

| CURRICULUM VITAE & RESEARCH OUTPUT |

Dr. Alexander Ort

University of Fribourg
Department of Communication and Media Research
Chair of Empirical Communication Research
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Nationality: German

| RESEARCH INTERESTS

- Health communication
- Media use & effects
- Online-communication
- Social media
- Media psychology
- Psychophysiology
- Methods

| RESEARCH SKILLS

- Experimental research
- Survey research
- Content analysis
- Multivariate statistics
- Psychophysiological measures

| EDUCATION

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| 06/2015 – 10/2019 | PhD (Dr. rer. soc) student at the University of Fribourg. Thesis: <i>Advancing persuasive health communication—Investigating and comparing the effectiveness of persuasive strategies beyond the use of fear appeals</i> . Supervisor: Prof. Dr. Andreas Fahr (University of Fribourg) |
| 10/2010 – 01/2013 | Master of Science in Empirical Communication Science at the University of Hohenheim. Master thesis: <i>Impression management in online dating communities</i> . |
| 10/2006 – 03/2010 | Bachelor of Science in Communication Science at the University of Hohenheim. Bachelor thesis: <i>Music 2.0—The influence of digital music on the music market</i> . |

| ACADEMIC EMPLOYMENT

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| 11/2019 – now | Senior Researcher at the Department of Communication and Media Research, Chair of Empirical Communication Research (Prof. Dr. Andreas Fahr), University of Fribourg, Switzerland. |
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Employed in the 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), funded by the Swiss National Science Foundation; University of Fribourg, Switzerland.

- 06/2015 – 10/2019 Research and teaching assistant at the Department of Communication and Media Research, Chair of Empirical Communication Research (Prof. Dr. Andreas Fahr), University of Fribourg, Switzerland.
- 04/2013 – 05/2015 Research assistant at Knowledge Media Research Center [Leibniz-Institut für Wissensmedien], Science Campus Tübingen, and Eberhard Karls University Tübingen (Prof. Dr. Guido Zurstiege)
- Employed in the project: „*Sowing bad seeds? The effects of a provocative public-service campaign against childhood obesity in a digital media world*“, (Prof. Dr. Kai Sassenberg & Prof Dr. Guido Zurstiege).
- 04/2013 – 03/2015 Lecturer at the Institute of Media Studies, University of Tübingen, Germany.

| INSTITUTIONAL RESPONSIBILITIES

- 2017 – present Co-president of the CSWM (Collaborateurs et collaboratrices scientifiques / Wissenschaftliche Mitarbeiter und Mitarbeiterinnen [Association of Scientific Employees]) at the Faculty of Economics and Social Sciences, University of Fribourg
- 2017 – present Member of the university-wide CSWM committee (Collaborateurs et collaboratrices scientifiques / Wissenschaftliche Mitarbeiter und Mitarbeiterinnen [Association of Scientific Employees]) at the University of Fribourg.
- 2017 – present Representative (scientific staff) in the faculty council, Faculty of Economics and Social Sciences, University of Fribourg, Switzerland.
- 2017 Representative (scientific staff) in the structural committee for the filling of a vacant professorship at the Faculty of Economics and Social Sciences, University of Fribourg, Switzerland.
- 2018 Representative (scientific staff) in the committee to develop directives for the promotion of professors at the Faculty of Economics and Social Sciences, University of Fribourg, Switzerland.

| SUPERVISION OF BA-/MA-THESES

- Külling, Laure (2019). The construction of Meaning of Memes from TV-Series depending on use, motivation, Genre, PSR. Master thesis, University of Fribourg, Switzerland.
- Berthold, Kaya (2019). Framing der Präexpositionsprophylaxe in Online-Informationsangeboten. Eine vergleichende Analyse acht verschiedener Länder. Bachelor thesis, University of Fribourg, Switzerland.

- Mucha, Marie-Terese (2019). Social-Media Influencer auf Instagram. Der Einfluss des Prominenzstatus und der Followerzahl von Social Media Influencern auf deren Glaubwürdigkeit, die Kaufbereitschaft ihrer Follower und die Parasoziale Interaktion zwischen den Social Media Influencern und ihren Followern. Bachelor thesis, University of Fribourg, Switzerland.
- Cirelli, Joëlle (2019). Typen von Binge-Watchern. Definieren und Differenzieren von Binge Watch-Verhalten. Bachelor thesis, University of Fribourg, Switzerland.
- Holtkamp, Sybille (2018). The Impact of Positive Emotions on Health-Related Behavior – An Empirical Study in an Adapted Setting of the E-EPPM. Master thesis, University of Fribourg, Switzerland.
- Dürr, Alexandra (2018). Kognitive und emotionale Verarbeitung von Anti-Rauchen-Sujets auf Zigarettenpackungen. Bachelor thesis, University of Fribourg, Switzerland.
- Siegenthaler, Perina (2017). A review of the use of psychophysiological methods in health communication research. Master thesis, University of Fribourg, Switzerland.
- Aegerter, Tanja (2017). Verhaltensänderung durch Mental Contrasting und Personifizierung? Bachelor thesis, University of Fribourg, Switzerland.
- Huwylar, Dominique (2017). Mental Contrasting in der Gesundheitskommunikation - Zum Einfluss von Mental Contrasting auf die Einstellung und Intention gegenüber Organspenden. Bachelor thesis, University of Fribourg, Switzerland.
- Rudolf von Rohr, Jessica (2017). Der Einfluss von Bedrohung und mentalem Kontrastieren auf das Dehnverhalten von Sportlern. Bachelor thesis, University of Fribourg, Switzerland.
- Diggelmann, Pascale (2016). Der Einfluss unterschiedlicher Emotionalisierung von Gesundheitskampagnen auf deren Wirksamkeit. Bachelor thesis, University of Fribourg, Switzerland.
- Grodke-Bried, Larissa (2014). Kommunikationsmaßnahmen im Gesundheitsbereich. Bachelor thesis, University of Tübingen, Germany.
- Mulack, Genevieve (2013). Kommentierungskommentierung Emotionale Infektion. Bachelor thesis, University of Tübingen, Germany.

| TEACHING

- Autumn 2019 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung: Exzessive Mediennutzung: Binge-Watching in Zeiten von Netflix und Co [Research Seminar Media Use/ Effects]. Co-Teaching, Master Level, University of Fribourg, Switzerland
- Spring 2019 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung [Research Seminar Media Use/ Effects]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland

- Autumn 2018 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung [Research Seminar Media Use/ Effects]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland
- Spring 2018 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung: Rezeption und Wirkung von Gesundheitskommunikation – Forschungspraxis [Research Seminar Media Use/ Effects]. Co-Teaching, Master Level, University of Fribourg, Switzerland
- Spring 2017 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung, Teil 2 [Research Seminar Media Use/ Effects, Part 2]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland
- Autumn 2016 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung [Research Seminar Media Use/ Effects]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland
- Spring 2016 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung: Rezeption, Selektion und Wirkung gesundheitsrelevanter Medieninhalte [Research Seminar Media Use/ Effects]. Co-Teaching, Master Level, University of Fribourg, Switzerland
- Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung, Teil 2 [Research Seminar Media Use/ Effects, Part 2]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland
- Autumn 2015 Forschungsseminar Mediennutzungs-/ Medienwirkungsforschung [Research Seminar Media Use/ Effects]. Co-Teaching, Bachelor Level, University of Fribourg, Switzerland
- Autumn 2014 Einführung in die Methoden der Medienforschung [Introduction: Methods in Media Research]. Seminar, Master Level, University of Tübingen, Germany
- Spring 2014 Medienrezeption und -wirkung [Media Use and Effects]. Seminar, Bachelor Level, University of Tübingen, Germany
- Autumn 2013 Einführung in die Methoden der Medienforschung [Introduction: Methods in Media Research]. Seminar, Master Level, University of Tübingen, Germany

| PANELS, BOARDS, & REVIEWING ACTIVITIES

Ad-hoc reviewer for:

- Studies in Communication and Media (SCM)
- International Communication Association (ICA)
- European Communication Research and Education Association (ECREA)
- German Communication Association (DGPUK)
- Swiss Association of Communication and Media Research (SGKM)

| 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)

| AWARDS

2019 Best Paper Award by the Health Communication Division of the German Communication Association (DGPuK): *The influence of type of narrative voice and addressing style on reactance to health campaigns* (co-authored with M. Moeri & P. Siegenthaler)

| ADDITIONAL SKILLS

Languages German (native), English (business/ fluent), French (good)

Software Windows, Mac OS X, MS/Mac Office
Adobe Creative Suite
SPSS
R
Python
MindWare (biophysiological acquisition and analysis)
Typo3
Globalpark, Unipark, Soscisurvey

| PUBLICATIONS

Book

Reifegerste, D., & Ort, A. (2018). Gesundheitskommunikation: Studienkurs Medien & Kommunikation [Health communication: Study course media & communication]. Baden-Baden, Germany: Nomos. doi:10.5771/9783845281827

Journal Articles (peer-reviewed)

Ort, A. & Fahr, A. (2019, accepted). The effectiveness of a positively vs. negatively valenced PSA against sexually transmitted diseases: Evidence from an experimental study. *Studies in Communication and Media*.

Ort, A. & Fahr, A. (2018). Using efficacy cues in persuasive health communication is more effective than employing threats - An experimental study of a vaccination intervention against Ebola. *British Journal of Health Psychology*, 23(3), 665-684. doi:10.1111/bjhp.12310

Meitz, T. G. K., Ort, A., Kalch, A., Zipfel, S., & Zurstiege, G. (2016). Source does matter: Contextual effects on online media-embedded health campaigns against childhood obesity. *Computers in Human Behavior*, 60, 565-574. doi:10.1016/j.chb.2016.02.067

Under review/ in preparation

Ort, A. & Fahr, A. (revise and resubmit). Mental Contrasting with Implementation Intentions as a technique for mediated persuasive health communication. *Health Psychology Review*.

Siegenthaler, P., Ort, A., & Fahr, A. (submitted). The influence of emotional shifts in fear appeals on message processing and behavioral intention. *Health Communication*.

Ort, A., Siegenthaler, P., & Fahr, A. (in preparation). How positively valenced health messages can foster information seeking: Evidence from two experiments.

Ort, A., Wirz, D., & Fahr, A. (in preparation). What defines binge-watching? A typology of TV-series users.

Wirz, D., Ort, A., & Fahr, A. (in preparation). Do cliffhangers drive binge-watching? An experiment on cliffhangers' effects on enjoyment, arousal, and the intention to see the next episode.

Migliarini, C., Ort, A., & Fahr, A. (in preparation). Determinants and use of self-defeating humor on social networks for impression management.

Book Chapters

- Ort, A. (2019). Ekel, Wut sowie Verlegenheit, Scham und Schuld in der Gesundheitskommunikation [Disgust, anger as well as embarrassment, shame and guilt in health communication]. In C. Rossmann & M. R. Hastall (Eds.), *Handbuch Gesundheitskommunikation: Kommunikationswissenschaftliche Perspektiven* (pp. 447-458). Wiesbaden, Germany: Springer VS. doi:10.1007/978-3-658-10948-6_36-1
- Ort, A. (2019). Furchtappelle in der Gesundheitskommunikation [Fear appeals in health communication]. In C. Rossmann & M. R. Hastall (Eds.), *Handbuch Gesundheitskommunikation: Kommunikationswissenschaftliche Perspektiven* (pp. 435-446). Wiesbaden, Germany: Springer VS. doi:10.1007/978-3-658-10948-6_35-1
- Ort, A. & Fahr, A. (2019). Die Bedeutung sozialer Vergleichsprozesse für die Gesundheitskommunikation [The role of social comparison processes for health communication]. In C. Rossmann & M. R. Hastall (Eds.), *Handbuch Gesundheitskommunikation: Kommunikationswissenschaftliche Perspektiven* (pp. 269-280). Wiesbaden, Germany: Springer VS Wiesbaden, Germany. doi:10.1007/978-3-658-10948-6_21-1
- Baumann, E., Finne, E. & Ort, A. (2019). Methoden der Gesundheitskommunikation [Methods in health communication]. In C. Rossmann & M. R. Hastall (Eds.), *Handbuch Gesundheitskommunikation: Kommunikationswissenschaftliche Perspektiven* (pp. 29-42). Wiesbaden, Germany: Springer VS. doi:10.1007/978-3-658-10948-6_3-1
- Wettstein, M., Fahr, A. & Ort, A. (2019). Beyond eyeballing: Automatische Mustererkennung in Prozessdaten [Beyond eyeballing: Automatic pattern recognition in process data]. In P. Müller, S. Geiss, C. Schemer, T. K. Naab & C. Peter (Eds.), *Dynamische Prozesse der öffentlichen Kommunikation. Methodische Herausforderungen* (pp. 239-261). Köln, Germany: Herbert von Halem.
- Siegenthaler, P., Ort, A. & Fahr, A. (2018). "Fat, sick, and nearly dead?" Effekte positiver Emotionalisierung auf die Selektion von Gesundheitsinformation ["Fat, sick, and nearly dead?" Effects of positive emotionalization on the selection of health information]. In C. Wilhelm, N. Podschuweit, M. Hofer, & T. Koch (Eds.), *Medienwahl: Aktuelle Konzepte, Befunde und methodische Zugänge* (pp. 173-189). Baden-Baden, Germany: Nomos. doi:10.5771/9783845274256-81
- Zurstiege, G., Zipfel, S., Ort, A., Mack, I., Meitz, T. G. K., & Schäffeler, N. (2017). Managing obesity prevention using digital media: A double-sided approach. In J. Buder & F. W. Hesse (Eds.), *Informational Environments: Effects of Use, Effective Designs* (pp. 97-123). Cham, Switzerland: Springer International Publishing. doi:10.1007/978-3-319-64274-1_5
- Fahr, A. & Ort, A. (2017). The Voice of the Fans: Die Bewertung von „The Voice of Germany“ in sozialen Medien—eine qualitative Inhaltsanalyse [The voice of the fans: The evaluation of „The Voice of Germany“ in social media—a qualitative content analysis]. In Holger Schramm & Nicolas Ruth (Eds.), *Musikcastingshows - Wesen, Nutzung und Wirkung eines populären Fernsehformats* (pp. 181-195). Wiesbaden, Germany: Springer VS. doi:10.1007/978-3-658-17892-5_8

- Ort, A. (2016). Spiel mit der Angst—Der Einfluss von Bedrohung und Wirksamkeit auf Einstellungen und Handlungsintentionen gegenüber einer Ebola-Schutzimpfung [Playing with fear—the influence of threat and efficacy on attitudes and intentions towards an Ebola vaccination]. In A.-L. Camerini, R. Ludolph, & F. Rotheffluh (Eds.), *Gesundheitskommunikation im Spannungsfeld zwischen Theorie und Praxis* (pp. 80-91). Baden-Baden, Germany: Nomos. doi:10.5771/9783845274256-81
- Grodke-Bried, L., & Ort, A. (2016). Kommunikationsmaßnahmen im Gesundheitsbereich [Communicative measures in health]. In D. Schlütz & G. Zurstiege (Eds.), *Sozialität und Werbung* (pp. 172-186). Köln, Germany: Halem. ISBN 978-3-86962-199-9
- Zurstiege, G., Meitz, T., & Ort, A. Nicht standardisierte Methoden der Werbeforschung [Non-standardized methods in advertising research]. In S. Averbek-Lietz, M. Meyen (Eds.), *Handbuch nicht standardisierte Methoden in der Kommunikationswissenschaft* (pp. 429-443). Wiesbaden, Germany: Springer VS. doi:10.1007/978-3-658-01656-2_31
- Zurstiege, G., Meitz, T., & Ort, A. (2014). „So ashamed“—Die kommunikative Re-Kontextualisierung einer provokanten Kampagne gegen Adipositas bei Kindern ["So ashamed"—the communicative re-contextualisation of a provocative campaign against childhood obesity]. In C. Schwender, D. Schlütz & G. Zurstiege (Eds.), *Werbung im sozialen Wandel* (pp. 206-223). Köln, Germany: von Halem. ISBN 978-3-86962-102-9

| PRESENTATIONS

- Wirz, D., Blatter, A., Ort, A., & Fahr, A. (2020, Januar) *Netflix and Sleep: Eine Studie zum Einfluss von Binge-Watching auf die Schlafqualität* [Netflix and sleep: A study investigating the influence of binge-watching on sleep-quality]. Paper presented at the annual conference of the division for media use and effects of the German Communication Association (DGPUK), Würzburg, Germany.
- Ort, A., Wirz, D., & 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 (EHC), Zürich, Switzerland.
- Möri, M., Siegenthaler, P., & Ort, A. (2019, November). *The influence of type of narrative voice and addressing style on reactance to health campaigns*. Paper presented at the European Conference on Health Communication (EHC), Zürich, Switzerland.
- Combertaldi, S. L., Ort, A., Fahr, A., Rasch, B. (2019, June). *The effect of pre-sleep social media consumption and relaxation on sleep and memory*. Poster presented at the annual meeting of the Swiss Society for Sleep Research, Sleep Medicine and Chronobiology, Fribourg, Switzerland.
- Ort, A., Siegenthaler, P., & Fahr, A. (2019, May). *An experimental study of the relationship between emotional flow, physiological indicators, and self-reported outcomes*. Paper presented at the annual conference of the International Communication Association (ICA), Washington (District of Columbia), USA.

- Siegenthaler, P., Ort, A., & Fahr, A. (2019, May). *The role of emotional shifts in fear appeals for message effectiveness*. Paper presented at the annual conference of the International Communication Association (ICA), Washington (District of Columbia), USA.
- Guenther, L., Ort, A., Wesenberg, L., & Berchtold, K. (2019, May). *Quality and scientific evidence of online information about prep: comparing websites of google search results across eight countries*. Paper presented at the annual conference of the International Communication Association (ICA), Washington (District of Columbia), USA.
- Combertaldi, S. L., Ort, A., Fahr, A., Rasch, B. (2019). *The effect of pre-sleep social media consumption and relaxation on sleep and memory*. Poster presented at the annual conference of the International Communication Association (ICA), Washington (District of Columbia), USA.
- Migliarini, C., Ort, A., & Fahr, A. (2019, May). *Determinants and use of self-defeating humor on social networks for impression management*. Paper presented at the annual conference of the International Communication Association (ICA), Washington (District of Columbia), USA.
- Wirz, D.S., Ort, A., & Fahr, A. (2019, April). *Und noch eine Folge... Binge-Watching und das Eintauchen in die Narration einer Serie* [One more episode... binge-watching and the immersion in the narration of a series]. Paper presented at the annual conference of the Swiss Association of Communication and Media Research (SGKM), St. Gallen, Switzerland.
- Ort, A., Siegenthaler, P., & Fahr, A. (2018, November). *"Fat, Sick, and Nearly Dead?"—Effects of positive emotionalization on selection of health information*. Paper presented at the biannual conference of the European Communication Research Association (ECREA), Lugano, Switzerland.
- Siegenthaler, P., Ort, A., & Fahr, A. (2018, November). *Effekte von emotional flows auf die Verarbeitung von Gesundheitsbotschaften am Beispiel von Stress und Überlastung* [The effects of emotional flow on the processing of health messages targeting stress and overload]. Paper presented at the annual conference of the Health Communication division of the German Communication Association (DGPUK), Augsburg, Germany.
- Ort, A., Siegenthaler, P., & Fahr, A. (2018, June). *Effects of Positive Emotionalization on Selection of Health Information*. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), Eugene (Oregon), USA.
- Ort, A., & Fahr, A. (2018, May). *Mental Contrasting with Implementation Intentions—An effective technique for persuasive health communication?* Paper presented at the annual conference of the International Communication Association (ICA), Prague, Czech Republic.
- Siegenthaler, P., Ort, A., & Fahr, A. (2018, May). *Use of psychophysiological methods in health communication research. An Overview*. Paper presented at the annual conference of the International Communication Association (ICA), Prague, Czech Republic.
- Meitz, T. G. K., Huff, M., Ort, A., & Fahr, A. (2017, November). *Does heart rate detect event boundaries? Orienting responses as implicit measure for changes in event models*. Poster presented at the annual conference of the Psychonomic Society, Vancouver, BC, Canada.

- Ort, A. & Fahr, A. (2017, May). *The effect of positive vs. negative emotional framing of health information*. Paper presented at the annual conference of the International Communication Association (ICA), San Diego, Ca, USA.
- Fahr, A., Ort, A., & Früh, H. (2017, May). *Mapping influence of physiological arousal on cognitive message processing*. Paper presented at the annual conference of the International Communication Association (ICA), San Diego, Ca, USA.
- Meitz, T. G. K., Huff, M., Papenmeier, F., Ort, A., & Fahr, A. M. (2017, May). *Heartrate as an implicit measure of Event Segmentation*. Paper presented at the annual conference of the International Communication Association (ICA), San Diego, Ca, USA.
- Siegenthaler, P., Ort, A. & Fahr, A. (2017, January). „Fat, sick, and nearly dead?“ *Effekte positiv emotionalisierender Appelle auf die Selektion von Gesundheitsinformationen* [“Fat, sick, and nearly dead?“ Effects of positive emotionalization on the selection of health information]. Paper presented at the annual conference of the Media Use and Effects division the German Communication Association (DGPUK), Erfurt, Germany.
- Ort, A., & Fahr, A. (2016, May). *Specifying the role of threat and efficacy within the Extended Parallel Process Model*. Paper presented at the annual conference of the International Communication Association (ICA), Fukuoka, Japan.
- Zurstiege, G., Ort, A., & Mulack, G. (2016, May). *The effects of perceived responsibility and efficacy on parents' health information seeking. investigating the role of parents as health managers for their children*. Paper presented at the annual conference of the International Communication Association (ICA), Fukuoka, Japan.
- Ort, A. (2015, November). *Spiel mit der Angst – Der Einfluss von Bedrohung und Wirksamkeit auf Einstellungen und Handlungsintentionen gegenüber einer Ebola-Schutzimpfung* [Playing with fear—the influence of threat and efficacy on attitudes and intentions towards an Ebola vaccination]. Paper presented at the annual conference of the ad-hoc group health communication of the German Communication Association (DGPUK), Lugano, Switzerland.
- Meitz, T. G. K., Kalch, A., Ort, A., & Zurstiege, G. (2015, November). *Körperbildkonstrukte in der Gesundheitskommunikation: Wechselwirkungen von Körperwahrnehmung, Selbstbild und BMI bei Kindern und Jugendlichen im Rahmen von Adipositas-Präventionskampagnen* [Body image constructs in health communication: Interactions of body perception, self-image and BMI in children and adolescents in the context of obesity prevention campaigns]. Paper presented at the annual conference of the ad-hoc group health communication of the German Communication Association (DGPUK), Lugano, Switzerland.
- Ort, A., & Mulack, G. (2015, July). *Venting online: Using sentiment analysis to evaluate valence of health-related communication in digital media*. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), Montréal, Canada.
- Mulack, G., & Ort, A. (2015, July). *I feel with you: Emotional effects of user-comments in digital media*. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), Montréal, Canada.
- Meitz, T. G. K., Ort, A., Kalch, A., & Zurstiege, G. (2015, May). *Source credibility: Contextual effects on online media-embedded health campaigns against childhood obesity*. Paper presented at

the annual conference of the International Communication Association (ICA), San Juan, USA.

Zurstiege, G., & Ort, A. (2014, November). *Stalk me tender! Wie Studierende, Berufsschüler und Senioren über ihr Unbehagen in der Online-Medienkultur sprechen* [Stalk me tender! How students, vocational students, and seniors talk about their discomfort in online media culture]. Paper presented at the annual conference of the Advertising Research division of the German Communication Association (DGPUK), Mainz, Germany.

Grodke-Bried, L., & Ort, A. (2014, November). *Kommunikationsmaßnahmen im Gesundheitsbereich* [Communicative measures in health]. Paper presented at the annual conference of the Advertising Research division of the German Communication Association (DGPUK), Mainz, Germany.

Ort, A., Zurstiege, G., & Meitz, T. (2014, November). „So ashamed“—*The diffusion and re-contextualization of a provocative public-service campaign against childhood obesity in digital media*. Paper presented at the biannual conference of the European Communication Research Association (ECREA), Lisbon, Portugal.

Ort, A., Zurstiege, G., & Meitz, T. (2014, July). „So ashamed“—*The diffusion and re-contextualization of a provocative public-service campaign against childhood obesity in digital media*. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), Hyderabad, India.

Zurstiege, G., Ort, A., & Meitz, T. (2013, November). „So ashamed“—*Die kommunikative Re-Kontextualisierung einer provokanten Kampagne gegen Adipositas bei Kindern* [„So ashamed“—The diffusion and re-contextualization of a provocative public-service campaign against childhood obesity in digital media]. Paper presented at the annual conference of the Advertising Research division of the German Communication Association (DGPUK), Berlin, Germany.

| WORKSHOPS & INVITED TALKS

Ort, A. (2016). *Physiologische Methoden in der Kommunikationswissenschaft* [Physiological methods in communication science]. Invited talk at the University of Hohenheim, Germany.

Fahr, A., Ort, A., Früh, H. (2016). *Rezeptionsbegleitende Messverfahren* [Data acquisition during media use]. Leader for a young talents workshop on the occasion of the annual conference of the Advertising Research division of the German Communication Association (DGPUK), Amsterdam, Netherlands.