

DR. DOMINIQUE STEFANIE WIRZ

Curriculum Vitae

1. PERSONAL INFORMATION

University of Fribourg
Department of Communication and Media
Research
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Nationality: Swiss

Marital status: single / concubinage

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2. 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

Date of defense: 02.10.2018
- 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

3. EMPLOYMENT HISTORY

- 02/2022 – present SNSF Ambizione Fellow at the Department of Communication and Media Research, University of Fribourg, Switzerland

Principal Investigator in the SNSF-project “News Consumption and Infotainment on Social Media: Effects of entertaining features in digital news stories on exposure, engagement, knowledge and attitudes”
- 10/2019 – present Senior Researcher and Lecturer (Oberassistentin / Postdoc) at the Department of Communication and Media Research, University of Fribourg, Switzerland
- 08/2021 – 10/2021 Fulbright Visiting Scholar at the Department of Communication, College of Communication Arts and Sciences, Michigan State University, USA
- 08/2019 – 01/2022 Lecturer (16%) at the Institute of Communication and Media Studies, University of Bern, Switzerland (fall semester 2019, 2020, 2021)
- 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 SNSF-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)

4. INSTITUTIONAL RESPONSIBILITIES

05/2020 – present Administration and Conference Organization of the Ulrich Saxer Foundation for the promotion of junior scholars in communication science

04/2017 – 04/2021 Speaker of the Swiss Association of Communication and Media Research (SGKM) Division “Audience, Media Use, and Media Effects”

09/2015 – 12/2017 Treasurer of the peer-mentoring group Women in Democracy Studies (WIDE)

04/2014 – 12/2015 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

5. APPROVED RESEARCH PROJECTS

02/2022 – 01/2026 News Consumption and Infotainment on Social Media: Effects of entertaining features in digital news stories on exposure, engagement, knowledge and attitudes, SNF Ambizione: CHF 612'788 (~USD 668'413)

08/2021 – 10/2021 Binge-watching: Emotional states as drivers and outcomes of continued series consumption, Fulbright Visiting Scholar Grant for research visit at Michigan State University (with Prof. Allison Eden): USD 10'850

6. SUPERVISION OF JUNIOR RESEARCHERS

BA-Theses (11):

2022 Kalbermatter, Lena; Perbo, Lia; Siegenthaler, Sina (University of Fribourg)

2021 Glanzmann, Christin; Mühlemann, Nadja; Schulz, Julia (University of Fribourg)

2020 Bernet, Julie; Dietz, Aline; Götte, Anica; Hänggeli, Alissia; Travaglini, Luca (University of Fribourg)

MA-Theses (19):

2022 Hofer, Svenja; Jeitziner, Andrea Sara (University of Fribourg)

2019 Blatter, Alessa; Carminati, Sharon (University of Fribourg)

2018 Minardi, Emilia (University of Zurich)

2017 Berglas, Yasmin; Blum, Irina; Geisshüsler, Sandro; Koponen, Linda; Meier, Philip (University of Zurich)

2016 Baumann, Nora und Schindler, Larissa; Custo, Emina, Haas, Stephanie und Castellana, Laura; Ledermann, Tirza; Roder, Estefania; Salvadori, Carmen; Schenker, Nora; Steiner, Julia Rahal (University of Zurich)

2015 Andreeva, Ludmila (University of Zurich)

7. TEACHING

Lectures:

- *Methods for the empirical social sciences: consolidation* (BA), University of Fribourg, Spring 2022
- *Introduction to Communication Science* (Co-Teaching, BA) University of Fribourg, Fall 2021

- *Introduction to Media Use and Media Effects Research* (BA), University of Fribourg and University of Bern, Spring 2019, Fall 2019, 2020, 2021
- *Multivariate Data Analysis* (Co-Teaching, MA), University of Zurich, Fall 2016, 2017, 2018

Research Seminars:

- *Emotions and Media Effects on Political Attitudes* (MA), University of Zurich, Spring and Fall 2015

(Pro-)Seminars:

- *Social Media News Consumption and its Effects* (BA), University of Fribourg, Spring 2021
- *Excessive Media Use* (BA), University of Fribourg, Spring 2020
- *Media Research and Scientific Work* (BA), University of Fribourg, Fall 201
- *Populism, Media Use, and Media Effects* (BA), University of Zurich, Spring 2014, 2015, 2018
- *Media Effects on Body Images* (Co-Teaching, BA), University of Zurich, Spring 2016, 2017
- *Influence of Affect in Political Communication* (Co-Teaching, MA) University of Zurich, Fall 2014

Applied Methods Courses:

- *Quantitative and Qualitative Data Analysis* (MA), University of Fribourg, Fall 2020, 2021
- *Empirical Methods in the Social Sciences, Part I and II* (BA), University of Fribourg, Fall 2019, 2020, Spring 2020, 2021

8. REVIEWING ACTIVITIES

Ad-hoc Reviewer for:

Journals	Acta Politica (2020), British Journal of Sociology (2019), Communications (2022), Communication Theory (2022), Environmental Communication (2020), Information, Communication and the Public (2021), Communication & Society (Since 2017), Government & Opposition (2021), Human Communication Research (2021), International Journal of Communication (Since 2019), International Journal of Public Opinion Research (Since 2019), Journalism and Mass Communication Quarterly (2019), Journalism Studies (2020), Journal of Broadcasting & Electronic Media (2022), Journal of Media Psychology (Since 2019), Mass Communication and Society (2018), Media and Communication (2022), Political Communication (Since 2018), Political Psychology (2019), Studies in Communication and Media (Since 2017), Telematics & Informatics (2022), The International Journal of Press/Politics (Since 2019)
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)

9. ACTIVE 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)

10. ORGANIZATION OF CONFERENCES

- 11/2021 “Data Science & Data Journalism”, annual event “Zukunftswerkstatt” of the Ulrich Saxer Foundation for the promotion of early career researchers in communication and media science in Switzerland
- 10/2020 Symposium “Binge-watching: Motives, Experiences, and Effects on Sleep”, 30.10.2020, University of Fribourg (online)
- 06/2019 Symposium to celebrate the 60. birthday of Prof. Dr. Werner Wirth, 14.06.2019, University of Zurich

11. PRIZES, AWARDS & FELLOWSHIPS

- 2022 Top Paper Award by the Mass Communication Division of the International Communication Association (ICA): The more you watch, the more you get? Effects of binge-watching on entertainment experiences (co-authored with Möri, M., Ort, A., Cordeiro, J.A., Castro, D., & Fahr, A.)
- 2021 SNF Ambizione Grant (CHF 612'788 / ~USD 668'413)
- 2020 Fulbright Visiting Scholar Grant (USD 10'850.-)
- 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 5'000.-)
- 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)

12. CAREER BREAKS

NA

Research Output List

1. PEER-REVIEWED PUBLICATIONS IN INTERNATIONAL SCIENTIFIC JOURNALS

1. **Wirz, D. S.**, Möri, M., Ort, A., Cordeiro, J.A., Castro, D., & Fahr, A. (accepted). The more you watch, the more you get? Re-Examining the effects of binge-watching on entertainment experiences. *Journal of Media Psychology*.
2. **Wirz, D. S.**, Ort, A., Rasch, B., & Fahr, A. (2022). The Role of Cliffhangers in Serial Entertainment: An Experiment on Cliffhangers' Effects on Enjoyment, Arousal, and Intention to Continue Watching. *Psychology of Popular Media*. Advance online publication. <http://dx.doi.org/10.1037/ppm0000392>
3. Zerback, T., & **Wirz, D. S.** (2021). Appraisal patterns as predictors of emotional expressions and shares on political social networking sites. *Studies in Communication Sciences*, 21(1), 27-45. <https://doi.org/10.24434/j.scoms.2021.01.003>
4. Hameleers, M., Schmuck, D., Schulz, A., **Wirz, D.S.**, Matthes, J., Bos, L., Corbu, N., & Andreadis, I. (2021). The Effects of Populist Identity Framing on Populist Attitudes across Europe: Evidence from a 15-

country Comparative Experiment. *International Journal of Public Opinion Research*, 2021; edaa018, <https://doi.org/10.1093/ijpor/edaa018>

5. Ort, A., **Wirz, D.S.**, & Fahr, A. (2021). Is binge-watching addictive? Effects of motives for TV series use on the relationship between excessive media consumption and problematic viewing habits. *Addictive Behaviors Reports*, 13, 100325. <https://doi.org/10.1016/j.abrep.2020.100325>
6. Wettstein, M., Schulz, A., Steenbergen, M., Schemer, C., Müller, P., **Wirz, D. S.**, & Wirth, W. (2020). Measuring populism across nations: testing for measurement invariance of an inventory of populist attitudes. *International Journal of Public Opinion Research*, 32(2), 284–305. <https://doi.org/10.1093/ijpor/edz018>
7. 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>
8. Wettstein, M., Esser, F., Büchel, F., Schemer, C., **Wirz, D.S.**, Schulz, A., Ernst, N., Engesser, S., Müller, P., & 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>
9. **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>
10. **Wirz, D.S.**, Wettstein, M., Schulz, A., Müller, P., Schemer, C., Ernst, N., Esser, F., 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>
11. 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>
12. **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>
13. **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>
14. 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>
15. 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>
16. 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>

2. PEER-REVIEWED BOOKS/MONOGRAPHS

na

3. PEER-REVIEWED CONFERENCE PROCEEDINGS

na

4. CONTRIBUTIONS TO BOOKS

1. **Wirz D.S.** & Schulz A. (2019). Emotionale und kognitive Facetten des Weingenussses: 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). Springer VS. https://doi.org/10.1007/978-3-658-25963-1_11

2. Engesser, S., Ernst, N., Büchel, F., Wettstein, M., **Wirz, D. S.**, Schulz, A., Müller, P., Schemer, C., Wirth, W., & Esser, F. (2020). Populist Communication in the News Media: The Role of Cultural and Journalistic Factors in Ten Democracies. In B. Krämer und C. Holz-Bacha (eds). *Perspectives on Populism and the Media: Avenues for Research* (pp. 57-82). Nomos. <https://doi.org/10.5771/9783845297392-57>

5. PATENTS AND LICENSES

na

6. ORAL CONTRIBUTIONS TO CONFERENCES

1. **Wirz, D. S.**, Möri, M., Ort, A., Cordeiro, J.A., Castro, D., & Fahr, A. (2022, June). *Je mehr desto besser? Der Einfluss von Binge-Watching auf das Unterhaltungserleben [The more you watch, the more you get? An examination of the effects of binge-watching on entertainment experiences.]* Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPK), Düsseldorf.
2. **Wirz, D.S.**, Eden, A., Ulusoy, E., Olah, M., Ellithorpe, M., (2022, May) *Beyond pleasurable and meaningful: Psychologically rich entertainment experiences*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
3. **Wirz, D. S.**, Möri, M., Ort, A., Cordeiro, J.A., Castro, D., & Fahr, A. (2022, May). *The more you watch, the more you get? An examination of the effects of binge-watching on entertainment experiences*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
4. Blassnig, S. & **Wirz, D.S.** (2022, May). *The effect of social identity cues in social media posts on hostile media perceptions and incivility in comments*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
5. Möri, M., **Wirz, D.S.**, & Fahr, A. (2022, May). *Parasocial Relationships with Morally Ambiguous Media Characters – The Role of Moral Foundations (Pre-registration)*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
6. Camerini, A.L., Marciano, L., **Wirz, D.S.** & Ort, A (2022, May). *Linking Real-Time Response Measures to Survey Data to Track the Emotional Experience*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
7. Grady, S., Ulusoy, E., Kryston, K., **Wirz, D.S.**, & Eden, A. (2022, May). *Happily never after: Do expectancy violations impact romantic narrative appeal*. Paper presented at the 72nd meeting of the International Communication Association, Paris, France.
8. Blassnig, S. & **Wirz, D.S.** (2022, April). *Die Rolle von sozialen Identitäten für feindliche Medienwahrnehmung und Inzivilität in Nutzerkommentaren auf Facebook [The effect of social identity cues in social media posts on hostile media perceptions and incivility in comments]*. Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Zürich.
9. Möri, M., **Wirz, D.S.**, & Fahr, A. (2022, April). *Parasoziale Beziehungen zu moralisch ambivalenten Mediencharakteren [Parasocial Relationships with Morally Ambiguous Media Characters – The Role of Moral Foundations]*. Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Zürich.
10. Eden, A., Ulusoy, E., **Wirz, D.S.**, Ellithorpe, M., Hofer, M. (2021, May) *Social disadvantage, media use motivations and effects on well-being*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Denver, USA (virtual).
11. **Wirz, D.S.**, Ort, A., & Fahr, A. (2020, May) *Do Cliffhangers Drive Binge-Watching? Effects of Cliffhangers on Entertainment Experience and the Desire to Continue Watching*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Gold Coast, Australia (virtual).
12. **Wirz, D.S.**, Ort, A., & Fahr, A. (2020, March) *Serien schauen ohne Ende: Der Einfluss von Cliffhangern auf das Unterhaltungserleben und die weitere Nutzung von TV-Serien. [The Effect of Cliffhangers on Entertainment Experience and Consecutive Use of TV Series.]* Presentation at the Annual Meeting of the German Communication Association (DGPK) in Munich.
13. Ort, A., **Wirz, D.S.**, & Fahr, A. (2020, March) *Schaust du noch, oder bingeest du schon? – Eine Typologisierung von SeriennutzerInnen. [Do you still watch or do you binge-watch? A Typology of TV*

- Series Users.*] Presentation at the Annual Meeting of the German Communication Association (DGPK) in Munich.
14. **Wirz, D.S.** & Wirth, W. (2020, February) *Emotionen und populistische Argumentation: Wie Populistische Akteure von bestehenden Emotionen zu einem Thema profitieren.* [*Emotions and Populist Communication: How Populist Actors Profit from Pre-Existing Emotions Toward Issues.*] Presentation at the Annual Meeting of the Communication and Politics Division of the German Communication Association (DGPK) in Mainz.
 15. **Wirz, D.S.**, Blatter, A., Ort, A., & Fahr, A. (2020, January) *Netflix and Sleep: Eine Studie zum Einfluss von Binge-Watching auf die Schlafqualität.* [*Netflix and Sleep: A Study on the Effect of Binge-Watching on Sleep Quality.*] Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPK), Würzburg.
 16. 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.
 17. 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.
 18. **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.
 19. 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.
 20. **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.
 21. 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.
 22. **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.
 23. 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.
 24. **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.
 25. **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.
 26. 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 (DGPK), Erfurt.
 27. **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 (DGPK), Erfurt.
28. **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.
 29. 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.
 30. 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.
 31. **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.
 32. 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.
 33. **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 (DGPK) in Munich.
 34. 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.
 35. **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 Zeitungsleser. [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.
 36. **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.
 37. 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.
 38. 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

1. **Wirz, D.S.** (2021, November). *Wirkung populistischer Botschaften auf Emotionen, Einstellungen und Verhalten [Effects of populist messages on emotions, attitudes, and behavior]*. Ringvorlesung «Populismus und Medien», Institut für Journalistik und Kommunikationsforschung, Hochschule für Musik, Theater und Medien, Hannover (virtual).
2. **Wirz, D.S.**, (2021, October). *Why do we binge-watch? Drivers for and effects of continued TV series consumption*. Colloquium of the Department of Communication, Michigan State University, East Lansing.
3. **Wirz, D.S.**, Ort, A., Rasch, B., & Fahr, A. (2020, October). *Do Cliffhangers Drive Binge-Watching? Effects of Cliffhangers on Entertainment Experience and the Desire to Continue Watching*. Symposium “Binge-watching: Motives, Experiences, and Effects on Sleep”, 29. - 30.10.2020, University of Fribourg (virtual).

4. Ort, A., **Wirz, D.S.**, & Fahr, A. (2020, October). *What defines binge- watching? A typology of TV-series users*. Symposium “Binge-watching: Motives, Experiences, and Effects on Sleep”, 29. - 30.10.2020, University of Fribourg (virtual).
5. Hänggli, R. & **Wirz, D.S.** (2020, October). Populismus und Partei-Identifikation [Populism and Party Identification]. Lecture in the series “Identities”, Institute of Social Ethics, University of Lucerne.
6. **Wirz, D.S.** (2020, October). *Populismus [Populism]*. Guest Lecture in the course “Swiss Politics” (Lineo Devecchi & Patrick Aeschlimann), Eastern Switzerland University of Applied Sciences.
7. **Wirz, D.S.** (2020, June). *Populistische Kommunikation [Populist Communication]*. Guest Lecture in the course “Introduction to Political Communication” (Marko Bachl), Hannover University of Music, Drama and Media.
8. **Wirz, D.S.** (2020, April). *Good binge - bad night? Der Einfluss von Binge-Watching auf das Unterhaltungserleben und die Schlafqualität [Good binge - bad night? Effects of Binge-Watching on Entertainment Experiences and Sleep Quality]*. Colloquium at the Institute of Communication and Media Studies (ikmb), University of Berne.
9. **Wirz, D.S.** (2019, March). *The Role of Emotions in Populist Persuasion*. Research Talk for the VieCER PhD Club, University of Vienna.
10. **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.
11. 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 (ikmb), University of Berne.
12. **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.
13. 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.

7. OUTREACH ACTIVITIES

Events:

1. Public lecture *Populism and Party Identification* in the series *Identities*, 20.10.2020, Institute of Social Ethics, University of Lucerne (with R. Hänggli)
2. Panel Discussion, *F3 Fighting Fake Facts*, 03.02.2020, University of Basel
3. 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
4. Public Workshop, *Der Reiz des Populismus [The Appeal of Populism]*, 11.04.2019, Karl der Grosse, Zürich (with A. Schulz, N. Ernst, & M. Wettstein)

Media

5. Video interview, *Ça m’interesse*, 12.01.2022, Et ça, tu le savais ? Les spoilers ne gâchent pas votre plaisir de regarder une série, au contraire ! [Did you know this? Spoilers do not damp your pleasure to watch a TV show, on the contrary!]
6. Newspaper interview, *Keystone SDA* (published e.g., in *Blick*, *Persoendlich.com*, *TeleBasel*, *Bieler Tagblatt*), 24.03.2022: *Binge-Watching: Serien schauen bis die Augen wackeln [Binge-Watching: Watching TV series until your eyes are shaking]*.
7. Newspaper interview, *Hochschulradio Kölncampus*, 07.03.2022, *Wie ungesund ist Binge Watching wirklich? [How unhealthy is binge-watching really?]*
8. Video interview, *BlickTV*, 18.01.2022: «Benissimo» gibt Comeback im Schweizer Fernsehen [TV show «Benissimo» will return to Swiss Television]

9. Radio interview, Swiss National Radio (SRF1) "Forum", 18.11.2021: Hallo SRF: Warum zensuriert ihr meinen Kommentar? [Hello SRF: Why do you censor my comment?]
10. Podcast interview, Wissen Weekly, 06.06.2021: Serien: Ist bingen schlecht für uns? [TV series: is binge-watching harmful?]
11. Newspaper interview, Watson, 03.03.2021: Das sagt die Expertin zum rauhen Ton in der Corona-Politik [That's what the expert says about the rough tonality in Covid politics]
12. TV interview, Swiss National Television (SRF), broadcasted in "Einstein" (SRF1), "Espresso" (Radio SRF1) and SRF news (srf.ch/news), 27.08.2020: Schlaflos wegen Netflix? Dieser Tipp hilft [Sleepless because of Netflix? This trick helps]
13. Newspaper interview, Blick, 08.06.2020: Wer entscheidet über echt oder fake? Die Macht der sozialen Medien. [Who Decides About Fake or Truth? The Power of Social Networks.]
14. Radio interview, Swiss National Radio (SRF1) "Forum", 05. 09. 2019: Berichtet Radio SRF zu negativ über das Weltgeschehen? [Is the reporting of the Swiss National Radio (SRF) too negative?]
15. 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.]
16. 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)
17. TV interview, Swiss National Television (SRF) „mySchool“ (video on demand): Politik und Gesellschaft: Populismus [Politics and Society: Populism]
18. TV interview, Swiss National Television (SRF) „Einstein“, 29.11.2018: Populismus verstehen [Understanding Populism]

8. GENERAL CONTRIBUTIONS TO SCIENCE

na

9. OTHER ARTEFACTS WITH DOCUMENTED USE

na

10. PREPRINTS

na

11. OTHER PUBLICATIONS

1. **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>
2. 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