

Academic Curriculum Vitae, Status: 27.03.2025

Dr. Brigitte Naderer MA

CONTACT DETAILS

Office address:

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SKETCH PROFILE

Research topics	media literacy, online radicalization, children and digital media, media effects, health communication
Methods	quantitative social science methods, experimental research, content analysis, eye-tracking, scale-development, survey research (longitudinal, cross-sectional)
Scientific work at a glance	9 (co)-authored acquired (research) grants as (Co-)PI total sum of acquired funds: 353,611.52€ 60 peer-reviewed publications 19 first-authored peer-reviewed publications 2964 citations h-index: 29 (according to google scholar, as of 27.03.2025)
ORCID ID	https://orcid.org/0000-0002-7256-7941

PERSONAL DETAILS

Citizenship	Austria
Date of birth	20 October 1988
Place of birth	Vienna/Austria
Status	married
Languages	German, English (fluent); Spanish (elementary)

EDUCATION AND TRAINING

10/2013-03/2017	Doctor of Philosophy (Dr. phil.) Department of Communication, University of Vienna, Austria Title of Dissertation: <i>“The impact of product placements in children’s movies. Content, effects, and protective measures”</i>
03/2011-03/2014	Master of Arts (M.A.)

	Department of Political Science, University of Vienna, Austria
03/2010-10/2012	Master of Philosophy (Mag. phil.)
	Department of Communication, University of Vienna, Austria
10/2007-02/2011	Bachelor of Communication (B.A.)
	Department of Political Science, University of Vienna, Austria
10/2007-02/2010	Bachelor of Communication (Bakk. komm.)
	Department of Communication, University of Vienna, Austria

POSITIONS HELD TO DATE

Since 02/2023	Post-Doctoral Researcher , Unit Suicide Research & Mental Health Promotion, Department of Social and Preventive Medicine, Center for Public Health, Medical University of Vienna, Austria
04/2022–09/2022	Visiting Professor , Department of Journalism and Communication Research, Hanover University of Music, Drama and Media, Germany
01/2020–02/2023	Post-Doctoral Researcher at the Department of Media and Communication of the Ludwig-Maximilians University of Munich, Germany
04/2017–12/2019	Post-Doctoral Researcher , Vienna Advertising & Media Effects Research Group (AdME), Department of Communication, University of Vienna, Austria
10/2013–03/2017	Pre-Doctoral Researcher , Vienna Advertising & Media Effects Research Group (AdME), Department of Communication, University of Vienna, Austria
03/2010–06/2013	Tutor and Student Assistant , Department of Communication, University of Vienna, Austria
08-09/2011	Intern , Voluntary Self-Regulation of Television (protection of minors), Berlin, Germany
09/2010	Intern , Liaison Office of the Austrian Federal Province Upper Austria, Brussels, Belgium

AWARDS AND HONORS

2023	Top 2 Abstract Award , DGPuK Division Advertising Communication (1st author)
2020	Certificate for Excellence in Teaching (Top 5 evaluated course "Datenanalyse mit SPSS" Department of Communication, LMU Munich, summer semester 2020)
2019	Top Reviewer Award , International Communication Association, Children, Adolescents, and Media Division.
2019	Top 1 Student-led Paper Award , International Communication Association, Children, Adolescents, and Media Division (2nd Author)
2018	Bank Austria Research Award (main prize), for the dissertation "The Impact of Product Placements in Children's Movies: Content, Effects, and Protective Measures"

- 2018 **Top Dissertation Award**, International Communication Association, Children, Adolescents and Media Division.
- 2017 **Top 4 Student Paper Award**, International Communication Association, Environmental Communication Division (2nd Author)
- 2016 **Top 1 Student Paper Award**, International Communication Association, Environmental Communication Division (2nd Author)
- 2015 **Top 3 Faculty Paper Award**, International Communication Association, Mass Communication Division (3rd Author)

SERVICE TO THE FIELD

- Since 10/2023 Associate editor for the *Journal of Children and Media*
- Since 10/2023 Part of the editorial review board *International Journal of Advertising*
- Since 09/2023 Part of the *Science Ambassador* program, OeAD, Young Science
- Since 01/2023 Auditor of the *Wiener Werkstatt für Suicide Research* network
- Since 10/2022 Part of the leadership team of the *VOX-Pol Network*
- Since 06/2020 Part of the editorial review board *Journal of Advertising*
- Since 05/2020 Social media editor for the *Journal of Children and Media*
- 07-10/2022 Jury member of the *Media Literacy Award* by mediamanual, Federal Ministry of Education, Science and Research
- 07-10/2021 Jury member of the *Media Literacy Award* by mediamanual, Federal Ministry of Education, Science and Research
- 2020-2022 Chair of the DGPK Division *Advertising Communication*
- 2018-2020 Vice chair of the DGPK Division *Advertising Communication*

Reviewer services

ORCID: 98 peer reviews (as of 2 March 2025)

- *Appetite*
- *Body Image*
- *Child & Youth Care Forum*
- *Environmental Communication*
- *Food Quality and Preference*
- *Frontiers in Psychology*
- *Human Communication Research*
- *International Journal of Advertising*
- *Journal of Advertising*
- *Journal of Children and Media*
- *Journal of Consumer Behavior*
- *Journal of Information Technology & Politics*
- *Journal of Media Psychology*
- *Media Psychology*
- *New Media and Society*
- *Public Health Nutrient*

COMPLETE LIST OF ACQUIRED THIRD-PARTY FUNDING

Grants as principal investigator and co- principal investigator:

2025	European Commission “Contract research on the Digital Service Act” <i>Principal Investigator</i> Sum: 14,911.10€
2022 – 2024	European Union Internal Security Fund “TATE-Technology Against Terrorism Europe” <i>Co-Principal Investigator</i> Fund granted to SAHER, Tech Against Terrorism, LMU Munich (PI: Diana Rieger), Ghent University, Swansea University, Dublin University, JOS Sum: 1,624,492.19 € (own share: 187,688.70 €)
2022-2023	Federal Ministry of Social Affairs, Health, Care and Consumer Protection “Digital Food Marketing” <i>Co-Principal Investigator</i> Fund granted to the Medical University of Vienna (PI: Eva Winzer) Sum: 29,980 €
2022	Procurement office of the ministry of interior affairs (BMI) “Online radicalization research project: Mainstreaming and radicalization in social media.” <i>Principal Investigator</i> (together with Diana Rieger) Sum: 100,193.72 €
2019	Hochschuljubiläumsstiftung of the City of Vienna “Advertising literacy: Dealing with persuasive messages in a complex media environment.” <i>Conference Organization Funding</i> Sum: 5,000 €
2018–2019	Research project funded by the City of Vienna “This picture was digitally altered - Perception and effects of disclaimers about the use of image processing techniques in girls and young women” <i>Principal Investigator</i> (together with Kathrin Karsay & Christina Seeger) Sum: 12,338 €

Travel grants

2022	Network Institute Research Visit, Vrije Universiteit Amsterdam “Flagging disinformation on Twitter: Effects on cognitive, conative and behavioral outcomes” Sum: 4,119.38 €
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Research Awards

2018	Fritz Karmasin / ÖGK research grant “Perfect picture, imperfect life? The relationship between personalized Instagram use and subjective life satisfaction – A linkage analysis.” <i>Principal Investigator</i> (together with Kathrin Karsay & Christina Seeger) Sum: 2,500 €
2016	Research Award, Department of Communication, University of Vienna “Effects of disclosure repetition on persuasion knowledge and persuasive effects.” <i>Principal Investigator</i> Sum: 1,500 €

TEACHING & MENTORING

Seminars

- Summer 2025 **Lecture for quantitative data analysis** (diploma program), Center for Public Health, Medical University of Vienna
- Summer 2024 **Lecture for quantitative data analysis** (diploma program), Center for Public Health, Medical University of Vienna
- Winter 2022 **Lecturer for research methods** (bachelor program), Department of Media and Communication, LMU Munich
- Summer 2022 **Lecturer for three research seminars** (bachelor & master program), Department of Journalism and Communication Research, Hanover University of Music, Drama and Media
- 2020-2022 **Lecturer for scientific methods** (bachelor program), **quantitative data analysis** (bachelor program) and a **research seminar** (master program), Department of Media and Communication, LMU Munich
- 2014-2019 **Lecturer for research seminars** (bachelor & master program), Department of Communication, University of Vienna
- 2015-2016 **Lecturer for principals of scientific work** (bachelor program), Department of Communication, University of Vienna

Lectures

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

Teaching stays abroad

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

External teaching

- 09/2024 **Guest lecture for social workers and police officers** on “Online Radicalization”, organized by NEUSTART
- 05/2023 **Guest lecture on “Violence and Media”** as part of the lecture series on media psychology, Department of Communication, University of Vienna
- 04/2023 **Guest lecture on “Advertising to Children”**, Institute for Cultural Management and Media at the University of Music and Performing Arts Munich
- 04/2023 **Guest lecture on “Radicalization prevention and cognitive biases”**, Center for Social & Health Innovation and the Department of Nonprofit-, Social & Health Management, MCI Innsbruck

- 11/2022 **Guest lecture on “Washing-Strategies”**, Department of Communication, Vrije Universiteit Amsterdam
- 11/2022 **Guest lectures for social workers and police officers on “Online Extremism” and on “Propaganda and Conspiracy Theories”**, organized by SCHLOSS HOFEN – Wissenschaft & Weiterbildung as part of their training course “Radicalization Prevention”
- 10/2021 **Guest lecture on “Media Literacy and Online Extremism”**, Münchner Volkshochschule
- 05/2017 **Voluntary lecture work in the OLIVE program** (OLive Refugee Education Initiatives), lectures on presentation and research skills, Department of Communication, University of Vienna

Co-authored teaching resources

Bouko, C., Rieger, D., Carton, J., & **Naderer, B.** (2021). *Prevention of youth radicalization through self-awareness on cognitive biases*: <https://www.precobias.eu/online-course/>

Rothut, S., Schulze, H., Rieger, D., Bouko, C., & **Naderer, B.** (2023). *Improving your counter-terrorism response - a six-step guide to adhering to the EU’s TCO regulation (Tech Against Terrorism Europe)*: https://ksp.techagainstterrorism.org/wp-content/uploads/2023/09/TATE_Guide_EN.pdf

SUPERVISION EXPERIENCE

- 2024-2025 **Secondary advisor** to one diploma student, Center for Public Health, Medical University of Vienna
- 2022-2023 **Main advisor** to one master student, Department of Media and Communication, LMU Munich
- Secondary advisor** to two master students, Department of Media and Communication, LMU Munich
- Secondary advisor** to four bachelor students, Department of Media and Communication, LMU Munich
- Secondary advisor** to one bachelor students, Department of Journalism and Communication Research, Hanover University of Music, Drama and Media
- 2020-2021 **Main advisor** to seven bachelor students, Department of Media and Communication, LMU Munich
- Secondary advisor** to two master and six bachelor students, Department of Media and Communication, LMU Munich
- 2014-2019 **Secondary advisor** to 16 master students, Department of Communication, University of Vienna
- 2018-2020 **Main advisor** to 41 bachelor students, Department of Communication, University of Vienna
- Secondary advisor** to one bachelor student, Institute for Communication Psychology and Media Education, University Koblenz Landau

PUBLICATION LIST

Journal articles, peer-reviewed (60)

1. Breves, P. L., van Berlo, Z. M., Teunissen, L., König, L., Binder, A., & **Naderer, B.** (2025). [Happier and healthier? Investigating the longitudinal impact of body-positive and fitspirational influencers on weight satisfaction, healthy eating, and physical activity.](#) *Health Communication, online-first*, 1-13.
2. Zuckerhut, B., **Naderer, B.**, Eberl, J. M., Tolochko, P., Lercher, L., Jirovsky-Platter, E., ... & Wakolbinger, M. (2025). [Content analysis of Austrian print and online newspaper coverage of breastfeeding over two decades.](#) *Maternal & Child Nutrition, e13795*.
3. Balaban, D. C., Mucundorfeanu, M., & **Naderer, B.** (2024). [Short and long-term impact of the frequency of social media influencers' sponsored posts on attitudinal and behavioral brand outcomes.](#) *Journal of Marketing Communications, online-first*, 1-18.
4. Matthes, J., Binder, A., **Naderer, B.**, Forrai, M., Spielvogel, I., Knupfer, H., & Saumer, M. (2024). [Effects of food depictions in entertainment media on children's unhealthy food preferences: content analysis linked with panel data.](#) *JMIR Pediatrics and Parenting, 7(1)*, e51429.
5. **Naderer, B.**, Fisse, T., & Schrimppf, C. (2024). [On the \(in\)effectiveness of textual disclosures on expectancies, attitudes, and perceived appropriateness of alcohol.](#) *Psychology & Health, onlinefirst*.
6. **Naderer, B.**, Rieger, D., & Schwertberger, U. (2024). [An online world of bias. The mediating role of cognitive biases on extremist attitudes.](#) *Communications, 49(1)*, 51-73.
7. **Naderer, B.**, Wakolbinger, M., Haider, S., Tatlow-Golden, M., Muc, M., Boyland, E., & Winzer, E. (2024). [Influencing children: food cues in YouTube content from child and youth influencers.](#) *BMC Public Health, 24(1)*, 3340.
8. Neureiter, A., Hirsch, M., Matthes, J., & **Naderer, B.** (2024). [Sustainable flying? The effects of greenwashed claims in airline advertising on perceived greenwashing, brand outcomes, and attitudes toward flying.](#) *Environmental Communication, online-first*, 1-18.
9. Rothut, S., Schulze, H., Rieger, D., & **Naderer, B.** (2024). [Mainstreaming as a meta-process: A systematic review and conceptual model of factors contributing to the mainstreaming of radical and extremist positions.](#) *Communication Theory, 34(2)*, 49-59.
10. Beckert, J., & **Naderer, B.** (2023). [Advertising to inspire—inspiring to persuade: how factors related to the source, message, and audience affect the persuasive effectiveness of influencer advertising.](#) *International Journal of Advertising, online-first*.
11. **Naderer, B.** (2023). [Influencers as political agents? The potential of an unlikely source to motivate political action.](#) *Communications, 48(1)*, 93-111.
12. **Naderer, B.**, Rieger, D., Schulze, H., & Rothut, S. (2023). [Increasing knowledge about cognitive biases: An evaluation study of a radicalization prevention campaign targeted at European adolescents and young adults.](#) *Journal of Children and Media, 17(4)*, 426-442

13. **Naderer, B.**, Wendt, R., Bachl, M., & Rieger, D. (2023). [Understanding the role of participatory-moral abilities, motivation, and behavior in European adolescents' responses to online hate](#). *New Media & Society*, 14614448231203617.
14. Till, B., Arendt, F., Kirchner, S., **Naderer, B.**, & Niederkrotenthaler, T. (2023). [The role of monocausal versus multicausal explanations of suicide in suicide reporting: A randomized controlled trial](#). *Suicide and Life-Threatening Behavior*, 53(6), 1063-1075.
15. Von Sikorski, C., **Naderer, B.**, & Brandt, D. (2023). [Inappropriate? Gay characters affect adults' perceived age-appropriateness of animated cartoons](#). *Communications*, 48(1), 28-42.
16. Wendt, R., **Naderer, B.**, Bachl, M., & Rieger, D. (2023). [Social media literacy among adolescents and young adults: Results from a cross-country validation study](#). *Social Media+ Society*, 9(4), 20563051231216965.
17. Balaban, D. C., Mucundorfeanu, M., & **Naderer, B.** (2022). [The role of trustworthiness in social media influencer advertising: Investigating users' appreciation of advertising transparency and its effects](#). *Communications*, 47(3), 395-421.
18. Bouko, C., **Naderer, B.**, Rieger, D., Van Ostaeyen, P., & Voué, P. (2022). [Discourse patterns used by extremist Salafists on Facebook: identifying potential triggers to cognitive biases in radicalized content](#). *Critical Discourse Studies*, 19(3), 1-22.
19. De Jans, S., Hudders, L., **Naderer, B.**, & De Pauw, V. (2022). [Impact of thin-ideals in influencer posts promoting healthy versus unhealthy foods on tweens' healthy food choice behavior](#). *Frontiers in Psychology*.
20. Evans, N., Balaban, D., Mucundorfeanu, M., & **Naderer, B.** (2022). [How the Impact of Social Media Influencer Disclosures Changes over Time: Discounting Cues and Exposure Level Can Affect Consumer Attitudes and Purchase Intention](#). *Journal of Advertising Research*, 62(4), 353-366.
21. **Naderer, B.**, Peter, C., & Karsay, K. (2022). [This picture does not portray reality: developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for Austrian tweens and teens](#). *Journal of Children and Media*, 16(2), 1-19.
22. Winzer, E., **Naderer, B.**, Klein, S., Lercher, L., & Wakolbinger, M. (2022). [Promotion of food and beverages by German-speaking influencers popular with adolescents on TikTok, YouTube and Instagram](#). *International Journal of Environmental Research and Public Health*, 19(17), 10911.
23. Wulf, T. & **Naderer, B.** (2022). [Selling stories of social justice. How consumers react to and learn from social ads](#). *Studies in Communication Sciences*, 22(1), 233-250.
24. Wulf, T., **Naderer, B.**, Olbermann, Z., & Hohner, J. (2022). [Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors to perceive rainbowwashing](#). *International Journal of Advertising*, 41(8), 1433-1453.
25. Binder, A., **Naderer, B.**, & Matthes, J. (2021). [Shaping healthy eating habits in children with persuasive strategies: toward a typology](#). *Frontiers in Public Health*, 9.

26. De Jans, S., Spielvogel, I., **Naderer**, B., & Hudders, L. (2021). [Digital Food Marketing to Children: How an Influencer's Lifestyle Can Stimulate Healthy Food Choices among Children](#). *Appetite*, 105182.
27. Folkvord, F., **Naderer**, B., Coates, A., & Boyland, E. (2021). [Promoting fruit and vegetable consumption for childhood obesity prevention](#). *Nutrients*, 14(1), 157.
28. Heiss, R., **Naderer**, B., & Matthes, J. (2021). [Healthwashing in high-sugar food advertising: The effect of prior information on healthwashing perceptions in Austria](#). *Health Promotion International*, 6(4), 1029-1038.
29. **Naderer**, B. & Oprea, S. (2021). [Increasing advertising literacy to unveil disinformation in green advertising](#). *Environmental Communication*, 15(7), 923-936.
30. **Naderer**, B. (2021). [Advertising unhealthy food to children: on the importance of regulations, parenting styles, and media literacy](#). *Current Addiction Reports*, 8, 12-18.
31. **Naderer**, B., Matthes, J., & Schäfer, S. (2021). [Effects of disclosing ads on Instagram: the moderating impact of similarity to the influencer](#). *International Journal of Advertising*, 40(5), 686-707.
32. Spielvogel, I., **Naderer**, B., & Matthes, J. (2021). [Disclosing product placement in audiovisual media services: A practical and scientific perspective on the implementation of disclosures across the European Union](#). *International Journal of Advertising*, 40(1), 5-25.
33. Spielvogel, I., **Naderer**, B., Binder, A., & Matthes, J. (2021). [The forbidden reward. The emergence of parent-child conflicts about food over time and the influence of parents' communication strategies and feeding practices](#). *Frontiers in Public Health*, 8, 604702.
34. Binder, A., **Naderer**, B., & Matthes, J. (2020). [A "forbidden fruit effect": An eye-tracking study on children's visual attention to food marketing](#). *International Journal of Environmental Research and Public Health*, 17(6), 1859.
35. Binder, A., **Naderer**, B., & Matthes, J. (2020). [Experts, peers, or celebrities? The role of different social endorsers for children's fruit choice](#). *Appetite*, 155, 104821.
36. Binder, A., **Naderer**, B., & Matthes, J. (2020). [The effects of gain- and loss-framed nutritional messages on children's healthy eating behavior](#). *Public Health Nutrition*, 23(10), 1726-1734.
37. Binder, A., **Naderer**, B., Matthes, J., & Spielvogel, I. (2020). [Fiction is sweet. The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study](#). *Nutrients*, 12(5), 1478.
38. Mayrhofer, M., Matthes, J., Einwiller, S., & **Naderer**, B. (2020). [User generated content presenting brands on social media increases young adults' purchase intention](#). *International Journal of Advertising*, 39(1), 166-186.
39. Mayrhofer, M., **Naderer**, B., & Binder, A. (2020). [Unhealthy fun: Food and beverage references in comedy series](#). *Journalism & Mass Communication Quarterly*, 97(1), 257-277.

40. **Naderer, B., Binder, A., Matthes, J., & Mayrhofer, M. (2020).** [Healthy, sweet, brightly colored, and full of vitamins: Cognitive and affective persuasive cues of food placements and children's healthy eating behavior.](#) *International Journal of Advertising*, 39(7), 1012-1030.
41. **Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020).** [Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media.](#) *Pediatric Obesity*, e12591
42. **Naderer, B., Heiss, R., & Matthes, J. (2020).** [The skilled and the interested: How personal curation skills increase or decrease exposure to political information on social media.](#) *Journal of Information Technology & Politics*, 17(4), 452-460
43. **Naderer, B., Matthes, J., & Binting, S. (2020).** [It is just a spoof: Spoof placements and their impact on conceptual persuasion knowledge, brand memory and brand evaluation.](#) *International Journal of Advertising*, 40(1), 106-123.
44. **Spielvogel, I., Naderer, B., & Matthes, J. (2020).** [Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of product placement.](#) *International Journal of Advertising*, 39(5), 611-630.
45. **Spielvogel, I., Naderer, B., Matthes, J., & Obereder, A. (2020).** ["Unterstützt durch Produktplatzierung": Die Perspektive der Eltern gegenüber Regulierungsmaßnahmen für eingebettete Werbeformen in Film und Fernsehen.](#) *Studies in Communication and Media*, 9(2), 308-340.
46. **Binder, A., Naderer, B., & Matthes, J. (2019).** [Do children's food choices go with the crowd? Effects of majority and minority peer cues shown within an audiovisual cartoon on children's healthy food choice.](#) *Social Science & Medicine*, 225, 42-50.
47. **Matthes, J., & Naderer, B. (2019).** [Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015.](#) *Pediatric Obesity*, 14(4).
48. **Mayrhofer, M., & Naderer, B. (2019).** [Mass media as alcohol educator for everyone? Effects of portrayed alcohol consequences and the influence of viewers' characteristics.](#) *Media Psychology*, 22(2), 217-243.
49. **Naderer, B., Matthes, J., & Spielvogel, I. (2019).** [How brands appear in children's movies. A systematic content analysis of the past 25 years.](#) *International Journal of Advertising*, 38(2), 237-257.
50. **Naderer, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018).** [Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice.](#) *Appetite*, 120, 644-653.
51. **Naderer, B., Matthes, J., Marquart, F., & Mayrhofer, M. (2018).** [Children's attitudinal and behavioral reactions to product placements: Investigating the role of placement frequency,](#)

- [placement integration, and parental mediation](#). *International Journal of Advertising*, 37(2), 236-255.
52. Naderer, B., Matthes, J., & Zeller, P. (2018). [Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction](#). *International Journal of Advertising*, 37(6), 852-870.
53. Schmuck, D., Matthes, J., & Naderer, B. (2018). [Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising](#). *Journal of Advertising*, 47(2), 127-145.
54. Schmuck, D., Matthes, J., Naderer, B., & Beaufort, M. (2018). [The effects of environmental brand attributes and nature imagery in green advertising](#). *Environmental Communication*, 12(3), 414-429.
55. Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018). [A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content](#). *Appetite*, 125, 63-71.
56. Matthes, J., & Naderer, B. (2016). [Product placement disclosures: Exploring the moderating effect of placement frequency on brand responses via persuasion knowledge](#). *International Journal of Advertising*, 35(2), 185-199.
57. Naderer, B., Matthes, J., & Mestas, M. (2016). [Do you take credit cards? The attitudinal and behavioral effects of advergames targeted at children](#). *Journal of Consumer Behaviour*, 15(6), 580-588.
58. Arendt, F., Naderer, B., Abdollahi, M., Mittelberger, A., Surzhyk, O., & Zhou, L. (2015). [Television commercials and fading behavioral brand choice effects in Austrian children](#). *Journal of Children and Media*, 9(4), 435-452.
59. Matthes, J., Marquart, F., Naderer, B., Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods & Measures*, 9(4), 193-207.
60. Matthes, J., & Naderer, B. (2015). [Children's consumption behavior in response to food product placements in movies](#). *Journal of Consumer Behaviour*, 14(2), 127-136.

Book Chapters & Non-Peer Reviewed Articles (13)

1. Schwertberger, U. & Naderer, B. (accepted). Reaktanz und Widerständigkeit bei der Medienrezeption. In V. Gehrau, H. Bilandzic, H. Schramm, & C. Wunsch (Eds.), *Medienrezeption*, 2. Auflage. Baden-Baden: Nomos.
2. Frischlich, L. & Naderer, B. (2024). Digitale Prävention. In T. Rothmund & E. Walther (Eds.), *Vom Wut- zum Reichsbürger - Psychologische Perspektiven auf Rechtsradikalisierung*. Stuttgart: Kohlhammer Verlag.
3. Meitz, T. G. K., Borchers, N. S., & Naderer, B. (2023). [Das belastete Verhältnis der Kommunikations- und Medienwissenschaft zur Werbung: Zur Notwendigkeit der Schlüsselwerke](#)

- [der Werbeforschung](#). In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* (pp. 1-20). Wiesbaden: Springer VS.
4. Matthes, J., Eicher, C., **Naderer**, B., Neureiter, A., Schmuck, D., & Zibarzani, M. (2022). [Driving forces in green advertisements: A comparison of green advertisements in ten countries](#). In A. S. Kümpel, C. Peter, A. Schnauber-Stockmann, & F. Mangold (Eds.), *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung. Aktuelle Studien und Befunde* (pp. 209-230). Baden-Baden: Nomos.
 5. **Naderer**, B. (2022). Natürlich gesund? Healthwashing im Marketing. *People & Work. Fachmagazin für Business, Leadership, Transformation*, 2(22). 34-36.
 6. **Naderer**, B., & Matthes, J. (2019). Der Involvementbegriff in der Werbeforschung: Zum überfälligen Ende eines schwer greifbaren Konzeptes. In H. Schramm, J. Matthes & C. Schemer (Eds.), *Emotions meet cognitions. Zum Zusammenspiel von emotionalen und kognitiven Prozessen in der Medienrezeptions- und Medienwirkungsforschung* (pp. 21-34). Wiesbaden: Springer VS.
 7. **Naderer**, B., & Karsay, K. (2018). Detecting the persuasive intent of product placement in photographic love stories: Consequences for brand recall and brand evaluation. In R. Kühne, S. Baumgartner, T. Koch, & M. Hofer (Eds.), *Youth and media: Current Perspectives on Media Use & Effects* (pp. 115-131). Baden-Baden: Nomos.
 8. **Naderer**, B. (2017). Types of hypotheses. In J. Matthes, R. Potter & C. S. Davis (Eds.), *International Encyclopaedia of Communication Research Methods*. Hoboken, NJ: Wiley.
 9. **Naderer**, B., Schmuck, D., & Matthes, J. (2017). Greenwashing: Disinformation through green advertising. In G. Siegert, M. B. Rimscha, S. Grubenmann (Eds.), [Commercial Communication in the Digital Age – Information or Disinformation?](#) Berlin: De Gruyter Mouton.
 10. **Naderer**, B., & Matthes, J. (2016). Verfahren zur Messung der Werbewirkung und Werbeeffizienz. In F. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuchreihe der Kommunikation – Controlling der Kommunikation* (pp. 363-383). Wiesbaden: Springer/Gabler.
 11. Marquart, F., & **Naderer**, B. (2016). Petty, R.E., & Cacioppo, J. T. (1986). Communication and persuasion: Central and peripheral routes to attitude change. In M. Potthoff (Ed.), *Schlüsselwerke der Medienwirkungsforschung* (pp. 231-242). Wiesbaden: Springer.
 12. **Naderer**, B., & Matthes, J. (2016). Kinder und Werbung: Inhalte, Mechanismen und Wirkungen. In G. Siegert, W. Wirth, P. Weber, & J. A. Lischka (Eds.), *Handbuch Werbeforschung* (pp. 689-712). Wiesbaden: Springer VS.
 13. Matthes, J., & **Naderer**, B. (2013). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen. In H. Schramm, J. Knoll & D. Schlütz (Eds.), *Innovation der Persuasion*.

Die Qualität der Werbe- und Markenkommunikation in neuen Medienwelten (pp. 59-74).
Köln: Halem Verlag.

Editorials (3)

1. Arendt, F., Till, B., Voracek, M., Kirchner, S., Sonneck, G., **Naderer, B.**, Pürcher, P., Niederkortenthaler, T. (2023). [Chatgpt, artificial intelligence, and suicide prevention](#). *Crisis*, 44(5), 367–370.
2. **Naderer, B.**, Borchers, N. S., Wendt, R., & Naab, T. (2021). [Advertising literacy: how can children and adolescents deal with persuasive messages in a complex media environment?](#). *MedienPädagogik: Zeitschrift für Theorie und Praxis der Medienbildung*, 43, i-vi.
3. **Naderer, B.**, Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). [Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness](#). *Communications*, 45(3), 273-281

Editorships (3)

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

Monographs (1)

1. Wulf, T., **Naderer, B.**, & Rieger, D. (2022). [Medienpsychologie](#). Baden-Baden: Nomos.

PRESENTATIONS

Invited presentations (9)

1. **Naderer, B.** (2024, November), Unbias-Kompetent und reflektiert Medien nutzen. Presented at: PTS-Wissenschaftswoche, November 4th & 6th, Webinar.
2. **Naderer, B.** (2024, August), Digitale Resilienz: Medienkompetenz als präventive Maßnahme gegen Online-Radikalisierung. Presented at: Bundesweite Netzwerk Extremismusprävention und Deradikalisierung (BNED), August 29th, Vienna, Austria.
3. **Naderer, B.** (2024, Juni), Unbias-Kompetent und reflektiert Medien nutzen. Presented at: PTS-Wissenschaftswoche, June 5th & 6th, Webinar.

4. **Naderer, B.** (2024, March). Prävention im Zeitalter von TikTok, Youtube, Instagram und Co. Presented at: Präventionsgipfel und wissenschaftlichen Symposium 2024, March 11th, Vienna, Austria.
5. **Naderer, B.** (2022, February). Verzerrt-Extrem-Digital. Über Online-Radikalisierung und wie sie funktioniert. Presented at the Online Conference: *Radikalisierung im transnationalen Raum. Kritische Ansätze zu Umgang und Sicherheit*, February 5th, Online-Conference.
6. **Naderer, B.** (2022, January). Zahlen, Daten, Fakten zum Werbemarkt in TV und digitalen Medien: Wofür wird geworben? Presented at: 47. *Internationales Symposium Obergurgel, ÖGKJ*, January 20th, Obergurgl, Austria.
7. **Naderer, B.** (2021, January). Making fruit desirable for children: The role of conscious message processing. Presented at the Webinar: The place of fruit and vegetable in childhood obesity prevention. *European Childhood Obesity Group*, January 15th, Webinar.
8. **Naderer, B.** (2019, January). Fast Food, Süßigkeiten und Knabbereien: Die Spitze der Ernährungspyramide in Werbung und Kinderfernsehen. Invited Presented at the *f.eh (forum. ernährung heute) im Dialog*, January 15th, Vienna, Austria.
9. **Naderer, B.** (2016, May). Essen wie Kung Fu Panda. Welchen Einfluss haben Medien auf das Essverhalten. Invited Presented at the *VEÖ (Verband der Ernährungswissenschaftler Österreich)* Convention, May 19th, Vienna, Austria.

Full paper presentations, peer-reviewed (40)

1. Rothhut, S., Schulze, H., Rieger D., & **Naderer, B.** (2025, June). Catalysts of mainstreaming: How protest facilitates the spread of extremism – the case of COVID-19 protest. Paper to be presented at the 75th Annual Conference of the ICA, Denver, USA.
2. **Naderer, B.**, Wulf, T., & Jaeger, M (2025, June). Chasing Rainbows: The Role of Imagery and Journalistic Assessments in Shaping Consumer Perceptions about a Company's Rainbowwashing Practice. Paper to be presented at the 75th Annual Conference of the ICA, Denver, USA.
3. **Naderer, B.**, Niederkrotenthaler, T., & Till, B. (2025, June). Exploring Media Responses to Terrorism: A Content Analysis of Portrayed Mitigation Strategies to Terrorism in German and Austrian Newspapers. Paper to be presented at the 75th Annual Conference of the ICA, Denver, USA.

4. Wendt, R., **Naderer**, B., Leonhard, L. & Hagner J. (2024, Sept). Buzz worded but not researched? A systematic literature review on media literacy and online hate. Paper presented at the 10th Annual Conference of the ECREA, Ljubljana, Slovenia.
5. **Naderer**, B., Niederkrotenthaler, T., & Till, B. (2024, Sept). A content analysis of coverage of terrorist attacks in Western Europe in Austrian and German print media. Paper presented at the 10th Annual Conference of the ECREA, Ljubljana, Slovenia.
6. **Naderer**, B., Wendt, R., Bachl, M., & Rieger, D. (2023, May). Understanding the Role of Participatory-Moral Abilities, Motivation, and Behavior in European Adolescents Responses to Online Hate. Paper presented at the 73rd Annual Conference of the ICA, Toronto, Canada.
7. **Naderer**, B., Fisse, T., & Schrimpff, C. (2023, May) Alcohol Is Bad for Me; So What: On the (In)Effectiveness of Textual Disclosures on Expectations, Attitudes, and Perceived Appropriateness of Alcohol. Paper presented at the 73rd Annual Conference of the ICA, Toronto, Canada.
8. Wendt, R., **Naderer**, B., Bachl, M., & Rieger, D. (2023, May) Social Media Literacy among Adolescents and Young Adults: Results from a Cross-Country Validation Study. Paper presented at the 73rd Annual Conference of the ICA, Toronto, Canada.
9. Rothut, S., Schulze, H., **Naderer**, B., & Rieger D. (2023, May) COVID-19 Protest as Facilitator of Mainstreaming Extremist Ideology? A Longitudinal Analysis of Mainstreaming Dynamics. Paper presented at the 73rd Annual Conference of the ICA, Toronto, Canada.
10. Beckert, J., & **Naderer**, B. (2022, May). What Drives the Persuasive Effectiveness of Influencer Advertising? A Holistic Analysis of Impact Factors Referring to Source, Message, and Audience. Paper presented at the 72nd Annual Conference of the ICA, Paris, France.
11. Karsay, K., **Naderer**, B., Peter, C. (2022, May). Positive Vibes Only? Linking Social Media Feeds and Survey Data to Understand the Associations Between Positive Social Media Content and Psychological Well-Being. Paper presented at the 72nd Annual Conference of the ICA, Paris, France.
12. Matthes, J., Binder, A., **Naderer**, B., Forrai, M., Spielvogel, I., Knupfer, H., Saumer, M. (2022, May). How Do Children Develop Unhealthy Food Preferences? Linking Food Depictions in Media Content with Panel Data. Paper presented at the 72nd Annual Conference of the ICA, Paris, France.

13. Schwertberger, U., Müller, J., Rieger, D., & **Naderer, B.** (2022, May). Extremism in Uncertain Times: How Uncertainty and Message Intensity Shape Emotional Responses to Extremist Videos. Paper presented at the 72nd Annual Conference of the ICA, Paris, France.
14. De Jans, S., Hudders, L., **Naderer, B.**, & De Pauw, V. (2022, March). Impact of thin-ideals in influencer posts promoting healthy versus unhealthy foods on tweens' healthy food choice behavior. Paper presented at the American Academy of Advertising Annual, St. Petersburg, Florida, U.S.
15. **Naderer, B.**, Rieger, D., & Schwertberger, U. (2021, May). An Online World of Bias. The Mediating Role of Cognitive Biases on Extremist Attitudes. Paper presented at the 71st Annual Conference of the ICA, Virtual Conference (originally to be held in Denver, CO, USA).
16. Binder, A., **Naderer, B.**, & Matthes, J. (2021, May). Shaping Healthy Eating Habits in Children with Persuasive Strategies: Toward a Typology. Paper presented at the 71st Annual Conference of the ICA, Virtual Conference (originally to be held in Denver, CO, USA).
17. Evans, N., Balaban, D., Mucundorfeanu, M., & **Naderer, B.** (2021, March). Time heals all wounds: how discounting cues and multiple exposures impact the effectiveness of influencer advertising over time. Paper presented at the American Academy of Advertising Annual, Online-Conference.
18. **Naderer, B.**, Peter, C., & Karsay, K. (2020, May). This picture does not portray reality: Developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for tweens and teens. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
19. Neureiter, A., Hirsch, M., Matthes, J., & **Naderer, B.** (2020, May). Sustainable flying? The effects of greenwashed claims in airline advertising on perceived greenwashing, brand outcomes, and flying attitudes. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
20. Spielvogel, I., **Naderer, B.**, Binder, A., & Matthes, J. (2020, May). The forbidden reward. The emergence of parent-child conflicts about food over time and the role of parents' communication strategies and feeding practices. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.

21. Binder, A., **Naderer**, B., & Matthes, J. (2020, May). Experts, peers, or celebrities? Increasing children's fruit choice using different social endorsers. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
22. Binder, A., **Naderer**, B., Matthes, J., & Spielvogel, I. (2020, May). Fiction is sweet: The impact of media consumption on the development of children's nutritional knowledge and the moderating role of parental food-related mediation. A longitudinal study. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
23. Binder, A., & **Naderer**, B. (2019, May). "It's not what you say, but how you say it!": Affecting children's healthy dietary choices with gain- versus loss-framed nutritional messages in children's cartoon movies. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
24. Heiss, R., & **Naderer**, B. (2019, May). "Healthwashing" uncovered: Health knowledge enables the detection of inappropriate health claims in food advertising. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
25. **Naderer**, B., Binder, A., Spielvogel, I., & Forrai, M. (2019, May). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
26. Spielvogel, I., Matthes, J., & **Naderer**, B. (2019, May). Again and again: Exploring the influence of disclosure repetition on children's cognitive processing of brand placements. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
27. Mayrhofer, M., **Naderer**, B., & Matthes, J. (2018, August). Placing brands on Facebook: How the source and context of brand posts affect brand likeability. Presentation to the *Advertising Division at the AEJMC Annual Convention*, August 6-9, Washington D.C., USA.
28. Matthes, J., Marquart, F., **Naderer**, B., Schmuck, D., & Arendt, F. (2018, August). Cause and effect: Development and state of the art of experimental communication

- research. Presentation to *the Communication Theory and Methodology Division at the AEJMC Annual Convention*, August 6-9, Washington D.C., USA.
29. **Naderer, B.**, Matthes, J., Binder, A., & Mayrhofer, M (2018, March). Healthy, sweet, brightly colored, and full of vitamins: Affective and cognitive persuasive strategies of food placements and children's healthy eating behavior. Accepted for presentation at the *American Academy of Advertising (AAA)*, March 22-25, New York, USA.
 30. Mayrhofer, M., **Naderer, B.**, & Binder, A. (2017, August). Unhealthy fun: Food references in comedy series. Presentation at the ComSHER Division at the *AEJMC Annual Convention*, August 9-12, Chicago, USA.
 31. Mayrhofer, M. & **Naderer, B.** (2017, May). Can mass media be an alcohol educator for everyone? Investigating the effects of portrayed alcohol consequences on alcohol expectancies and attitudes and the influence of viewers' characteristics. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
 32. **Naderer, B.**, Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2017, May). Shaping children's healthy eating habits with food placements? Healthy and unhealthy food placements in movies, children's BMI, food-related parental mediation strategies, and food choice. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
 33. **Naderer, B.**, Matthes, J., & Spielvogel, I. (2017, May). How brands appear in children's movies. A systematic content analysis of the past 25 years. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
 34. **Naderer, B.**, Matthes, J., & Zeller, P. (2016, August). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
 35. **Naderer, B.**, Marquart, F., Mayrhofer, M., & Spielvogel, I. (2016, June). Children's attitudinal and behavioral reactions to product placements: Do parental mediations and family conversations matter? Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
 36. Schmuck, D. & **Naderer, B.** (2016, June). Misleading consumers with green advertising? Comparing the effects of false and vague greenwashing claims.

Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.

37. Schmuck, D., & Matthes, J., **Naderer, B.**, & Beaufort, M. (2015, May). Effects of environmental brand attributes and nature imagery in green advertising on brand attitude and purchase intention. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
38. Matthes, J., Marquart, F., **Naderer, B.**, Arendt, F., Schmuck, D., & Adam, K. (2015, May). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
39. Arendt, F., **Naderer, B.**, Abdollahi, M., Mittelberger, A., Surzhyk, O., & Zhou, L. (2015, May). Food choice in children: Television commercials and fading behavioral effects. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
40. Matthes, J., & **Naderer, B.** (2014, August). The "Boomerang Effect" of disclosures: How placement disclosures affect brand memory, persuasion knowledge, and brand attitude. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 5-9, Montréal, Canada.

Peer-reviewed abstract-based presentations (46)

1. **Naderer, B.**, Niederkrotenthaler, T., & Till, B. (2025, March). Medien, Terrorismus und Radikalisierung: Perspektiven von Personen mit Radikalisierungserfahrungen Presented at the MOTRA-K. Wiesbaden, Germany.
2. **Naderer, B.**, Niederkrotenthaler, T., & Till, B. (2025, January). Portrayed Mitigation Strategies to Terrorism: A Content Analysis of News Coverage of Terrorism in German and Austrian Newspapers. Presented at the ETMAAL Conference. Brugge, Belgium.
3. Wulf, T., & **Naderer, B.** (2024, November). Rainbowwashing or Genuine Support? The Role of Imagery and Journalistic Assessments in Shaping Consumer Perceptions. Presented at the Annual Conference of the Advertising Communication Section of the DGPUK. Amsterdam, The Netherlands.
4. Jungblut, M., & **Naderer, B.** (2024, November). A Light Shade of Green: An Exploratory Analysis of German Stock Index Listed Companies' Inclusion of Sustainability Communication on X and Instagram. Presented at the Annual Conference of the Advertising Communication Section of the DGPUK. Amsterdam, The Netherlands.

5. **Naderer, B.**, Rothut, S., Schulze, H., & Rieger, D. (2024, June). Mainstreaming Right-wing extremist positions. Presented at the Terrorism and Social Media Conference, Swansea, U.K.
6. **Naderer, B.** (2024, March). Terrorism in the Media: A content analysis of terrorism coverage in Austrian and German print media. Presented at the MOTRA-K. Wiesbaden, Germany.
7. **Naderer, B.**, Niederkrotenthaler, T., Laido, Z., & Till, B. (2023, September) The quality of media coverage of terrorist attacks in Austrian and German print media and the short-term effects of news reports about Islamist terrorism: Randomized controlled trial and content analysis. Presented at the IASP 32nd World Congress. Piran, Slovenia.
8. **Naderer, B.**, von Sicherer P.M.E., Wroblewski, O., & Zängerl, A. (2023, November). Help Me Realize I Was Wronged- The Quality of User Comments as a Potential Tool for Uncovering Corporate Washing Strategies. Presented at the Annual Conference of the Advertising Communication Section of the DGPUK. Würzburg, Germany.
9. Winzer E., Haider, S., Wakolbinger, M., Monschein, J., Stark, N., Lippmann, S., & **Naderer, B.** (2023, November). Unbezahlbar persuasiv - Lebensmittelpräsentation von Influencer:innen auf den beliebtesten an Kinder gerichteten YouTube Kanälen. Presented at the Annual Conference of the Advertising Communication Section of the DGPUK. Würzburg, Germany.
10. Winzer, E., **Naderer, B.**, Simeon, K., Lercher, L., Wakolbinger, M (2022, October) Food & Beverage Cues Promoted by German-speaking Influencers Across Different Social Media Platforms TikTok, YouTube, and Instagram. Presented at „Under the Influence: A Comprehensive Look at Social Media Influencers“. Annual Conference of the Advertising Communication Section of the DGPUK. Cluj, Rumenia.
11. **Naderer, B.**, Hohner, J., Olbermann, Z., & Wulf, T. (2022, June). Making Sense of Washing-Practices. An Exploratory Study of the Twitter and Instagram Discourse on Pinkwashing. Paper to be presented at the Annual Meeting of the European Advertising Academy, ICORIA 2022, Prague, Czech Republic.
12. **Naderer, B.**, Rieger, D., Schulze, H., & Rothut, S. (2022, June). Increasing Literacy about Cognitive Biases. An Evaluation Study of a Deradicalization Campaign Targeted at European Adolescents. Paper to be presented at the Annual Meeting of the European Advertising Academy, ICORIA 2022, Prague, Czech Republic.
13. Kühn, J., Böbenecker, M., **Naderer, B.**, & Spielvogel, I. (2021, November). What needs to match up? How social media influencer-brand-fit and perceived similarity

- affect source credibility and brand evaluations. Presented at: Targeted: Digitale Kommunikation und Werbung"; Annual Conference of the Advertising Communication Section of the DGPUK. Leipzig, Germany.
14. **Naderer, B. & Rieger, D.** (2021, November). The role of cognitive biases in online radicalization. Presented at: Targeted: Digitale Kommunikation und Werbung"; Annual Conference of the Advertising Communication Section of the DGPUK. Leipzig, Germany.
 15. Beckert, J., & **Naderer, B.** (2021, November). What drives the persuasive effectiveness of influencer advertising? An analysis of impact factors referring to the source, message, and audience of influencer communication. Presented at Targeted: Digitale Kommunikation und Werbung"; Annual Conference of the Advertising Communication Section of the DGPUK. Leipzig, Germany.
 16. Wulf, T., **Naderer, B.**, Olbermann, & Hohner, J. (2021, September). Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors for rainbow washing. Paper presented at the 11th Conference of the Media Psychology Division, Chemnitz, Germany
 17. Bouko, C., **Naderer, B.**, & Rieger, D. (2021, September). Raising awareness about one's own cognitive biases to counter radicalization: presentation of the PRECOBIAS project. Paper presented at the MOTRA-K #2021. Wiesbaden, Germany.
 18. Wulf, T., **Naderer, B.**, Olbermann, & Hohner, J. (2021, June). Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors for rainbow washing. Paper presented at the Annual Meeting of the European Advertising Academy, ICORIA 2021, Online-conference.
 19. **Naderer, B.** & Böbenecker, M. (2021, April). Personalized ads promoting sensitive health topics: Appreciated or condemned? Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland.
 20. **Naderer, B.** & Rieger, D. (2021, April). An online world of bias: The mediating role of cognitive biases on extremist attitudes. Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland.
 21. Wulf, T., & **Naderer, B.** (2021, April). Advertising what matters? Media effects of ads dealing with social issues. Paper presented at the Three-Country Conference on Communication Science (DACH 21), Zurich, Switzerland

22. **Naderer, B.** (2021, January). In green influencers we trust. Presentation at the annual conference of the Media Audiences and Effects Division of the German Communication Association (DGPuK) Online-Conference, München, Germany.
23. **Naderer, B. & Festl, R.** (2020, November). Social media literacy – A central resource for children and adolescents growing up in an online world. Presentation at the *SACM Media Literacy Conference*, Online-Conference, March 10-12, Winterthur, Switzerland.
24. **Naderer, B.** (2020, March). Influencers as political agents? The potential of an unlikely source to motivate political action. Presentation at the annual conference of the *German Communication Association (DGPuK)*, Online-Conference, November 20th, München, Germany.
25. Spielvogel, I., & **Naderer, B.** (2020, January). Head over heels in love with the product on Instagram: Eine Untersuchung des Balance-Modells im Rahmen von Social-Media-Marketing. Presentation at the *annual conference of the Media Audiences and Effects Division* of the German Communication Association (DGPuK), January 23-25, Würzburg, Germany.
26. Oprea, S., & **Naderer, B.** (2019, November). Increasing advertising literacy to unveil disinformation in green advertising. Presentation at the conference *Advertising Literacy: Dealing with Persuasive Messages in a Complex Media Environment*, November 27-29, Vienna, Austria.
27. Von Sikorski, C., **Naderer, B.**, & Brandt, D. (2019, November). Homosexuality in children's cartoons: How same-sex characters and political orientation affect adults' perceived age-appropriateness of children's cartoons. Presentation at the conference *Advertising Literacy: Dealing with Persuasive Messages in a Complex Media Environment*, November 27-29, Vienna, Austria.
28. **Naderer, B.**, Spielvogel, I., Matthes, J., Binder, A., Forrai, M., Knupfer, H., & Saumer, M. (2019, November). The impact of watching movies and series on children's BMI and the moderating role of perceived parental food rules. A longitudinal study. Presentation at the *European Conference of Health Communication (ECHC)*, November 13-15, Zurich, Switzerland.
29. **Naderer, B.**, Matthes, J., & Binting, S. (2019, June). It is just a spoof. Spoof placements and their impact on activation of conceptual persuasion knowledge as well as the referenced brand's memory and evaluation. Paper presented at the 18th *International Conference on Research in Advertising (ICORIA)*, June 27-29, Krems, Austria.

30. Spielvogel, I., **Naderer**, B., & Matthes, J. (2019, June). Disclosing brand placements on audiovisual media: A scientific and practical perspective on the implementation of disclosures in EU countries. Paper presented at the 18th *International Conference on Research in Advertising (ICORIA)*, June 27-29, Krems, Austria.
31. Binder, A., & **Naderer**, B. (2019, May). Shaping healthy eating habits in children and adolescents with social appeals: Toward a conceptual model. Presentation at the 69th annual conference of the *International Communication Association (ICA)*, May 24-28, Washington, D.C., USA.
32. Binder, A., **Naderer**, B., & Matthes, J. (2019, May). Framing nutritional messages for children: Does perceived effectiveness influence or predict the intended behavior? Presentation at the *ICA Pre-Conference of the Health Communication Division*, May 24, Washington, D.C., USA.
33. **Naderer**, B., Matthes, J., & Schäfer, S. (2019, May). Werbe-Disclosure auf Instagram: Die moderierende Rolle der Ähnlichkeit mit dem Kommunikator. Presentation at the annual conference of the *German Communication Association (DGPUK)*, May 9-11, Münster, Germany.
34. Binder, A., **Naderer**, B., Spielvogel, I., Forrai, M., & Matthes, J. (2019, April). Der Zusammenhang zwischen Übergewicht und Fernsehkonsum bei Kindern und die moderierende Wirkung des elterlichen Erziehungsstils. Presentation at the conference "*Kommunikationswissenschaftliche Tage 2019*" of the *Austrian Society of Communication (ÖGK)*, April 25-27, Vienna, Austria.
35. Heiss, R., **Naderer**, B., & Matthes, J. (2018, December). "Healthwashing" uncovered: Health knowledge enables the detection of inappropriate health claims in food advertising. Paper presented at the *Kick-off Meeting Life & Health Science Cluster Tirol*, December 3-4, Innsbruck, Austria.
36. **Naderer**, B., Karsay, K., & Peter, C. (2018, December). Picture Perfect – Die Wirkung von Bearbeitungshinweisen bei Bildern auf den wahrgenommenen Realismus und die Körperzufriedenheit junger Frauen. Presentation at the annual conference of the *Visual Communication Division of the German Communication Association (DGPUK)*, November 29-December 1, Vienna, Austria.
37. Spielvogel, I., & **Naderer**, B. (2018, November). Match me if you can (or not?). Eine Untersuchung der Match-Up Hypothese in bildbasierten Social-Media-Kanälen. Presentation at the annual conference of the *Visual Communication Division of the*

- German Communication Association (DGPUK)*, November 29-December 1, Vienna, Austria.
38. **Naderer, B.**, Aidi, A., & Sander, D. (2017, November). It's a Brand-Lovestory. Auswirkungen von Produktplatzierungen in Foto-Lovestories auf die Markenwahl. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 39. Mayrhofer, M., Matthes, J., Einwiller, S., & **Naderer, B.** (2017, November). Advertisement disclosures on Facebook. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 40. Matthes, J., **Naderer, B.**, Schmuck, D., & Eicher, C. (2017, November). Argumentationsstrategien in der grünen Werbung: Ein systematischer Vergleich von 10 Ländern. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 41. Matthes, J., **Naderer, B.**, & Schmuck, D. (2017, November). Wer sind die grünen Konsumenten? Prädiktoren für nachhaltiges Kaufverhalten im internationalen Kontext. Presentation at the annual conference of the *Advertising Division and PR & Organizational Communication Division* of the German Communication Association (DGPUK), November 23-25, Vienna, Austria.
 42. **Naderer, B.**, Spielvogel, I., Obereder, A., & Matthes, J. (2016, November). Darstellung und Einbindung von Produktplatzierungen in deutschen Kinderfilmen. Presentation at the annual conference of the *Advertising Division of the German Communication Association (DGPUK)*, November 16-18, Münster, Germany.
 43. **Naderer, B.**, Obereder, A., Spielvogel, I., & Matthes, J. (2016, November). Die Perspektive der Eltern zur Werbepaxis von Produktplatzierungen. Zu Regulierungsmaßnahmen eingebetteter Werbeformen. Presentation at the annual conference of the *Advertising Division of the German Communication Association (DGPUK)*, November 16-18, Münster, Germany.
 44. **Naderer, B.**, & Karsay, K. (2016, January). Detecting the persuasive intent of product placements in photo-love-stories. Consequences for brand recall and brand evaluation. Presentation at the Annual Conference of the *Media Audiences and Effects Division of*

the German Communication Association (DGPK), January 28-30, Amsterdam, Netherlands.

45. **Naderer, B.**, Matthes, J., & Mestas, M. (2015, November). Do you take credit cards? The attitudinal and behavioral effects of advertising in board games targeted at children. Presentation at the '*Children, Adolescents and Advertising*' *ECREA Symposium*, November 5-6, Madrid, Spain.
46. Matthes, J., & **Naderer, B.** (2012, November). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen: Effekt auf das Verhalten, nicht aber die Einstellungen? Presentation at the annual conference of the *Advertising Interest Group* of the German Communication Association, November 21-23, Würzburg, Germany.