## Journal articles, peer-reviewed (55)

1. **Naderer,** B., Fisse, T., & Schrimpff, C. (accepted). On the (in)effectiveness of textual disclosures on expectations, attitudes, and perceived appropriateness of alcohol. *Psychology & Health.*
2. Matthes, J., Binder, A., **Naderer, B.,** Forrai, M., Spielvogel, I., Knupfer, H., & Saumer, M. (accepted). Effects of Food Depictions in Entertainment Media on Children’s Unhealthy Food Preferences: Content Analysis Linked Wwith Panel Data. *JMIR Pediatrics and Parenting.*
3. Rothut, S., Schulze, H., Rieger, D., & **Naderer,** B. (2024). [Mainstreaming as a meta-process - a systematic review and conceptual model of factors contributing to the mainstreaming of radical and extremist positions.](https://doi.org/10.1093/ct/qtae001) *Communication Theory, 34*(2), 49-59.
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10. **Naderer**, B. (2023). [Influencers as political agents? The potential of an unlikely source to motivate political action.](https://www.degruyter.com/document/doi/10.1515/commun-2021-0006/html) *Communications*, *48*(1), 93-111.
11. Von Sikorski, C., **Naderer**, B., & Brandt, D. (2023). [Inappropriate? Gay characters affect adults' perceived age-appropriateness of animated cartoons.](https://www.degruyter.com/document/doi/10.1515/commun-2020-0095/html) *Communications*, *48*(1), 28-42.
12. Balaban, D. C., Mucundorfeanu, M., & **Naderer**, B. (2022). [The role of trustworthiness in social media influencer advertising: Investigating users’ appreciation of advertising transparency and its effects.](https://www.degruyter.com/document/doi/10.1515/commun-2020-0053/html) *Communications*, *47*(3), 395-421.
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35. Mayrhofer, M., **Naderer**, B., & Binder, A. (2020). [Unhealthy fun: food and beverage references in comedy series](https://journals.sagepub.com/doi/10.1177/1077699019844768)*. Journalism & Mass Communication Quarterly, 97*(1), 257-277.
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## Monographs (1)

1. Wulf, T., **Naderer**, B., & Rieger, D. (2022). [Medienpsychologie](https://www.nomos-elibrary.de/10.5771/9783748921332/medienpsychologie). Baden-Baden: Nomos.

## Editorials (3)

1. Arendt, F., Till, B., Voracek, M., Kirchner, S., Sonneck, G., **Naderer,** B., Pürcher, P., Niederkrotenthaler, T. (2023). [ChatGPT, artificial intelligence, and suicide prevention.](https://econtent.hogrefe.com/doi/full/10.1027/0227-5910/a000915) *Crisis, 44*(5), 367–370.
2. **Naderer**, B., Borchers, N. S., Wendt, R., & Naab, T. (2021). [Advertising literacy: how can children and adolescents deal with persuasive messages in a complex media environment?.](https://www.medienpaed.com/article/view/1288) *MedienPädagogik: Zeitschrift für Theorie und Praxis der Medienbildung, 43,* i-vi.
3. **Naderer,** B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). [Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness](https://doi.org/10.1515/commun-2019-0143). *Communications, 45*(3), 273-281

## Editorships (3)

1. Meitz, T. G. K., Borchers, N. S., & **Naderer**, B. (2023) [Schlüsselwerke der Werbeforschung](https://link.springer.com/book/10.1007/978-3-658-36508-0). Wiesbaden: Springer.
2. **Naderer**, B., Borchers, N.S., Festl. R., & Naab, T (2021). Advertising Literacy. How Can Children and Adolescents Deal with Persuasive Messages in a Complex Media Environment? *Special Issue, MedienPädagogik*, 43.
3. **Naderer**, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). Native and Embedded Advertising Formats in the Digital World. Special Issue, *Communciations, 45*(3).

## Book chapters & non-peer reviewed articles (12)

1. Frischlich, L. & **Naderer**, B. (accepted). Digitale Prävention. In T. Rothmund & E. Walther (Eds.), *Vom Wut- zum Reichsbürger - Psychologische Perspektiven auf Rechtsradikalisierung.* Stuttgart: Kohlhammer Verlag.
2. Meitz, T. G. K., Borchers, N. S., & **Naderer,** B. (2023). [Das belastete Verhältnis der Kommunikations- und Medienwissenschaft zur Werbung: Zur Notwendigkeit der Schlüsselwerke der Werbeforschung.](https://link.springer.com/chapter/10.1007/978-3-658-36508-0_1) In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* (pp. 1-20). Wiesbaden: Springer VS.
3. Matthes, J., Eicher, C., **Naderer**, B., Neureiter, A., Schmuck, D., & Zibarzani, M. (2022). [Driving forces in green advertisements: A comparison of green advertisements in ten countries.](https://doi.org/10.5771/9783748926436-209) In A. S. Kümpel, C. Peter, A. Schnauber-Stockmann, & F. Mangold (Eds.), *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung. Aktuelle Studien und Befunde* (pp. 209-230). Baden-Baden: Nomos.
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6. **Naderer**, B., & Karsay, K. (2018). Detecting the persuasive intent of product placement in photographic love stories: Consequences for brand recall and brand evaluation. In R. Kühne, S. Baumgartner, T. Koch, & M. Hofer (Eds.), *Youth and media: Current Perspectives on Media Use & Effects* (pp. 115-131). Baden-Baden: Nomos.
7. **Naderer**, B. (2017). Types of hypotheses. In J. Matthes, R. Potter & C. S. Davis (Eds.), *International Encyclopaedia of Communication Research Methods.* Hoboken, NJ: Wiley.
8. **Naderer**, B., Schmuck, D., & Matthes, J. (2017). Greenwashing: Disinformation through green advertising. In G. Siegert, M. B. Rimscha, S. Grubenmann (Eds.), [*Commercial Communication in the Digital Age – Information or Disinformation?*](https://www.degruyter.com/view/product/455036?format=G)Berlin: De Gruyter Mouton.
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10. Marquart, F., & **Naderer**, B. (2016). Petty, R.E., & Cacioppo, J. T. (1986). Communication and persuasion: Central and peripheral routes to attitude change. In M. Potthoff (Ed.), *Schlüsselwerke der Medienwirkungsforschung* (pp. 231-242). Wiesbaden: Springer.
11. **Naderer**, B., & Matthes, J. (2016). Kinder und Werbung: Inhalte, Mechanismen und Wirkungen. In G. Siegert, W. Wirth, P. Weber, & J. A. Lischka (Eds.), *Handbuch Werbeforschung* (pp. 689-712). Wiesbaden: Springer VS.
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