

PROCEEDINGS OF THE

9TH CONFERENCE OF THE DGPs MEDIA PSYCHOLOGY DIVISION

SEPTEMBER 9TH – 11TH | 2015



Eberhard Karls Universität Tübingen &
Knowledge Media Research Center, Tübingen

SPECIAL EVENTS

- **Open Science Session**
September 11th
featuring: **Neuroskeptic**,
Martin Voracek, Nicole Krämer,
Kai Sassenberg, Malte Elson
- **Science Slam**
September 10th

ORGANIZERS

- Sonja Utz, Markus Huff

EBERHARD KARLS
UNIVERSITÄT
TÜBINGEN



Leibniz-Institut für
Wissensmedien

<http://mediapsychology2015.iwm-kmrc.de>

Contents

General information	3
Information for presenters	5
Special Events	6
Maps	7
Session overview	9
Presentations	11
Index of authors	23

General information

Organizers

Hosts

Markus Huff
Juniorprofessur Allgemeine Psychologie
Eberhard Karls Universität Tübingen
Schleichstr. 4
72076 Tübingen

Sonja Utz
Leibniz-Institut für Wissensmedien
Schleichstr. 6
72076 Tübingen

Conference venue

The registration desk as well as the room for the poster session is located in the Knowledge Media Research Center (Schleichstr. 6). The oral sessions take place in the Psychology Department (Schleichstr. 4). The opening session, the open science session, as well as the science slam are held in the Neue Aula, Audimax (Geschwister-Scholl-Platz). Please refer to pages 7ff for detailed maps.

Conference office

The registration desk can be found in the entrance hall of the Knowledge Media Research Center. It is open from Thursday to Friday, from 8:00 to 18:00. You can also register for the conference on Wednesday evening from 16:00 to 18:00, which allows you to register already one day before the start of the conference.

Conference name badge

Participants are kindly asked to wear the conference badge at all times during the conference. Participants who booked the conference dinner will find the voucher in their conference bag. Please make sure to take your voucher to the Conference Dinner where it will be collected by the staff.

Certificate of attendance

The certificate of attendance will be provided when registering for the conference.

Cloakroom

There will be an unguarded wardrobe in the Knowledge Media Research Center office.

WiFi internet access

The Knowledge Media Research Center provides free wireless internet access for participants. You can either use eduroam (encrypted; recommended) or IWM-Guests. If your home institution participates in the eduroam project (<http://www.eduroam.org>): (1) connect to the wireless network with SSID eduroam, (2) on request enter your username@institution (e.g., username@your-university.xy) and password from your home institution, (3) and accept the eduroam certificate. Alternatively, you can connect via IWM-Guests: (1) connect to the wireless network with SSID IWM-Guests, (2) on request enter the password (IWM-KMRC).

Coffee breaks

Coffee, tea, soft drinks and snacks will be served in the Knowledge Media Research Center during the official coffee break times.

Lunch

Vouchers for a full meal in the Mensa on Thursday and Friday can be purchased at the registration desk.

Prices and tips

Menu prices usually include service and taxes. In restaurants, a tip of approximately 5-10% is appreciated.

Important phone numbers

Emergency number 112

Police 110

Pharmacy

The nearest pharmacy is located on Keltternstr. 2 (+49 7071 22422, open: Mon-Fri 07:30 - 20:00; Sat 08:00 – 14:00). For telephone information about the 24-hour pharmacy standby service call 0800 0022833 from a landline or 22833 from a cell phone.

Smoking

Due to the non-smoking policy in public buildings, smoking is prohibited in all congress venues. There are some smoking areas in the front of the main building.

Public transportation

Information about the local public transportation can be found at www.naldo.de.

Tourist info

The tourist info is located in the city center at An der Neckarbrücke 1 next to the river front (+49 7071 91360; open: Mon-Fri 9.00 – 19.00, Sat 10.00 – 16:00; www.tuebingen-info.de/).

Information for presenters

Language of presentations

The official conference language is English.

Symposia and talk sessions

Symposium convenors and session chairs are asked to strictly keep to the schedule of the sessions. Each talk (including discussion) is allocated a time slot of 15 minutes. We recommend that presentations last 12 minutes followed by one or two questions. In some cases, it might be possible to present for 15 minutes and to postpone the discussion until the end of the session. This is possibly an option for those symposia in which a concluding discussion is planned. Symposium convenors and session chairs should feel free to use the number displays on the last pages of this program to inform the speaker about the remaining minutes.

Oral presentations

Computers for PowerPoint or PDF presentations are available in all lecture rooms. If you prepare a PowerPoint presentation, please make sure that it is compatible with Microsoft PowerPoint 2007 or 2010 for Windows. It is recommended to use standard fonts for preparing the presentations to minimize the risk of distorted layout. If you need any particular additional equipment, please let us know in advance by contacting mediapsychology2015@iwm-kmrc.de.

Please make sure to transfer your presentation files to the respective computer in the lecture room at least 10 minutes before the start of your session, using a USB memory stick. Preferably, you should do this in the morning or in the break before the session. Ask the technical assistants in the lecture rooms for help. They will be present 30 minutes before each session and during the session.

The respective time slots are as follows:

- **Research papers:** 10 minutes for the talk + 5 minutes discussion
- **Review papers:** 20 minutes for the talk + 10 minutes discussion
- **Position papers:** 30 minutes for the talk + 15 minutes discussion

Poster presentations

Poster presenters are asked to prepare their posters in DIN A0 portrait format (900 mm x 1200 mm maximum). There will be three poster sessions, one on each day of the conference. The sessions take place in the main hall of the Knowledge Media Research Center (Schleichstr. 6) from 14.00 to 15.00 on Thursday. The number of each poster can be found in the program. Please put your posters up in the morning, thus making it possible for interested colleagues to view them all day. Pins are available in the main hall. During the actual poster sessions, the first author is expected to be available for requests and discussions. We also recommend preparation of handouts (miniature versions of the poster) for interested colleagues.

Special events

Open science session

We are pleased to announce an invited session on open science, featuring Neuroskeptic (UK), Prof. Dr. Martin Voracek, Prof. Dr. Nicole Krämer, Prof. Dr. Kai Sassenberg and Dr. Malte Elson.

The open science session will take place in the Audimax lecture hall 025 in the Neue Aula (Hölderlinstr. 19) on Friday, September 11th, starting at 11.00. Please keep in mind that you will need about 10 min to walk from the Psychology building to the Neue Aula.

Pre-conference welcome evening

The welcome evening will take place in the “Gasthausbrauerei Neckarmüller” (Gartenstraße 4, 72074 Tübingen, very close to city center) on Wednesday from 19:00. The restaurant with brewery serves a wide variety of affordable German dishes. Do not miss this opportunity to meet colleagues in this relaxed atmosphere.

Conference dinner

The Conference dinner (Gesellschaftsabend) will be held on Thursday, September 10th, 19.30, at the restaurant “Die Kelter” (Schmiedtorstraße 17, 72070 Tübingen). Make sure to bring your dinner voucher with you. If you booked the dinner, the voucher will be provided in your conference bag, and it will be collected by students at the restaurant.

The restaurant can easily be reached from the University. Students will guide conference participants to the Kongresshalle in groups leaving at 19.00 and 19.15 from the front entrance of the Psychology building.

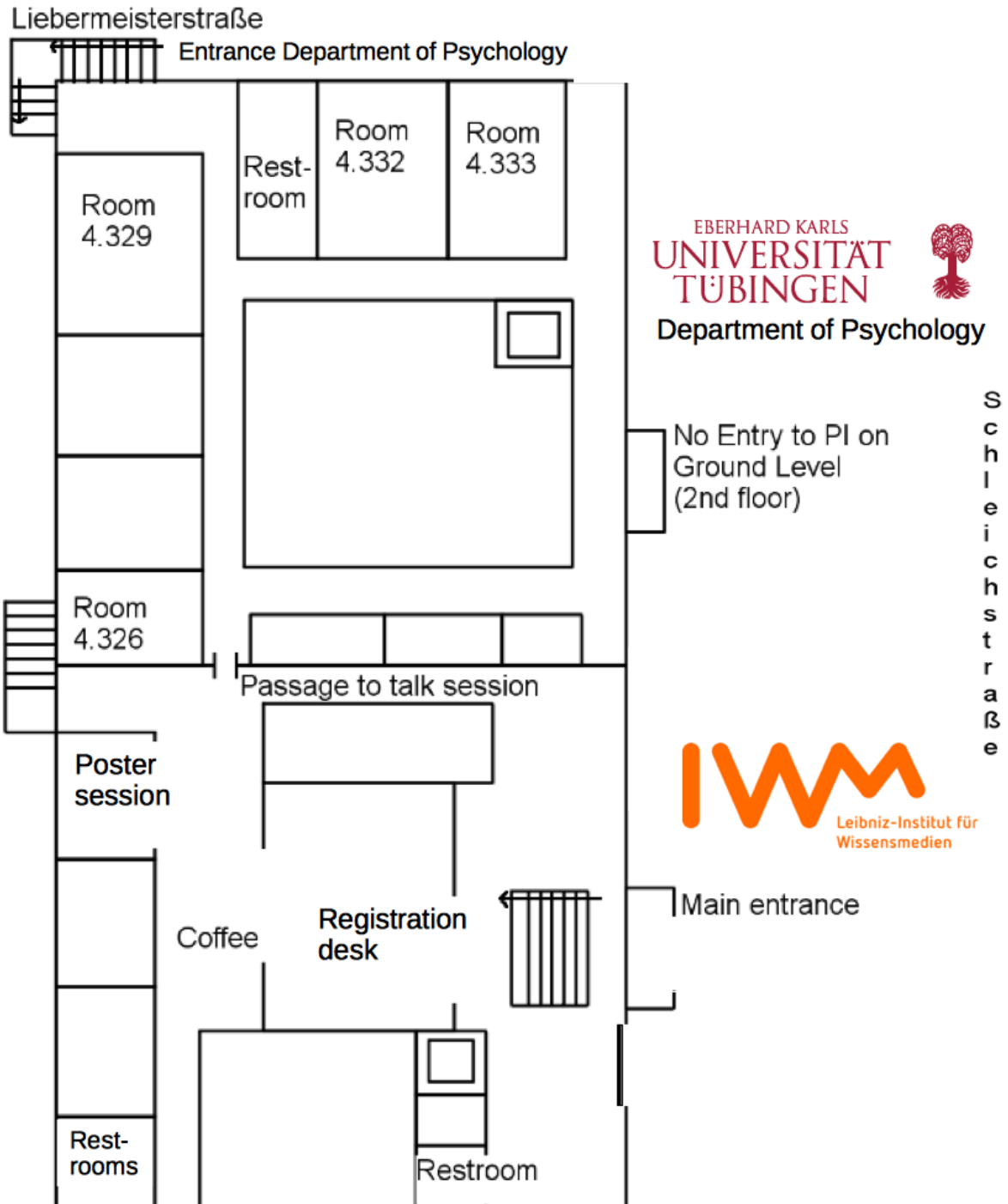
Business meeting of the Fachgruppe Medienpsychologie in the DGPs (in German)

The annual meeting for members of the Fachgruppe Medienpsychologie will take place in lecture hall 4329 on Thursday, beginning 16.15. The meeting will be held in German.

Science Slam

For the first time, the Media Psychology Conference will stage a “Science Slam”, on Thursday, September 10th at 17:30. Several researchers will present their research in a short and entertaining manner. As a result, the audience will get a broad and entertaining overview over recent research in media psychology. This event will be organized and chaired by the representatives of the junior researchers of the DGPs section media psychology Malte Elson and Stephan Winter.

Maps



Session overview

Date: Thursday, 10/Sep/2015

8:30am	Opening: Opening			
-	Location: Neue Aula: Audimax			
9:00am				
9:15am	Research Paper 1: Social Media 1: Privacy and Self Disclosure	Research Paper 2: Design and Function of Robots	Research Paper 3: Media Exposure	Research Paper 4: Political Communication
-	Location: Room 4329	Location: Room 4326	Location: Room 4332	Location: Room 4333
10:15am	Chair: Andrew K. Przybylski	Chair: Astrid Marieke Rosenthal-von der Pütten	Chair: Erich Weichselgartner	Chair: Frank M. Schneider
10:15am	Coffee break: Coffee break			
-	Location: IWM			
10:40am				
10:40am	Research Paper 5: Social Media 2: Emotion and Social Support	Research Paper 6: Peer / Media Influence	Symposium 1: How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	Research Paper 7: Video Games: Effects and Perceptions
-	Location: Room 4329	Location: Room 4326	Location: Room 4332	Location: Room 4333
11:40am	Chair: Sonja Utz	Chair: Rohangis Mohseni	Chair: Friederike Hendriks	Chair: Malte Elson
11:40am	Lunch Break Thursday: Lunch Break			
-	Location: Mensa/City/...			
1:00pm				
1:00pm	Research Paper 8: Social Media 3: Negative Effects	Research Paper 9: Evolutionary Media Psychology	Research Paper 10: Learning with Media	Research Paper 11: Evaluation of Brands
-	Location: Room 4329	Location: Room 4326	Location: Room 4332	Location: Room 4333
2:00pm	Chair: Nicole Krämer	Chair: Johannes Breuer	Chair: Anne Schüler	Chair: Frank Schwab
2:00pm	Poster Session + Coffee Break			
-	Location: IWM			
3:00pm				
3:15pm	Position Paper 1: Does trust matter? A cognitive approach to the role of trust for online self-disclosures	Position Paper 2: Expanding and enforcing the Pottery Barn rule in media psychology	Position Paper 3: Best Practices for Advancing Internet Gaming Addiction Research	
-	Location: Room 4329	Location: Room 4326	Location: Room 4332	
4:00pm	Chair: Sandra Pöschl	Chair: Elly A. Konijn	Chair: Markus Appel	
4:15pm	Business Meeting: Business Meeting			
-	Location: Room 4329			
5:30pm				
5:30pm	Science Slam: Science Slam			
-	Location: Neue Aula: Audimax			
7:00pm				
7:30pm	Dinner: Conference Dinner			
-	Location: Restaurant Kelter			
11:00pm				

Date: Friday, 11/Sep/2015

9:00am -	Review Paper 1: The (a)social net? A meta-analytical review of 15 years of research on the relationship between Internet use and perceived social capital/social support Location: Room 4329 Chair: Leonard Reinecke	Review Paper 2: In the eye of the observer: What actually guides visual attention on webpages? State of research and prospects for the future Location: Room 4326 Chair: Frank Papenmeier	Review Paper 3: Revisiting culture - a neglected dimension in U&G research and media psychology Location: Room 4332 Chair: Caleb T. Carr	
9:30am -	Research Paper 12: Social Media 4: Impression Formation Location: Room 4329 Chair: Emese Domahidi	Research Paper 13: Narratives: Content and Processing Location: Room 4326 Chair: Anneke de Graaf	Research Paper 14: Propaganda and Memes Location: Room 4332 Chair: Özen Odag	Research Paper 15: Perception and Cognition Location: Room 4333 Chair: Markus Huff
10:30am -	Coffee break 2: Coffee break Location: IWM			
11:00am -	Open Science: Open Science Location: Neue Aula: Audimax			
1:00pm -	Lunch Break Friday: Lunch Break Location: Mensa/City/...			
2:00pm -	Research Paper 16: Parasocial Interaction Location: Room 4329 Chair: André Melzer	Research Paper 17: Film/TV Location: Room 4326 Chair: Hauke S. Meyerhoff	Symposium 2: Research on Learning and Instruction Meets Media Psychology Location: Room 4332 Chair: Katharina Scheiter	
3:00pm				

Presentations

Research Paper 1: Social Media 1: Privacy and Self Disclosure

Time: Thursday, 10/Sep/2015: 9:15am - 10:15am · *Location:* Room 4329

Session Chair: Andrew K. Przybylski

I am concerned about my privacy, but can I protect it? The moderating role of online privacy literacy

Philipp K. Masur, Doris Teutsch, Sabine Trepte

University of Hohenheim, Germany; philipp.masur@uni-hohenheim.de

Privacy by noise? The impact of information density onto users' audience expectations

Stephanie Pieschl, Ricarda Moll, Rainer Bromme

Westfälische Wilhelms-Universität Münster, Germany; pieschl@uni-muenster.de

Talking about private matters online and offline – Insights from a qualitative interview study

Doris Teutsch, Sabine Trepte

University of Hohenheim, Germany; doris.teutsch@uni-hohenheim.de

Offline time is quality time. Comparing within-group self-disclosure in mobile messaging applications and Face-to-Face Interactions.

Katharina Knop, Julian Öncü, Jana Penzel, Theresa Abele, Tobias Brunner

University of Mannheim, Germany; kknop@mail.uni-mannheim.de

Research Paper 2: Design and Function of Robots

Time: Thursday, 10/Sep/2015: 9:15am - 10:15am · *Location:* Room 4326

Session Chair: Astrid Marieke Rosenthal-von der Pütten

Look into my blinking red eye! The effects of humanlike nonverbal behavior in robots and roboticspecific nonverbal behavior on users' self-disclosure and emotion

Jonathan Herrmann, Astrid Rosenthal-von der Pütten, Nicole Krämer

Universität Duisburg-Essen, Germany; jonathan.herrmann@stud.uni-due.de

Perceiving Realism in Robot Embodiments: Implications for Design

Robert A. Paauwe¹, Johan F. Hoorn¹, Elly A. Konijn¹, David V. Keyson²

¹VU University Amsterdam; ²Delft University of Technology; r.a.paauwe@vu.nl

Perceptions of a Social Healthcare Robot as a Function of Emotional Coping

Marloes L.C. Spekman, Elly A. Konijn, Johan F. Hoorn

VU University Amsterdam, Netherlands, The; m.l.c.spekman@vu.nl

Research Paper 3: Media Exposure

Time: Thursday, 10/Sep/2015: 9:15am - 10:15am · *Location:* Room 4332

Session Chair: Erich Weichselgartner

Measuring Content-based Media Exposure (C-ME): Validation of a Scale

Elly A. Konijn¹, Anouk den Hamer¹, Xanthe S. Plaisier¹, Micha G. Keijer¹, Lydia C. Krabbendam¹, Brad J. Bushman^{1,2}

¹VU University Amsterdam, Netherlands, The; ²The Ohio State University, USA; elly.konijn@vu.nl

Perception of Media Change and Stress

Philipp Müller

Johannes Gutenberg Universität Mainz, Germany; philipp.mueller@uni-mainz.de

Suicide Threads on the Internet: Content Analysis of Postings in „Pro-“ and „Anti-Suicide Message Boards“

Benedikt Till, Thomas Niederkrotenthaler

Medical University of Vienna, Center for Public Health, Institute of Social Medicine, Suicide Research Unit; benedikt.till@meduniwien.ac.at

Research Paper 4: Political Communication

Time: Thursday, 10/Sep/2015: 9:15am - 10:15am · *Location:* Room 4333

Session Chair: Frank M. Schneider

Radicalization 2.0 - a media content analysis of twitter and twitter related web communication

Frank Schwab, Astrid Carolus

Universität Würzburg, Germany; astrid.carolus@uni-wuerzburg.de

Emotional Impacts on News Reception in the Internet: How Different Emotional Sources Affect Viewing Behavior, Memory, and the Evaluation of a News Portal

Ricardo Ramos Gameiro¹, Peter König^{1,2}, Kai Kaspar^{1,3}

¹Institute of Cognitive Science, University of Osnabrück, Germany; ²Department of Neurophysiology and Pathophysiology, University Medical Center Hamburg Eppendorf, Germany; ³Social and Media Psychology, Department of Psychology, University of Cologne, Germany; r.amosga@uos.de

Political Media Outlets for a Young Audience – Strengths, Weaknesses, and Potentials

Anja M. R. Schmitt, Laura Sophia Loy, Josephine B. Schmitt

Universität Hohenheim, Germany; anja.schmitt@uni-hohenheim.de

most informative compared to all other outlets, but as least probable to be used again.

Research Paper 5: Social Media 2: Emotion and Social Support

Time: Thursday, 10/Sep/2015: 10:40am - 11:40am · *Location:* Room 4329

Session Chair: Sonja Utz

Longitudinal analysis of social support in mediated and non-mediated channels

Tobias Dienlin, Philipp Masur, Sabine Trepte

University of Hohenheim, Germany; sabine.trepte@uni-hohenheim.de

Broadcasting One World – How Watching Elevating Online Videos Can Strengthen Universal Orientation and Reduce Stereotypes

Nicole Krämer¹, Sabrina Eimler², Leonie Rösner¹, Stephan Winter¹, German Neubaum¹, Mary Beth Oliver³

¹University Duisburg-Essen, Germany; ²Hochschule Ruhr West, Germany; ³Penn State University, USA; nicole.kraemer@uni-due.de

“Everyday I am Çapulcu”: Çapulcu Identity and Collective Action through Social Network Sites in the Gezi Park protests

Özden Melis Ulug¹, Özen Odag², Nevin Solak³

¹Jacobs University Bremen; ²Bremen International Graduate School of Social Sciences, Germany;

³Middle East Technical University; o.odag@jacobs-university.de

The Emotional Responses of Browsing Facebook: Happiness, Envy, and the Role of Tie Strength

Ruoyun Lin, Sonja Utz

IWM-KMRC, Germany; r.lin@iwm-tuebingen.de

Research Paper 6: Peer / Media Influence

Time: Thursday, 10/Sep/2015: 10:40am - 11:40am · *Location:* Room 4326

Session Chair: Rohangis Mohseni

My body is holy but my mind is not: The impact of Muslim beliefs and sexualized advertisements on self-objectification and cognitive skills

Julia Kneer, Nathalie van Oosterhout

Erasmus University Rotterdam, Netherlands, The; kneer@eshcc.eur.nl

Peer Influence and Media Portraying Antisocial Behaviors: The role of Moral Permissibility in Adolescents

Xanthe S. Plaisier, Elly A. Konijn, Jolanda Veldhuis

VU University, Amsterdam, Netherlands, The; x.s.plaisier@vu.nl

fMRI Study Showing how Peer Feedback Negotiates Effects of Media's Thin-Body Ideal in Adolescents

Jolanda Veldhuis, Elly A. Konijn

VU University Amsterdam, Netherlands, The; j.veldhuis@vu.nl

Influence of Performance-Related Facebook Postings on Students' Intentions to Enhance Their Study Performances

Leonie Rösner, Nicole C. Krämer

University of Duisburg-Essen, Germany; leonie.roesner@uni-due.de

Symposium 1: How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media

Time: Thursday, 10/Sep/2015: 10:40am - 11:40am · *Location:* Room 4332

Session Chair: Friederike Hendriks

How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media

Chair(s): **Friederike Hendriks** (University of Münster), **Dorothe Kienhues** (University of Münster)

Discussant(s): **Tobias Rothmund** (University of Koblenz-Landau)

Presentations of the Symposium

He talked complicated but he should not! How technical wording and information on medical expertise impact the evaluation of online health information

Franziska Thon, Regina Jucks

University of Münster

Differences in students' trustworthiness assessments of a science blogger depending on the source of a disclosure of ethical concerns

Friederike Hendriks, Dorothe Kienhues, Rainer Bromme

University of Münster

Real vs. superficial complexity: Effects of two-sided headlines and arguments on readers' attitudes toward scientific debates

Eva Wilden¹, Stephan Winter², Carolin Straßmann², Thomas Ernst²

¹University of Vechta, ²University of Duisburg-Essen

Internet users' critical evaluation of an online medical news article: Influencing factors of user discussions of scientific uncertainty

Insa Feinkohl, Danny Flemming, Ulrike Cress, Joachim Kimmerle
Knowledge Media Research Center

Research Paper 7: Video Games: Effects and Perceptions

Time: Thursday, 10/Sep/2015: 10:40am - 11:40am · *Location:* Room 4333

Session Chair: Malte Elson

Differential impact of game difficulty on spatial presence

Michael Brill, Thaina Ertan, Vanessa Luksch, Frank Schwab
Universität Würzburg, Germany; michael.brill@uni-wuerzburg.de

Desensitization effects of video game violence on pain-related responses: Violent video games as painkillers?

André Melzer

Université du Luxembourg, Luxembourg; andre.melzer@uni.lu

Moral Combat – Moral foundations and the evaluation of violent and sexual content in video games

Johannes Breuer¹, Malte Elson², Kimon Kieslich³, Nicholas Bowman⁴, Rachel Kowert³, Thorsten Quandt³, Amanda Lange⁵, Ryan Lange⁶

¹University of Cologne, Germany; ²Ruhr-University Bochum, Germany; ³University of Münster, Germany; ⁴West Virginia University, USA; ⁵Microsoft Corporation, USA; ⁶Alvernia University, USA; johannes.breuer1@uni-koeln.de

Newbies, Start Your Engines. Virtual Motor Skill Training and True Transfer

Benny Liebold, Kevin Koban, Peter Ohler

Chemnitz University of Technology, Germany; benny.liebold@phil.tu-chemnitz.de

Research Paper 8: Social Media 3: Negative Effects

Time: Thursday, 10/Sep/2015: 1:00pm - 2:00pm · *Location:* Room 4329

Session Chair: Nicole Krämer

How to explain “phubbing” – Can “Fear of Missing Out” predict the compulsive use of mobile phones in social situations?

Christian Bosau, Max Kühn

RFH Köln, Germany; christian.bosau@rfh-koeln.de

Internet Use and Procrastination: Results from a German Probability Sample

Leonard Reinecke¹, Adrian Meier¹, Stefan Aufenanger², Manfred E. Beutel³, Michael Dreier³, Oliver Quiring¹, Birgit Stark¹, Klaus Wölfling³, Kai W. Müller³

¹Department of Communication, Johannes Gutenberg University Mainz, Germany; ²Department of Education, Johannes Gutenberg University Mainz, Germany; ³University Medical Centre, Johannes Gutenberg University Mainz, Germany; leonard.reinecke@uni-mainz.de

The Role of Media Use in Cyberbullying: Longitudinal Evidence for a Cyclic Process Model

Anouk den Hamer, Elly A. Konijn, Marja J. Aartsen

VU University Amsterdam, Netherlands, The; elly.konijn@vu.nl

Being Excluded in the Online World: Investigating the Detrimental Effects of Cyberostracism with the Ostracism Online Paradigm

Frank M. Schneider, Britta Zwillich, Melanie J. Bindi, Frederic Hopp, Peter Vorderer

Research Paper 9: Evolutionary Media Psychology

Time: Thursday, 10/Sep/2015: 1:00pm - 2:00pm · *Location:* Room 4326

Session Chair: Johannes Breuer

Evolutionary basis of movie preferences. The influence of fitness costs as an aspect of cinematic narratives

Isabelle Maria Menne, Elena Merten, Frank Schwab

University of Würzburg, Germany; Isabelle.Menne@uni-wuerzburg.de

Testing perceptual and evolutionary-biological explanations for the uncanny valley

Astrid Marieke Rosenthal-von der Pütten¹, Fabian Grabenhorst², Stefan Maderwald¹, Matthias Brand¹, Nicole Krämer¹

¹University of Duisburg-Essen, Germany; ²University of Cambridge; a.rosenthalvdpuetten@uni-due.de

P-curving the media psychology literature of digit ratio (2D:4D) research: Will findings stand the test of replicability?

Martin Voracek

University of Vienna, Austria; martin.voracek@univie.ac.at

Research Paper 10: Learning with Media

Time: Thursday, 10/Sep/2015: 1:00pm - 2:00pm · *Location:* Room 4332

Session Chair: Anne Schöler

Learning by Enjoyment, but Acting on Appreciation: Examining the Differential Relationships Between Entertainment Experiences, Knowledge, and Behavioral Intentions

Carina Weinmann¹, Frank M. Schneider², Franziska S. Roth¹, Katharina Knop¹, Sabine Reich¹, Peter Vorderer¹

¹University of Mannheim, Germany; ²University of Mannheim/University of Hohenheim, Germany; c.weinmann@uni-mannheim.de

Learning via on-line learning game; Evidence from arithmetic learning in children

Mojtaba Soltanlou^{1,2,3}, Christina Artemenko⁴, Stefan Huber², Thomas Dresler^{4,5}, Ann-Christine Ehlis^{4,5}, Andreas J. Fallgatter^{4,5}, Hans-Christoph Nuerk^{2,3,4}

¹Graduate Training Centre of Neuroscience/ IMPRS for Cognitive and Systems Neuroscience, Tuebingen, Germany; ²Knowledge Media Research Center, Tuebingen, Germany; ³Department of Psychology, Eberhard Karls University, Tuebingen, Germany; ⁴LEAD Graduate School, Eberhard Karls University, Tuebingen, Germany; ⁵Psychophysiology & Optical Imaging, Department of Psychiatry and Psychotherapy, Eberhard Karls University Hospital, Tuebingen, Germany; mojtaba.soltanlou@uni-tuebingen.de

The Impact of Students' Perception of Control on Trends in Achievement Emotions while Learning with Serious Games

Claudia Schrader, Ulrike Nett

Universität Ulm, Germany; claudia.schrader@uni-ulm.de

Content-related controversy awareness in Wiki-based learning

Sven Heimbuch, Daniel Bodemer

University of Duisburg-Essen, Germany; sven.heimbuch@uni-due.de

Research Paper 11: Evaluation of Brands

Time: Thursday, 10/Sep/2015: 1:00pm - 2:00pm · *Location:* Room 4333
Session Chair: Frank Schwab

Your Brand is Bad and You Should Feel Bad: Schadenfreude and Brands in Social Media
Rebecca A Hayes, Caleb T Carr

Illinois State University, United States of America; rahayes@ilstu.edu

Persuasive effects of product review videos on YouTube – A comparison of central and heuristic cues

Carolin Straßmann, Stephan Winter, Nicole C. Krämer

University Duisburg-Essen, Germany; carolin.strassmann@uni-due.de

Game of Phones - A Song of Flattery and Praise

Astrid Carolus, Ricardo Münch, Catharina Schmidt, Florian Schneider, Christine Hennighausen

Universität Würzburg, Germany; astrid.carolus@uni-wuerzburg.de

Personality predicts smartphone application usage

Christine Hennighausen, Stefanie Kunze, Astrid Carolus, Frank Schwab

Julius-Maximilians-University of Würzburg, Institute human-computer-media, Germany;
christine.hennighausen@uni-wuerzburg.de

Poster session: Poster Session

Time: Thursday, 10/Sep/2015: 2:00pm - 3:00pm · *Location:* IWM

Poster 1: Recipients' evaluation of cartoons and the role of embodied cognition

Maren Schneider¹, Anna Jurisch¹, Kai Kaspar²

¹Institute of Psychology, University of Osnabrück, Germany; ²Social and Media Psychology, Department of Psychology, University of Cologne, Germany; maren_schneider@gmx.net

Poster 2: A Self-Determination Approach to Playing in Online Gaming Communities

Felix Reer¹, Nicole C. Krämer²

¹University of Tuebingen; ²University of Duisburg-Essen; felix.reer@uni-tuebingen.de

Poster 3: Bellicistic press coverage and the willingness to initiate first-step military actions in the resurgence of the East vs. West conflict.

Fabian Gebauer^{1,2}, Marius H. Raab^{1,2}, Nils Brandenstein¹, Claus-Christian Carbon^{1,2}

¹Department of General Psychology and Methodology, University of Bamberg, Germany; ²Bamberg Graduate School of Affective and Cognitive Sciences (BaGrACS), Bamberg, Germany;
fabian.gebauer@uni-bamberg.de

Poster 4: Eye-tracking made easy: Solutions for a low-cost, easy-to-use eye-tracking lab for media psychology students and researchers

Daniel Roth^{1,3}, Kai Kaspar², Digo Chakraverty¹, Johannes Breuer¹, Gary Bente¹

¹Media and Communication Psychology, Department of Psychology, University of Cologne, Cologne; ²Social and Media Psychology, Department of Psychology, University of Cologne, Cologne; ³Human-Computer Interaction, Institute for Computer Science, University of Würzburg, Würzburg;
daniel.roth@uni-koeln.de

Poster 5: Game on: The Creation of Video Games as a Cultural Display

Benjamin P. Lange, Frank Schwab

University of Wuerzburg, Germany; benjamin.lange@uni-wuerzburg.de

Poster 6: Metacognitive Strategy Usage in Serious Games: The Impact of Metacognitive Awareness, Involvement, and Achievement Emotions

Valentin Riemer, Claudia Schrader

Ulm University, Germany; valentin.riemer@uni-ulm.de

Poster 7: On the influence of personality and video game genre preferences on the perceived effects of music while gaming

Isabell Bötsch¹, Richard von Georgi²

¹TU Brunswick, Germany; ²IPU Berlin; i.boetsch@tu-braunschweig.de

Introduction

Poster 8: Personalized Advertisement on News Portals: Effects of Banner ads on Visual Attention, Task Performance, and Memory for Ad Content

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Poster 9: The Interplay of Usability and Visual Aesthetics: More Evidence for the “What is usable is beautiful” Notion instead of the “What is beautiful is usable” Notion

Kai Kaspar¹, Julia Hülsmann², Kai-Christoph Hamborg²

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Poster 10: Mining learning and crafting scientific experiments: The use of Minecraft in education and research and what can be learned from its success for the future of educational videogames

Dominik Hemeli, Steve Nebel, Sascha Schneider, Günter Daniel Rey

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Poster 11: Genre and Recovery Experiences - specific preferences of television-genres as a means of recovery

Elisabeth Königstein, Sarah Klemm, Axel Färber, Frank Schwab

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Poster 12: How does subjective knowledge influence behavioral intentions, information search, and actual behavior?

Josephine B. Schmitt¹, Frank M. Schneider², Carina Weinmann³, Franziska S. Roth³, Svenja Heber¹

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Poster 13: Connecting narrative features and effects: A meta-analysis

Anneke de Graaf, José Sanders, Hans Hoeken

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Poster 14: Relevant aspects for a more reflected Facebook usage by young persons

Tanja Jadin

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Poster 15: Using Leadership Linguistics in a Masspersonal Medium to Predict Team Performance: NFL Captains' Tweets during the 2012 Season

Caleb T. Carr, Rebecca A. Hayes, Amy Rothblum

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Poster 16: A temporal model of aesthetic web site perception

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Position Paper 1: Does trust matter? A cognitive approach to the role of trust for online self-disclosures

Time: Thursday, 10/Sep/2015: 3:15pm - 4:00pm · *Location:* Room 4329

Session Chair: Sandra Pöschl

Does trust matter? A cognitive approach to the role of trust for online self-disclosures

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Background

Position Paper 2: Expanding and enforcing the Pottery Barn rule in media psychology

Time: Thursday, 10/Sep/2015: 3:15pm - 4:00pm · *Location:* Room 4326

Session Chair: Elly A. Konijn

Expanding and enforcing the Pottery Barn rule in media psychology

James C. Coyne

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Position Paper 3: Best Practices for Advancing Internet Gaming Addiction Research

Time: Thursday, 10/Sep/2015: 3:15pm - 4:00pm · *Location:* Room 4332

Session Chair: Markus Appel

Best Practices for Advancing Internet Gaming Addiction Research

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Review Paper 1: The (a)social net? A meta-analytical review of 15 years of research on the relationship between Internet use and perceived social capital/social support

Time: Friday, 11/Sep/2015: 9:00am - 9:30am · *Location:* Room 4329

Session Chair: Leonard Reinecke

The (a)social net? A meta-analytical review of 15 years of research on the relationship between Internet use and perceived social capital/social support.

Emese Domahidi

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Review Paper 2: In the eye of the observer: What actually guides visual attention on webpages? State of research and prospects for the future

Time: Friday, 11/Sep/2015: 9:00am - 9:30am · *Location:* Room 4326

Session Chair: Frank Papenmeier

In the eye of the observer: What actually guides visual attention on webpages? State of research and prospects for the future

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Review Paper 3: Revisiting culture - a neglected dimension in U&G research and media psychology

Time: Friday, 11/Sep/2015: 9:00am - 9:30am · *Location:* Room 4332
Session Chair: Caleb T. Carr

Revisiting culture - a neglected dimension in U&G research and media psychology

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Research Paper 12: Social Media 4: Impression Formation

Time: Friday, 11/Sep/2015: 9:30am - 10:30am · *Location:* Room 4329
Session Chair: Emese Domahidi

Spontaneous trait inferences in social media

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Deal or no Deal? - Gender, Migrant Background and Career Level in Business Network Profile Evaluation

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Research Paper 13: Narratives: Content and Processing

Time: Friday, 11/Sep/2015: 9:30am - 10:30am · *Location:* Room 4326
Session Chair: Anneke de Graaf

A closer look at the updating of situation models in audio-visual narratives: An eye-tracking study

Frank Papenmeier, Tino G.K. Meitz, Markus Huff

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Narrative Persuasion: The roles of argument quality, narrativity, transportation, and working memory

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“Counter Narratives - Preaching to the choir?”

Anna Morten, Shalina Marx, Lena Frischlich, Diana Rieger, Olivia Rutkowski, Freya Elvert, Gary Bente

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Communicate simply against or using counter narrative? Different forms of narratives against right-wing and Islamic extremist propaganda and their adoption of basic needs

Shalina Marx, Anna Morten, Lena Frischlich, Diana Rieger, Olivia Rutkowski, Freya Elvert, Gary Bente

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Research Paper 14: Propaganda and Memes

Time: Friday, 11/Sep/2015: 9:30am - 10:30am · *Location:* Room 4332

Session Chair: Özen Odag

Dying the right way? Mortality Saliency Increases Interest in and Persuasiveness of Right-wing Extremist Propaganda among Germans

Lena Frischlich¹, Diana Rieger^{2,1}, Gary Bente¹

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Propaganda in an insecure, unstructured world: The effects of authoritarianism and uncertainty on the evaluation of right-wing extremist propaganda videos.

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Monitoring the Opinion of the Crowd – Psychological Patterns of Public Opinion Perceptions in Social Media

German Neubaum, Nicole Krämer

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Uses and gratifications in participatory culture: Understanding Internet memes through the eyes of meme users

Anne Leiser, Özen Odag

Research Paper 15: Perception and Cognition

Time: Friday, 11/Sep/2015: 9:30am - 10:30am · *Location:* Room 4333

Session Chair: Markus Huff

Multimedia Effects at Repeated Studying and Testing: Evidence for Adaptation to Task Demands

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Perceiving and remembering audio dramas

Annika Elisabeth Maurer¹, Irina Brich², Markus Huff¹

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Moral decision-making in virtual reality settings – An eye-tracking and pupillometry study

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User Experience in Virtual Reality Application Development – Design and Evaluation of a Fear of Public Speaking Scenario

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Research Paper 16: Parasocial Interaction

Time: Friday, 11/Sep/2015: 2:00pm - 3:00pm · *Location:* Room 4329

Session Chair: André Melzer

Parasocial interaction with ambivalent characters in television series. How viewers react to the serial killer Dexter Morgan.

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Adolescent Girls' Parasocial Relationships with Male YouTube-Stars

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Sheldon Cooper or Doctor Who - Who's like a friend to you!? Parasocial relationship quality and perceived closeness and similarity

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„I don't care if the characters are likable as long as they're interesting!“ The relation between personality traits and the preference of TV series with ambivalent main characters.

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Research Paper 17: Film/TV

Time: Friday, 11/Sep/2015: 2:00pm - 3:00pm · *Location:* Room 4326

Session Chair: Hauke S. Meyerhoff

Using Hollywood movies to explore audio-visual integration in long-term memory

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The meaning in Sci-Fi movies and their influence on the acceptance of new technologies

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Shared entertainment, shared opinions: The influence of Social TV comments on the evaluation and enjoyment of talent shows

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Effects of co-viewing and social interactions on TV reception

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Symposium 2: Research on Learning and Instruction Meets Media Psychology

Time: Friday, 11/Sep/2015: 2:00pm - 3:00pm · *Location:* Room 4332

Session Chair: Katharina Scheiter

Research on Learning and Instruction Meets Media Psychology

Chair(s): **Katharina Scheiter** (Leibniz-Institut für Wissensmedien)

Presentations of the Symposium

Instructional Support for Analyzing Propaganda

Martin Merkt¹, Florian Sochatzy²

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Learning with tablets: Can drawing help understanding?

Steffen Schmidgall, Alexander Eitel, Katharina Scheiter

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Speed up your reading: Higher efficiency of reading with an RSVP-based speed reading app

Romy Brömme¹, Maïke Tibus², Peter Gerjets¹

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Can adaptive learning systems improve the effectiveness of multimedia instructions?

Anne Schüler, Carina Schubert, Katharina Scheiter

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Index of authors

Author(s)	Session	Pages
Aartsen , Marja J.	Social Media 3: Negative Effects	14
Abele , Theresa	Social Media 1: Privacy and Self Disclosure	11
Appel , Markus	Film/TV Narratives: Content and Processing	18,19,21
Artemenko , Christina	Learning with Media	15
Aufenanger , Stefan	Social Media 3: Negative Effects	14
Augustin , Yannik	Poster Session	18
Benninghoff , Brenda	Film/TV	21
Bente , Gary	Poster Session Narratives: Content and Processing Propaganda and Memes Narratives: Content and Processing Propaganda and Memes	16,19,19,20,20
Beutel , Manfred E.	Social Media 3: Negative Effects	14
Bindl , Melanie J.	Social Media 3: Negative Effects	14
Bodemer , Daniel	Learning with Media	15
Bosau , Christian	Social Media 3: Negative Effects	14
Bötsch , Isabell	Poster Session	17
Bowman , Nicholas	Video Games: Effects and Perceptions	14
Brand , Matthias	Evolutionary Media Psychology	15
Brandenstein , Nils	Poster Session	16
Breuer , Johannes	Poster Session	14
Breuer , Johannes	Video Games: Effects and Perceptions	15,16
Brich , Irina	Perception and Cognition	20
Brill , Michael	Video Games: Effects and Perceptions	14
Bromme , Rainer	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media Social Media 1: Privacy and Self Disclosure	11,13
Brömme , Romy	Research on Learning and Instruction Meets Media Psychology	22
Brunner , Tobias	Social Media 1: Privacy and Self Disclosure	11
Bunge , Andreas	Perception and Cognition	20
Bushman , Brad J.	Media Exposure	11
Carbon , Claus-Christian	Poster Session	16
Carolus , Astrid	Evaluation of Brands Evaluation of Brands	16,16
Carolus , Astrid	Political Communication	12
Carr , Caleb T	Evaluation of Brands Poster Session	16,17,19
Chakraverty , Digo	Poster Session	16
Coyne , James C.	Expanding and enforcing the Pottery Barn rule in media psychology	18
Cress , Ulrike	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	14

Author(s)	Session	Pages
de Graaf, Anneke	Poster Session	17,19
den Hamer, Anouk	Media Exposure Social Media 3: Negative Effects	11,14
Dienlin, Tobias	Social Media 2: Emotion and Social Support	12
Domahidi, Emese	The (a)social net? A meta-analytical review of 15 years of research on the relationship between Internet use and perceived social capital/social support	18,19
Döring, Nicola	Parasocial Interaction Perception and Cognition	20,21
Dötsch, Mareike	Film/TV	21
Dreier, Michael	Social Media 3: Negative Effects	14
Dresler, Thomas	Learning with Media	15
Ehlis, Ann-Christine	Learning with Media	15
Eimler, Sabrina C	Social Media 2: Emotion and Social Support Social Media 4: Impression Formation	12,19
Eitel, Alexander	Research on Learning and Instruction Meets Media Psychology Perception and Cognition	20,22
Elson, Malte	Video Games: Effects and Perceptions	14,14
Elvert, Freya	Narratives: Content and Processing Narratives: Content and Processing	19,19
Ernst, Thomas	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13
Ertan, Thaina	Video Games: Effects and Perceptions	14
Fallgatter, Andreas J.	Learning with Media	15
Färber, Axel	Poster Session	17
Feinkohl, Insa	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	14
Flemming, Danny	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	14
Frei, Erika	Parasocial Interaction	21
Friemel, Thomas	Film/TV	21
Frischlich, Lena	Narratives: Content and Processing Propaganda and Memes Propaganda and Memes Narratives: Content and Processing	19,19,20
Gallus, Christine	Film/TV	21
Gebauer, Fabian	Poster Session	16
Gerjets, Peter	Research on Learning and Instruction Meets Media Psychology	22
Gleich, Uli	Film/TV Parasocial Interaction	21,21
Grabenhorst, Fabian	Evolutionary Media Psychology	15
Hamborg, Kai-Christoph	Poster Session Poster Session	17,17
Hayes, Rebecca A	Evaluation of Brands	16

Author(s)	Session	Pages
Hayes , Rebecca A.	Poster Session	17
Heber , Svenja	Poster Session	17
Heimbuch , Sven	Learning with Media	15
Hemeli , Dominik	Poster Session	17
Hendriks , Friederike	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13,13,13
Hennighausen , Christine	Evaluation of Brands Evaluation of Brands	16,16
Herrmann , Jonathan	Design and Function of Robots	11
Hoeken , Hans	Poster Session	17
Hoorn , Johan F.	Design and Function of Robots Design and Function of Robots	11,11
Hopp , Frederic	Social Media 3: Negative Effects	14
Huber , Stefan	Learning with Media	
Huff , Markus	Film/TV Perception and Cognition Narratives: Content and Processing	19,20,20,21
Hülsmann , Julia	Poster Session	17
Isberner , Maj-Britt	Narratives: Content and Processing	19
Jadin , Tanja	Poster Session	17
Jucks , Regina	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13
Jurisch , Anna	Poster Session	16
Kaspar , Kai	Political Communication Poster Session In the eye of the observer: What actually guides visual attention on webpages? State of research and prospects for the future Poster Session Poster Session Poster Session Perception and Cognition	12,16,16,17, 17,18,20
Keijer , Micha G.	Media Exposure	11
Keyson , David V.	Design and Function of Robots	11
Kienhues , Dorothe	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13,13
Kieslich , Kimon	Video Games: Effects and Perceptions	14
Kimmerle , Joachim	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	14
Klemm , Sarah	Poster Session	17
Kneer , Julia	Peer / Media Influence	13

Author(s)	Session	Pages
Knop, Katharina	Learning with Media Social Media 1: Privacy and Self Disclosure	11,15
Koban, Kevin	Video Games: Effects and Perceptions	14
König, Peter	Political Communication	12
Königstein, Elisabeth	Poster Session	17
Konijn, Elly A.	Design and Function of Robots Peer / Media Influence Peer / Media Influence Media Exposure Design and Function of Robots Social Media 3: Negative Effects	11,11,11,13,13, 14,18
Köster, Moritz	Poster Session	17
Kowert, Rachel	Video Games: Effects and Perceptions	14
Krabbendam, Lydia C.	Media Exposure	11
Krämer, Nicole	Design and Function of Robots Social Media 2: Emotion and Social Support Propaganda and Memes Film/TV Evolutionary Media Psychology Evaluation of Brands Poster Session Peer / Media Influence	11,11,12,13,14, 15,16,16,21,20,21
Krause, Stefan	Film/TV	21
Kühn, Max	Social Media 3: Negative Effects	14
Kunze, Stefanie	Evaluation of Brands	16
Lange, Amanda	Video Games: Effects and Perceptions	14
Lange, Benjamin P.	Poster Session	16
Lange, Ryan	Video Games: Effects and Perceptions	14
Leiser, Anne	Propaganda and Memes	20
Levordashka, Ana	Social Media 4: Impression Formation	19
Liebold, Benny	Video Games: Effects and Perceptions	14
Lin, Ruoyun	Social Media 2: Emotion and Social Support	12
Loy, Laura Sophia	Political Communication	12
Luksch, Vanessa	Video Games: Effects and Perceptions	14
Maderwald, Stefan	Evolutionary Media Psychology	15
Malich, Johanna Constance	Parasocial Interaction	21
Mara, Martina	Film/TV	21
Marx, Shalina	Narratives: Content and Processing Narratives: Content and Processing	19,19
Masur, Philipp	Social Media 2: Emotion and Social Support	12
Masur, Philipp K.	Social Media 1: Privacy and Self Disclosure	11
Mauerhoefer, Leonie	Social Media 4: Impression Formation	19
Maurer, Annika Elisabeth	Perception and Cognition	20
Meier, Adrian	Social Media 3: Negative Effects	14
Meitz, Tino G.K.	Narratives: Content and Processing	19

Author(s)	Session	Pages
Melzer , André	Video Games: Effects and Perceptions	14,20
Menne , Isabelle Maria	Evolutionary Media Psychology	15
Merkt , Martin	Research on Learning and Instruction Meets Media Psychology	22
Merten , Elena	Evolutionary Media Psychology	15
Meyerhoff , Hauke S.	Film/TV	21,21
Moll , Ricarda	Does trust matter? A cognitive approach to the role of trust for online self-disclosures Social Media 1: Privacy and Self Disclosure	11,18
Morten , Anna	Narratives: Content and Processing Narratives: Content and Processing	19,19
Müller , Kai W.	Social Media 3: Negative Effects	14
Müller , Philipp	Media Exposure	
Münch , Ricardo	Evaluation of Brands	16
Nebel , Steve	Poster Session	17
Nett , Ulrike	Learning with Media	15
Neubaum , German	Social Media 2: Emotion and Social Support Propaganda and Memes	12,20
Niederkrotenthaler , Thomas	Media Exposure	12
Nuerk , Hans- Christoph	Learning with Media	15
Odag , Özen	Revisiting culture - a neglected dimension in U&G research and media psychology Propaganda and Memes Social Media 2: Emotion and Social Support	12,19,20,20
Ohler , Peter	Video Games: Effects and Perceptions	14
Oliver , Mary Beth	Social Media 2: Emotion and Social Support	12
Öncü , Julian	Social Media 1: Privacy and Self Disclosure	11
Paauwe , Robert A.	Design and Function of Robots	11
Papenmeier , Frank	Narratives: Content and Processing	18,19
Penzel , Jana	Social Media 1: Privacy and Self Disclosure	11
Pieschl , Stephanie	Social Media 1: Privacy and Self Disclosure	11
Pipa , Gordon	Perception and Cognition	20
Plaisier , Xanthe S.	Media Exposure Peer / Media Influence	11,13
Pöschl , Sandra	Perception and Cognition	18,20
Pradel , Simon	Poster Session	18
Przybylski , Andrew K.	Best Practices for Advancing Internet Gaming Addiction Research	11,18
Quandt , Thorsten	Video Games: Effects and Perceptions	14
Quiring , Oliver	Social Media 3: Negative Effects	14
Raab , Marius H.	Poster Session	16
Ramos Gameiro , Ricardo	Political Communication	12
Reer , Felix	Poster Session	16
Reich , Sabine	Learning with Media	15

Author(s)	Session	Pages
Reinecke , Leonard	Social Media 3: Negative Effects	14,18
Rey , Günter Daniel	Poster Session Poster Session	17,18
Richter , Tobias	Narratives: Content and Processing	19
Rieger , Diana	Narratives: Content and Processing Narratives: Content and Processing Propaganda and Memes Propaganda and Memes	19,19,20,20
Riemer , Valentin	Poster Session	17
Rohangis , Mohseni	Peer / Media Influence	13
Rosenthal-von der Pütten , Astrid Marieke	Design and Function of Robots Evolutionary Media Psychology	11,11,15
Rösner , Leonie	Social Media 2: Emotion and Social Support Peer / Media Influence	12,13
Roth , Daniel	Poster Session	16
Roth , Franziska S.	Poster Session Learning with Media	15,17
Rothblum , Amy	Poster Session	17
Rothmund , Tobias	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13
Rüth , Marco	Poster Session	17
Rutkowski , Olivia	Narratives: Content and Processing Narratives: Content and Processing	19,19
Sanders , José	Poster Session	17
Scheiter , Katharina	Research on Learning and Instruction Meets Media Psychology Research on Learning and Instruction Meets Media Psychology Research on Learning and Instruction Meets Media Psychology	21,21,22,22
Schmidgall , Steffen	Research on Learning and Instruction Meets Media Psychology	22
Schmidt , Catharina	Evaluation of Brands	16
Schmitt , Anja M. R.	Political Communication	12
Schmitt , Josephine B.	Political Communication Poster Session	12,17
Schneider , Florian	Evaluation of Brands	16
Schneider , Frank M.	Poster Session Social Media 3: Negative Effects Learning with Media	12,14,15,17
Schneider , Maren	Poster Session	16
Schneider , Sascha	Poster Session	17
Schrader , Claudia	Poster Session Learning with Media	15,17
Schreiner , Constanze	Narratives: Content and Processing	19

Author(s)	Session	Pages
Schubert , Carina	Research on Learning and Instruction Meets Media Psychology	22
Schüler , Anne	Research on Learning and Instruction Meets Media Psychology	15,22
Schwab , Frank	Political Communication Evaluation of Brands Video Games: Effects and Perceptions Poster Session Poster Session Evolutionary Media Psychology	12,12,14,15,16,16, 16,17,
Skulmowski , Alexander	Poster Session Perception and Cognition	18,20
Sochatzy , Florian	Research on Learning and Instruction Meets Media Psychology	22
Solak , Nevin	Social Media 2: Emotion and Social Support	12
Soltanlou , Mojtaba	Learning with Media	15
Späth , Alexandra	Parasocial Interaction	21
Spekman , Marloes L.C.	Design and Function of Robots	11
Stark , Birgit	Social Media 3: Negative Effects	14
Straßmann , Carolin	Evaluation of Brands How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13,16
Teutsch , Doris	Social Media 1: Privacy and Self Disclosure Social Media 1: Privacy and Self Disclosure	11,11
Thon , Franziska	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13
Tibus , Maike	Research on Learning and Instruction Meets Media Psychology	22
Till , Benedikt	Media Exposure	12
Trepte , Sabine	Social Media 1: Privacy and Self Disclosure Social Media 2: Emotion and Social Support Social Media 1: Privacy and Self Disclosure	11,11,12
Ulug , Özden Melis	Social Media 2: Emotion and Social Support	12
Utz , Sonja	Social Media 4: Impression Formation Social Media 2: Emotion and Social Support	12,12,19
van Oosterhout , Nathalie	Peer / Media Influence	13
Veldhuis , Jolanda	Peer / Media Influence Peer / Media Influence	13,13
Vogel , Ines Clara	Parasocial Interaction Parasocial Interaction	21,21
von Georgi , Richard	Poster Session	17
Voracek , Martin	Evolutionary Media Psychology	15
Vorderer , Peter	Social Media 3: Negative Effects Learning with Media	14,15
Weichselgartner , Erich	Media Exposure	11
Weinmann , Carina	Poster Session	15,17

Author(s)	Session	Pages
	Learning with Media	
Weinstein, Netta	Best Practices for Advancing Internet Gaming Addiction Research	18
Wilbers, Anne-Kathrin	In the eye of the observer: What actually guides visual attention on webpages? State of research and prospects for the future	18
Wilden, Eva	How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media	13
Winter, Stephan	Social Media 2: Emotion and Social Support Evaluation of Brands How Web 2.0 influences public understanding of science: Laypeople's ways of dealing with, deciding on and engaging in science issues in digital media Film/TV	12,13,16,21
Wölfling, Klaus	Social Media 3: Negative Effects	14
Zwillich, Britta	Social Media 3: Negative Effects	14

5

1

