

## LIST OF PUBLICATIONS

### Journal articles, peer-reviewed (50)

1. Naderer, B., Wendt, R., Bachl, M., & Rieger, D. (accepted). Understanding the role of participatory-moral abilities, motivation, and behavior in European adolescents responses to online hate. *New Media and Society*.
2. Naderer, B., Rieger, D., Schulze, H., & Rothut, S. (2023). [Increasing knowledge about cognitive biases: An evaluation study of a radicalization prevention campaign targeted at European adolescents and young adults](#). *Journal of Children and Media, online-first*, 1-17
3. Beckert, J., & Naderer, B. (2023). [Advertising to inspire–inspiring to persuade: how factors related to the source, message, and audience affect the persuasive effectiveness of influencer advertising](#). *International Journal of Advertising*, 42(4), 641-661.
4. Von Sikorski, C., Naderer, B., & Brandt, D. (2023). [Inappropriate? Gay characters affect adults' perceived age-appropriateness of animated cartoons](#). *Communications*, 48(1), 93-111.
5. Naderer, B., Rieger, D., & Schwertberger, U. (2023). [An online world of bias. The mediating role of cognitive biases on extremist attitudes](#). *Communications*.
6. Naderer, B. (2023). [Social media influencers as political agents? The potential of an unlikely source to motivate political action](#). *Communications*, 48(1), 93-111.
7. Evans, N., Balaban, D., Naderer, B. & Mucundorfeanu, M. (2022). [How the Impact of Social Media Influencer Disclosures Changes over Time: Discounting Cues and Exposure Level Can Affect Consumer Attitudes and Purchase Intention](#). *Journal of Advertising Research*, 62(4), 353-366.
8. Winzer, E., Naderer, B., Klein, S., Lercher, L., & Wakolbinger, M. (2022). [Promotion of Food and Beverages by German-Speaking Influencers Popular with Adolescents on TikTok, YouTube and Instagram](#). *International Journal of Environmental Research and Public Health*, 19(17), 10911.
9. 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](#). *Communications*, 47 (3), 395-421.
10. Wulf, T. & Naderer, B. (2022). [Selling stories of social justice. How consumers react to and learn from social ads](#). *Studies in Communication Sciences*, 22(1), 233-250.

11. Wulf, T., **Naderer**, B., Olbermann, Z., & Hohner, J. (2022). [Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors to perceive rainbowwashing.](#) *International Journal of Advertising*, 41(8), 1433-1453.
12. De Jans, S., Hudders, L., **Naderer**, B., & De Pauw, V. (2022). [Impact of thin-ideals in influencer posts promoting healthy versus unhealthy foods on tweens' healthy food choice behavior.](#) *Frontiers Psychology*.
13. Bouko, C., **Naderer**, B., Rieger, D., Van Ostaeyen, P., & Voué, P. (2022). [Discourse patterns used by extremist Salafists on Facebook: identifying potential triggers to cognitive biases in radicalized content.](#) *Critical Discourse Studies*, 19(3), 252-273.
14. Folkvord, F., **Naderer**, B., Coates, A., & Boyland, E. (2022). [Promoting fruit and vegetable consumption for childhood obesity prevention.](#) *Nutrients*, 14(1), 157.
15. **Naderer**, B., Peter, C., & Karsay, K. (2022). [This picture does not portray reality: developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for Austrian tweens and teens.](#) *Journal of Children and Media*, 16(2), 149-167.
16. Binder, A., **Naderer**, B., & Matthes, J. (2021). [Shaping healthy eating habits in children with persuasive strategies: toward a typology.](#) *Frontiers in Public Health*, 9.
17. De Jans, S., Spielvogel, I., **Naderer**, B., & Hudders, L. (2021). [Digital Food Marketing to Children: How an Influencer's Lifestyle Can Stimulate Healthy Food Choices among Children.](#) *Appetite*, 105182.
18. Heiss, R., **Naderer**, B., & Matthes, J. (2021). [Healthwashing in high-sugar food advertising: The effect of prior information on healthwashing perceptions in Austria.](#) *Health Promotion International*, 6(4), 1029-1038.
19. **Naderer**, B. (2021). [Advertising unhealthy food to children: on the importance of regulations, parenting styles, and media literacy.](#) *Current Addiction Reports*, 8, 12-18.
20. **Naderer**, B., Matthes, J., & Binting, S. (2021). [It is just a spoof: Spoof placements and their impact on conceptual persuasion knowledge, brand memory and brand evaluation.](#) *International Journal of Advertising*, 40(1), 106-123.
21. **Naderer**, B., Matthes, J., & Schäfer, S. (2021). [Effects of disclosing ads on Instagram: the moderating impact of similarity to the influencer.](#) *International Journal of Advertising*, 40(5), 686-707.
22. **Naderer**, B. & Oprea, S. (2021). [Increasing advertising literacy to unveil disinformation in green advertising.](#) *Environmental Communication*, online-first.

23. Spielvogel, I., **Naderer**, B., Binder, A., & Matthes, J. (2021). [The forbidden reward. The emergence of parent-child conflicts about food over time and the influence of parents' communication strategies and feeding practices.](#) *Frontiers in Public Health*, 8, 604702.
24. Spielvogel, I., **Naderer**, B., & Matthes, J. (2021). [Disclosing product placement in audiovisual media services: A practical and scientific perspective on the implementation of disclosures across the European Union.](#) *International Journal of Advertising*, 40(1), 5-25.
25. **Naderer**, B., Binder, A., Matthes, J., & Mayrhofer, M. (2020). [Healthy, sweet, brightly colored, and full of vitamins: Cognitive and affective persuasive cues of food placements and children's healthy eating behavior.](#) *International Journal of Advertising*, 39(7), 1012-1030.
26. **Naderer**, B., Heiss, R., & Matthes, J. (2020). [The skilled and the interested: How personal curation skills increase or decrease exposure to political information on social media.](#) *Journal of Information Technology & Politics*, 17(4), 452-460
27. Binder, A., **Naderer**, B., & Matthes, J. (2020). [Experts, peers, or celebrities? The role of different social endorsers for children's fruit choice.](#) *Appetite*, 155, 104821.
28. Binder, A., **Naderer**, B., Matthes, J., & Spielvogel, I. (2020). [Fiction is sweet. The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study.](#) *Nutrients*, 12(5), 1478.
29. Spielvogel, I., **Naderer**, B., Matthes, J., & Obereder, A. (2020). ["Unterstützt durch Produktplatzierung": Die Perspektive der Eltern gegenüber Regulierungsmaßnahmen für eingebettete Werbeformen in Film und Fernsehen.](#) *Studies in Communication and Media*, 9(2), 308-340.
30. Binder, A., **Naderer**, B., & Matthes, J. (2020). [The effects of gain- and loss-framed nutritional messages on children's healthy eating behavior.](#) *Public Health Nutrition*, 23(10), 1726-1734.
31. Binder, A., **Naderer**, B., & Matthes, J. (2020). [A "forbidden fruit effect": An eye-tracking study on children's visual attention to food marketing.](#) *International Journal of Environmental Research and Public Health*, 17(6), 1859.
32. Mayrhofer, M., **Naderer**, B., & Binder, A. (2020). [Unhealthy fun: Food and beverage references in comedy series.](#) *Journalism & Mass Communication Quarterly*, 97(1), 257-277.

33. **Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020).** [Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media.](#) *Pediatric Obesity*, online-first.
34. Mayrhofer, M., Matthes, J., Einwiller, S., & **Naderer, B. (2020).** [User generated content presenting brands on social media increases young adults' purchase intention.](#) *International Journal of Advertising*, 39(1), 166-186.
35. Spielvogel, I., **Naderer, B., & Matthes, J. (2020).** [Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of product placement.](#) *International Journal of Advertising*, 39(5), 611-630.
36. **Naderer, B., Matthes, J., & Spielvogel, I. (2019).** [How brands appear in children's movies. A systematic content analysis of the past 25 years.](#) *International Journal of Advertising*, 38(2), 237-257.
37. Binder, A., **Naderer, B., & Matthes, J. (2019).** [Do children's food choices go with the crowd? Effects of majority and minority peer cues shown within an audiovisual cartoon on children's healthy food choice.](#) *Social Science & Medicine*, 225, 42-50.
38. Matthes, J., & **Naderer, B. (2019).** [Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015.](#) *Pediatric Obesity*, 14(4).
39. Mayrhofer, M., & **Naderer, B. (2019).** [Mass media as alcohol educator for everyone? Effects of portrayed alcohol consequences and the influence of viewers' characteristics.](#) *Media Psychology*, 22(2), 217-243.
40. **Naderer, B., Matthes, J., & Zeller, P. (2018).** [Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction.](#) *International Journal of Advertising*, 37(6), 852-870.
41. Schmuck, D., Matthes, J., & **Naderer, B. (2018).** [Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising.](#) *Journal of Advertising*, 47(2), 127-145.
42. **Naderer, B., Matthes, J., Marquart, F., & Mayrhofer, M. (2018).** [Children's attitudinal and behavioral reactions to product placements: Investigating the role of placement frequency, placement integration, and parental mediation.](#) *International Journal of Advertising*, 37(2), 236-255.
43. Schmuck, D., Matthes, J., **Naderer, B., & Beaufort, M. (2018).** [The effects of environmental brand attributes and nature imagery in green advertising.](#) *Environmental Communication*, 12(3), 414-429.

44. Spielvogel, I., Matthes, J., **Naderer**, B., & Karsay, K. (2018). [A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content.](#) *Appetite*, 125, 63-71.
45. **Naderer**, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018). [Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice.](#) *Appetite*, 120, 644-653.
46. **Naderer**, B., Matthes, J., & Mestas, M. (2016). [Do you take credit cards? The attitudinal and behavioral effects of advergames targeted at children.](#) *Journal of Consumer Behaviour*, 15(6), 580-588.
47. Matthes, J., & **Naderer**, B. (2016). [Product placement disclosures: Exploring the moderating effect of placement frequency on brand responses via persuasion knowledge.](#) *International Journal of Advertising*, 35(2), 185-199.
48. Matthes, J., Marquart, F., **Naderer**, B., Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods & Measures*, 9(4), 193-207.
49. Arendt, F., **Naderer**, B., Abdollahi, M., Mittelberger, A., Surzhyk, O., & Zhou, L. (2015). [Television commercials and fading behavioral brand choice effects in Austrian children.](#) *Journal of Children and Media*, 9(4), 435-452.
50. Matthes, J., & **Naderer**, B. (2015). [Children's consumption behavior in response to food product placements in movies.](#) *Journal of Consumer Behaviour*, 14(2), 127-136.

### **Editorials (3)**

1. Arendt, F., Till, B., Voracek, M., Kirchner, S., Sonneck, G., **Naderer**, B., Pürcher, P., Niederkortenthaler, T. (2023). [ChatGPT, Artificial Intelligence, and Suicide Prevention.](#) *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?.](#) *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.](#) *Communications*, 45(3), 273-281

## Editorships (2)

1. **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.
2. **Naderer, B.**, Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). Native and Embedded Advertising Formats in the Digital World. Special Issue, *Communications*, 45(3).

## Books (2)

1. Meitz, T. G. K., Borchers, N. S., & **Naderer, B.** (2023) [Schlüsselwerke der Werbeforschung](#). Wiesbaden: Springer.
2. Wulf, T., **Naderer, B.**, & Rieger, D. (2022). [Medienpsychologie](#). Baden-Baden: Nomos.

## Book chapters & non-peer reviewed articles (10)

3. 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](#). In T. G. K. Meitz, N. S. Borchers & B. Naderer (Eds.) *Schlüsselwerke der Werbeforschung* (pp. 1-20). Wiesbaden: Springer.
4. 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](#). 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.
5. **Naderer, B.** (2022). Natürlich gesund? Healthwashing im Marketing. *People & Work. Fachmagazin für Business, Leadership, Transformation*, 2(22). 34-36.
6. **Naderer, B.**, & Matthes, J. (2019). Der Involvementbegriff in der Werbeforschung: Zum überfälligen Ende eines schwer greifbaren Konzeptes. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. 21-34). Wiesbaden: Springer VS.
7. **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.
8. **Naderer, B.** (2017). Types of hypotheses. In J. Matthes, R. Potter & C. S. Davis (Eds.), *International Encyclopaedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell.
  9. **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?](#) Berlin: De Gruyter Mouton.
  10. **Naderer, B., & Matthes, J.** (2016). Verfahren zur Messung der Werbewirkung und Werbeeffizienz. In F. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuchreihe der Kommunikation – Controlling der Kommunikation* (pp. 363-383). Wiesbaden: Springer/Gabler.
  11. 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.
  12. **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.
  13. Matthes, J., & **Naderer, B.** (2013). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen. In H. Schramm, J. Knoll & D. Schlütz (Eds.), *Innovation der Persuasion. Die Qualität der Werbe- und Markenkommunikation in neuen Medienwelten* (pp. 59-74). Köln: Halem Verlag.