

## **Dr. phil. Brigitte Naderer, MA – Curriculum vitae (26/09/2023)**

### **PERSONAL DATA**

Dr. phil. Brigitte Naderer MA

Pronouns: she her, hers

Date of Birth: October 1988, Vienna

Affiliation: Unit Suicide Research & Mental Health Promotion,  
Department of Social and Preventive Medicine,  
Center for Public Health, Medical University of Vienna

Email: [brigitte.naderer@meduniwien.ac.at](mailto:brigitte.naderer@meduniwien.ac.at)

Phone: +43 1 40160-34889

ORCID: <http://orcid.org/0000-0002-7256-7941>

### **FORMAL EDUCATION**

- 03/2017 Ph.D. in Journalism and Communication Studies, Department of Communication, University of Vienna. Topic of the dissertation: “The impact of product placements in children’s movies. Content, effects, and protective measures”
- 03/2014 M.A. in Political Science, Department of Political Science, University of Vienna.
- 10/2012 M.A. in Journalism and Communication Studies, Department of Communication, University of Vienna
- 02/2011 B.A. in Political Science, Department of Political Science, University of Vienna.
- 02/2010 B.A. in Journalism and Communication Studies, Department of Communication, University of Vienna
- 06/2007 Matura Oberstufenrealgymnasium BORG Perg, Perg

### **PROFESSIONAL EXPERIENCE**

Since 02/23 Post-Doctoral Researcher at the Unit Suicide Research & Mental Health Promotion, Department of Social and Preventive Medicine, Center for Public Health, Medical University of Vienna

- 2020-2023 Post-Doctoral Researcher at the Department of Media and Communication,  
Ludwig-Maximilians University of Munich
- 04/22-09/22 Visiting Professor at the Department of Journalism and Communication  
Research, Hanover University of Music, Drama and Media
- 2017-2019 Post-Doctoral Researcher at the Vienna Advertising & Media Effects Research  
Group (AdME), Department of Communication, University of Vienna
- 2013-2017 Junior researcher at the Vienna Advertising & Media Effects Research Group  
(AdME), Department of Communication, University of Vienna
- 2010–2013 Student assistant to Univ.-Prof. Dr. Jörg Matthes and to Univ.-Prof. Dr.  
Elizabeth Prommer, Department of Communication, University of Vienna
- 08-09/2011 Internship, Voluntary Self-Regulation of Television (protection of minors),  
Berlin
- 09/2010 Internship, Liaison Office of the Austrian Federal Province Upper Austria,  
Brussels

#### **AWARDS & ACKNOWLEDGEMENTS**

- 2020 Certificate for Excellence in Teaching (Top 5 evaluated course "Datenanalyse  
mit SPSS" am Institut für Kommunikationswissenschaft und Medienforschung  
LMU Munich, Sommersemester 2020)
- 2019 Top Reviewer Award, International Communication Association, Children,  
Adolescents, and Media Division.
- 2019 Top 1 Student-led Paper Award, International Communication Association,  
Children, Adolescents, and Media Division (2nd Author)
- 2018 Bank Austria Research Award (main prize), for the dissertation "The Impact of  
Product Placements in Children's Movies: Content, Effects, and Protective  
Measures"
- 2018 Top Dissertation Award, International Communication Association, Children,  
Adolescents and Media Division.
- 2017 Top 4 Student Paper Award, International Communication Association,  
Environmental Communication Division (2nd Author)
- 2016 Top 1 Student Paper Award, International Communication Association,  
Environmental Communication Division (2nd Author)
- 2015 Top 3 Faculty Paper Award, International Communication Association, Mass  
Communication Division (3rd Author)

## PROJECT GRANTS

- 2022 – 2024 TATE – Technology Against Terrorism Europe (CO-PI Diana Rieger)  
Funded by European Commission  
Fund granted to SAHER, Tech Against Terrorism, LMU Munich (Diana Rieger, Heidi Schulze, und Brigitte Naderer), Ghent University, Swansea University, Dublin University, GNET  
Sum: 1,624,492.19 € (own share: 187,688.70 €)
- 08/22 – 02/23 DIGITAL FOOD MARKETING (PI Eva Winzer; Project Consultation Brigitte Naderer)  
Funded by Health Ministry Austria  
Sum: 29,980 €
- 11/22 FLAGGING DISINFORMATION ON TWITTER. EFFECTS ON COGNITIVE, CONATIVE AND BEHAVIORAL OUTCOMES (PI Ivar Vermeulen; Co-PI Brigitte Naderer)  
Funded by Network institute Research Visit  
Sum: 4,119.38€
- 04-11/2022 ONLINE RADICALIZATION – A research project on current trends in online radicalization (PI Diana Rieger; Co-PI Brigitte Naderer).  
Funded by the procurement office of the ministry of interior affairs (BMI).  
Sum: 100,193.72 €
- 2019 ADVERTISING LITERACY: Dealing with persuasive messages in a complex media environment. Conference Organization Funding granted to Brigitte Naderer  
Funded by Hochschuljubiläumsstiftung of the City of Vienna  
Sum: 4,000 €
- 2018 PERFECT PICTURE, IMPERFECT LIFE? Der Zusammenhang zwischen personalisierter Instagram-Nutzung und subjektiver Lebenszufriedenheit – eine Linkage-Analyse. Research award granted to Kathrin Karsay, Christina Peter, & Brigitte Naderer  
Funded by the Fritz-Karmasin-Förderpreis, Austrian Society of Communication (ÖGK)  
Sum: 2,500 €
- 2018 THIS PICTURE WAS DIGITALLY ALTERED - Perception and effects of disclaimers about the use of image processing techniques in girls and young

women (PI Kathrin Karsay, Co-PI Brigitte Naderer & Christina Peter)

Funded by City of Vienna

Sum: 12,000€

2018 EFFECTS OF HEALTHY FOOD PLACEMENTS ON CHILDREN'S  
EATING BEHAVIOR (PI: Jörg Matthes; Project Management: Brigitte  
Naderer & Alice Binder)

Funded by Jubiläumsfond der Österreichischen Nationalbank (Central Bank of  
the Republic of Austria)

Sum: 124,000€

2016 LONG-TERM EFFECTS OF PRODUCT PLACEMENT DISCLOSURES.  
Effects of disclosure repetition on persuasion knowledge and persuasive  
effects. Research Award granted to Brigitte Naderer

Funded by Department of Communication, University of Vienna.

Sum: 1,500€

2015-2017 FOOD PRODUCT PLACEMENTS IN CHILDREN'S MOVIES: Content,  
mechanisms and protective measures (PI: Jörg Matthes; Project Management:  
Brigitte Naderer)

Funded by Jubiläumsfond der Österreichischen Nationalbank (Central Bank of  
the Republic of Austria)

Sum: 109,000€

## **FURTHER EDUCATION**

04/2023 Workshop "Data processing and analysis with R", University of Vienna

04/2023 Data protection and information security; Medical University of Vienna

05/2018 Workshop "Analyse von Strukturgleichungsmodellen mit R und lavaan",  
University of Vienna

01/2018 Workshop "Hierarchical Modeling for Social Scientists Introduction &  
Repetition OLS", University of Vienna

05/2016 Workshop "Structural Equation Modeling (SEM)", University of Vienna

02/2014 "Introductory Course AMOS", Statistics course at the Personalentwicklung,  
University of Vienna

10-11/2013 "Writing Academic Texts in English", Language class at the Sprachenzentrum,  
University of Vienna.

## **UNIVERSITY & FIELD SERVICE**

Since 08/2023	Science Ambassador for the <i>Austria's Agency for Education and Internationalisation</i>
Since 05/2020	Social Media Editor for the <i>Journal of Children and Media</i>
Since 06/2020	Part of the Editorial Review Board <i>Journal of Advertising</i>
08-10/21 & 08-10/22	Jury member for the Media Literacy Award, awarded by <i>mediamannual</i> , funded by the <i>Federal Ministry of Education, Science and Research, Austria</i>
2020 -2022	Chair of the DGPK Division Advertising Communication
2018-2020	Vice Chair of the DGPK Division Advertising Communication
2018-12/2019	Part of the Formation and Development of a Departmental Ethical Board (Department of Communication, University of Vienna)

## **REVIEWER SERVICES**

Media Psychology, Journal of Media Psychology, Journal of Children and Media, Journal of Consumer Behavior, Journal of Children and Media, Journal of Media Business Studies, Journal of Marketing Communications, Human Communication Research, Pediatrics, Appetite, Communication Methods and Measures, International Journal of Advertising, Journal of Advertising, Environmental Communication

## **PUBLIC OUTREACH**

### **Media coverage (6)**

1. Lora München (05.03.2022). Keiner entkommt ihnen - kognitive Verzerrungen und wie sie unser Denken und Handeln bestimmen.
2. FSF Blog (12.06.2019). Produktplatzierungen in Kinderfilmen.
3. Die Presse (01.06.2018). Chips & Co. als Nebendarsteller.
4. Der Standard. (11.07.2016). "Könnte Bildschirm abschlecken": Wie Junkfood-Werbung auf Kinder wirkt.
5. Die Presse. (26.02.2016). Ungesundes Fernsehen.
6. Der Standard (08.07.2015). Product-Placement: Die Macht der Bürger im Kinderfernsehen.

## **TEACHING EXPERIENCE**

### **Seminars**

- Winter 2022 Lecturer for research methods (bachelor program), Department of Media and Communication, LMU Munich
- Summer 2022 Lecturer for three research seminars (bachelor & master program), Department of Journalism and Communication Research, Hanover University of Music, Drama and Media
- 2020-2022 Lecture for scientific methods (bachelor program), quantitative data analysis (bachelor program) and a research seminar (master program), Department of Media and Communication, LMU Munich
- 2014-2019 Lecturer for research seminars (bachelor & master program), Department of Communication, University of Vienna
- 2015-2016 Lecturer for principals of scientific work (STEP 5 bachelor program), Department of Communication, University of Vienna

### **Lectures**

- 2022 Lecture on strategic communication (bachelor program) together with Univ. Prof. Dr. Eva Baumann, Department of Journalism and Communication Research, Hanover University of Music, Drama and Media
- 2018 Lecture on statistical analysis with SPSS (master program), Department of Communication, University of Vienna

### **Supervision**

- 2022-2023 Main advisor to one master student, Department of Media and Communication, LMU Munich  
Secondary advisor to 4 bachelor students, Department of Media and Communication, LMU Munich
- Summer 2022 Secondary advisor to two master students, Department of Media and Communication, LMU Munich  
Secondary advisor to one bachelor students, Department of Journalism and Communication Research, Hanover University of Music, Drama and Media
- 2020-2021 Main advisor to seven bachelor students, Department of Media and Communication, LMU Munich

- Secondary advisor to two master and 6 bachelor students, Department of Media and Communication, LMU Munich
- 2014-2019 Secondary advisor to 16 master students, Department of Communication, University of Vienna
- 2018-2020 Main advisor to 41 bachelor students, Department of Communication, University of Vienna
- Secondary advisor to one bachelor student, Institute for Communication Psychology and Media Education, University Koblenz Landau
- 2016-2022 Secondary advisor to two doctoral students (Alice Binder & Ines Spielvogel), Department of Communication, University of Vienna

### **Teaching Stays Abroad**

- 2019 ERASMUS+ program, guest lecturer at the Department of Communication, Public Relations and Advertising, University of Babes-Bolyai, Cluj-Napoca
- 2018 ERASMUS+ program, guest lecturer at the Erasmus School of History, Culture and Communication, Erasmus University of Rotterdam, Rotterdam
- 2016 ERASMUS+ program, guest lecturer at the the Department of Communication, Freie Universität Berlin, Berlin

### **External Teaching**

- 05/2023 Guest lecture on “Vilonce and Media” as part of the lecture series on media psychology, Department of Communication, University of Vienna
- 04/2023 Guest lecture on “Advertising to Children”, Institute for Cultural Management and Media at the University of Music and Performing Arts Munich
- 04/2023 Guest lecture on Radicalization prevention and cognitive biases, Center for Social & Health Innovation and the Department of Nonprofit-, Social & Health Management, MCI Innsbruck
- 11/2022 Guest lectures for social workers and police officers on “Online Extremism” and on “Propaganda and Conspiracy Theories”, organized by SCHLOSS HOFEN – Wissenschaft & Weiterbildung as part of their training course “Radicalization Prevention”
- 2017 Voluntary lecture work in the OLIVE program (OLive Refugee Education Initiatives), lectures on presentation and research skills