

UNIV.-PROF. MAG. DR. UTA RUßMANN

PRESENTATIONS, INVITED TALKS, INVITED LECTURES, ORGANIZED (PRE)CONFERENCES

2025

Hayek, I., & Russmann, U. (Organizers) (2025, September 4-5). *2025 ECREA Political Communication Section Interim Conference*. Innsbruck, Austria.

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/>

Dander, V., Haller, S. M., Jarosik, K., Leistert, O., Missomelius, P., Pallaver, G., Panizzutti-Giuliani, S., Rummler, K., Rußmann, U., & Schipflinger, M. (2025, April 24- 26 April). Conference *"Medien – Wissen – Bildung 2025"*. Innsbruck, Austria.

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.

Dan, V., & Russmann, U. (Organizers) (2025, June 12-16). *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 Ringvorlesung „Blinde Flecken im Mediensystem? - Berichterstattung zwischen Ausgewogenheit und Krisenmodus“ Universität Innsbruck, 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, Ireland.

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.

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 FH Wien 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 (ECC), 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. (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 FH Wien 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 Disourse 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 days 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 (DGPK), 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, Illmenau, 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), Illmenau, 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.