

DOMINIKA BETAKOVA

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Google Scholar: <https://scholar.google.com/citations?user=DzXjSPQAAAAAJ&hl=en&oi=ao>

GitHub profile: <https://github.com/dombetakova/>

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EDUCATION

January 2021 – now	PhD (expected December 2024), Doctoral Programme in Social Sciences. Thesis: “ <i>I Do Not (Want to) Know! Political News Use in Fragmented Media Environments.</i> ” Supervisors: Univ.-Prof. Dr. Hajo Boomgaarden, Univ.-Prof. Dr. Sophie Lecheler Department of Communication, University of Vienna, Austria.
September 2015 - June 2018	Mgr. , Political Science. Department of Political Science, Masaryk University, Czech Republic Thesis: “ <i>Populism, dimensions and topics in the social media communication of Tomio Okamura</i> “ Exchange semester via Erasmus + University of Oslo, Faculty of Social Sciences, Norway
September 2012 – May 2015	Bc. , Media Studies and Journalism and Political Science. Faculty of Social Studies, Masaryk University, Czech Republic

PROFESSIONAL EXPERIENCE (SELECTED)

January 2021 – now	Research associate (pre-doc) Department of Communication, Faculty of Social Sciences, University of Vienna Vienna, Austria
November 2018 – December 2020	Marketing & Communications Specialist SAIL LABS Technology GmbH (Information Technology, now Hensoldt Analytics GmbH) Vienna, Austria
October 2016 - November 2016	Intern Chariot LLC (Political consulting agency, now Chariot Campaigns) San Francisco, California, USA

PUBLICATIONS***Peer-reviewed publications***

- Schäfer, S., **Betakova, D.**, & Lecheler, S. (2024). Zooming in on Topics: An Investigation of the Prevalence and Motives for Selective News Avoidance. *Journalism Studies*, 1–18. <https://doi.org/10.1080/1461670X.2024.2338114>
- Betakova, D.**, Boomgaarden, H., Lecheler, S., & Schäfer, S. (2024). I Do Not (Want To) Know! The Relationship Between Intentional News Avoidance and Low News Consumption. *Mass Communication and Society*, 1–28. <https://doi.org/10.1080/15205436.2024.2304759>
- Schäfer, S., **Betakova, D.**, Aaldering, L., & Lecheler, S. (2022). Opting out of News. *Medienjournal-Zeitschrift für Medien-und Kommunikationsforschung*, 45(3), 31-44.

Non-peer-reviewed publications (book chapters and other)

2. Gregor, M., Vejvodova, P., Bajerova, A., **Betakova, D.**, Bruk, V., Chlupacek, O., Krivankova, K., Myklin, M., Solymosova, K., Stritezsky, P., Svozilova, L. (2018). *Nejlepší kniha o fake news, dezinformacích a manipulacích!!!* CPress.

1. **Betakova, D.**, Motykova, Z., Stritezsky, P. (2017). *Volební strategie*. In Kralova, A., Kominek, K (Eds.), *Americké volby: nejdražší show světa (154-167)*. Institut politického marketingu.

MANUSCRIPTS UNDER REVIEW

Betakova, D., Boomgaarden, H., Lecheler (under review). *The Role of Choice Architecture and Civic Duty Nudges in Fighting News Avoidance*.

WORKS IN PROGRESS

Betakova, D., Boomgaarden, H., Lecheler, S. (work in progress). "Too Much and Always the Same": Textual Characteristics of News Articles that People Intentionally Avoid.

Betakova, D. (work in progress). *Leave Me Alone, I Do Not Believe You! News Avoidance, Conspiracy Beliefs and Vaccine Opposition*.

Čirjak, M., Kathirgamalingam, A., **Betakova, D.**, Syed, A. P., Boomgaarden, H. (work in progress). *A Matter of Risk Perception? The Dynamics of Media Use during the Covid-19 Pandemic*.

Betakova, D., Tóth, M., Hrbková, L., Chytílek, R., (work in progress). *The Short-term Effect of Positive and Negative Political Advertisements: An Affective Priming Task Approach*.

CONFERENCE PRESENTATIONS

Betakova, D. (2024, September 24-27, planned). *Leave Me Alone, I Do Not Believe You! News Avoidance, Conspiracy Beliefs and Vaccine Opposition* [Paper presentation]. 10th European Communication Conference (ECREA), Ljubljana, Slovenia.

Betakova, D., Boomgaarden, H., Lecheler, S. (2024, September 24-27, planned). "Too Much and Always the Same": *Textual Characteristics of News Articles that People Intentionally Avoid* [Paper presentation]. 10th European Communication Conference (ECREA), Ljubljana, Slovenia.

Čirjak, M., Kathirgamalingam, A., **Betakova, D.**, Syed, A. P., Boomgaarden, H. (2024, September 24-27, planned). *A Matter of Risk Perception? The Dynamics of Media Use during the Covid-19 Pandemic* [Paper presentation]. 10th European Communication Conference (ECREA), Ljubljana, Slovenia.

Schäfer, S., **Betakova, D.**, & Lecheler, S. (2024, September 24-27, planned). *Zooming in on Topics: An Investigation of the Prevalence and Motives for Selective News Avoidance* [Paper presentation]. 10th European Communication Conference (ECREA), Ljubljana, Slovenia.

Planitzer, A. M., **Betakova, D.**, Kathirgamalingam, A., (2024, September 22-23, planned). *Intersecting Struggles: Building An Early Career Network For Navigating Precarity in Academic Spaces* [Paper presentation]. Pre-conference (Dis)order in academic culture: Finding meaning in a precarious environment at the 10th European Communication Conference (ECREA), Ljubljana, Slovenia.

Betakova, D., Boomgaarden, H., Lecheler, S. (2024, June 20-24). *The Role of Choice Architecture and Civic Duty Nudges in Fighting News Avoidance* [Remote paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

- Betakova, D.,** Boomgaarden, H., Lecheler, S. (2024, May 02-04). *“Too Much and Always the Same”*: Textual Characteristics of News Articles that People Intentionally Avoid [Paper presentation]. The 6th International and Interdisciplinary Conference on the Quantitative and Computational Analysis of Textual Data (COMPTEXT), Amsterdam, Netherlands.
- Betakova, D.** (2024, March 20). *Leave Me Alone, I Do Not Believe You! News Avoidance and Conspiracy Beliefs and Vaccine Opposition* [Remote paper presentation]. Emerging Directions in News Use Research, Virtual Conference. Leverhulme Project Launch Event & Open Conference, Virtual Conference.
- Betakova, D.,** Boomgaarden, H., & Lecheler, S. (2023, September 19-22). *I Read Because Democracy Depends on Me: The Impact of “Civic Duty to Keep Informed” on News Avoidance in Austria and Slovakia* [Paper presentation]. World Association for Public Opinion Research (WAPOR) 76th Annual Conference, Salzburg, Austria.
- Betakova, D.,** Boomgaarden, H., & Lecheler, S. (2023, May 25-29). *I cannot stand this anymore! Text characteristics of news articles informing about avoided topics and expressed news avoidance intentions* [Research Escalator]. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.
- Betakova, D.,** Boomgaarden, H., Lecheler, S. (2022, October 19-22). *Selective exposure or news avoidance? The impact of civic duty to keep informed and topic salience on selection and avoidance in an online comparative experiment* [Paper presentation]. ECREA 2022 9th European Communication Conference, Aarhus, Denmark.
- Betakova, D.,** Boomgaarden, H., Lecheler, S., Schäfer, S. (2022, May 26-30). *I Do Not (Want to) Know! An Empirical Investigation of the Relationship Between Unintentional and Intentional News Avoidance and Their Predictors* [Paper presentation]. 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- Betakova, D.,** Boomgaarden, H., Lecheler, S., Schäfer, S., Aaldering, L. (2021, September 13-16). *I Do Not (Want to) Know! An Empirical Investigation of the Relationship Between Unintentional and Intentional News Avoidance and Their Predictors* [Remote paper presentation]. International Journal of Press/Politics (IJPP), Virtual Conference.

INVITED TALKS

- Betakova, D.,** (April 2024). “Paper unwind.” Digital Media & Digital Methods (SS2024). University of Vienna, Austria.
- Betakova, D.** (July 2023). “A Case Study: News Avoidance in Austria and Slovakia”. The Salzburg Academy on Media & Global Change. Salzburg, Austria.

MEDIA APPEARANCES

- Featured work: Schultz, R. (March 2024): “Most News Avoidance Is Not Deliberate, Study Finds”. *Media Post*. <https://www.mediapost.com/publications/article/394705/most-news-avoidance-is-not-deliberate-study-finds.html>
- Featured work: Coddington, M. & Lewis, S. (March 2024). “Avoiding the news isn’t the same as not consuming it”. *RQ1 & NiemanLab*. <https://rq1.substack.com/p/avoiding-the-news-isnt-the-same-as-not-consuming-it/> ; <https://www.niemanlab.org/2024/03/avoiding-the-news-isnt-the-same-as-not-consuming-it/>
- Featured work: Arndt, A. (March 2024). “The complexity of news avoidance: An examination of the relationship between political and media perceptions and news avoidance”. *Department of Communication, University of Vienna*. <https://publizistik.univie.ac.at/en/news/latest-news/single-news/news/the-complexity->

[of-news-avoidance-an-examination-of-the-relationship-between-political-and-media-per/](#)

Interview: Pautch, M. (January 2024). "News Avoidance - A threat to democracy."
Letzebuenger Journal. <https://journal.lu/en/news-avoidance-threat-democracy>

TEACHING ACTIVITIES

Courses:

Statistical Analysis in R (undergraduate level seminar, semesters SS2024, planned WS2024),
University of Vienna

Quantitative Data Collection (undergraduate level seminar, semesters SS2022, WS2022,
SS2023, WS2023, SS2024, planned WS2024), University of Vienna

Statistical Analysis in SPSS (undergraduate level seminar, semesters SS2022, WS2022,
SS2023, WS2023), University of Vienna

AWARDS AND GRANTS

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| 2018 | Rector's award of Masaryk University for the active development of civil society, Masaryk University |
| 2017 | Group award: the 3 rd place at the OSCE #UnitedCVE and Peer to Peer (P2P) final, OSCE Annual Security Review Conference |
| 2017 | Erasmus + grant for the study visit at Faculty of Social Sciences, University of Oslo, the European Commission |
| 2016 | Grant for the conducted experiment in Experimental Political Science Master's course, Masaryk University Development Fund |
| 2016 | Mobility grant for the internship at Chariot LLC in San Francisco from the Centre for International Cooperation, Masaryk University and Faculty of Social Studies, Masaryk University |

SERVICE TO THE COMMUNITY

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| 2023 – now | Journal Manuscript Reviewer. <i>International Journal of Press/Politics</i> (IJPP); <i>Journalism & Mass Communication Quarterly</i> (JMCQ); <i>Journalism Studies</i> ; <i>Political Behavior</i> (POBE); |
| 2023 | Panel Chair: 1 x ICA 2023; 3 x WAPOR 2023 |
| 2023 | Co-organization of the pre-conference "News Avoidance, Resistance, and Related Audience Practices: Definitions, Predictors, and Consequences" (2023, May 25). 73 rd Annual Conference of the International Communication Association (ICA), Toronto, Canada. |
| 2022 | Organization of a community area for interactive meetings at the Department of Communication, University of Vienna |
| 2016 –
2017 | Co-Founder and Researcher in Zvol si info (Choose Info). Registered association. Brno, Czech Republic |

PROFESSIONAL AFFILIATIONS

Computational Communication Science Lab (<https://compcommlab.univie.ac.at>)
Political Communication Research Group (<https://polcom.univie.ac.at>)
Department of Communication, University of Vienna

PROFESSIONAL DEVELOPMENT (SELECTED)

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| 2024 | Summer Institute in Computational Social Science (SICSS). The Amsterdam Institute for Social Science Research (AISSR) |
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2024	Panel data analysis. University of Vienna
2023	Factorial survey experiments for the study of opinions and intentions: potentials, pitfalls, evaluation. WAPOR 2023
2023	Advanced Methods for Text as Data: Natural Language Processing. Essex Summer School in Social Science Data Analysis
2022	Causal Inference and Experiments in the Social Sciences. Essex Summer School in Social Science Data Analysis
2022	The applications of power analysis in the social sciences. University of Vienna
2018-2022	A1.1 - B2.2 Trimester German language courses. University of Vienna, Sprachenzentrum
2021	Linear Regression Models. University of Vienna
2021	Basic Teaching Qualification course. University of Vienna

LANGUAGE COMPETENCIES

English	full-professional working competency
German	limited working competency
Slovak	native
Czech	bilingual