

Hannah Greber

Personal information

Name: Hannah
First name: Greber
Title: Dr. Phil; BA BA MSc
Pronouns: she/her/hers
Date of birth: December 3rd, 1994
Place of birth: Dornbirn
Nationality: Austria
E-mail: hannah.greber@univie.ac.at
Address: Pius-Parsch-Platz 5/43, 1210 Wien
ORCID: 0000-0002-1680-9344
Website: <https://polcom.univie.ac.at/team/hannah-greber/>

Academic Qualifications

- 01/03/2020-28/05/2024 *University of Vienna Political, Communication Research Group*
Education: **PhD (with distinction)**
Thesis: “*Immersive Journalism – The Future of the News?*”
Supervision: Prof. Dr. Sophie Lecheler, Dr. Loes Aaldering
Title of qualification awarded: **Doctor of Philosophy**
Average grade: 1 (with distinction, on a scale of 1 (best) to 5 (worst))
Awards: sowi.doc dissertation award; honorable mention for Dissertation Award ICA Journalism Studies Division, Dr. Maria Schaumayer Stiftung Förderpreis
- 01/10/2017 to 29/01/2020 *University of Vienna*
Education: **Communication Science (with distinction)**
Thesis: “*The Impact of a first-person Virtual Reality Experience on Empathy and Pro-social Behavior with Out-group Members*”
Supervision: Univ.-Prof. Dr. Homero Gil de Zúñiga, PhD
Title of qualification awarded: **Master of Science**
Average grade: 1 (with distinction, on a scale of 1 (best) to 5 (worst))
- 01/10/2013 to 29/06/2017 *University of Vienna*
Education: **Communication Science**
Title of qualification awarded: **Bachelor of Arts**
- 01/10/2013 to 21/06/2017 *University of Vienna*
Education: **English and American Studies**
Title of qualification awarded: **Bachelor of Arts**

Employment

15/07/2024 – to date	University of Vienna Postdoctoral Researcher Political Communication Research Group
01/03/2020 – 30/06/2024	University of Vienna Researcher PhD candidate Funding: 10/2023 – 06/2024: Austrian Academy of Sciences DOC-fellowship 03/2020 – 08/2022: Austrian National Bank Jubiläumsfonds
01/02/2023 – 30/06/2023	University of Gothenburg Visiting scholar at the Department of Journalism, Media and Communication, mainly working with Prof. Dr. Jesper Strömbäck
01/09/2021 – 28/02/2022	University of Vienna Research assistant Grant writing support for Cluster of Excellence Proposal, FWF, lead: Hajo Boomgarden, Sylvia Kritzinger
25/09/2021 – 01/10/2021	Vrije Universiteit Amsterdam Visiting scholar , at the Department of Political Science and Public Administration, mainly working with Dr. Loes Aaldering
01/08/2018 – 31/12/2021	Freelance journalist Wiener Zeitung, Heureka, Bregenzerwald Magazin, Bucklige Welt, Alp
01/06/2018 – 31/12/2019	Community manager Strategy Sprints Business Consultancy
01/05/2017 – 31/12/2017	Freelance VR-film director Wiener Zeitung & Junge Römer

Publications

Peer-reviewed

- Schäfer, S., Gorski, L., **Greber, H.**, & Lecheler, S. (2025). Solutions that Move Us? The Role of Responsibility Framing in Audience Reactions to Sustainability Stories. *Journalism Practice*, 1–17. <https://doi-org.uaccess.univie.ac.at/10.1080/17512786.2025.2538127>
- Greber, H.**, Aaldering, L., & Lecheler, S. (2024). Informing immersed citizens: The impact of interactivity on comprehending news in immersive journalism. *Media and Communication*, 12. <https://doi-org./10.17645/mac.8571>
- Greber, H.** (2024). The Effect of Interactivity in Immersive Journalism on Participating In the Media and Through the Media. *Journalism & Mass Communication Quarterly*, 10776990241271089
- Weikmann, T., **Greber, H.**, & Nikoloau, A. (2024). After deception: How falling for a deepfake affects the way we see, hear, and experience media. *International Journal of Press/Politics*. 19401612241233539.
- Greber, H.**, Lecheler, S., Aaldering, L., de Haan, Y., Kruikemeier, S., Goutier, N., & de Bruin, K. (2023). Uncovering the audience perspective: A qualitative analysis of experiences

- and evaluations of two immersive journalism productions in the Netherlands. *Journalism*, 0(0). <https://doi.org/10.1177/14648849231214675>
6. **Greber, H.**, Lecheler, S., Aaldering, L., (2023) The Worthwhileness of Immersive Journalism - Taking on an Audience Perspective. *Journalism Practice*, 1-19, <https://doi.org/10.1080/17512786.2023.2177711>
 7. **Greber, H.**, Lecheler, S., Aaldering, L., De Haan, Y., Kruijkemeier, S., Goutier, N., & De Bruin, K. (2023). Feeling the News? The Differential Effects of Immersive Journalism on Emotional Response. *Digital Journalism* 11(1), 39-60. <https://doi.org/10.1080/21670811.2022.2155205>
 8. 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>

Book chapters

1. **Greber, H.** (forthcoming). Immersive Journalism. Elgar Encyclopedia of Political Communication.
2. **Greber, H.** (2024). Power to the User: The Future of Immersive Storytelling Might Lie in Understanding the Audience. *Newhouse Impact Journal*, 2(1), 5.
3. **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*. 51-66. <https://vernonpress.com/book/1553>

Teaching

Bachelor level

1. **Lecturer**, University of Vienna, Austria (winter term 2025)
Seminar 'Statistical Data Analysis', Bachelor level
2. **Lecturer**, University of Vienna, Austria (summer term 2025)
Seminar 'Bachelor Seminar', supervision of Bachelor's theses, Bachelor's level
3. **Lecturer**, University of Vienna, Austria (summer term 2025)
Seminar 'Statistical Data Analysis', Bachelor level
4. **Lecturer**, University of Vienna, Austria (summer term 2025)
Seminar 'Quantitative Data Collection', Bachelor level
5. **Lecturer**, University of Vienna, Austria (winter term 2024)
Seminar 'Quantitative Data Collection', Bachelor level
6. **Lecturer**, University of Vienna, Austria (winter term 2024)
Seminar 'Statistical Data Analysis', Bachelor level
7. **Lecturer**, University of Vienna, Austria (summer term 2021)
Seminar 'Statistical Data Analysis', Bachelor level
8. **Lecturer**, University of Vienna, Austria (summer term 2021)
Seminar 'Quantitative Data Collection', Bachelor level

Master level

1. **Guest lecture**, University of Vienna, Austria (summer term 2025)
Lecture 'VO JOURWA - Journalism in changing media conditions', Master level
Topic: 'Between reality and simulation: How digital technologies are redefining journalism'
2. **Lecturer**, University for Continuing Education, Krems, Austria (winter term 2024)
Course: Politics and Media in Democracy, Co-Teaching with Sophie Minihold, Master level

PhD level

1. **Lecturer**, Vienna Doctoral School of Social Sciences, University of Vienna, Austria
'Introduction to Linear Regression', PhD level (winter term 2025)
2. **Lecturer**, Vienna Doctoral School of Social Sciences, University of Vienna, Austria
'Introduction to Linear Regression', PhD level (winter term 2024)

3. **Lecturer**, Vienna Doctoral School of Social Sciences, University of Vienna, Austria (summer term 2024/ 2025)
peer-mentoring workshop: ‘Fit for FÖP (public presentation at the Faculty of Social Sciences)’, PhD level

Conference Presentations

1. **Greber, H., & Strömbäck, J., Lecheler, S. (2025).** The shadow side of empathy? Eliciting empathy in journalism and its unintended side effects on polarization. Paper presented at the ICA Journalism Studies Division, Denver, USA.
2. **Greber, H., (2023)** Adding layers of understanding: Interactivity in Immersive Journalism and its effect on recall, perceived knowledge and episodic memory. Annual conference of the DGPuK divisions Digital Communication & Media, Public Spheres, and Gender.
3. **Greber, H., (2023)** Adding layers of understanding: Interactivity in Immersive Journalism and its effect on recall, perceived knowledge and episodic memory. Paper presented at the Future of Journalism Conference, Cardiff.
4. **Greber, H., (2023)** The Effect of Interactive Immersive Journalism on Participating in and through the Media. Paper presented at the ICA Political Communication Division, Toronto, Canada.
5. Weikmann, T., **Greber, H., & Nikoloau, A. (2023).** After deception: How falling for a deepfake affects the way we see, hear and experience media. Paper presented at the ICA Political Communication Division, Toronto, Canada.
6. **Greber, H. (2023).** Participation in Hackathon, Preconference of Computational Methods Division, ICA, Toronto, Canada.
7. **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.
8. **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.
9. **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.
10. **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)
11. **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 DGPuK, Munich
12. Schäfer, S., **Greber, H., Lecheler, S., Sülflow, M. (2021).** Communciating a crisis: Potentials and risks of resorative narratives. Paper presented at ECPR General Conference, Virtual
13. **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)
14. **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)
15. **Greber, H., Lecheler, S., & Aaldering, L. (2021):** Immersive Journalism – The Future of the News?. Paper presented at the IEEEVR conference, Lisbon (online)
16. **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.

Invited Talks

1. **Greber, H.**, (2025). Künstliche Intelligenz und Vertrauenskrise: Wie Deepfakes unsere Medienwahrnehmung verändern. [Artificial Intelligence and Credibility Crisis: How Deepfakes alter our perceptions of news media]. In: Künstliche Intelligenz: Zwischen Transformation und Teilhabe. 2. Fachtagung., Salzburg, Österreich.
2. **Greber, H.**, (2024) Power to the user: The future of immersive storytelling from the vantage point of the audience. Newhouse Impact Summit, Syracuse, NY.

Main Collaborators

1. **Univ.Prof. Dr. Sophie Lecheler**, Professor at University of Vienna, Political Communication
2. **Dr. Svenja Schäfer**, Assistant Professor at Wageningen University & Research, Strategic Communication
3. **Prof. Dr. Jesper Strömbäck**, Professor at University of Gothenburg, Journalism Media and Communication
4. **Prof. Dr. Crisitan Vaccari**, University of Edinburgh, Future Governance, Public Policy and Technology
5. **Dr. Elena Broda**, Postdoctoral researcher at University of Edinburgh, Future Governance, Public Policy and Technology
6. **Anna Maria Planitzer**, PhD student at University of Vienna, Political Communication
7. **Teresa Weikmann**, Postdoctoral researcher at University of Amsterdam, Amsterdam School of Communication Research

Awards and Grants

Honorable mention, Dissertation Award, International Communication Association Journalism Studies Division: Greber, H. (2024). Immersive Journalism – The Future of the News? Dissertation, University of Vienna.

sowi:doc dissertation award 2024 (1500€): Greber, H. (2024). Immersive Journalism – The Future of the News? Dissertation, University of Vienna.

Dr. Maria Schaumayer Stiftung Förderpreis (500€): Greber, H. (2024). Immersive Journalism – The Future of the News? Dissertation, University of Vienna.

Runner Up Student Paper of the ICA Visual Communication Division for the paper: Weikmann, T., **Greber, H.**, & Nikoloau, A. (2023). After deception: How falling for a deepfake affects the way we see, hear and experience media.

ÖAW DOC fellowship (87.400€), Austrian Academy of Science (starting date October 2022, 24 months): Immersive Journalism – The Future of the News?

Research Award (2000€), 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.

Short-term grants abroad (KWA) (3000€), University of Vienna, for a research stay in Gothenburg, Sweden

Academic Service

07/04/2025 to date	<i>Member of the Institutional Review Board for the Department of Media and Communication, University of Vienna</i>
16/01/2025 - 09/05/2025	<i>Head of the Commission for Extension Curriculum on “Science Communication” for Bachelor students at the University of Vienna</i>
15/10/2024 - 17/07/2025	<i>Co-organizing COMPTXT conference, held 24.04.-26.04.25 in Vienna, Austria; responsible for acquiring grants (9000€) and conference dinner</i>

10/12/2024 - 06/06/2025	Member of Habilitation Committee at University of Vienna
01/09/2024 to date	<i>Vienna Doctoral School of Social Sciences</i> Leading PhD club
01/09/2023 - 30/04/2024	<i>Vienna Doctoral School of Social Sciences</i> Organizer of the workshop “Automated visual content analysis” together with Daniel Wiesner and with Felicia Loecherbach as a lecturer, 29.04.-30.04.24 Funding: 2000€
01/10/2021 - 01/10/2023	<i>Vienna Doctoral School of Social Sciences</i> Founding and leading PhD club “Vienna Center for Electoral Research (VieCER)”
01/03/2020 to date	Reviewed for (selection): <i>International Journal of Press/Politics, Digital Journalism, Journalism Studies, Journalism and Mass Communication Quarterly, Mass Communication and Society, Journalism, International Journal of Communication, Frontiers of Communication, Virtual Reality, ACM Journal on Responsible Computing, Atlantic Journal of Communication, International Communication Association, Computer and Human Interaction Conference</i>

Knowledge transfer

- alexandria (2025). #34 *Täuschend echt? Deepfakes und Menschlichkeit mit Hannah Greber* [Podcast interview]. In alexandria – Audio Podcast von alexandria.
<https://open.spotify.com/show/1KReqIZNWWWhGMhDvAS8OS>
- Robert-Jungk-Bibliothek für Zukunftsfragen. (2025, May 14). *Künstliche Intelligenz und Vertrauenskrise - Wie Deepfakes unsere Medienwahrnehmung verändern* [Video]. YouTube.
https://www.youtube.com/watch?v=WeBtO-v0F_4&ab_channel=Robert-Jungk-Bibliothekf%C3%BCrZukunftsfragen%28JBZ%29

Graduate Course Work (selection)

29/04/2024 - 30/04/2024	Automated Visual Content Analysis Seminar
04/12/2023 - 30/01/2024	Visual Framing Analysis
02/22/2023 - 03/11/2023	Introduction to Python
31/07/2023 - 04/08/2023	ECPR Summer School: ‘Causal Inference’ Seminar
13/04/2023	Getting Fit for Funding – How to write an effective proposal
04/05/2022 - 05/05/2022	Power Analysis Workshop with R
15/03/2021 - 26/03/2021	ECPR Winter School: ‘Multilevel Modeling’ Seminar
12/10/2020 - 30/01/2021	Seminar ‘Introduction to Linear Regression Models’
15/10/2020 - 30/01/2021	Seminar ‘Communication in a Digitalized Society’
09/10/2020 - 30/01/2021	Seminar ‘Methodological Approaches to Qualitative Social Research’,
14/12/2020 - 30/01/2021	Seminar ‘Transparent and Reproducible Social Science Research’

Methodological skills: R, IBM SPSS Statistics, Final Cut Pro; basic knowledge of Python, STATA, HTML, Typo3, Photoshop; teaching online via Zoom

Languages: German (native), English (C2), Spanish (B1)
