

Curriculum Vitae

Univ.-Prof. Mag. Dr. Uta Rußmann

Professor of Media and Communication Studies with a focus on Democracy Research

Department of Media, Society and Communication

Universität Innsbruck, Austria

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<https://www.researchgate.net/profile/Uta-Russmann>

Research profile

Political communication, media and election campaigns, digital communication, (visual) social media, public relations and strategic communication

Methods: qualitative and quantitative research designs, content analysis, comparative research designs

Professional Experience

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| Since 03/2024 | Head of Department , Department of Media, Society and Communication, University of Innsbruck, Austria |
| Since 03/2022 | Full Professor of Media and Communication Studies with a focus on Democracy Research , Department of Media, Society and Communication, University of Innsbruck, Austria |
| 03/2019 – 08/2019 | Visiting Professor , Department of Communication, University of Salzburg, Austria |
| 10/2017 – 12/2017 | Visiting Research Fellow , School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia |
| 02/2012 – 01/2022 | FH-Professor and Senior Researcher for the Study Programs Corporate Communication and Journalism & Media Management, Department of Communication, FHWien der WKW University of Applied Sciences for Management & Communication, Vienna, Austria |
| 08/2009 – 02/2012 | Postdoc Researcher in the Austrian National Election Study (AUTNES) and Lecturer , Faculty of Social and Political Sciences, University of Innsbruck, Austria |

10/2007 – 08/2009 **Postdoc Researcher** and **Lecturer**, Department of Communication, University of Vienna, Austria; FWF-funded project “Continuity and Change in Campaign Communication in Austria since 1966” in cooperation with Austrian Academy of Sciences

Education

06/2007 **Doctor of Philosophy** (with honor), University of Vienna, Austria
Agenda-Setting-Prozesse im Kontext von Online- und klassischer Mediennutzung. Wirkungen der informationsorientierten Mediennutzung im Medien-Mix von Online- und klassischen Massenmedien auf Themensetzungsprozesse sowie die Auswirkungen auf die interpersonale Kommunikation im sozialen Netzwerk. [Agenda-setting processes in the context of online and traditional media use.]

03/1997 – 10/2002 **Diploma (Magistra phil.)**, University of Vienna, Austria
1st field of study: Communication Science
2nd field of study: Combination of Political Science and Sociology

Grants & Scholarships

05/2024 Grant for the project LEADER-Projekt „Tirol partizipiert: Partizipative Kommunikation auf Gemeindeebene“ [Tyrol participates: Participatory communication at the municipal level]. Funded by Regionalmanagement Innsbruck-Land; **Principal Investigator** (together with Franz Reiter)
Total: € 70.433,00

05/2021 Grant for the project „Ethische Herausforderungen in der Kommunikationspraxis durch verschwimmende Grenzen zwischen Journalismus, PR und Werbung“ [Ethical challenges in communication practice due to blurring boundaries between journalism, PR and advertising]. Funded by the Wissenschaftliche Senat des Public Relations Verband Austria (PRVA); **Principal Investigator** (together with Sabine Einwiller, University of Vienna and Jens Seiffert-Brockmann, WU Vienna)
Total: € 48.477,91

04/2019 Grant for the project „Stadt Wien Kompetenzteam für die Digitalisierung der Kommunikationsprofessionen“ [City of Vienna Competence Team for the Digitization of Communication Professions]. (Projectnumber: 24-09). Funded by the Magistrat der Stadt Wien MA 23 Wirtschaft, Arbeit und Statistik (City of Vienna) (**€ 417.612,00**) and the FHWien der WKW (**€ 178.977,00**). **Principal Investigator**
Total: € 596.589,00

12/2013	Grant for the project „Die Qualität des öffentlichen politischen Diskurses in Wahlkampfzeiten über drei Ebenen: Parteien, Medien und Bürger“ [The quality of public political discourse during election campaigns across three levels: Parties, media and citizens]. (Projectnumber: H-263444/2013). Funded by the Hochschuljubiläumsstiftung der Stadt Wien (City of Vienna). Principal Investigator Total: € 11.800,00
08/2013	Grant for the project „Zielgruppenansprache im Web – eine Langzeitanalyse“ [Targeting on the Web]. Funded by the R&D funding of the FHWien der WKW. Principal Investigator Total: € 8.820,00
08/2012	Grant for the project „Zum Kommunikationsmanagement von Neuen Medien in Unternehmen“ [Corporate communication management of new media]. Funded by the R&D funding of the FHWien der WKW. Principal Investigator Total: € 14.080,00
2008, 2009, 2015	Scholarship of the Österreichische Forschungsgemeinschaft (ÖFG)
05/2008	2008 Award of the Dr. Maria Schaumayer Foundation, Honorary prize for the dissertation

Memberships in Academic Associations and Organizations

Association of Internet Researchers (AoIR)

Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK)

European Consortium for Political Research (ECPR)

European Communication Research and Education Association (ECREA)

International Communication Association (ICA)

International Political Science Association (IPSA)

Österreichische Gesellschaft für Kommunikationswissenschaft (ÖGK)

Professional Membership

Since 2021 Österreichischer Ethik-Rat für Public Relations (Austrian Council on PR Ethics).
Head of Council since 2023.

Service to the Academic Community

Since 2023 **Panel member** of the FWO G&M Postdoc panel of the Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO

Since 2023 **Panel member** of the FWO G&M PhD panel of the Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO

- Since 2017 **Editorial Board Member**, Media and Communication,
www.cogitatiopress.com/ojs/index.php/mediaandcommunication
- 2022 **Moderation of the panel discussion** „(Mis)leading?! – Informationsrealitäten in Krisenzeiten“ [“(Mis)leading?! – Information Realities in Times of Crisis”] at the Tiroler Hochschulkonferenz [Tyrolean University Conference], <https://www.i-med.ac.at/mypoint/thema/765435.html>
- 2021 – 2023 **Mentor** for the Mentoring Program for Young Scholars in Political Communication Research of the ECREA’s Political Communication Section
- 2020 – 2022 **Panel member** of the G&M4 panel of the Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO
- 2020 **Mentor** for the Mentoring Program of the Austrian Academy of Sciences (ÖAW)
- 2020 **Reviewer** for the Swiss National Science Foundation (SNSF)
- 2019 **Reviewer** for the Council for the Humanities of the Dutch Research Council (NWO)
- 2018 **Reviewer** for the European Research Council (ERC Starting Grant)
- 2017 **Reviewer** for the Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO
- 2014 **External Opponent** for Emma Svenssons **60%-PhD-Seminar**, Department of Informatics and Media, University of Uppsala, Sweden
- 2014 **Member of the Program Committee** for the 2014 M4D Conference (Mobile Communication for Development), 8-9 April 2014 in Dakar, Senegal

Reviewer for academic journals: Austrian Journal of Political Science (ÖZP); Communication Theory; Communication & Society; Convergence: The International Journal of Research into New Media Technologies Information; Electoral Studies; European Journal of Communication; Information, Communication & Society; International Journal of Communication; International Journal of Press/Politics; International Journal of Strategic Communication; Journalism and Mass Communication Quarterly; Journalism Studies; Journal of Computer-Mediated Communication; Journal of Contemporary European Studies; Journal of Information Technology & Politics; Journal of Political Marketing; Journal of Visual Political Communication; Media and Communication; Medien & Kommunikationswissenschaft (M&K); Medijske studije (Media Studies); New Media & Society; Policy & Internet; Political Communication; Public Relations Review; Social Science Computer Review; Social Media & Society; Studies in Communication and Media

Reviewer for Palgrave Macmillan books and Northern Lights: Film & Media Studies Yearbook

Reviewer for academic conferences: Association of Internet Research (AoIR); Conference for E-Democracy and Open Government (CeDEM); Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK); European Communication Research and Education Association (ECREA); European Public Relations Education and Research Association (EUPRERA); Forschungsforum der österreichischen Fachhochschulen (FFH); International Communication Association (ICA)

Organization of (Pre)Conferences, Panels, Panel Discussions, Summer Schools

- 2025 ECREA Political Communication Section Interim Conference (together with Lore Hayek), 04-05 September 2025, Innsbruck, Austria
- 2025 Panel “Digital election campaigning worldwide: Campaigning on Facebook in national elections around the world” at the 75th Annual Conference of the International Communication Association (ICA), Political Communication Division, 14 June 2025, Denver, USA
- 2025 Conference “Medien – Wissen – Bildung 2025” (together with Valentin Dander, Simon M. Haller, Kathrin Jarosik, Oliver Leistert, Petra Missomelius, Günther Pallaver, Sarah Panizzutti-Giuliani, Klaus Rummler, Marie Schipflinger), 24- 26 April 2025, Innsbruck, Austria
- 2025 Annual conference 2025 of the divisions groups “Kommunikation und Politik” (DGPuK), “AK Politik und Kommunikation” (DVPW) und “Politische Kommunikation” (SGKM) (together with Viorela Dan), 26-28 February 2025, Innsbruck, Austria.
- 2022 Preconference “Digital Election Campaigning Worldwide (DigiWorld)” at the 9th European Communication Conference (ECREA) (together with Yossi David), 19 October 2022, Aarhus, Denmark
- 2022 Protogoras symposium 2022 “Polls as a means of political legitimation” (together with N. Baygert, B. Buidin, E. Durin, E. Le Moing-Maas, L. Nicolas, G. Reiter), 9-10 June 2022, Brussels, Belgium, <https://www.protogoras.be/en/call-for-proposal-protogoras-symposium-2022/>
- 2022 Conference “Digital campaigning in dissonant public spheres” (together with Ulrike Klinger and Andrea Römmele), 8-11 May 2022, Cadenabbia, Italy
- 2021 Protogoras symposium 2020 “Europe facing populists in power: communication strategies and practices” (together with N. Baygert, B. Buidin, E. Durin, E. Le Moing-Maas, L. Nicolas), 14-15 January 2021, Brussels, Belgium
- 2021 Conference “Zukunft verantwortungsvoll gestalten” – 14. Forschungsforum der österreichischen Fachhochschulen 2020 [Annual Conference of Austria’s Universities of Applied Sciences], Program Chair (and Co-Organizer together with B. Witzeling and W. Vrzal), 7-8 April 2021, Vienna, Austria
- 2018 Panel discussion „Verschwimmende Grenzen zwischen Journalismus, PR, Marketing & Werbung“ [Blurring boundaries between journalism, PR, marketing & advertising] with Eva Weissenberger (Journalist), Ingrid Gogl (ÖBB), Doris Christina Steiner (Ketchum Publico), Christian Taucher (KOOP Live Marketing) and Reinhold Gmeinbauer (Alba Communications), 14 November 2018, Vienna, Austria
- 2017 Preconference workshop “Analysing Visual Social Media” at the Annual Conference of the Association of Internet Researchers (AoIR) (together with Maria Schreiber, Petra Bernhard and Farida Vis), 18-21 October 2017, Tartu, Estonia
- 2016 Fishbowl session “Instagram – the return of visual communication and its methodological challenges” at the Annual Conference of the Association of Internet Researchers (AoIR) (together with J. Svensson), 5-8 October 2016, Berlin, Germany

- 2015 Preconference "Discussion, Dialogue, Discourse: Meanings and Methods" at the 65th Annual Conference of the International Communication Association (ICA), Public Relations Division (together with Anne B. Lane), 21 May 2015, San Juan, Puerto Rico, USA
- 2015 Conference „Verschwimmende Grenzen zwischen Journalismus, Public Relations, Marketing und Werbung“ [Blurring boundaries between journalism, PR, marketing & advertising] (together with Nic Gonser), 19-20 March 2015, Vienna, Austria
- 2014 International Summer School on ICT for Democratic Development (together with J. Svensson, V. Kumar, U. Klinger, J. Schossböck and C. Wamala), 9-15 March 2014, New Delhi, India
- 2011 Medientag 2011 des interfakultären Forums Innsbruck Media Studies „Grenzenlose Enthüllung? – Medien zwischen Öffnung und Schließung“ (together with Andreas Beinstein and Theo Hug), 29 November 2011, Innsbruck, Austria
- 2011 Panel „Wahlkampföffentlichkeit(en) im Umbruch? Neue Strukturen, Inszenierungen und (Ver-)Wandlungen“ at the Dreiländerkongress „Neuer Strukturwandel der Öffentlichkeit“ der Deutschen (DGS), Österreichischen (ÖGS) und Schweizerischen (SGS) Gesellschaften für Soziologie (together with Jens Tenscher), 29 September – 1 October 2011, Innsbruck, Austria.

Academic Service – University of Innsbruck (since 2022)

- Since 2024 Member of the QV Advisory Board of the Faculty of Social and Political Sciences at LFUI
- Since 2024 Deputy Head of the Faculty Council of the Faculty of Social and Political Sciences at LFUI
- Since 2023 Member of the Working Group on Equal Opportunities
- Since 2022 Speaker of the Innsbruck Doctoral College "Politics, Power and Language" (DC PPL) (<https://www.uibk.ac.at/de/epos/doctoral-college/ppl/>)
- 2022 - 2025 Chair of the Curriculum Commission of the Faculty of Social and Political Sciences
- 2022 Member of the hiring committee for a Tenure Track position on Media Dynamics and Social Change, Department of Media, Society and Communication

Public Service

- 2014 - 2023 Jury member for the Big Brother Awards Austria (<http://www.bigbrotherawards.at/2021/>)
- 2015 – 2022 Young Science Ambassador (Young Science-Zentrum für die Zusammenarbeit von Wissenschaft und Schule; OeAD – Österreichischer Austauschdienst; gefördert vom Bundesminister für Bildung, Wissenschaft und Forschung) (www.youngscience.at)
- 2016 – 2018 Jury member for the Digital Communication Awards hosted by the Quadriga University of Applied Sciences (www.digital-awards.eu/)
- 2013 – 2017 Jury member for the Gender/Diversity Scholarship of Frau in der Wirtschaft Wien der Wirtschaftskammer Wien

Publications

Books and Edited Special Issues

Haßler, J., Magin, M., & Russmann, U. (Eds.) (2023). Special Issue "Social Media's Role in Political and Societal Mobilization." *Media and Communication*, 11(3). <https://www.cogitatiopress.com/mediaandcommunication/issue/view/358> (SSCI, IF: 3.034 und DOAJ)

Rußmann, U., Aubke, A., Ortiz, D., Pezenka, I., Schweiger, C., & Schulz, A.-C. (Eds.) (2022). *Zukunft verantwortungsvoll gestalten. Aktuelle Befunde aus Theorie und Praxis* [Shaping the future responsibly. Current findings from theory and practice]. Springer Gabler. <https://doi.org/10.1007/978-3-658-36861-6>

Magin, M., Rußmann, U., & Stark, B. (Eds.) (2021). *Demokratie braucht Medien* [Democracy needs media]. Springer VS. <https://doi.org/10.1007/978-3-658-34633-1>

Haßler, J., Magin, M., Russmann, U., & Fenoll, V. (Eds.) (2021). *Campaigning on Facebook in the 2019 European Parliament Election. Informing, interacting with, and mobilising voters*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-030-73851-8>

Russmann, U., & Svensson, J. (Eds.) (2017). Special Issue "Visual communication in the age of social media: Conceptual, theoretical and methodological challenges." *Media and Communication*, 5(4). (SSCI, IF: 2.465 und DOAJ) <https://www.cogitatiopress.com/mediaandcommunication/issue/view/77>

Gonser, N., & Rußmann, U. (Eds.) (2017). *Verschwimmende Grenzen zwischen Journalismus, Public Relations, Werbung und Marketing* [Blurring boundaries between journalism, public relations, advertising and marketing]. Springer VS. <https://doi.org/10.1007/978-3-658-13578-2>

Russmann, U., & Lane, A. B. (Eds.) (2016). Special Issue "Doing the talk: Discussion, dialogue, and discourse in action." *International Journal of Communication*, 10. (DOAJ)

Tenscher, J., & Rußmann, U. (Eds.) (2016). *Vergleichende Wahlkampfforschung. Studien anlässlich der Bundestags- und Europawahlen 2013 und 2014* [Comparative election campaign research. Studies on the 2013 and 2014 Bundestag and European Parliament elections]. Springer VS. <https://doi.org/10.1007/978-3-658-12977-4>

Burkart, R., & Rußmann, U. (Eds.) (2015). Special Issue "Public Relations im Social Web" [Public Relations in the social web]. *Medien Journal. Zeitschrift für Medien- und Kommunikationsforschung*, 39(1). <https://doi.org/10.24989/medienjournal.v39i1>

Rußmann, U., Beinsteiner, A., Ortner, H., & Hug, T. (Eds.) (2012). *Grenzenlose Enthüllungen? Medien zwischen Öffnung und Schließung* [Boundless revelations? Media between opening and closing]. Innsbruck University Press. <https://doi.org/10.25969/mediarep/791>

Rußmann, U. (2007). *Agenda Setting und Internet. Themensetzung im Spannungsfeld von Onlinemedien und sozialen Netzwerken* [Agenda Setting and the Internet. Agenda setting between online media and social networks] (Edition @Internet Research). Verlag Reinhard Fischer.

Journal Articles

- Reiter, F., & Russmann, U. (2025). Dissonant Public Spheres and Facebook Campaigning in Austria: A Cross-Level Study of the 2024 European and National Parliament Elections. *The International Journal of Press/Politics*, 0(0). <https://doi.org/10.1177/19401612251370104>
- Haßler, J., Magin, M., Russmann, U., Wurst, A., Balaban, D., Baranowski, P., Jensen, J., Kruschinski, S., Lappas, G., Machado, S., Novotná, M., Marcos-García, S., Petridis, I., Rožukalne, A., Sebestyén, A., & von Nostitz, F. (2025). Weaponizing Wedge Issues: Strategies of Populism and Illiberalism in European Election Campaigning on Facebook. *Media and Communication*, 13, Article 10718. <https://doi.org/10.17645/mac.10718>
- Bene, M., Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2025). Populism in context: A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections. *The International Journal of Press/Politics*, 30(1), 100–121. <https://doi.org/10.1177/19401612231196158>
- Kruschinski, S., Bene, M., Hassler, J., Russmann, U., Lilleker, D., Balaban, D., Baranowski, P., Ceron, A., Fenoll, V., & Jackson, D. (2024). Divisive, negative, and populist?! An empirical analysis of European populist and mainstream parties' use of digital political advertisements. *International Journal of Communication*, 18, 5518–5539. <https://ijoc.org/index.php/ijoc/article/view/21509/4860>
- Russmann, U., Klinger, U., & Koc-Michalska, K. (2024) Personal, Private, Emotional? How Political Parties Use Personalization Strategies on Facebook in the 2014 and 2019 EP Election Campaigns. *Social Science Computer Review*. Online first. <https://doi.org/10.1177/08944393241254807>
- Barclay, A., Dommett, K., & Russmann, U. (2024) Data Driven-Campaign Infrastructures in Europe: Evidence from Austria and the UK. *Journal of Political Marketing*. Online first. <https://doi.org/10.1080/15377857.2024.2347833>
- Bernhard, J., & Russmann, U. (2024). Blurring boundaries: A longitudinal analysis of skills required in journalism, PR, and marketing job ads. *Journalism & Mass Communication Quarterly*, 101(3), 612–636. <https://doi.org/10.1177/10776990231181544>
- Baranowski, P., Kruschinski, S., Russmann, U., Haßler, J., Magin, M., Bene, M., Ceron, A., Jackson, D., & Lilleker, D. G. (2023). Patterns of negative campaigning during the 2019 European election: Political parties' Facebook posts and users' sharing behaviour across twelve countries. *Journal of Information Technology & Politics*, 20(4), 375–392. <https://doi.org/10.1080/19331681.2022.2115598>
- Haßler, J., Magin, M., & Russmann, U. (2023). Why we should distinguish between mobilization and participation when investigating social media's role in political and societal mobilization. *Media and Communication*, 11(3), 124–128. <https://doi.org/10.17645/mac.v11i3.7285>
- Russmann, U., & Hess, A. (2023). The management of uncivil and hateful user comments in Austrian news media. *Journalism Practice*, 19(2), 427–446. <https://doi.org/10.1080/17512786.2023.2189152>
- Bernhard, J., & Russmann, U. (2023). Digitalization in public relations—Changing competences: A longitudinal analysis of skills required in PR job ads. *Public Relations Review*, 49(1). <https://doi.org/10.1016/j.pubrev.2022.102283>
- Klinger, U., Koc-Michalska, K., & Russmann, U. (2023). Are campaigns getting uglier, and who is to blame? Negativity, dramatization, and populism on Facebook in the 2014 and 2019 EP election

campaigns. *Political Communication*, 40(3), 263–282.
<https://doi.org/10.1080/10584609.2022.2133198>

Hayek, L., Mayrl, M., & Russmann, U. (2022). Women politicians in Austria: Still not breaking the media ceiling. *Communications – The European Journal of Communication Research*, 49(1), 99–117.
<https://doi.org/10.1515/commun-2021-0128>

Wurst, A.-K., Fenoll, V., Haßler, H., Kruschinski, S., Magin, M., Rußmann, U., & Schlosser, K. (2022). Missed opportunity to connect with European citizens? Europarties' communication on Facebook during the 2019 European election campaign. *Studies in Communication Sciences*, 22(1), 165–184.
<https://doi.org/10.24434/j.scoms.2022.01.3053>

Farkas, X., Jackson, D., Baranowski, P., Bene, M., Russmann, U., & Veneti, A. (2022). Strikingly similar: Comparing visual political communication of populist and non-populist parties across 28 countries. *European Journal of Communication*, 37(5), 545–562. <https://doi.org/10.1177/02673231221082238>

Bene, M., Magin, M., Jackson, J., Lilleker, D., Balaban, D., Baranowski, P., Haßler, J., Kruschinski, S., & Russmann, U. (2022). The polyphonic sounds of Europe: Users' engagement with parties' european-focused Facebook posts. *Politics & Governance*, 10(1), 108–120.
<https://doi.org/10.17645/pag.v10i1.4700>

Stürmer, L., Einwiller, S., Rußmann, U., & Kresser, S. (2022). Hybride Formen der Kommunikation: Konflikte und Herausforderungen für die Kommunikationspraxis [Hybrid forms of communication: Conflicts and challenges for communication practice]. *Communicatio Socialis*, 55(1), 21–32.
<https://doi.org/10.5771/0010-3497-2022-1>

Hayek, L., & Russmann, U. (2022). Those who have the power get the coverage—Female politicians in campaign coverage in Austria over time. *Journalism*, 23(1), 224–242.
<https://doi.org/10.1177/1464884920916359>

Russmann, U. (2021). Quality of understanding in communication among and between political parties, mass media, and citizens: An empirical study of the 2013 Austrian national election. *Journal of Deliberative Democracy*, 17(2), 102–116. Available at <https://delibdemjournal.org/article/id/987/>

Russmann, U. (2020). Voter targeting online in comparative perspectives: Political party websites in the 2008/2009 and 2013 Austrian and German election campaigns. *Journal of Political Marketing*, 19(3), 177–200. <https://doi.org/10.1080/15377857.2016.1179241> (Published online: 13 June 2016)

Russmann, U., & Hess, A. (2020). News consumption and trust in online and social media: An in-depth qualitative study of young adults in Austria. *International Journal of Communication*, 14, 3184–3201. Available at <https://www.ijoc.org/index.php/ijoc/article/view/13774>

Russmann, U., & Lane, A. B. (2020). Mandating dialogue? International perspectives on differences between theory and practice. *Public Relations Review*, 46(1), 9 pages.
<https://doi.org/10.1016/j.pubrev.2019.101819> (Available online 05 July 2019)

Russmann, U., Hametner, M., & Posch, E. (2020). Tax-funded digital government communication in Austria: Members of the government on Facebook. *European Journal of Communication*, 35(2), 140–164. <https://doi.org/10.1177/0267323119894484>

Hayek, L., Mayrl, M. & Russmann, U. (2020). The citizen as contributor — Letters to the editor in the Austrian tabloid paper *Kronen Zeitung* (2008–2017). *Journalism Studies*, 21(8), 1127–1145.
<https://doi.org/10.1080/1461670X.2019.1702476>

- Svensson, J., Russmann, U., & Cezayirlioglu, A. B. (2020). Broadcasting achievements: Social media practices of Swedish parties in-between elections through the lens of direct representation. *Journal of Applied Journalism & Media Studies*, 9(2), 147–168. https://doi.org/10.1386/ajms_00020_1
- Russmann, U. (2019). Using content analysis to explore negative user expressions on political parties' Facebook pages. *SAGE Research Methods Cases*, 14 pages. <https://dx.doi.org/10.4135/9781526469670>
- Russmann, U. (2018). Going negative on Facebook: Negative user expressions and political parties' reactions in the 2013 Austrian national election. *International Journal of Communication*, 12, 2578–2598. Available at <https://ijoc.org/index.php/ijoc/article/viewFile/7677/2381> (DOAJ)
- Russmann, U., & Svensson, J. (2017). Introduction to visual communication in the age of social media: Conceptual, theoretical and methodological challenges. *Media and Communication*, 5(4), 1–5. <https://doi.org/10.17645/mac.v5i4.1263>
- Russmann, U. (2017). Negative campaigning in party-controlled communication channels: Party communication strategies in campaign posters, newspaper advertisement, and press releases during the 2008 Austrian national election campaign. *Journal of Political Marketing*, 16(2), 95–117. <https://doi.org/10.1080/15377857.2014.959693>
- Klinger, U., & Russmann, U. (2017). “Beer is more efficient than social media” —Political parties and strategic communication in Austrian and Swiss national elections. *Journal of Information Technology & Politics*, 14(4), 299–313. <https://doi.org/10.1080/19331681.2017.1369919>
- Magin, M., Podschuweit, N., Haßler, J., & Russmann, U. (2017). Campaigning in the fourth age of political communication. A multi-method study on the use of Facebook by German and Austrian parties in the 2013 national election campaigns. *Information, Communication & Society*, 20(11), 1698–1719. <https://doi.org/10.1080/1369118X.2016.1254269>
- Russmann, U., & Svensson, J. (2017). Interaction on Instagram? Glimpses from the 2014 Swedish elections. *International Journal of E-Politics*, 8(1), 50–66. <https://doi.org/10.4018/IJEP.2017010104>
- Russmann, U., & Lane, A. B. (2016). Doing the talk: Discussion, dialogue, and discourse in action – Introduction. *International Journal of Communication*, 10, 4034–4039. Available at <https://ijoc.org/index.php/ijoc/article/viewFile/6086/1755>
- Burkart, R., & Russmann, U. (2016). Quality of understanding in campaign communication of political parties and mass media in Austria between 1970 and 2008. *International Journal of Communication*, 10, 4141–4165. Available at <https://ijoc.org/index.php/ijoc/article/view/4866/1761>
- Filimonov, K., Russmann, U., & Svensson, J. (2016). Picturing the party: Instagram and party campaigning in the 2014 Swedish election. *Social Media + Society*, 2(3), Juli–September, 1–11. <https://doi.org/10.1177/2056305116662179>
- Russmann, U., & Svensson, J. (2016). Studying organizations on Instagram. *Information*, 7(4), 58. <https://doi.org/10.3390/info7040058>
- Rußmann, U. (2015). Die Ö Top 500 im Web: Der Einsatz von Social Media in österreichischen Großunternehmen. Eine Bestandsaufnahme [The top 500 on the web: The use of social media in large Austrian companies.]. *Medien Journal. Zeitschrift für Medien- und Kommunikationsforschung*, 39(1), 19–34. <https://doi.org/10.24989/medienjournal.v39i1.59>

- Klinger, U., & Russmann, U. (2015). The sociodemographics of political public deliberation: Measuring deliberative quality in different user groups. *Communications – The European Journal of Communication Research*, 40(4), 471–484. <https://doi.org/10.1515/commun-2015-0017>
- Klinger, U., & Russmann, U. (2014). Measuring online deliberation in local politics: An empirical analysis of the 2011 Zurich city debate. *International Journal of E-Politics*, 5(1), 61–77. <https://doi.org/10.4018/ijep.2014010104>
- Rußmann, U. (2012). Online political discourse on Facebook: An analysis of political campaign communication in Austria. *Zeitschrift für Politikberatung [Policy advice and political consulting]*, 5(3), 115–125. <https://www.jstor.org/stable/24235033>
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Presentations, Invited Talks & Invited Lectures

2025

Reiter, F., & Russmann, U. (2025, September 4-5). Visual Emotions in Election Campaigns: Evidence From the 2024 Austrian National Election Campaign. Presentation at the 2025 ECREA Political Communication Section Interim Conference, Innsbruck, Austria.

Bene, M., Bos, L., Ceron, A., Dutceac Segesten, A., Grechanaya, T., Jensen, J.L., Kruschinski, S., Russmann, U., Baranowski, P., Casero-Ripolles, A., Haßler, J., Larsson, A.O., & Macková, A. (2025, August 26-29). *Constructing Representation: A Comparative Analysis of Political Actors' Claims on Facebook During European and National Election Campaign*. Paper presentation at the ECPR General Conference 2025, Thessaloniki, Greece.

Russmann, U. (2025, July 12-16). Participant of the panel discussion “*The rise of the illiberal public sphere: a global phenomenon?*” at the 28th IPSA World Congress of Political Science (IPSA), Seoul, South Korea.

Russmann, U., & Reiter, F. (2025, July 12-16). *Visual Emotions in the 2024 Austrian Election Campaign*. Presentation at the 28th IPSA World Congress of Political Science (IPSA), Seoul, South Korea.

Bene, M., Bos, L., Ceron, A., Dutceac Segesten, A., Grechanaya, T., Jensen, J.L., Kruschinski, S., Russmann, U., Baranowski, P., Casero-Ripolles, A., Haßler, J., Larsson, A.O., & Macková, A. (2025, July 12-16). *Constructing representation: A comparative analysis of political actors' claims on Facebook during European and national election campaigns*. Presentation at the 28th IPSA World Congress of Political Science (IPSA), Seoul, South Korea.

Russmann, U. (Organizer & Chair) (2025, June 12-16). Digital election campaigning worldwide: Campaigning on Facebook in national elections around the world. Panel at the 75th Annual Conference of the International Communication Association (ICA), Political Communication Division, 14 June 2025, Denver, USA.

Russmann, U., Gërguri, D., Gonçalves, I., Peña Vicuña, P., Rodriguez Sanchez, A., Novotná, M., Jensen, J.L., Kruschinski, S., Bene, M., David, Y., Ceron, A., Grechanaya, T., Muniz, C., Gross, E.C., Magin, M., Lilleker, D., Fenoll, V., Baranowski, P., Machado, S., & Krewel, M. (2025, June 12-16). *Visual communication in 24 countries: The influence of symbols and visual gestures on user engagement*. Paper presentation at the 75th Annual Conference of the International Communication Association (ICA), Denver, USA.

Reiter, F., & Russmann, U. (2025, June 12-16). Facebook campaigning in Austria in the 2024 European and National Parliament. Paper presentation at the 75th Annual Conference of the International Communication Association (ICA), Denver, USA.

Rußmann, U. (2025, Mai 7). Participant of the roundtable discussion “Weitsicht Medien. Wer wird uns in Zukunft informieren?” [Weitsicht Medien. Who will inform us in the future?]. ff-talks. Vereinigte Bühnen Bozen im Stadttheater, Bozen, <https://www.ff-talks.com/eventreihen/weitsicht-medien-23/>

Reiter, F., & Russmann, U. (2025, February 26-28). *Personalized election campaigns? The personalization strategies of Austrian parties and top candidates in the 2024 National Council election campaign on Facebook and Instagram*. Presentation at Annual Conference of the Political Communication Division of the German Communication Association (DGPUK) 2025, Innsbruck, Austria.

2024

Rußmann, U. (2024, December 6). Participant of the roundtable discussion “*Superwahljahr 2024 - künstlich gesteuert oder real?*” [Super election year 2024—artificially controlled or real?]. Mediengipfel Lech, Lech, Austria.

Rußmann, U., & Reiter, F. (2024, October 25). *Politik auf Facebook und Instagram im Superwahljahr 2024*. Invited lecture in the lecture series „Mediale Meinungsbildung und Manipulation im Superwahljahr 2024“ University of Innsbruck, Austria.

Russmann, U., & Larsson, A. (2024, June 16-20). *Permanent campaigning or not? Party communication on Instagram in election and non-election times*. Presentation at the Reinventing Democracy: Campaigns and Discourses in the Age of Data, Computational Propaganda, and AI conference, Villa Collina, Cadenabbia, Italy.

2023

Reiter, G., Russmann, U., Einwiller, S., Seiffert-Brockmann, J., & Stürmer, L. (2023, September 14-15). *Role conflicts and coping strategies in communication practice in times of blurring boundaries between journalism, public relations and advertising*. Presentation at the Future of Journalism Conference 2023, Cardiff, UK.

Russmann, U., Seiffert-Brockmann, J., Einwiller, S., Stürmer, L., Reiter, G., & Hackl, L. (2023, August 7-10). *Journalism in times of blurring boundaries between journalism, PR and advertising*. Paper presentation at the 106th Annual Conferences of the Association of Education in Journalism and Mass Communication (AEJMC), Washington, D.C., USA.

Seiffert-Brockmann, J., Einwiller, S., Reiter, G., Stürmer, L., Russmann, U., & Reiter, G. (2023, May 25-29). *Role-conflicts in communication practice in times of blurring boundaries between public relations, advertising and journalism*. Paper presentation at the 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Kruschinski, S., Russmann, U., Haßler, J., Lilleker, D., Balaban, D. C., Baranowski, P., Ceron, A., Fenoll, V., Jackson, D. (2023, May 25-29). *Divisive, negative, and populist digital advertising?! Comparing populist and mainstream parties' communication strategies in Facebook campaign messages in 10 European countries*. Presentation at the 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Klinger, U., Russmann, U., & KocMichalska, K. (2023, May 24). *Personal, private, emotional? How political parties use personalization strategies on Facebook in the 2014 and 2019 EP election campaigns*. Paper presentation at the Preconference “Comparative Digital Political Communication: Comparisons across Countries, Platforms, and Time” at the 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

2022

Rußmann, U. (2022, December 2). *Qualitätsprobleme im Zusammengang des ‚Verschwimmens‘ von Werbung und Information*. Invited lecture at the lectures series „Blinde Flecken im Mediensystem? – Berichterstattung zwischen Ausgewogenheit und Krisenmodus“ University of Innsbruck, Austria.

Bene, M., Magin, M., Haßler, J., Rußmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2022, November 2-5). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections*.

Paper presentation at the Annual Conference of the Association of Internet Researchers (AoIR), Dublin, Irland.

Russmann, U., & David, Y. (Organizers) (2022, October 19). *ECREA pre-conference „Digital Election Campaigning Worldwide (DigiWorld)“*. Preconference at the 9th European Communication Conference (ECREA), Aarhus, Denmark.

Russmann, U., Lilleker, D., Bene, M., Farkas, X., Haßler, J., Jackson, D., Kruschinski, S., Larsson, A. O., Magin, M. & Veneti, A. (2022, October 19-22). *Liking, sharing or commenting – how different imagery evoke different audience responses on Facebook during elections*. Presentation at the 9th European Communication Conference (ECREA), Aarhus, Denmark.

Russmann, U., Reiter, G., Einwiller, S., Seiffert-Brockmann, J. & Stürmer, L. (2022, October 19-22). *Journalism in times of blurring boundaries between journalism, PR and marketing*. Presentation at the 9th European Communication Conference (ECREA), Aarhus, Denmark.

Seiffert-Brockmann, J., Russmann, U., Einwiller, S., Reiter, G., Stürmer, L. & Kresser, S. (2022, October 19-22). *Blurring boundaries between PR, advertising and journalism: Ethical challenges for PR practitioners and possible solutions*. Presentation at the 9th European Communication Conference (ECREA), Aarhus, Denmark.

Klinger, U., Koc-Michalska, K., & Russmann, U. (2022, May 26-30). *Are aggressive campaigns more successful? Negative campaigning, negative emotions, dramatization and populism in the EP election campaigns 2014-2019*. Paper presentation at the 72th Annual Conference of the International Communication Association (ICA), Paris, France.

Bene, M., Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2022, May 26-30). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections*. Paper presentation at the 72th Annual Conference of the International Communication Association (ICA), Paris, France.

Russmann, U., Klinger, K., & Koc-Michalska, K. (2022, May 8-11). *Are aggressive campaigns more successful? Negative Campaigning, Negative Emotions, Dramatization and Populism in the EP Election Campaigns 2014-2019*. Presentation at the Digital Campaigning in Dissonant Public Spheres conference, Villa Collina, Cadenabbia, Italy.

2021

Russmann, U. & Hess, A. (2021, September 6-9). *Online hate speech and its management in Austrian news media – perspectives of the online community management*. Presentation at the 8th European Communication Conference (ECREA), virtual.

Baranowski, P., Kruschinski, S., & Russmann, U. (2021, September 6-9). *Putting lipstick on a pig? Going negative in the 2019 European Election Campaign*. Presentation at the 8th European Communication Conference (ECREA), virtual.

Russmann, U., Farkas, X., Baranowski, P., Bene, M., Jackson, D. & Veneti, A. (2021, September 6-9). *Visual elements of the 2019 EP campaign on party Facebook: a twelve-country comparative analysis*. Presentation at the 8th European Communication Conference (ECREA), virtual.

Russmann, U. (2021, July 10-15). *Populist Communication in the 2019 EP election in Austria on Facebook: Only a phenomenon of the right-wing Freedom Party of Austria (FPÖ)?* Paper presented at

the 26th World Congress of Political Science of the International Political Science Association (IPSA), virtual.

Klinger, U., Koc-Michalska, K., & Russmann, U. (2021, July 10-15). *Populism on Facebook: An Analysis of Party Communication in the 2014 and 2019 EU Elections*. Paper presented at the 26th World Congress of Political Science of the International Political Science Association (IPSA), virtual.

Lilleker, D., Haßler, J., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Magin, M., Maurer, P., Russmann, U., Schlosser, K. & Veneti, A. (2021, July 10-15). *Populist election campaigning: assessing the spread and impact across 11 EU nations*. Paper presented at the 26th World Congress of Political Science of the International Political Science Association (IPSA), virtual.

Hayek, L., Mayrl, M., & Russmann, U. (2021, May 27-31). *Women politicians in Austria: Still not breaking the media ceiling*. Paper presentation at the 71th Annual Conference of the International Communication Association (ICA), virtual.

Kruschinski, S., Baranowski, P., Russmann, U., Hassler, J., Magin, M., Bene, M., Ceron, A., Lilleker, D., & Jackson, D. (2021, May 27-31). *Patterns of Negative Campaigning during the 2019 European Election: Political Parties' Facebook Posts and Users' Sharing Behavior across Twelve Countries*. Paper presentation at the 71th Annual Conference of the International Communication Association (ICA), virtual.

Rußmann, U. (Program Chair & Co-Organizer) (2021, April 7-8). 14. *Forschungsforum der österreichischen Fachhochschulen „Zukunft verantwortungsvoll gestalten!“* [Annual Conference of Austria's University of Applied Sciences]. Conference at the FHWien der WKW University of Applied Sciences of Management & Communication, Vienna, Austria (virtual).

Wurst, A.-K., Schlosser, K., Haßler, J., Kruschinski, S., Rußmann, U., Magin, M. & Fenoll, V. (2021, April 7-9). *"I have a clear mandate from my political family". A cross-national quantitative content analysis of Facebook posts of European and national parties in the 2019 European election campaigns*. Three-Country Conference on Communication Science "#Communication #(R)evolution. Changing Communication in a Digital Society", virtual.

Haßler, J., Wurst, A.-K., Schlosser, K., Magin, M., Bene, M., Rußmann, U. & Fenoll, V. (2021, March 26-27). *The same tool for different tasks? Facebook campaign strategies during the 2019 European Parliament election campaign*. Presentation at the ECREA Political Communication Conference 2021 "Communicating crisis: Political communication in the age of uncertainty", virtual.

Magin, M., Bene, M., Haßler, J., Lilleker, D., Kruschinski, S., Baranowski, P., Russmann, U., Farkas, X., Jackson, D. & Fenoll, V. (2021, March 26-27). *Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 EP elections*. Presentation at the ECREA Political Communication Conference 2021 "Communicating crisis: Political communication in the age of uncertainty", virtual.

Russmann, U., Magin, M., Haßler, J., Baranowski, P., Bene, M., Ceron, A., Farkas, X., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Schlosser, K., Veneti, A., & Wurst, A.-K. (2021, January 14-15). *"Populists" communication on Facebook during the 2019 EP Election*. Presentation at the Protagoras symposium on "Eclectic populism", virtual.

Baygert, N., Buidin, B., Durin, E., Le Moing-Maas, E., Nicolas, L., & Russmann, U. (Co-Organizer) (2021, January 14-15). *Protagoras symposium on "Eclectic populism"*, virtual.

2020

Russmann, U., Baranowski, P., Kruschinski, S., Ceron, A., Jackson, D., Lilleker, D., Magin, M., & Marton, B. (2020, August 26-28). *European Patterns of Negative Campaigning? Going Negative in the 2019 European Election Campaign*. Paper presentation at the 14th ECPR General Conference, Innsbruck, Austria.

Kruschinski, S., Haßler, J., Bene, M., Baranowski, P., Ceron, A., Fenoll, V., Jackson, D., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Russmann, U., Schlosser, K., Veneti, A., & Wurst, A.-K. (2020, January 30-31). *Really a European Populist Zeitgeist? How populists used Facebook posts and ads for campaigning across 11 countries in the European Election Campaign 2019*. Presentation at the Workshop on “European Elections 2019”, Amsterdam Centre for European Studies (ACES), Amsterdam, Netherlands.

Rußmann, U. (2020, January 9). *Digital Strategic Communication*. Invited talk at the Institute for Media and Communication Studies at the Free University Berlin, Berlin, Germany.

2019

Magin, M., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Haßler, J., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Russmann, U., & Schlosser, K. (2019, December 12-13). *How political parties tried to produce participation in the European Election Campaign 2019 – a comparative content analysis of parties’ Facebook campaigns in 11 countries*. Presentation at the Workshop on “The Production of Participation in the Digital World”, Trondheim, Norway.

Russmann, U. (2019, November 22). *Social media as strategic campaign tool: Austrian political parties use of social media over time*. Invited presentation at the Workshop on Media and Campaigning in the Digital Age (by Richard Davis & David Taras). Brigham Young University (BYU), Provo, USA.

Rußmann, U. (2019, November 20). *Participant of the roundtable discussion “Politik digital aktiv mitgestalten”* [Digital Participation in Politics]. Digital Society, Vienna, Austria.

Haßler, J., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Russmann, U., & Schlosser, K. (2019, November 20-22). *Campaigning for Strasbourg (CamforS) – a Cross-National Comparison of Campaign Mobilization in Social Media*. Presentation at the Congress on European Elections 2019: Populism & Euroscepticism, Valencia, Spain.

Russmann, U. (2019, October 28). *Medien und Politik: Ein spannungsreiches Verhältnis – „Those who have the power get the coverage“* [Media and Politics: A tensions-filled relationship – „Those who have the power get the coverage“]. Invited lecture at the University of Salzburg, Salzburg, Austria.

Russmann, U., & Hess, A. (2019, October 3-5). *News consumption and young people’s trust in online and social media*. Paper presentation at the Annual Conference of the Association of Internet Researchers (AoIR), Brisbane, Australia.

Russmann, U., & Hess, A. (2019, September 30 - October 1). *Austrian young adults trust in media - challenges*. Lightning talk at the 4th Annual Young, Creative Connected (YCC) Symposium, Brisbane, Australia.

Russmann, U. (2019, September 12-13). *The shift from a Volkspartei to a movement: Empirical perspectives on the strategic repositioning and image rebuilding of the Austrian People’s Party*.

Presentation at the ECREA PolComm Conference “Transforming Communication – Old and New Borders”, Poznan, Poland.

Russmann, U. (2019, September 12-13). *Social media as strategic campaign tool: Austrian political parties’ use of social media over time*. Presentation at the ECREA PolComm Conference “Transforming Communication – Old and New Borders”, Poznan, Poland.

Rußmann, U. (2019, June 22). *Politische Kommunikation in Österreich* [Political Communication in Austria]. Invited lecture at the Pädagogische Hochschule Tirol, Innsbruck, Austria.

Russmann, U., Svensson, J., & Larsson, A. (2019, May 24-29). *Portraying Politics – Instagram use in Scandinavian election campaigns*. Paper presentation at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.

Hayek, L., & Russmann, U. (2019, May 24-29). *Almost invisible: Female politicians increasing underrepresentation in campaign coverage in Austria over time*. Paper presentation at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.

Pezenka, I., Winkler, P., & Rußmann, U. (2019, April 24-25). *Eine explorative Analyse von Sales-Gesprächen basierend auf computergestützter Gesichtsausdrucksmessung* [An explorative analysis of sales conversations based on computer-aided facial expression measurement]. Paper presented at the 13th Annual conference of the Association of Austrian Universities of Applied Sciences, Wiener Neustadt, Austria.

Winkler, P., Pezenka, I., & Rußmann, U. (2019, April 24-25). *Markenmanagement in digitalen Netzwerken – Von Metaphern zum Modell* [Brand Management in Digital Networks]. Poster presented at the 13th Annual conference of the Association of Austrian Universities of Applied Sciences, Wiener Neustadt, Austria.

Rußmann, U. (2019, January 16). Participant of the roundtable discussion “Influencer-Marketing – Top oder Flop?” Kurier Business Breakfast organized by the Junge Wirtschaft der Wirtschaftskammer Wien, Vienna, Austria.

2018

Russmann, U. (2018, November 29-December 1). Participant of the panel discussion “Lying and distracting with images.” Annual Conference of the Visual Communication Division of the German Communication Association (DGPK) 2018, Vienna, Austria.

Russmann, U. (2018, November 29-December 1). *Wahlkampf auf Instagram und was bei Wählern ankommt und was nicht* [Campaigns on Instagram and voters’ perceptions]. Presentation at Annual Conference of the Visual Communication Division of the German Communication Association (DGPK) 2018, Vienna, Austria.

Rußmann, U. (2018, November 16). *Politische Kommunikation in Österreich* [Political Communication in Austria]. Invited lecture at the Pädagogische Hochschule Vorarlberg, Bregenz, Austria.

Russmann, U. (2018, November 8-9). *Productive, democratic validity claims? – Testing the role of Jürgen Habermas’ validity claims for the quality of public discourse*. Presentation at The Deliberative Quality of Communication Conference 2018, Mannheim, Germany.

Hayek, L., & Russmann, U. (2018, October 31 - November 3). *(How) Do we talk about women? Election coverage of female candidates in Austria*. Presentation at the 7th European Communication Conference (ECREA), Lugano, Switzerland.

Russmann, U. (2018, September 27-29). *Perceptions on Instagram: How stakeholders perceive postings on top candidates' Instagram accounts*. Paper presented at the Annual Congress of the European Public Relations Education and Research Association (EUPRERA), Aarhus, Denmark.

Russmann, U., & Lane, A. (2018, September 27-29). *Dialogue between theory and practice – challenges for future research agendas*. Paper presented at the Annual Congress of the European Public Relations Education and Research Association (EUPRERA), Aarhus, Denmark.

Rußmann, U. (2018, June 23). *Politische Kommunikation in Österreich* [Political Communication in Austria]. Invited lecture at the Pädagogische Hochschule Tirol, Innsbruck, Austria.

Rußmann, U. (2018, June 7). *Strategic Campaign Communication in the 2017 Austrian National Election*. Invited talk at the Institute for Media and Communication Studies at the Free University Berlin, Berlin, Germany.

Russmann, U., & Lane, A. (2018, May 23-24). *Mandating dialogue: a comparative international study*. Presentation at the 3rd PRSC & the 11th PRAD Conference as a 2018 ICA preconference, Prague, Czech Republic.

Rußmann, U., Hametner, M., & Posch, E. (2018, May 9-11). *Steuerfinanzierte Regierungskommunikation und staatliche Öffentlichkeitsarbeit: Eine Analyse der Facebook-Seiten der österreichischen Bundesminister*. Presentation at the 63th Annual Conference of the German Communication Association (DGPK), Mannheim, Germany.

Rußmann, U. (2018, May 3-4). *Social Media – neue Sphären für Populismus?* [Social media – new spheres for populism?] Invited talk at the Salzburg University of Education Stefan Zweig (Pädagogische Hochschule Salzburg Stefan Zweig), Salzburg, Austria.

Russmann, U. (2018, March 26-28). *Rebranding the Austrian People's Party: From a Volkspartei to a "movement"*. Presentation at the Political Studies Association (PSA) 68th Annual International Conference, Cardiff, UK.

Winkler, P., & Russmann, U. (2018, February 1-2). *Rethinking Political CSR as Agonistic Practice*. Presentation at the ECREA Organisational and Strategic Communication Section Conference 2018, Malaga, Spain.

2017

Russmann, U. (Organizer & Chair), Schreiber, M., Bernhardt, P., Vis, F., & Guy, H. (October, 18-21). *Analysing Visual Social Media*. Preconference Workshop at the Annual Conference of the Association of Internet Researchers (AoIR), Tartu, Estland.

Russmann, U. (2017, October 12-14). *Corporate Communication In The Age of Visual Social Media: Austria's Top 500 Companies' Use of Instagram*. Paper presented at the Annual Congress of the European Public Relations Education and Research Association (EUPRERA), London, UK.

Pezenka, I., Russmann, U., & Winkler, P. (2017, October 12-14). *Going Experiential In Public Relations Teaching: How To Enrich PR Classes With Biometric Research Tools*. Paper presented at the Annual

Congress of the European Public Relations Education and Research Association (EUPRERA), London, UK.

Russmann, U. (2017, September 7-8). *Instagram and branding - the case of the Austrian chancellor Christian Kern*. Presentation at the IPSA RC22 and RC10 Conference "Political Communication in Uncertain Times: Digital Technologies, Citizen Participation and Open Governance", Pamplona, Spain.

Svensson, J., & Russmann, U. (2017, September 7-8). *Broadcasting Achievements. Swedish Parties Social Media Posting Practices in-between Elections*. Presentation at the IPSA RC22 and RC10 Conference "Political Communication in Uncertain Times: Digital Technologies, Citizen Participation and Open Governance", Pamplona, Spain.

Rußmann, U. (2017, June 24). *Politische Kommunikation in Österreich* [Political Communication in Austria]. Invited lecture at the Pädagogische Hochschule Tirol, Innsbruck, Austria.

Russmann, U. (2017, May 25-29). *Going Negative on Facebook*. Paper presentation at the 67th Annual Conference of the International Communication Association (ICA), San Diego, USA.

2016

Svensson, J., & Russmann, U. (2016, November 9-12). *Political Parties Social Media Practices Between Elections in Sweden Today*. Presentation at the 6th European Communication Conference (ECREA), Prague, Czech Republic.

Russmann, U., & Svensson, J. (2016, November 9-12). *Staying on the bandwagon – Adoption and use of Instagram*. Presentation at the 6th European Communication Conference (ECREA), Prague, Czech Republic.

Russmann, U. (Organizer & Chair), Svensson, J., Brown, B., Boccia Artieri, G., & Serafinelli, E. (2016, October 5-8). *Instagram – the return of visual communication and its methodological challenges*. Fishbowl session at the Annual Conference of the Association of Internet Researchers (AoIR), Berlin, Germany.

Rußmann, U. (2016, July 11). *Kommunikationswissenschaft als Beruf in Zeiten von Internationalisierung und Digitalisierung – ein Ausschnitt* [Communication sciences as profession in times of internationalization and digitalization]. Invited lecture at the Department of Communication, University of Mainz, Mainz, Germany.

Rußmann, U. (2017, June 17). *Politische Kommunikation in Österreich* [Political Communication in Austria]. Invited lecture at the Pädagogische Hochschule Tirol, Innsbruck, Austria.

Russmann, U. (2016, May 23-27). *Negative emotions on Facebook*. Presentation at the International Conference Information Technology and Journalism's workshop on "ICT and participation: innovations in digital democracy", Dubrovnik, Croatia.

Russmann, U., & Svensson, J. (2016, May 18-20). *How to Study Instagram? Reflections on Coding Visual Communication Online*. Paper presented at CeDEM – Conference for E-Democracy and Open Government, Krems, Austria.

2015

Russmann, U. (2015, December 1-2). *Finding strategic communication within political communication - (just) a problem of labeling?* Presentation at the International Workshop "To progress or not to progress? Reflections on achievements and directions for strategic communication", Leipzig, Germany.

Russmann, U. (2015, November 11). *Social-Media-Nutzung im Alltag* [Social media use in everyday life]. Invited talk at the workshop at Private PHÖNIX Neue Mittelschule [PHOENIX new secondary school] (Young Science-Initiative, OeAD – Austrian agency for international mobility and cooperation in education, science and research), Vienna, Austria.

Russmann, U. (2015, November 19-22). *Negative online stakeholder engagement in Austria* (Panel on “International perspectives of negative stakeholder engagement”). Paper presented at the National Communication Association 101st Annual Convention, Las Vegas, USA.

Russmann, U. (2015, October 15). Participant of the panel discussion „Absolventinnen und Absolventen im Beruf: Erwartungen, Erfahrungen, Einsichten“ at the symposium conducted for farewell of Ao. Univ.-Prof. Dr. Roland Burkart, Vienna, Austria.

Russmann, U., Svensson, J., & Filimonov, K. (2015, October 2-3). *Interaction on Instagram? Glimpses from the Swedish 2014 Elections*. Presentation at the IPSA RC34, RC22 and RC10 Conference “Communication, Democracy and Digital Technology”, Rovinj, Croatia.

Magin, M., Russmann, U., Hassler, J., & Podschuweit, N. (2015, August 27-28). *Taking New Chances? Political Parties' Use of Social Media in the 2013 National Election Campaigns in Germany and Austria*. Presentation at the 2015 ECREA Political Communication Conference, Odense, Denmark.

Svensson, J., Russmann, U., & Filimonov, K. (2015, August 13-15). *Picturing the Party: Political Party Uses of Instagram in the Swedish 2014 Elections*. Presentation at the NordMedia 2015, Copenhagen, Denmark.

Russmann, U., & Lane, A. B. (Organizers & Chairs) (2015, May 21). *Discussion, Dialogue, Discourse: Meanings and Methods*. Preconference at the 65th Annual Conference of the International Communication Association (ICA), Public Relations Division, San Juan, Puerto Rico, USA.

Burkart, R., & Russmann, U. (2015, May 11-14). *Quality of Understanding in Campaign Communication of Political Parties and Mass Media in Austria (1970-2008)*. Presentation at the 13th Annual International Conference on Communication and Mass Media, Athens, Greece.

Rußmann, U. (2015, April 22). *Nutzung von Social Media – Theoretische Betrachtungen* [Social media use – Theoretical reflections]. Invited talk at the Tourismus:Medien:Fokus conference at the FHWien University of Applied Sciences of WKW, Department of Journalism & Media Management, Vienna, Austria.

Gonser, N., & Rußmann, U. (Organizers & Chairs) (2015, March 19-20). *Verschwimmende Grenzen zwischen Journalismus, Public Relations, Marketing und Werbung* [Blurred lines between journalism, public relations, marketing, and advertising]. Conference at the FHWien University of Applied Sciences of WKW, Vienna, Austria.

2014

Russmann, U. (2014, December 11). *Quality of Understanding – Measuring Deliberation/Discourse Quality*. Invited lecture (Master program) at the Department of Communication, University of Jyväskylä, Finland.

Russmann, U. (2014, December 10). *Online Engagement and the Quality of Discourse*. Invited lecture (Bachelor program) at the Department of Communication, University of Jyväskylä, Finland.

Russmann, U. (2014, November 12-15). *Political social media use in Austria: Giving smaller, challenging parties another voice* (Panel on "Political Uses of Social Media – Five European Perspectives"). Presentation at the 5th European Communication Conference (ECREA), Lisbon, Portugal.

Magin, M., & Russmann, U. (2014, November 12-15). *Talking Politics on Facebook? The Political Discourse on the Facebook Pages of German and Austrian Political Parties*. Presentation at the 5th European Communication Conference (ECREA), Lisbon, Portugal.

Russmann, U. (Chair & Respondent) (2014, November 7). Young Scholar Panel at the 20th Anniversary Conference of the Institute for Comparative Media and Communication Studies, Austrian Academy of Sciences, "Changing Media – Changing Democracy? Exploring the Democratic Potential of Social Media", Vienna, Austria.

Russmann, U. (2014, October 30). *Communication of Organizations in Austria in an Online Environment*. Invited talk at the Department of Informatics and Media, Uppsala University, Uppsala, Sweden.

Russmann, U. (2014, September 11-13). *Voter Targeting Online*. Paper presented at the Annual Congress of the European Public Relations Education and Research Association (EUPRERA), Brussels, Belgium.

Russmann, U. (2014, July 19-24). *Voter Targeting on the Web: A comparative longitudinal analysis of voter targeting online on parties' websites during the 2008/2009 and 2013 Austrian and German election campaigns*. Paper presented at the XXIII World Congress of Political Science of the International Political Science Association (IPSA), Montreal, Canada.

Klinger, U., & Russmann, U. (2014, June 24-27). *Who deliberates online? Sociodemographics of Engaging in Online Public Spheres*. Presentation at the Civic political engagement and public spheres in the new digital era" conference (Cevipof SciencesPo und SciencesCom), Paris, France.

Magin, M., & Russmann, U. (2014, May 28-30). *Politische Partizipation auf Facebook? Eine Analyse der politischen Diskurse auf den Facebook-Seiten deutscher und österreichischer Parteien* [Political Participation on Facebook? An analysis of the political discourse on German and Austrian political parties' Facebook pages]. Presentation at the 59th Annual Conference of the German Communication Association (DGPK), Passau, Germany.

Russmann, U., & Winkler, P. (2014, May 22-26). *Social Media Engagement as a Myth? Austria's Top 500 companies on Social Media*. Paper presentation at the 64th Annual Conference of the International Communication Association (ICA), Seattle, USA.

Klinger, U., & Russmann, U. (2014, May 22-26). *The Sociodemographics of Political Public Deliberation: How to measure deliberative quality among different user groups*. Paper presentation at the 64th Annual Conference of the International Communication Association (ICA), Seattle, USA.

Svensson, J., Kumar, V., Russmann, U., Klinger, U., Schossböck, J., & Wamala, C. (Organizers) (2014, March 9-15). *International Summer School on ICT for Democracy*, New Delhi, India.

Klinger, U., & Russmann, U. (Chairs & Presenters) (2014, March 13). *E-Campaigning & E-Voting*. Workshop at the International Summer School on ICT4Democracy, New Delhi, India.

Klinger, U., & Russmann, U. (2014, March 11). *E-Campaigning*. Keynote at the International Summer School on ICT4Democracy, New Delhi, India.

Russmann, U. (2014, January 8-9). A “new” Campaign Tool in Austrian Election Campaigns: The Use of Social Media in the 2013 Austrian Elections from a Political Party Perspective. Paper presentation at the 5th Annual International Conference on Democracy as Idea and Practice, Oslo, Norway.

2013

Russmann, U. (2013, October 3-5). *Business communication online and its effects on consumer engagement: An analysis of social media profiles of the Top 500 companies in Austria*. Paper presentation at the Annual Congress of the European Public Relations Education and Research Association (EUPRERA), Barcelona, Spain.

Rußmann, U. (2013, October 15). *How to increase young people’s interest in politics in Austria – again?* Panel discussion (with Gehard Fenkart-Fröschl, Sophie Karmasin, Matthias Strolz) at the FHWien University of Applied Sciences of WKW, Vienna, Austria.

Rußmann, U., & Winkler, P. (2013, July 11). *Einsatz von Social Media in den Ö Top 500 – Status Quo und Herausforderungen der Zukunft* [Social Media Usage by Austria’s Fortune 500]. Invited talk at the Profi-Meeting of the Public Relations Association Austria (PRVA), Graz, Austria.

Klinger, U., & Russmann, U. (2013, June 25-29). *The Quality of Public Online Participation: How to measure participatory online communication among different user groups*. Presentation at the International Association of Media and Communication Research (IAMCR), Dublin, Ireland.

Klinger, U., & Russmann, U. (2013, May 22-25). *Online Deliberation in Local Politics. An empirical analysis of the Zurich Online Debate of 2011*. Paper presented at the CeDEM - Conference for E-Democracy and Open Government, Krems, Austria.

Rußmann, U. (2013, April 13). *ONLINE MITREDEN 2020* [Talking online 2020]. Panel discussion at the Future Conference on Democracy of the Greens–The Green Alternative, Vienna, Austria.

Rußmann, U. (2013, April 13). *Online Mitreden: Worum geht es?* [Talking online – what is it about?]. Keynote at the Future Conference on Democracy of the Greens–The Green Alternative, Vienna, Austria.

Klinger, U., & Russmann, U. (2013, April 12-13). *Bürgerbeteiligung Online: Transdisziplinarität und eine empirische Analyse der Zürcher Stadtdebatte 2011* [Public online participation. Transdisciplinarity and an empirical analysis of the Zurich Online Debate of 2011]. Presentation at the Annual Conference of the Swiss Association for Communication and Media Research (SGKM), Winterthur, Swiss.

Rußmann, U. (2013, April 3-4). *Zielgruppenansprache im Web* [Online stakeholder communication]. Paper presented at the 7th Annual conference of the Association of Austrian Universities of Applied Sciences, Dornbirn, Austria.

2012

Russmann, U. (2012, November 15-17). *Politische Diskurse in Social Media: Empirische Befunde zur Qualität der verständigungsorientierten Kommunikation auf Facebook* [Political Discourse on Social Media]. Presentation at the Mediensymposium 2012 „Demokratisierung durch Social Media?“, Zurich, Switzerland.

Burkart, R., & Russmann, U. (2012, November 1-3). *Beeinflussung durch Verständigung? Die Diskursqualität von Presseaussendungen politischer Parteien in österreichischen Nationalratswahlkämpfen. Ein Langzeitvergleich: 1970-2008* [The quality of discourse in political

parties press releases in Austrian national elections between 1970 and 2008]. Presentation at Annual Conference of the PR and Organizational Communication Division of the German Communication Association (DGPK), Munich, Germany. (Best Presentation Award)

Russmann, U. (2012, July 8-12). *Going Negative and Going Positive: Political Parties' Communication Strategies in Election Posters, Campaign Ads and Press Releases during the 2008 Austrian National Election Campaign*. Paper presentation at the XXII World Congress of the International Political Science Association (IPSA), Madrid, Spain.

Russmann, U. (2012, June 21). *Die Zuschreibung von Misstrauen: Eine politische PR-Strategie in der Wahlkampfkommunikation?* [Ascription of mistrust. A political PR strategie in campaign communication?] Presentation at the Conference on „Öffentliches Vertrauen in der Mediengesellschaft“, Leipzig, Germany.

Russmann, U. (2012, April 10-15). *Examining Online Public Discourse on Facebook: An Analysis of Political Campaign Communication in Austria*. Paper presentation at the European Consortium for Political Research (ECPR) Joint Session Workshop “Parties and Campaigning in the Digital Era”, Antwerp, Belgium.

Russmann, U. (2012, January 20). *Web Campaigning in Österreich* [Web Campaigning in Austria]. Invited talk at the Austrian Regulatory Authority for Broadcasting and Telecommunications (RTR), Vienna, Austria.

2011

Rußmann, U., Beinstein, A., & Hug, T. (Organizers) (2011, November 29). *Medientag 2011 des interfakultären Forums Innsbruck Media Studies „Grenzenlose Enthüllung? – Medien zwischen Öffnung und Schließung“* [2011 Media day of the interfaculty forum Innsbruck Media Studies on „Media and cultural dynamics between disguise and disclosure], Innsbruck, Austria.

Russmann, U., & Tenscher, J. (Organizers & chairs) (2011, September 29-October 1). *Wahlkampföffentlichkeit(en) im Umbruch? Neue Strukturen, Inszenierungen und (Ver-)Wandlungen* [Campaign publics on the move? New structures, political staging and transformation]. Panel at the Dreiländerkongress „Neuer Strukturwandel der Öffentlichkeit“ [3-country congress] of the German, Austrian and Swiss Associations of Sociology, Innsbruck, Austria.

Russmann, U. (2011, September 21-23). *Examining Online Public Discourse in Social Network Sites*. Paper presentation at the 64th Annual Conference of the World Association for Public Opinion Research (WAPOR), Amsterdam, Netherlands.

Russmann, U. (2011, August 24-27). *Going Negative and Going Positive: Political Parties' Communication Strategies in their Press Releases during the 2008 Austrian National Elections*. Paper presentation at the 6th ECPR General Conference, Reykjavik, Island.

Russmann, U. (2011, June 22). *A New Look at Agenda-Setting Effects: Online Media and Mass Media Use*. Invited talk at the workshop on “Agenda-Setting” in honor of Professor Maxwell McCombs of the Institute for Comparative Media and Communication Studies of the Austrian Academy of Sciences and the Department of Communication at the University of Vienna, Vienna, Austria.

Rußmann, U. (2011, May 26). Panel discussion of the Academic Forum for Foreign Affairs on *Die Arabische Welt im Umbruch: Der Einfluss von Technologie, Information und Medien* [The arabic world in change: The influence of technology, information and media], Innsbruck, Austria.

Döveling, K., Rußmann, U., & Haferkamp, N. (2011, January 27-29). *Der ‚Click ins Netz‘ – Internet als interaktive Informations- und Emotionsquelle. Uses and Gratifications auf dem Prüfstand* [Internet as interactive information and emotions source. Rethinking the uses and gratifications approach]. Presentation at the Annual Conference of the Media Audiences and Effects Division of the German Communication Association (DGPUK), Munich, Germany.

2010

Russmann, U. (2010, December 2). *Social Network Sites und Minderheiten* [Social network sites and ethical minorities]. Invited talk at the University of Innsbruck, Innsbruck, Austria.

Russmann, U. (2010, September 16-17). *Targeting via the Web*. Paper presentation at the Internet, Politics, Policy Conference (IPP), Oxford, UK.

Russmann, U. (2010, September 15-16). *Parties and Candidates on the Web – A Cross-national comparison of Party and Candidate Website Communication in the 2008 Austrian and 2009 German National Elections*. Paper presentation at the workshop on “Elections, Campaigning and Citizens Online” (organized by Rachel Gibson at the Oxford Internet Institute), Oxford, UK.

Russmann, U. (2010, July 5-9). *Web Campaigning in Austria*. Paper presentation at the Intern. Summer School on „Political Communication & Electoral Behaviour“, Milano, Italy.

Rußmann, U. (2010, May 12-15). *Web-Wahlkampf in Deutschland und Österreich – Eine vergleichende Strukturanalyse der Websites deutscher und österreichischer Parteien in den nationalen Wahlkämpfen 2008/09* [Web campaigning in Germany and Austria]. Presentation at the 55th Annual Conference of the German Communication Association, Ilmenau, Germany.

2009

Burkart, R., & Russmann, U. (2009, November 19-21). *Journalism, Deliberative Democracy and the Role of Doubts: An Analysis of Political Campaign Communication in Austria*. Presentation at the International Conference (ECREA) “Journalism Research in the Public Interest”, Winterthur and Zurich, Switzerland.

Burkart, R., & Rußmann, U. (2009, November 5-7). *Öffentliche Problematisierung von Authentizität: Eine Untersuchung anhand der Österreichischen Wahlkampfkommunikation* [Public problematization of authenticity]. Presentation at Annual Conference of the PR and Organizational Communication Division of the German Communication Association (DGPUK), Offenburg, Germany.

Russmann, U. (2009, October 8-10). *Campaigning Online in the 2008 Austrian National Elections*. Paper presentation at the 10th Annual Conference of the Association of Internet Researchers (AoIR), Milwaukee, USA.

Russmann, U. (2009, July 21-23). *Web Campaigning in Austria: A Structural Analysis of Austrian Party Websites in the 2008 National Elections*. Presentation at the Annual Conference of the International Association of Media and Communication Research (IAMCR), Mexico City, Mexico.

Russmann, U. (2009, May 21-25). *Gender-specific Behavior on Information and Communication Platforms*. Paper presentation at the 59th Annual Conference of the International Communication Association (ICA), Chicago, USA.

Russmann, U. (2009, April 6-8). *The Information Role of Party Websites in the 2008 Austrian National Elections*. Presentation at the 11th International GENERAL ONLINE RESEARCH Conference, Vienna, Austria.

Burkart, R. & Rußmann, U. (2009, February 26-28). *Journalistische Qualität als inhaltlicher Angelpunkt von Selbstkontrolle. Ein empirischer Messversuch anhand der Berichterstattung über Europathemen im Rahmen des Nationalratskampfes 2008 in Österreich* [Journalistic quality as pivotal point of self-control]. Presentation at the Conference on European publicness and journalistic responsibility, Vienna, Austria

Rußmann, U. (2009, January 23). *Webwahlkampf in Österreich 2008* [Web campaigning in the 2008 Austria elections]. Invited talk at the Forum of Experts (www.expertenforum.at), Vienna, Austria.

2008

Rußmann, U. (2008, November 6-9). *Wirkungen der Onlinenutzung auf die persönliche Themenagenda und den öffentlichen politischen Diskurs* [Effects of online use on the individual agenda and on political discussions in social networks]. Presentation at Annual Conference of the Computer-mediated Communication Division of the German Communication Association (DGPK), Ilmenau, Germany.

Rußmann, U. (2008, May 15-16). *Die politische Informiertheit von Offlinern und Onlinern im Kontext von Onlinenutzung und klassischer Mediennutzung am Beispiel der österreichischen Präsidentschaftswahlen 2004* [The political knowledgeability of offline and online news users in the context of the 2004 Austrian presidential elections]. Presentation at the Annual Conference of the Working Group "Elections and Political Attitudes" of the German Association of Political Scientists (DVPW), Duisburg, Germany.

Russmann, U. (2008, September 5-8). *Gender-specific Behavior in Web Based Communication Networks: Gender Barriers to Access and Gender Barriers to Usage*. Paper presentation at the 1st ISA World Forum of Sociology (International Sociological Association), Barcelona, Spain.

Russmann, U. (2008, March 10-12). *A New Look at Agenda-Setting Effects: Online Media and Mass Media Use*. Presentation at 10th International GENERAL ONLINE RESEARCH Conference, Hamburg, Germany.

2005

Rußmann, U. (2005, March 3-5). *Barrieren der Teilnahme an Kommunikation in internetbasierten Netzwerken* [Barriers of participation in online communication]. Paper presentation at the Conference on „wissenstransform. Wissensmanagement in gleichstellungsorientierten Netzwerken“ (University of Göttingen), Göttingen, Germany.

Media Appearance

04.10.2025 – Interview in **Salzburger Nachrichten**: „Die Schattenspieler“, p. 9 (print) and <https://www.sn.at/wochenende/die-gestaendnisse-peter-hochegger-wie-verhaberung-oesterreich-185357887>

01.07.2025 – Interview/**Podcast for Linde Verlag**: „Regierungsprogramm Digitalisierung und Medien“, <https://lindemedia.at/podcast/262-uta-rusmann-regierungsprogramm-digitalisierung-und-medien>

29./30.04.2025 – Interview for **reeins.tv – das außerfernsehen**: „Die REportage - UNSocial Media“, <https://www.youtube.com/watch?v=mrTKD3bNQfE>

13.02.2025 – Interview in **SALTO**: „Da steckt viel Strategie dahinter“, <https://salto.bz/de/article/11022025/medien-demokratie-gefahr>

01.10.2024 – Interview in **Salzburger Nachrichten**: „Junge wählen rechts: Wie Kickl und seine FPÖ bei jungen Wählern punkten können“, <https://www.sn.at/politik/innenpolitik/junge-wie-kickl-fpoe-waehlern-165988552>

12.09.2024 – Interview in **Salzburger Nachrichten**: „TikTok und Instagram im Wahlkampf: Warum Kickl online dominiert“, <https://www.sn.at/politik/nationalratswahl-2024/soziale-medien-wahlkampf-wie-oesterreichs-politiker-tiktok-instagram-164950804>

07.08.2024 – Interview in **Horizont**: „Was Corporate Podcasts so wertvoll macht“. <https://www.horizont.at/medien/news/unternehmen-zum-anhoeren-was-corporate-podcasts-so-wertvoll-macht-95370>

24.04.2024 – Interview in **Wochenmagazin ff.**, Issue 2, p. 40-41: „Ausziehen für Reichweite“. <https://www.ff-bz.com/gesellschaft-wissen/2024-17/ausziehen-fuer-reichweite.html>

06/07.04.2024 – Interview in **Kronen Zeitung**: „Innsbrucker Wahlkampf digital: Kleine und große Pannen“.

28.02.2024 – Interview in **Dolomiten: Das Tagblatt der Südtiroler** (p. 17): „Facebook beeinflusst unser Informationsverhalten“.

27.02.2024 – Interview in **stol.it Nachrichten für Südtirol**: „Damit beeinflusst Facebook direkt unser Informationsverhalten“. <https://www.stol.it/artikel/wirtschaft/facebook-beeinflusst-unser-informationsverhalten>

02.2024 – Interview in **PR Report** (p. 22-25): Wo liegt die „Milli-Vanilli-Linie“?

26.09.2023 – Interview in **Vorarlberger Nachrichten**: „Was könnte ein rechtspopulistischer Wahlsieg mit der Gesellschaft machen?“ <https://www.vn.at/politik/2023/09/26/was-koennte-ein-rechtspopulistischer-wahlsieg-mit-der-gesellschaft-machen.vn>

16.09.2023 – Interview auf **krone.at**: „Warum Freibier Politikern mehr bringt als Facebook“.

30.11.2022 – Interview in **Deutschlandfunk** (Radio): „Radio mit besonderem Anstrich“. <https://www.deutschlandfunk.de/wenn-unternehmen-selbst-radio-machen-100.html>

20.04.2022 – 4GAMECHANGERS Studio Talk, **ORF & PULS24** (TV): „Die Macht der Neuen Medien: Ukraine vs. Russland“. <https://4gamechangers.io/de/a/powerofmedia/>

31.03.2022 – Interview in **Salzburger Nachrichten**: „Selenskyj, Obama, Van der Bellen: Politiker und ihre Profile im Netz“. <https://www.sn.at/panorama/medien/selenskyj-obama-van-der-bellen-politiker-und-ihre-profile-im-netz-119264311>

25.11.2020 – Interview in **Salzburger Nachrichten**: „Streamen in der Nische“. <https://www.sn.at/panorama/medien/streamen-in-der-nische-96138427>

21.10.2020 – Interview in **ORF1** (08:15 p.m.; TV documentary): „Dok 1 Guter Trump – Böser Trump“.

06.2020 – Interview in **Studio!**, Issue 2, June 2020, pp. 10–13 (Insert in **Der Standard**): „Die Aufmerksamkeit ist ein Vogerl“.

07.01.2020 – Interview in **meinbezirk.at**: „Auf Wahlkampf im Internet“. (www.meinbezirk.at/waehring/c-lokales/auf-wahlkampf-im-internet_a3851358)

13.12.2019 – Interview in **ORF Radio Ö1 matrix** „Digitale Partizipation“ (07:00 p.m.)

25.10.2019 – Interview in **Frankfurt Allgemeine Zeitung** (p. 15): „Wem gehören die achthunderttausend?“.

27.09.2019 – Interview with **Euronews**: Austria elections: “Who is winning the social media campaign? | #TheCube“. (<https://www.euronews.com/2019/09/27/austria-elections-who-is-winning-the-social-media-campaign-thecube>)

29.07.2019 – Interview in **Die Presse** (p. W2): „Die gläserne und die mediale Decke“.

06.2019 – Interview in **Studio!**, Issue 2, June 2019, pp. 20–23 (Insert in **Der Standard**): „Mehr als #TAUSEND #WORTE“.

11.03.2019 – Interview for **Compass.at/blogheim.at**: „Bilder sind weit weg von der Realität“. (<http://www.comepass.at/influencer-frauenbild/>)

06.03.2019 – Discussion round in **ORF Radio Ö1 Journal Panorama** (06:25 p.m.): „Frauen an der Macht“.

08.02.2019 – Interview in **Horizont**: „Spezialisten und strategische Skills sind gefragt“. **Horizont**, Issue 6, p. 19.

17.01.2019 – Reporting on panel discussion in **Kurier** (p. 11): „Influencer Marketing ist ein beinhartes Geschäft“.

03.-06.09.2018 – Interview with **ORF Radio Ö1 Radiokolleg** zum Thema „Das geht ins Auge – Dem Seh-Sinn auf der Spur“. (Part 3 & 4, 9.05 a.m.).

12.10.2017 – Interview with **dpa international** (Deutsche Presse Agentur): “Rightists stand to profit as dirty campaigning grips Austria”.

27.09.2017 – Interview with **Radio NJOY 91,3** about the 2017 Austrian National Election.

09.2017 – Interview in **profil.bestseller**: „Generation Vielfalt“. **Medien Spezial** 2017, pp. 32-34 (http://www.bestseller.at/fileadmin/user_upload/epaper/2017/medienspezial/index.html#32).

07.2017 – Interview in **bestseller**: „Interne Kommunikation. Die Kunst der Reduktion“. **bestseller**, 4/2017, pp. 56-58 (www.bestseller.at/fileadmin/user_upload/epaper/2017/0417/index.html#56)

06.2017 – Interview in **Studio!**, Issue 2, June 2017, pp. 23-24 (Insert in **Der Standard**): „Die Plattform der geschönten Wahrheiten“.

21.04./02.05.2017 – Interview in **Horizont**: „Konzerne machen um Instagram noch einen großen Bogen“. Print 21.04.2017, Horizont, No. 16; Horizont online 02.05.2017: www.horizont.at/home/news/detail/konzerne-machen-um-instagram-noch-einen-grossen-bogen.html?cHash=87f4f568d38be1a976d375517faa4aea

23./31.03.2017 – Interview in **Der Standard**: „Medienforscherin: ‚Es gibt Parallelen zwischen der FPÖ und Trump‘“. Print 23.03.2017, ForschungSpezial, p. 10; Online 31.03.2017: <http://derstandard.at/2000055022751/Medienforscherin-Es-gibt-Parallelen-zwischen-der-FPOe-und-Trump>

29.11.2016 – Interview in **ORF2** (29.11.2016, 20:15p.m. TV documentary): „Wahl 16: Die 2 im Porträt - Vor der Entscheidung“.

17.10.2016 – Interview in **Kurier**: „Staatsanwaltschaft untersucht Hasspostings auf Straches Facebook-Seite“ (<https://kurier.at/politik/inland/absichtliche-verbreitung-von-hasspostings-fpoe-streitet-ab/225.845.777>) and Online: (<https://futurezone.at/netzpolitik/facebook-seite-von-strache-ist-keine-plattform-fuer-kritiker/225.858.598>): „Facebook-Seite von Strache ist keine Plattform für Kritiker“.

08.09.2016 – Interview in **ZIB24** (ORF1, TV news): „Kommunikationsexpertin: "rot-weiß-rot" im Mittelpunkt“.

21.04.2016 – Interview in **Mokant.at** (Online-Magazin) (<http://mokant.at/1604-bp-wahl-online-marketing-social-media/>): „BP-Wahl: Mit halbem Herz im Social Web“.

21.10.2015 – Interview in **Falter**, No. 43, pp. 43-44: „Quadratisch, praktisch, gut. Zum Semesterbeginn vermisst der Falter die Universitäten der Stadt. Dieses Mal die Schulen der Praktiker, Planer und Pragmatiker: die Wiener Fachhochschulen“.

28.09.2015 – Interview in **ORF Sendung Ö1 Radiokolleg** – Lernen Sie Geschichte! zum Thema „Die ‚goldenen‘ 70er Jahre – Österreich im Aufbruch“ (9:05a.m.).

02.11.2013 – Interview in **Die Presse** and **diepresse.com** (31.10.2013) (<https://www.diepresse.com/1471169/die-community-macht-keine-pause>): „Die Community macht keine Pause“.

09.2013 – Interview in **Studio!**, Issue 3, Sept. 2013, pp. 20-21 (Insert in **Der Standard**): „Charme oder Reichweite. Wie nutzen die Top 500-Unternehmen Österreichs die sozialen Medien? Eine neue Studie verrät es“.

13.09.2013 – Interview in **PR-Journal** (together with P. Winkler) (www.pr-journal.de/fragen-und-meinungen/das-pr-interview/13655-pr-interview-nr-99-uta-russmann-und-peter-winkler-social-media-praesenz-allein-schafft-keine-partizipation-oder-vernetzung.html): „Social Media Präsenz allein schafft keine Partizipation oder Vernetzung“.

02.09.2013 – Interview in **ORF ZIB Magazin** (19:45p.m., ORF1, TV news): „Designs der neuen Parteien“.

25.08.2013 – Interview in **Die Presse am Sonntag** (p. 7) and **diepresse.com** (<http://diepresse.com/home/politik/nrwahl2013/1444857/Wer-im-Netz-die-meisten-Waehler-fischt?from=suche.intern.portal>): „Wer im Netz die meisten Wähler fischt“.

13.07.2013 – Interview in **Die Kleine Zeitung** and **www.kleinezeitung.at** (12.07.2013) (www.kleinezeitung.at/nachrichten/wirtschaft/3354477/so-nutzen-top-500-sozialemedien.story): „So nutzen die Top-500 soziale Medien“.

06.2013 – Interview in **Steirische Wirtschaft**: „Soziale Netzwerke: Dabeisein ist nicht alles“. Steirische Wirtschaft, Vol. 12, No. 24, pp. 4-5; (www.stwi.at/index.php?path=stwi_2013-24).

23.06.2013 – Interview in **Die Presse am Sonntag** (p. 4) and **diepresse.com** (22.06.2013) (<http://diepresse.com/home/politik/innenpolitik/1421798/Der-gezwungen-lockere-Kampf-um-die-Jungwaehler>): „Der (gezwungen) lockere Kampf um die Jungwähler“.

02./03.05.2013 – Interview in **UniStandard** (Insert in **Der Standard**) (p. U3) and **derstandard.at** (02.05.2013) (<http://derstandard.at/1363709828487/Zarter-Wahlkampf-im-Netz-Schuhe-Polaroids-und-Autos>): „Zarter Wahlkampf im Netz: Schuhe, Polaroids und Autos“.

03/04.2013 – Interview in **the gap** „Ein Logo ist demokratisch ein Wahnsinn“ – Stronach, Neos, Piraten – im Superwahljahr betreten neue politische Gruppierungen österreichweit die Bühne. Welches Design sich die Gruppen verpasst haben, verrät einiges. the gap, Issue 134, March/April 2013, pp. 44-45. <https://thegap.at/ein-logo-ist-demokratisch-ein-wahnsinn/>

27.02.2013 – Interview in **Der Standard Forschung Spezial** (p. 9) and **derstandard.at** (<http://derstandard.at/1361241232829/Ein-Wahlkampf-fuer-alle-und-niemanden>): „Ein Wahlkampf für alle und niemanden“.

22.11.2011 – Life-Interview on **Welle 1, Campusradio**, 18:00-20:00p.m.: „Grenzenlose Enthüllung? – Medien zwischen Öffnung und Schließung“.

29.10.2011/30.10.2011 – Interview in **diepresse.com** and **Die Presse** (Print, pp. 6-7): „Facebook-Faymann ist (noch lange) kein Strache“.

20.04.2010 – Interview in **ORF Radio Tirol** (program „Hallo Tirol“, 12:00-15:00p.m.): „Wie gefährlich sind Facebook und Co.“

05.12.2008/ed 11 – Interview in **extradienst**: „Mach's wie Obama“, p. 182ff.

12.09.2008 – Interview in **Wiener Zeitung**: „Web-Wahlkampf in den Kinderschuhen“, p. 3.