

Hannah Greber, MSc, BA

Kolingasse 14-16, Zi. 666, 1090 Wien

Academic Qualifications

Since 03/2020	PhD Candidate at the Political Communication Research Group, University of Vienna, Title of dissertation: “Immersive Journalism – The Future of the News?” supervision: Prof. Dr. Sophie Lecheler, Dr. Loes Aaldering
10/2017 to 01/2020	Master of Science in Communication Science, University of Vienna
01/2016 to 06/2016	Erasmus stay , Jyväskylä (Finland), University of Jyväskylä
10/2013 to 07/2017	Bachelor of Arts in Communication Science, University of Vienna
10/2013 to 07/2017	Bachelor of Arts in English and American Studies, University of Vienna

Professional Experience

03/2020 – 08/2022	Researcher OENB third-party-funden, prae-doc, topic: Immersive Journalism – The Future of the News?
09/2021 – 02/2022	Research Assistant Grant writing support for Cluster of Excellence Proposal, FWF
08/2018 – 12/2021	Freelance journalist Wiener Zeitung, Heureka, Bregenzerwald Magazin, Bucklige Welt, Alp
06/2018 – 12/2019	Community manager Strategy Sprints Business Consultancy
05/2017 – 12/2017	VR-film director Wiener Zeitung & Junge Römer

Teaching

03/2021 – 07/2021	Lecturer , University of Vienna, Austria Seminar ‘Statistical Data Analysis’
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Seminar 'Quantitative Data Collection'

10/2017 – 01/2019

Student lecturer, University of Vienna, Austria
For class 'Research logic in communication science and theory of science'
Seminar 'The use of Virtual Reality in journalism'

Professional Development

- 2021 Hertie School of Data Science, Data Science Summer School
'Introduction to programming with R'
'Data Visualization with R'
- 2021 ECPR Winter School: 'Multilevel Modeling' Seminar
- 2021 Seminar 'Basisqualifizierung für Lehre'
- 2020 Seminar 'Introduction to Linear Regression Models'
- 2020 Seminar 'Kommunikation in der digitalisierten Gesellschaft'
- 2020 Seminar 'Methodological Approaches to Qualitative Social Research'
- 2020 Seminar 'Transparent and reproducible social science research'

Awards and Grants

ÖAW DOC fellowship, Austrian Academy of Science (starting date October 2022, 24 months): Immersive Journalism – The Future of the News?

Research Award, Department of Communication Science, University of Vienna

Weikmann, T., **Greber, H.**, & Nikoloau, A. (2021). Do you believe? How different forms of deepfakes challenge our trust in the senses.

Publications

Greber, H., Lecheler, S., Aaldering, L., (2023 / accepted) The Worthwhileness of Immersive Journalism - Taking on an Audience Perspective, Journalism Practice, DOI: 10.1080/17512786.2023.2177711

Greber, H., Lecheler, S., Aaldering, L., De Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2023). Feeling the News? The Differential Effects of Immersive Journalism on Emotional Response. *Digital Journalism* (online first), <https://doi.org/10.1080/21670811.2022.2155205>

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. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990221095751>

Greber, H. (2022). Taking stock: VR in journalism. In: Frith, J., Saker, M. (Eds.): *The changing face of VR: Pushing the boundaries of experience across multiple industries*. <https://vernonpress.com/book/1553>)

Ongoing Submissions

Greber, H., Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (forthcoming): What's going on? A qualitative case study about the experience of Immersive Journalism. Submitted to *Journalism & Mass Communication Quarterly*.

Work in Progress

Greber, H., (forthcoming): I act, therefore I am: Agency in Immersive Journalism and its effect on understanding, participating in and participating through journalism. To be submitted to: *International Journal of Press/Politics*

Weikmann, T., **Greber, H.,** Nikolaou, A. (forthcoming): On being fooled: How deception through a deepfake affects the way we see, hear and experience media. To be submitted to: *Journal of Communication*.

Greber, H. (forthcoming). Immersive Journalism. In: Nai, A. (Ed.): *Encyclopedia of Political Communication*. Edward Elgar Publishing.

Conferences

Greber, H., Lecheler, S., & Aaldering, L. (2022) Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ECREA 2022, Utrecht.

Greber, H., Lecheler, S., & Aaldering, L. (2022) Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ICA 2022, Paris.

Greber, H., Lecheler, S., & Aaldering, L. (2022): What's going on? A qualitative case study about the experience of Immersive Journalism. Paper presented at the ICA Journalism Graduate Students Colloquium, Paris.

Greber, H., Lecheler, S., & Aaldering, L. (2021): Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the Future of Journalism Conference, Cardiff (online)

Greber, H., Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2021): Die Wahrnehmung von immersivem Journalismus – ein qualitatives Experiment. Paper presented at the DGPK, Munich

Schäfer, S., **Greber, H.,** Lecheler, S., Sülflow, M. (2021). Communicating a crisis: Potentials and risks of resorative narratives. Paper presented at ECPR General Conference, Virtual

Greber, H., Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & De Bruin, K. (2021): Feeling the news? The differential effects of immersive journalism on

emotional response. Paper presented at the ICA, Denver (online)

Greber, H., Lecheler, S., & Aaldering, L. (2021): Putting the audience back into audience-centered journalism: The worthwhileness of immersive journalism. Paper presented at the ICA Journalism Graduate Students Colloquium, Denver (online)

Greber, H., Lecheler, S., & Aaldering, L. (2021): Immersive Journalism – The Future of the News?. Paper presented at the IEEEVR conference, Lisbon (online)

Greber, H., Paul, W., Rico, S., Semenova, S. (2019). Exploring media effects of constructive journalism on intentional behavior and engagement. Paper presented at the ECREA Journalism Studies Conference, Vienna.
