PUBLICATIONS

JOURNAL-ARTICLES


BOOK CHAPTERS


Arendt, F. (2016). Implizite Messverfahren in der Werbeforschung. In W. Wirth, & G. Siegert (Eds.), Handbuch Werbeforschung (pp. 593-611). Wiesbaden: Springer VS.


CONFERENCE PRESENTATIONS


Arendt, F. (2015, August). Fear of social isolation, perceived opinion congruence, and opinion expression: Toward an implicit cognition approach. Paper presented to the Communication Theory and Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, USA.


Messmethoden für die Kommunikationswissenschaft. Paper presented at the annual conference of the Austrian Communication Association (ÖGK), Klagenfurt, Austria.


the International Communication Association (ICA), Phoenix, USA. [TOP STUDENT PAPER AWARD]


