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RESEARCH INTERESTS

Persuasion, Emotions, Entertainment,
Media Use, Media Effects, Political
Communication, Populism

RESEARCH SKILLS

Experimental Research, Survey
Research, Content Analysis,
Psychophysiological Measures, and
Multivariate Statistic

EDUCATION

- 09/2013 – 10/2018 PhD (Dr. phil) in Media and Communication Science, University of Zurich, Switzerland
- Thesis: The Populist Persuasion. Persuasive Wirkungen inhaltlicher und formaler Merkmale populistischer Kommunikation auf politische Einstellungen. [The Populist Persuasion. Effects of Populist Communication Content and Style on Political Attitudes.]
- Supervisor: Prof. Dr. Werner Wirth (University of Zurich)
- Grade: Summa cum laude
- 09/2010 – 12/2012 Master of Arts in Communication Management and Media Research (Major) and Communication Science (Minor). University of Zurich, Switzerland
- 10/2006 – 07/2009 Bachelor of Arts in Communication in Social and Economic Contexts. University of the Arts Berlin, Germany

ACADEMIC EMPLOYMENT

- 10/2019 – present Senior Researcher and Lecturer (Oberassistentin / Postdoc) at the Department of Communication and Media Research, University of Fribourg, Switzerland
- 08/2019 – present Lecturer at the Institute of Communication and Media Studies, University of Bern, Switzerland
- 12/2018 – 09/2019 Senior Researcher and Lecturer (Postdoc) at the Department of Communication and Media Research, Chair of Empirical Communication Research (Prof. Dr. Andreas Fahr), University of Fribourg, Switzerland
- Employed in the SNF-project "Excessive Media Use in Times of Netflix. "Binge watching": Motives, Experience, and its Effects on Sleep" (Prof. Dr. Andreas Fahr & Prof. Dr. Björn Rasch)

03/2013 – 11/2018 Research & Teaching Assistant at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects (Prof. Dr. Werner Wirth), University of Zurich, Switzerland

Employed in the NCCR Democracy project “A look into the back box – how populist communication strategies affect citizens’ attitudes” funded by the Swiss National Science Foundation (2013-2017)

INSTITUTIONAL RESPONSIBILITIES

2017 – present Speaker of the Swiss Association of Communication and Media Research (SGKM) Division “Audience, Media Use, and Media Effects”

2015 – 2017 Treasurer of the peer-mentoring group Women in Democracy Studies (WIDE)

2015 Graduate student representative in the appointment committee for a Professorship in Media and Communication Research with focus on media use and media reality at the University of Zurich

SUPERVISION OF BA-/MA-THESES

Andreeva, Ludmila (2015). Populismus: Qualitäts vs. Boulevardmedien – ein Vergleich. Master Thesis, University of Zurich.

Baumann, Nora und Schindler, Larissa (2016). Die Persuasionskraft von Angst in der populistischen Kommunikation. Eine experimentelle Studie im Kontext des Cognitive Functional Model unter Einbezug der Trait-Angst und der populistischen Haltung. Master Thesis, University of Zurich.

Custo, Emina (2016). Persönlichkeiten und ihre Zustimmung zu rechtspopulistischer Persuasion. Eine empirische Untersuchung der potentiellen Einflüsse rechtspopulistischer, werthaltiger Medienbeiträge auf die explizite und implizite Einstellungen, politische Grundeinstellung und Persönlichkeitsmerkmale. Master Thesis, University of Zurich.

Haas, Stephanie und Castellana, Laura (2016). Wirkungen rechtspopulistischer Aussagen auf Einstellungen. Eine experimentelle Studie zur Wirkung konservativer und links-liberaler Wertappelle in rechtspopulistischen Aussagen auf die explizite und implizite Einstellung. Master Thesis, University of Zurich.

Ledermann, Tirza (2016). Die Wirkung von Wertappellen in populistischer Kommunikation. Eine experimentelle Studie zur Wirkung von Value-Frames in einer rechts-populistischen Aussage auf die explizite und implizite Einstellungsebene unter Berücksichtigung von populistischen Voreinstellungen. Master Thesis, University of Zurich.

Roder, Estefania (2016). Die Persuasionskraft der diskreten Emotion Angst in der populistischen Kommunikation. Eine experimentelle Studie im Kontext des Appraisal Tendency Framework und des Cognitive Functional Model. Master Thesis, University of Zurich.

Salvadori, Carmen (2016). Persuasionskraft populistischer, werthaltiger Medienbeiträge. Eine Untersuchung zur Wirkung rechtspopulistischer, werthaltiger Medienbeiträge und zu Einflüssen der populistischen Grundeinstellung und der Werthaltung von Personen auf die impliziten und expliziten Einstellungen von Rezipienten. Master Thesis, University of Zurich.

Schenker, Nora (2016). Persuasive Effekte durch populistische Kommunikation. Der Persuasionserfolg der populistischen Kommunikation unter dem Einfluss der Emotionen Angst und Ärger. Master Thesis, University of Zurich.

Steiner, Julia Rahal (2016). The power of Populism. To what extent do personality traits and populist attitudes influence the acceptance of right-wing statements combined with human values? Master Thesis, University of Zurich.

Berglas, Yasmin (2017). Der Einfluss von negativen Emotionen und der populistischen Voreinstellung auf die Verarbeitung und Persuasionswirkung von populistischen Appellen. Master Thesis, University of Zurich.

Blum, Irina (2017). Die Wirkung von populistischer Kommunikation in Zeitungsbeiträgen. Eine REM Analyse zum Moderatoreffekt der Einstellungssicherheit auf das kognitive und affektive Matching. Master Thesis, University of Zurich.

Geisshüsler, Sandro (2017). Emotionaler Populismus. Wie die Stärk des Emotionsempfindens den Effekt von populistischen Schutz- und Bestrafungsappellen beeinflusst. Master Thesis, University of Zurich.

Koponen, Linda (2017). Ambivalenz als Moderator von affektiv-kognitivem (Mis-)Matching. Eine REM-Studie zur Wirkung rechtspopulistischer Kommunikation am Beispiel der Schweizer Asylpolitik. Master Thesis, University of Zurich.

Meier, Philip (2017). Die Moderation affektiv-kognitiver Matching-und Mismatching-Effekte bei der Zustimmung zu populistischen Kommunikationsappellen durch Involvement. Master Thesis, University of Zurich.

Minardi, Emilia (2018). Emotionen und Populismus: Wie negative Mischemotionen die Befürwortung populistischer Lösungsansätze begünstigen können. Master Thesis, University of Zurich.

Blatter, Alessa (2019). Pre-Bedtime Netflix Use and its Effect on Sleep Quality. Master Thesis, University of Fribourg.

Carminati, Sharon (2019). Binge-watching and the power of cliffhangers. An experimental study of the individual perception of suspense, curiosity, and enjoyment during a binge-watching session. Master Thesis, University of Fribourg.

TEACHING

Autumn 2019 Einführung in die Mediennutzungs- und Medienwirkungsforschung [Introduction to Media Use and Media Effects Research], Lecture, Bachelor Level, University of Bern, Switzerland

Methoden der empirischen Sozialforschung: Einführung [Empirical Methods in the Social Sciences: Introduction], Practical Course, Bachelor Level, University of Fribourg

Medienkunde und wissenschaftliches Arbeiten (Proseminar) [Media Research and Scientific Work], Seminar, Bachelor Level, University of Fribourg

Spring 2019 Einführung in die Mediennutzungs- und Medienwirkungsforschung [Introduction to Media Use and Media Effects Research], Lecture, Bachelor Level, University of Fribourg, Switzerland

- Autumn 2018 Multivariate Analyseverfahren [Multivariate Data Analysis] Co-Teaching, Lecture Master Level, University of Zurich, Switzerland
- Spring 2018 Populismus und Medien: Nutzungs- und Wirkungsaspekte [Populism, Media Use, and Media Effects], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
- Autumn 2017 Multivariate Analyseverfahren [Multivariate Data Analysis] Co-Teaching, Lecture Master Level, University of Zurich, Switzerland
- Spring 2017 Medienwirkungen auf Schönheitsideale [Media Effects on Body Images], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
- Autumn 2016 Multivariate Analyseverfahren [Multivariate Data Analysis] Co-Teaching, Lecture Master Level, University of Zurich, Switzerland
- Spring 2016 Medienwirkungen auf Schönheitsideale [Media Effects on Body Images], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
- Autumn 2015 Emotionen und Medienwirkungen auf politische Einstellungen, Teil 2 [Emotions and Media Effects on Political Attitudes, Part 2], Co-Teaching, Research Seminar, Master Level, University of Zurich, Switzerland
- Spring 2015 Emotionen und Medienwirkungen auf politische Einstellungen, Teil 1 [Emotions and Media Effects on Political Attitudes, Part 1], Co-Teaching, Research Seminar, Master Level, University of Zurich, Switzerland
- Wirkungen populistischer Kommunikationsstrategien [Effects of Populist Communication Strategies]. Course, Bachelor Level, University of Zurich, Switzerland
- Autumn 2014 Macht der Gefühle: Affekteinfluss in der politischen Kommunikation [The Power of Emotions: Influence of Affect in Political Communication], Co-Teaching, Seminar, Master Level, University of Zurich, Switzerland
- Spring 2014 Wirkungen populistischer Kommunikationsstrategien [Effects of Populist Communication Strategies]. Course, Bachelor Level, University of Zurich, Switzerland

PANELS, BOARDS, & REVIEWING ACTIVITIES

Ad-hoc Reviewer for:

Journals:

- International Journal of Public Opinion Research (2019)
- International Journal of Communication (2019)
- Journal of Media Psychology (2019)
- British Journal of Sociology (2019)
- Political Psychology (2019)
- The International Journal of Press/Politics (2019)
- Journalism and Mass Communication Quarterly (2019)
- Political Communication (2018, 2019)
- Mass Communication and Society (2018)
- Information, Communication & Society (2017)
- Studies in Communication and Media (2017)

Conferences:

- International Communication Association (ICA), Political Communication Division (since 2016)
- European Communication Research and Education Association (ECREA), Political Communication Section (since 2017)
- German Communication Association (DGPuK), Divisions: Communications and Politics, Media Reception and Effects, and Health Communication (since 2016)
- Swiss Association of Communication and Media Research (SGKM) (since 2016)

MEMBERSHIPS

International Communication Association (ICA)

European Communication Research and Education Association (ECREA)

Swiss Association of Communication and Media Research (SGKM)

German Communication Association (DGPuK)

Young scholar network of the division "Media Use and Media Effects" of the DGPuK (NaRezFo)

Peer mentoring group Women in Democracy Studies (WIDE), 2013-2017

ORGANIZATION OF CONFERENCES

06/2019 Symposium to celebrate the 60. birthday of Prof. Dr. Werner Wirth, 14.06.2019, University of Zurich

AWARDS

2018 Kaid-Sanders Award for the best article of the year by the Political Communication division of the ICA: Müller, P., Schemer, C., Wettstein, M., Schulz, A., Wirz, D. S., Engesser, S., & Wirth, W. (2017). The Differential Effects of News Coverage on Public Opinion about Populism: Evidence from a Panel Study in four European Countries. *Journal of Communication*. doi:10.1111/jcom.12337

2018 Dissertation Award of the Swiss Association of Communication and Media Research (Category A, Sabbatical, CHF 5000.-)

2018 Best Paper Award by the Political Communication Division of the German Communication Association (DGPuK): Populist Crisis Rhetoric: How Emotionalization and Dramatization of Populist Content Amplify its Effects (co-authored with A. Schulz, M. Wettstein, N. Ernst, C. Schemer, P. Müller, & W. Wirth)

2017 Best Paper Award by the Media Effects Division of the German Communication Association (DGPuK): The Populist Worldview: How Populist Citizens Perceive Media and Public Opinion Climate (co-authored with A. Schulz, W. Wirth, M. Wettstein, P. Müller, & C. Schemer)

ADDITIONAL SKILLS

Software: SPSS, R

Languages: German (native), English (fluent), French (good), Italian (good)

PUBLICATIONS

(*peer-reviewed)

* **Wirz, D.S.**, Wettstein, M., Schulz, A., Ernst, N., Schemer, C., & Wirth, W. (2019). How populist crisis rhetoric affects voters in Switzerland. *Studies in Communication Sciences*, 19(1), 69-83.
<https://doi.org/10.24434/j.scoms.2019.01.006>

*Blassnig, S. & **Wirz, D.S.** (2019). Populist and Popular: An Experiment on the Drivers of User Reactions to Populist Posts on Facebook. *Social Media + Society* 5(4), 1-12.
<https://doi.org/10.1177/2056305119890062>

* Wettstein, M., Schulz, A., Steenbergen, M., Schemer, C., Müller, P., **Wirz, D.S.**, & Wirth, W. (2019). Measuring populism across nations: Testing for measurement invariance of an inventory of populist attitudes. *International Journal of Public Opinion Research*, Article edz018.
<https://doi.org/10.1093/ijpor/edz018>

Wirz D.S. & Schulz A. (2019). Emotionale und kognitive Facetten des Weingenußes: Ein medienpsychologisches Experiment. [Affective and cognitive aspects of wine tastings: A media psychology experiment.] In: Schramm H., Matthes J., Schemer C. (eds). *Emotions Meet Cognitions* (pp. 129-137). Wiesbaden: Springer VS. https://doi.org/10.1007/978-3-658-25963-1_11

* Wettstein, M., Esser, F., Büchel, F., Schemer, C., **Wirz, D.S.**, Schulz, A., ... Wirth, W. (2019). What Drives Populist Styles? Analyzing Immigration and Labor Market News in 11 Countries. *Journalism & Mass Communication Quarterly*, 96(2), 516–536. <https://doi.org/10.1177/1077699018805408>

Wirz, D.S. (2018). The populist persuasion: persuasive Wirkungen inhaltlicher und formaler Merkmale populistischer Kommunikation auf politische Einstellungen (Dissertation). 2018, University of Zurich, Philosophische Fakultät. <https://doi.org/10.5167/uzh-157131>

* **Wirz, D.S.**, Wettstein, M., Schulz, A., Müller, P., Schemer, C., Ernst, N., ... Wirth, W. (2018). The Effects of Right-Wing Populist Communication on Emotions and Cognitions toward Immigrants. *The International Journal of Press/Politics*, 23(4), 496–516. <https://doi.org/10.1177/1940161218788956>

* Wettstein, M., Esser, F., Schulz, A., **Wirz, D.S.**, & Wirth, W. (2018). News Media as Gatekeepers, Critics, and Initiators of Populist Communication: How Journalists in Ten Countries Deal with the Populist Challenge. *The International Journal of Press/Politics*, 23(4), 476–495.
<https://doi.org/10.1177/1940161218785979>

Schemer, C., Wirth, W., Wettstein, M., Müller, P., Schulz, A., & **Wirz, D.** (2018). Wirkung populistischer Kommunikation. Populismus in den Medien, Wirkungen und deren Randbedingungen. *Communicatio Socialis*, 51(2), 118-130. <https://doi.org/10.5771/0010-3497-2018-2-118>

***Wirz, D.S.** (2018). Persuasion through emotion? An experimental test of the emotion-eliciting nature of populist communication. *International Journal of Communication*, 12(2018), 1114-1138. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/7846/2287>

***Wirz, D.S.** (2018). Does Consistency Matter? Perception and Persuasiveness of Value Appeals in Populist Communication. *SCM Studies in Communication| Media*, 7(1), 59-88.
<https://doi.org/10.5771/2192-4007-2018-1-59>

*Müller, P., Schemer, C., Wettstein, M., Schulz, A., **Wirz, D.S.**, Engesser, S., & Wirth, W. (2017). The Polarizing Impact of News Coverage on Populist Attitudes in the Public: Evidence from a Panel Study in four European Democracies. *Journal of Communication*, 67(6), 968-992.
<https://doi.org/10.1111/jcom.12337>

*Schulz, A., Müller, P., Schemer, C., **Wirz, D.S.**, Wettstein, M., & Wirth, W. (2017). Measuring Populist Attitudes on Three Dimensions. *International Journal of Public Opinion Research*. 30(2), 316-326. <https://doi.org/10.1093/ijpor/edw037>

Wirth, W., Esser, F., Wettstein, M., Engesser, S., **Wirz, D.**, Schulz, A., Ernst, N., Büchel, F., Caramani, D., Manucci, L., Steenbergen, M., Bernhard, L., Weber, E., Hänggli, R., Dalmus, C., & Schemer, C. (2016). *The Appeal of Populist Ideas, Strategies and Styles: A Theoretical Model and Research Design for Analyzing Populist Political Communication*. University of Zurich: Working Paper 88 of the National Centre of Competence in Research (NCCR) on Challenges to Democracy in the 21st Century. Retrieved from https://www.ikmz.uzh.ch/dam/jcr:c31648f8-2736-4155-9db2-1137a1983780/WP_88.pdf

*Ryffel, F.A., **Wirz, D.S.**, Kühne, R., & Wirth, W. (2014). How Emotional Media Reports Influence Attitude Formation and Change: The Interplay of Attitude Base, Attitude Certainty, and Persuasion. *Media Psychology*, 17(4), 397-419. <https://doi.org/10.1080/15213269.2014.933850>

PRESENTATIONS

Ort, A., **Wirz, D.S.**, & Fahr, A. (2019, November) *Is binge-watching addictive? – Differential effects of motives for TV-series use on the relationship between excessive media consumption and media addiction*. Paper presented at the European Conference on Health Communication in Zurich, Switzerland.

Zerback, T. & **Wirz, D.S.** (2019, May). *Appraisal Patterns as Predictors of Emotional Expressions and Shares on Political Social Networking Sites*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Washington D.C., USA.

Wirz, D.S., Ort, A. & Fahr, A. (2019, April). *Und noch eine Folge... Binge-Watching und das Eintauchen in die Narration einer Serie [And one More Episode... Binge-Watching and the Immersion in the Narration of a Series]*. Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in St.Gallen.

Zerback, T. & **Wirz, D.S.** (2019, April). *Emojis als Ausdruck emotionaler Medienwirkungen auf politischen Facebook-Seiten [Emojis as Expressions of Emotional Media Effects on Political Facebook Pages]*. Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in St.Gallen.

Wirz, D.S., Schulz, A., Schemer, C., Müller, P., Ernst, N., Esser, F., & Wirth, W. (2018, May). *How Right-Wing Populist Communication Influences Cognitions and Emotions Towards Immigrants: Evidence From a Cross-National Panel-Survey*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Prague, Czech Republic.

Wettstein, M., Esser, F., Schulz, A., **Wirz, D.S.**, & Wirth, W. (2018, May). *The News Media as Gatekeepers, Critics and Originators of Populist Communication*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Prague, Czech Republic.

Wirz, D.S., Schulz, A., Wettstein, M., Ernst, N., Schemer, C., Müller, P., & Wirth, W. (2018, February). *Populistische Krisen-Rhetorik: Wie Emotionalisierung und Dramatisierung von populistischen Inhalten deren Wirkung verstärkt [Populist Crisis Rhetoric: How Emotionalization and Dramatization of Populist Content Amplify its Effects]*. Presentation at the Annual Meeting of the Communication and Politics Division of the German Communication Association (DGPK) in Fribourg.

Schemer, C., Müller, P., Wettstein, M., Schulz, A., **Wirz, D. S.**, Wirth, W. (2017, July). *The Effects of Populist Communication in the News on Populist Attitudes in the Public*. Presentation at the 40th Annual Scientific Meeting of the International Society of Political Psychology (ISPP) in Edinburgh, Scotland.

Wirz, D.S. (2017, May). *Does Consistency Matter? Perception and Persuasiveness of Value Appeals in Populist Communication*. Paper presented at the Annual Conference of the International Communication Association (ICA) in San Diego, USA.

Wirz, D.S. & Wirth, W. (2017, April). *Multiple Stimuli im Experiment – eine Annäherung an die komplexe Medienrealität. [Multiple Stimuli in Experimental Research - Approaching the Complexity of Media Reality.]* Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Chur.

Schulz, A., Wirth, W., **Wirz, D. S.**, Wettstein, M., Müller, P. & Schemer, C. (2017, January). *Die populistische Weltanschauung: Wie Anhänger populistischer Ideen die Medien und das öffentliche Meinungsklima wahrnehmen [The Populist Worldview: How Populist Citizens Perceive Media and Public Opinion]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPUK), Erfurt.

Wirz, D.S. & Wirth, W. (2017, January). *Wirkung inkonsistenter Wertappelle im Kontext rechtspopulistischer Kommunikation. [Effects of Inconsistent Value Appeals in Right-Wing Populist Communication]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPUK), Erfurt.

Wirz, D.S. (2016, June). *Emotional and Persuasive? An Empirical Test of Common Assumptions about Populist Appeals*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Schulz, A., Wettstein, M., Müller, P., **Wirz, D.**, Schemer, C., & Wirth, W. (2016, June). *News Media Use and Populist Attitudes: Is There an Unholy Alliance?* Presentation at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Ernst, N., **Wirz, D.S.**, Schulz, A., & Engesser, S. (2016, June). *Populist Communication Strategies in News Media in Four European Democracies*. Presentation at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Wirz, D.S. (2016, April). *Mit fremden Federn schmücken. Eine Vorstudie zur Rezeption inkonsistenter Werteappelle in der politischen Kommunikation. [Adorning oneself with borrowed plumes. A study about the perception of inconsistent value appeals in political communication.]* Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Fribourg.

Schemer, C., Schulz, A., Müller, P., **Wirz, D.**, Wettstein, M., Wirth, W. (2016, April). *Validation of a Populist Attitudes Measure for Public Opinion Surveys*. Presentation at the 5. COST Joint Management Committee & Working Group Meetings and Action Workshop in Cracow, Poland.

Wirz, D.S. (2016, February). *Populismus schürt Emotionen. Ein experimenteller Test einer weit verbreiteten Annahme. [Populism Elicits Emotions. An Experimental Test of a Common Assumption.]* Presentation at the Annual Meeting of the Communication and Politics Division of the German Communication Association (DGPUK) in Munich.

Schulz, A., Müller, P., **Wirz, D.**, Wettstein, M., Schemer, C. & Wirth, W. (2015, August). *Measuring Populist Attitudes as a Multidimensional Concept*. Paper presented at the annual conference of the European Consortium for Political Research (ECPR) in Montréal.

Wirz, D. S., Wettstein, M., Schulz, A., Müller, P., Schemer, C., & Wirth, W. (2015, January). *Die unbeabsichtigte Komplizenschaft von Populisten und Boulevardmedien: Wirkung populistischer Appelle auf Zeitungleser. [The unintentional complicity between populists and tabloid media. Effects of populist communication on newspaper audiences]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPK) in Bamberg.

Wirz, D., Ernst, N., Büchel, F., Schulz, A., Wettstein, M., Engesser, S., Schemer, C., Esser, F. & Wirth, W. (2014, May). *Populism and the Media Forming an Unholy Alliance: An Integrative Framework*. Presentation held at the annual meeting of the International Communication Association (ICA) in Seattle/WA.

Ryffel, F., **Wirz, D.**, Wirth, W., & Kühne, R. (2013, June). *How Emotional Media Reports Influence Attitude Formation and Change*. Paper presented at the Annual Conference of the International Communication Association (ICA) in London.

Peiffer, A., **Wirz, D.** & von Rimscha, M. B. (2012, April). *Social media in the strategic communication of Swiss athletes*. Paper presented at the 2012 conference of the Swiss Association of Communication and Media Research (SGKM) in Neuchâtel.

INVITED TALKS

Wirz, D.S. (2019, March). The Role of Emotions in Populist Persuasion. Research Talk for the VieCER PhD Club, University of Vienna.

Wirz, D.S. (2018, March). Populistische Kommunikation in den Medien: Vorkommen und Wirkungen. [Populist communication in the media: manifestations and effects.] Presentation at the Symposium "IKMZ Tag der Kommunikation" in Zurich.

Schulz, A. & **Wirz, D.S.** (2017, October). *Die Untersuchung von Populismus in der Medienpsychologie: Forschungsfragen, Ergebnisse und Herausforderungen [Investigation Populism in Media Psychology: Research Questions, Results and Challenges]*. Colloquium at the Institute of Communication and Media Studies (icmb), University of Berne.

Wirz, D.S. (2016, June). *Emotional and Persuasive? An Empirical Test of Common Assumptions about Populist Appeals*. Presentation at the conference "Populism and Democracy" organized by the NCCR Democracy and the PME/BMU in Zurich.

Schulz, A. & **Wirz, D.S.** (2015, January). *Populism in the Context of Globalization and Mediatization*. Presentation at the COST network workshop "New Perspectives on Populist Political Communication" in Zurich.

OUTREACH ACTIVITIES

Media Radio interview, Swiss National Radio (SRF1) "Forum", September 5., 2019: Berichtet Radio SRF zu negativ über das Weltgeschehen? [Is the reporting of the Swiss National Radio (SRF) too negative?]

 Newspaper interview, Beobachter, 12.07.2019: Online Kommentare: Es ist verheerend, wenn die Mehrheit schweigt. [Online comments: It is disastrous when the majority remains silent.]

 Newspaper article, DeFacto, 03.05. 2019: Einfach, emotional, persuasiv? Für wen und warum populistische Kommunikation überzeugend ist. [Simple, emotional and

persuasive? For whom and why populist communication is convincing.] (with A. Schulz)

TV interview, Swiss National Television (SRF) „mySchool“ (video on demand): Politik und Gesellschaft: Populismus [Politics and Society: Populism]

TV interview, Swiss National Television (SRF) „Einstein“, November 29., 2018: Populismus verstehen [Understanding Populism]

Events

Panel discussion «NZZ trifft Universität Zürich: *Fake-News: Welchen Informationen können wir noch trauen?*» [“NZZ meets University of Zurich: *Fake News: Which information can we still trust?*“], 29.10.2019, University of Zurich

Public Workshop «Der Reiz des Populismus» [«The Appeal of Populism»], 11.04.2019, Karl der Grosse, Zürich

Project leader for a study week of „Schweizer Jugend forscht“ [Swiss youth in Science], October 2013