



Research Talks

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Monday, 13 October 2025, 11:30 – 12:30 / SR 4, Währinger Str. 29

Chile's 2022 Constitutional Referendum: Unpacking Voting Behavior in Times of Misinformation

Magdalena Saldaña, Pontificia Universidad Católica de Chile, School of Communications

The potential of misinformation to damage a country's political life has become an increasing global concern. This concern is justified on classic models of voting behavior, stating that the public makes electoral decisions based on political predispositions, but also on information coming from different actors. Arguably, some electoral processes require more information than others to make educated decisions, such as referendums involving complex issues. This talk examines how different news repertoires, combined with low institutional trust and misinformation circulating on different venues, affected Chilean citizens' voting choices during the 2022 referendum for a new constitution.

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Monday, 20 October 2025, 11:30 – 12:30 / SR 4, Währinger Str. 29

Vanishing Media Effects? On the Stabilization of Media Effects After Repeated Exposure

Susanne Baumgartner, University of Amsterdam, ASCoR - Amsterdam School of Communication Research

In our digitalized society, it is important to understand the effects of digital media on individuals. Yet, despite a growing body of research, empirical evidence is still limited, oftentimes contradictory and inconclusive. In this research talk, I propose that one reason for this is that media effects stabilize after repeated exposure, and likely occur only during effect-sensitive periods. The stabilization of media effects has strong consequences for the interpretation of our empirical findings, and our future research endeavors. I will discuss how to move the field forward, both empirically as well as theoretically.

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Monday, 17 November 2025, 11:30 – 12:30 / SR 4, Währinger Str. 29

What's That Have to Do With the Price of Eggs? Failed Media Coverage of Trump and the Ongoing Threats to Democracy

Thomas J. Johnson, The University of Texas at Austin, School of Journalism and Media

Analysts looking to explain Trump's victory in the 2024 election settled quickly on the price of eggs. Post-election polls suggest Trump's promise to bring down egg prices without saying how won over voters more than Harris plan to curb corporate price gouging. But the media had touted Trump's "solutions" to confounding problems over his clear threats to the democratic system. Therefore both the media and public seemed shocked by Trump's authoritarian rise after the election even though the signs were clearly evident during the campaign.

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Monday, 1 December 2025, 11:30 – 12:30 / SR 4, Währinger Str. 29

The Emotional Embodied Mind "on" Politics: Insights Through Media Psychophysiology

Paul Bolls, Washington State University, Edward R. Murrow College of Communication

Media Psychophysiology is a scientific paradigm with the potential to equip Communication Scientists to advance novel insights into effects of political media and meet the mission of Communication Science to improve the human condition. This talk will introduce Media Psychophysiology to scholars who are unfamiliar with the approach and help experienced scientists gain a better understanding. Two studies focused on emotional processes engaged by political media will be presented and recommendations for future applications will be provided.

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Monday, 12 January 2026, 11:30 – 12:30 / SR 4, Währinger Str. 29

The Role of Social Context in Adolescents' Digital Media Use and Literacy

Jolien Trekels, University of Vienna, Department of Communication

Digital media can both enhance adolescents' lives (e.g., fostering social connectedness) and create challenges (e.g., stress or exclusion). Media literacy is crucial in helping youth navigate these experiences, enabling them to recognize harmful interactions, foster positive experiences, and engage online thoughtfully. Individual factors (e.g., neurological sensitivity), social dynamics (e.g., peer influence), and platform features (e.g., algorithms) all shape how adolescents experience digital spaces. This talk highlights the importance of social context and media literacy in supporting adolescents' well-being, helping them critically reflect on online experiences, and empowering them to leverage digital media positively.