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Einladung zur Antrittsvorlesung

Between Humans, Media, and Machines: Rethinking Socialization in the Digital Age

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Desirée Schmuck

Professor of Media Change and Media Innovation

Großer Festsaal der Universität Wien · Universitätsring 1, 1010 Wien

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Univ.-Prof. Mag. Dr. Desirée Schmuck

Professor of Media Change and Media Innovation

Desirée Schmuck studied psychology and communication science at the University of Zurich and continued her studies in communication science at the University of Vienna, where she also obtained her doctorate. After completing her PhD, she was a postdoctoral researcher at the University of Vienna and subsequently at LMU Munich in Germany. She later joined KU Leuven, Belgium, as Assistant Professor (tenure track) of Digital Media Effects. Since 2023, Professor Schmuck has been Full Professor of Communication Science with a special focus on Media Change and Media Innovation at the University of Vienna. She remains affiliated with the Media Psychology Lab at KU Leuven.

Research

Professor Schmuck's research focuses on media effects, media psychology, and political communication, with a particular emphasis on how changing digital media environments shape young people's attitudes, behaviors, and well-being. Her research examines the role of social media influencers, algorithmically curated media environments, and artificial intelligence in processes of information seeking, socialization, and political engagement. Her recent publications address topics such as young people's political engagement on social media, the content and effects of social media influencers' communication, and the implications of generative AI and conversational agents for media users.

Programm

Donnerstag, 12. November 2026, 17 Uhr
Großer Festsaal der Universität Wien
Universitätsring 1, 1010 Wien

Begrüßung
Nikolaus Hautsch
(Vizerektor der Universität Wien)

Michaela Pfadenhauer
(Dekanin der Fakultät für Sozialwissenschaften)

Antrittsvorlesung
Desirée Schmuck

Between Humans, Media, and Machines: Rethinking Socialization in the Digital Age

Zwischen Menschen, Medien und Maschinen: Wie sich Sozialisation im digitalen Zeitalter verändert

Anschließend laden wir herzlich zu einem Empfang mit Buffet ein.

Bitte melden Sie sich **bis 23.10.2026** per E-Mail an:
meike.mueller@univie.ac.at

Treppenfreier Zugang: Rechter Seiteneingang, Lift 1. Stock

Es wird angestrebt, die Veranstaltung nach den Kriterien des Prädikats ÖkoEvent durchzuführen. Bitte reisen Sie nach Möglichkeit mit öffentlichen Verkehrsmitteln, zu Fuß oder mit dem Fahrrad an.