloau, A. (2023). After deception: How falling for a deepfake affects the way we see, hear and experience media. Paper presented at the ICA Political Communication Division, Toronto, Canada.

**Greber, H.** (2023). Participation in Hackathon, Preconference of Computational Methods Division, ICA, Toronto, Canada.

**Greber, H.,** Lecheler, S., & Aaldering, L. (2022) Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ECREA 2022, Utrecht.

**Greber, H.,** Lecheler, S., & Aaldering, L. (2022) Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ICA 2022, Paris.

**Greber, H.,** Lecheler, S., & Aaldering, L. (2022): What's going on? A qualitative case study about the experience of Immersive Journalism. Paper presented at the ICA Journalism Graduate Students Colloquium, Paris.

**Greber, H.,** Lecheler, S., & Aaldering, L. (2021): Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the Future of Journalism Conference, Cardiff (online)

**Greber, H.,** Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2021): Die Wahrnehmung von immersivem Journalismus – ein qualitatives Experiment. Paper presented at the DGPuK, Munich

Schäfer, S., **Greber, H.**, Lecheler, S., Sülflow, M. (2021). Communciating a crisis: Potentials and risks of resorative narratives. Paper presented at ECPR General Conference, Virtual

**Greber, H.**, Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2021): Feeling the news? The differential effects of immersive journalism on emotional response. Paper presented at the ICA, Denver (online)

**Greber, H.**, Lecheler, S., & Aaldering, L. (2021): Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ICA Journalism Graduate Students Colloquium, Denver (online)

**Greber, H.**, Lecheler, S., & Aaldering, L. (2021): Immersive Journalism – The Future of the News?. Paper presented at the IEEEVR conference, Lisbon (online)

**Greber, H.**, Paul, W., Rico, S., Semenova, S. (2019). Exploring media effects of constructive journalism on intentional behavior and engagement. Paper presented at the ECREA Journalism Studies Conference, Vienna.