

## **Dr. Svenja Schäfer M.A.**

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Kolingasse 14-16, 1090 Wien

### **Academic Qualifications**

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| Since 09/2020      | <b>Postdoctoral Researcher</b> at the Political Communication Research Group, University of Vienna, chaired by Prof. Dr. Sophie Lecheler.   |
| 10/2014 to 08/2020 | <b>PhD Candidate</b> at Johannes Gutenberg University Mainz. Title of the dissertation: “Mediennutzung und metacognitive Urteile: Die Rolle digitaler Nachrichten für die Wahrnehmung von Wissen“<br>grade: summa cum laude, supervision: Prof. Dr. Chrisitan Schemer, Prof. Dr. Marcus Maurer. |
| 10/2012 to 10/2014 | <b>Master of Arts</b> in Communication Science, Johannes Gutenberg University Mainz   |
| 10/2008 to 03/2012 | <b>Bachelor of Arts</b> in Media Management, Hanover University of Music, Drama and Media   |
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## Research Activities

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### Monographs

**Schäfer, S.** (2022). *Mediennutzung und metakognitive Urteile: die Rolle digitaler Nachrichten für die Wahrnehmung von Wissen [Media use and metacognitive judgements: the role of digital news consumption for knowledge perception]*. Digital Communication Research. <http://doi.org/10.17174/dcr.v11.0>

### Peer-Reviewed Journal Articles

15. **Schäfer, S.** (accepted). Incidental news exposure in digital media environments: A scoping review of recent research. *Annals of the International Communication Association*.
14. **Schäfer, S.**, Aaldering, L., & Lecheler, S. (2022). „Give me a break!“: Prevalence and predictors of news avoidance during the COVID-19 pandemic. *Mass Communication and Society*. <https://doi.org/10.1080/15205436.2022.2125406>
13. **Schäfer, S.**, Greber, H., Sülflow, M. & Lecheler, S. (2022). A matter of perspective: An experimental study on potentials of constructive journalism for communication a crisis. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990221095751>
12. Denner, N., **Schäfer, S.**, Schemer, C. (2022). Passionate Hiking Fan or Loving Parent? How Personalized Self-Presentation in the Media Affects the Perception of Female and Male Politicians. *International Journal of Communication*, 16, 1778-1803.
11. **Schäfer, S.**, Müller, P., & Ziegele, M. (2022). The double-edged sword of online deliberation: How evidence-based user comments both decrease and increase discussion participation intentions on social media. *New Media & Society*. <https://doi.org/10.1177/14614448211073059>
10. **Schäfer, S.**, Betakova, D., Aaldering, L., & Lecheler, S. (2022). Opting out of News: News avoidance during the COVID-19 Pandemic in Austria. *MedienJournal*, 45(3), 31-44. [10.24989/medienjournal.v45i3.2039](https://doi.org/10.24989/medienjournal.v45i3.2039)
9. **Schäfer, S.**, Sülflow, M., & Reiners, L. (2022). Hate speech as an indicator for the state of the society: Effects of hateful user comments on perceived social dynamics. *Journal of Media Psychology*, 34(1), 3-15. <https://doi.org/10.1027/1864-1105/a000294>
8. Schemer, C., Masur, P., Geiß, S., Müller, P. & **Schäfer, S.** (2021). The impact of electronic media use on well-being: A longitudinal analysis of adolescents across nine years. *Journal of Computer-Mediated Communication*, 26(1), 1-21. <https://doi.org/10.1093/jcmc/zmaa014>
7. Nagel, M.-T., **Schäfer, S.**, Zlatkin-Troitschanskaia O., Schemer, C., Maurer, M., Molerov, D., Schmidt, S., Brückner, B. (2020). How Do University Students' Web Search Behavior, Website Characteristics, and the Interaction of Both Influence Students'

Critical Online Reasoning? *Frontiers in Education*. DOI:  
10.3389/feduc.2020.565062

6. **Schäfer, S.** (2020). Illusion of knowledge through Facebook news? Effects of snack news in a news feed on perceived knowledge, attitude strength, and willingness for discussions. *Computers in Human Behavior*. 103, S.1-12.  
<https://doi.org/10.1016/j.chb.2019.08.031>
5. Sülflow, M., **Schäfer, S.**, & Winter, S. (2019). Selective Attention in the news feed: An eye-tracking study on the perception and selection of political news posts on Facebook. *New Media & Society*. 21(1), S.168-190. <https://doi.org/10.1177/1461444818791520>
4. Meier, A., & **Schäfer, S.** (2018). The positive side of social comparison on SNS: How envy can drive inspiration on Instagram. *Cyberpsychology, Behavior, and Social Networking*, 21(7), 411-417. <http://doi.org/10.1089/cyber.2017.0708>
3. **Schäfer, S.**, Sülflow, M., & Müller, P. (2017). The special taste of snack news: An application of niche theory to understand the appeal of Facebook as a source for political news. *First Monday*, 22. doi: <https://doi.org/10.5210/fm.v22i4.7431>
2. Geiß, S., & **Schäfer, S.** (2017). Any publicity or good publicity? A competitive test of visibility- and tonality-based media effects on voting behavior. *Political Communication*, 34(3), S.444-467. <https://doi.org/10.1080/10584609.2016.1271068>
1. Müller, P., Schneiders, P., & **Schäfer, S.** (2016). Appetizer or main dish? Explaining the use of Facebook news posts as a substitute for other news sources. *Computers in Human Behavior*, 65, 431-441. <https://doi.org/10.1016/j.chb.2016.09.003>

## Handbook Chapters & Encyclopedia Entries

3. Schemer, C., & **Schäfer, S.** (2019). Psychophysiologische Messungen. In T. Faas, O. Gabriel & J. Maier (Hrsg.), *Einstellungs- und Verhaltensforschung. Handbuch für Wissenschaft und Studium* (S.681-698). Baden Baden: Nomos.  
<https://doi.org/10.5771/9783845264899-681>
2. Schemer, C., & **Schäfer, S.** (2019). Die Bedeutung der sozial-kognitiven Theorie für die Gesundheitskommunikation. In C. Rossmann & M. Hastall (Hrsg.), *Handbuch Gesundheitskommunikation* (S.321-333). Wiesbaden: Springer VS.  
[https://doi.org/10.1007/978-3-658-10727-7\\_26](https://doi.org/10.1007/978-3-658-10727-7_26)
1. Müller, P., & **Schäfer, S.** (2017). Latent Mean (Comparison). In J. Matthes, R. Potter, & C. S. Davis (Hrsg.), *The International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley. <https://doi.org/10.1002/9781118901731.iecrm0132>

## Contributions to Edited Volumes

1. **Schäfer, S.**, Pittner, N., Magin, M. & Stark, B. (2015). Alles nur Marke? Eine experimentelle Untersuchung zur Qualitätsbewertung von Suchmaschinen-Trefferlisten aus der Nutzerperspektive. In S. Pagel (Hrsg.), *Schnittstellen der Medienökonomie* (S. 339-357). Baden-Baden: Nomos. <https://doi.org/10.5771/9783845264868-240>

## Conference Presentations

36. **Schäfer, S.** & Schemer, C. (2022). Knowing what you (don't) know: effects of news consumption across different channels for actual knowledge, perceived knowledge and participation. Presentation at the annual conference of the European Communication Research and Education (ECREA), September 19-22, Aarhus, Denmark.
35. **Schäfer, S.**, Rebasso, I., Planitzer, A., & Boyer, M. (2022). Hate Speech als Treiber sozialer Ausgrenzung? Die Rolle von Hate Speech und Counter Speech für die Wahrnehmung sozialer Gruppen [Hate speech as a fuel for social disintegration? Effects of hate speech and counter speech fort he perception of social groups]. Presentation at annual conference of the division Media Reception and Media Effects of the German Communication Association (DGPK), Düsseldorf, Germany.
34. Betakova, D., Boomgaarden, H., Lecheler, S., & **Schäfer, S.** I do not (want to) know! An empirical investigation of the relationship between unintentional and intentional news avoidance and their predictors. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
33. **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. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
32. **Schäfer, S.**, Aaldering, L., Lecheler, S. (2022). „Give me a break!“: Prevalence and predictors of news avoidance during the COVID-19 pandemic. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
31. **Schäfer, S.**, Rebasso, I., Planitzer, A., & Boyer, M. (2022). Hate speech as a fuel for social disintegration? Effects of hate speech and counter speech fort he perception of social groups. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
30. Betakova, D., Boomgaarden, H., Lecheler, S., **Schäfer, S.**, & Aaldering, Loes. I do not (want to) know! An empirical investigation of the relationship between unintentional and intentional news avoidance and their predictors. Presentation of the conference of the International Journal of Press/Politics, September 13-16, virtual conference.
29. Boyer, M. M., **Schäfer, S.**, Rebasso, I., & Planitzer, A. (2021). Hate speech as fuel for stereotype polarization: Differential effects of online hate speech and counter speech. Presentation at the annual conference of the American Political Science Association (APSA), September 30 – October 3, virtual conference. the APSA Annual Meeting
28. Sülflow, M., Reiners, L., & **Schäfer, S.** (2021). Effects of hate speech in online discussions on perceived public opinion about social groups, perceived social cohesion and polarized attitudes. Presentation at the annual conference of the European Communication Research and Education (ECREA), September 6-9, virtual conference.

27. **Schäfer, S.**, Greber, H., Sülflow, M., & Lecheler, S. (2021). Communicating a crisis: Potentials and risks of restorative narratives. Presentation of the annual conference of the European Consortium for Political Research, August 30 – September 3, virtual conference.
26. **Schäfer, S.**, Sülflow, M. & Reiners, L. (2021). Hate Speech as an indicator for the state of the society: Effects of hateful user comments on perceived social dynamics. Presentation at the 71st annual conference of the International Communication Association (ICA), May 27-31, virtual conference.
25. **Schäfer, S.** (2021). Incidental news exposure in a digital media environment: A systematic literature review of current research. Presentation at the 71st annual conference of the International Communication Association (ICA), May 27-31, virtual conference.
24. Neumann, M., **Schäfer, S.** & Schemer, C. (2020). Geschlechterstereotype bei Instagram: Eine inhaltsanalytische Studie zur Selbstdarstellung von InfluencerInnen und deren Wirkung auf Likes und Kommentare [Gender stereotypes on Instagram: A content analysis on the self-portrayal of influencers on Instagram and effects for likes and comments]. Presentation at the 65th annual conference of the German Communication Association (DGPK), March 10-12, Munich, Germany.
23. Sülflow, M., Reiners, L. & **Schäfer S.** (2020). Nutzerkommentare als Stimmungsbarometer? Effekte von Hate Speech in Online-Diskussionen auf die wahrgenommene öffentliche Meinung über soziale Gruppen, soziale Kohäsion und polarisierte Einstellungen [User comments as an indicator for the state of the society? Effects of hate speech on perceived public opinion, social cohesion and polarized opinion]. Presentation at the annual conference of the division Communication and Politics of the German Communication Association (DGPK), May 5-7, Mainz, Germany.
22. Denner, N., **Schäfer, S.** & Schemer, C. (2020). Passionierter Wanderer oder fürsorgliches Elternteil? Wie personalisierte Selbstinszenierung in den Medien die Wahrnehmung von und das Vertrauen in Politiker\*innen beeinflusst [Passionate hiking fan or loving parent? How personalized self-presentation in the media affects the perception and trust in politicians]. Presentation at the annual conference of the division Communication and Politics of the German Communication Association (DGPK), May 5-7, Mainz, Germany.
21. **Schäfer, S.** (2019). Illusion of knowledge through Facebook news? The impact of repetition in news posts on perceived and factual knowledge, attitude strength and willingness for discussions. Presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
20. **Schäfer, S.**, Müller, P., Ziegele, M. (2019). The double-edged sword of arguing with facts. How evidence-based user comments both decrease and increase discussion participation through subjective knowledge. Presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.

19. **Schäfer, S.**, Schemer, C., Reinecke, L. (2019). Selective Exposure Online. The Influence of Attitude-Consistency, Interest in a Topic and Popularity Indicators (Likes) on News Use Patterns. Presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
18. **Schäfer, S.**, Müller, P., & Ziegele, M. (2019). Deliberation? Nein, danke! Wie Fakten in Nutzerkommentaren die Partizipationsintentionen von Lesern gleichzeitig fördern und verringern [Deliberation? No, thank you! How facts in user comments simultaneously increase and decrease participation intentions]. Presentation at the annual conference of the division Media Reception and Media Effects of the German Communication Association (DGPK), January 31 – February 2, Mainz, Germany.
17. Meier, A. & **Schäfer, S.** (2018). The positive side of social comparison on SNS: Investigating inspiration on Instagram. Presentation at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
16. **Schäfer, S.**, Schemer, C., & Reinecke, L. (2018). Selektive Informationszuwendung auf Nachrichtenseiten: Die Rolle von Einstellungskonsistenz, Themeninteresse und Popularitätsindikatoren (Likes) auf die Nutzungsmuster von Online-Nachrichten [Selective Exposure on News Websites: The role of attitude consistency, topical interest and popularity cues (Likes) on engagement patterns with online news]. Presentation at the 63rd annual conference of the German Communication Association (DGPK), May 9-11, Mannheim, Germany.
15. Schemer, C., **Schäfer, S.** (2017). Der Einfluss von Mediendarstellungen von Alkohol auf Alkoholwahrnehmungen und Trinkverhalten von Jugendlichen [The influence of media depictions of alcohol on alcohol effect expectations and drinking habits of adolescents]. Presentation at the joint annual conference of the divisions PR & Organizational Communication and Advertisement, November 23-25, Vienna, Austria.
14. Meier, A., **Schäfer, S.**, Melching, V., & Bonni, K. (2017). The positive side of social comparisons on SNS: How envy can drive inspiration on Instagram. Presentation at the 10<sup>th</sup> annual conference of the division Media Psychology of the German Association for Psychology (DGPs), September 6-8, Landau, Germany.
13. **Schäfer, S.**, Schmitt, J. B., & Schemer, C. (2017). The more the better?! An experiment on the influence of political Facebook news posts on subjective knowledge. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, CA, USA.
12. Sülflow, M., **Schäfer, S.**, & Winter, S. (2017). Selective Attention in the newsfeed: An eye tracking study on the perception and selection of political news posts on Facebook. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, CA, USA.
11. Schemer, C., Geiß, S., Müller, P., & **Schäfer, S.** (2017). The Impact of Electronic Media Use on Adolescents' Well-Being. Presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, CA, USA.
10. Sülflow, M., **Schäfer, S.**, & Winter, S. (2017). Scrollen, Lesen, Klicken: Eine experimentelle Eyetracking-Studie zum Einfluss von Einstellungskonsistenz, Quellenglaubwürdigkeit und Relevanzindikatoren auf Wahrnehmung und Selektion von

Nachrichtenposts auf Facebook [Scrolling, Reading, Clicking. An experimental Eye-Tracking Study on the influence of attitude consistency, source credibility and relevance indicators on the perception and selection of news posts on Facebook]. Presentation at the annual conference of the division Communication and Politics of the German Communication Association (DGPK), February 16-18, Jena, Germany.

9. **Schäfer, S.**, Schmitt, J. B., & Schemer, C. (2017). Viel hilft viel?! Eine experimentelle Untersuchung zum Einfluss von politischen Facebook-Nachrichtenposts auf das subjektive Wissen [The more the merrier?! An experimental investigation of the influence of political news posts on knowledge perception]. Presentation at the annual conference of the division Media Reception and Media Effects of the German Communication Association (DGPK), January 26-28, Erfurt, Germany.
8. **Schäfer, S.**, Sülflow, M., & Müller, P. (2016). Understanding the appeal of Facebook as a source for political information. An application of the Niche Theory. Presentation at the 6<sup>th</sup> annual conference of the European Communication Conference (ECEA), November 9-12, Prague, Czech Republic.
7. **Schäfer, S.**, & Scherer, H. (2016). Why Self-disclosure despite Concern? Explaining the Privacy Paradox with gratifications, the Optimistic Bias and habitualization. Presentation at the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
6. Müller, P., Schneiders, P., & **Schäfer, S.** (2016). Appetizer or main dish? Explaining the use of Facebook news content as a substitute for other news sources. Presentation at the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
5. **Schäfer, S.**, & Sülflow, M. (2016). The special taste of Snack News: Ein Vergleich der erhaltenen Gratifikationen durch politische Nachrichten auf Facebook und in klassischen Mediengattungen [The special taste of Snack News: A comparison of gratifications obtained from political news on Facebook with traditional media]. Presentation at the 61st annual conference of the German Communication Association, March 30- April 1, Leipzig, Germany.
4. Müller, P., Schneiders, P., & **Schäfer, S.** (2016). Appetizer oder Hauptgericht? Folgen der Rezeption von Nachrichteninhalten bei Facebook für die übrige Nachrichtennutzung [Appetizer or main dish? Effects of news exposure on Facebook for the subsequent news engagement]. Presentation at the annual conference of the division Media Reception and Media Effects of the German Communication Association (DGPK), January 28-30, Amsterdam, the Netherlands.
3. **Schäfer, S.** (2015). The Value of Snack News. Presentation at the ‚Living with Media‘ International Summer School, July 19-24, Cologne, Germany.
2. **Schäfer, S.**, Magin, M., & Stark, B. (2015). Explaining SERP Evaluations. The Influence of Brand equity on the Quality Perception of Search Engine Results. Presentation at the 65th annual conference of the International Communication Association (ICA), May 21-25, San Juan, Puerto Rico, USA.
1. **Schäfer, S.**, Cuda, A., Klapprott, M., Pittner, N., Reinert, B., Magin, M., & Stark, B. (2014). Alles nur Marke? Eine experimentelle Untersuchung zur Qualitätsbewertung

von Suchmaschinen-Trefferlisten aus Nutzerperspektive [Just a matter of brand? An experimental investigation of quality perception of search engine result pages from a user perspective]. Presentation at the annual conference of the division Media Economy of the German Communication Association (DGPK), November 14-15, Mainz, Germany.

### **Invited Talks / Third Mission Activities**

8. **Schäfer, S.** (2022). Wissensillusion durch Social Media als Nachrichtenquelle. 53. Mühlheimer Kongress veranstaltet von lehrer nrw. Mühlheim, Germany.
7. **Schäfer, S.** (2022). Organisation of the Ingelheimer Fachkongress including two presentations, 5 workshops and a panel discussion. Topic: Social Media as source of Information. Ingelheim, Germany.
6. **Schäfer, S.** (2022). Effekte von Hate Speech für soziale Kohäsion. Key Note at the under.docs conference, Vienna, Austria.
5. **Schäfer, S.** (2022). Hate Speech auf sozialen Medien und Effekte für die Wahrnehmung sozialer Gruppen. Presentation at the Pint of Science Festival, Vienna, Austria.
4. **Schäfer, S.** (2022). Participation in the radio show Streitkultur (Deutschlandfunk) about the topic: Social Media – a medium for political debates?
3. **Schäfer, S.,** Schemer, C., & Maurer M. (2019). Content Analysis of the Quality of Online Sources used by Students while working on (subject-related) Online Tasks - A Log File Analysis. Vortrag auf der PLATO - International Conference vom 13 bis 14. September in Mainz.
2. **Schäfer, S.** (2019). Media exposure and illusion of knowledge. The impact of different types of news media on the metacognitive perception of knowledge. Vortrag auf dem Interdisciplinary Symposium 2019 am 11. April in Mainz.
1. **Schäfer, S.** (2017). Geschlechterstereotypen in der Sportberichterstattung (am Beispiel der olympischen Spiele). Vortrag im Rahmen der Reihe Lunch Lectures am 17. Januar in Mainz.