

TIME SCHEDULE**Wednesday, September 4th**

Zentrum für Mediendidaktik:

10:00	18:00	PhD Workshop // ZfM 005
19:00	open	Get together (LOcanda, Kranenkai 1, 97070 Würzburg)

Thursday, September 5th

Zentrales Hörsaal- und Seminargebäude:

10:00	10:15	Opening // Hörsaal 2
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10:30	12:00	Session 1 // Interactive Learning // 01.010
10:30	10:50	The Better you Feel the Better you Learn - Positive Emotions as a Facilitator of Performance in Hypermedia Learning. <i>Münchow, Mengelkamp, & Bannert</i>
10:50	11:10	Gaze Path Analysis of Differences in Task Related Perception of Data Visualization. <i>Müller, Liebold, Pietschmann, Rosenthal, & Ohler</i>
11:10	11:30	<i>Canceled:</i> Investigating the Impact of Virtual Presence on Motivation, Mental Effort and Knowledge Acquisition in Learning with Serious Games. <i>Schrader</i>
11:30	11:50	Attention Impairment in Multimedia Learning: Does Initial Task Attention Act as Moderator? <i>Wirzberger & Rey</i>

10:30	12:00	Session 2 // Virtual Agents and Avatars // 01.012
10:30	10:50	Presence and the Evaluation of Virtual Agents - A Comparison of an Agent in a Video Versus an Immersive Virtual Environment. <i>Klatt, Choi, Hauser, Müller, Schäwel, Börsting, & Krämer</i>
10:50	11:10	<i>Canceled:</i> Measuring Realism of VR Applications Containing Virtual Humans – Construction of the German VR Simulation Realism Scale. <i>Pöschl</i>
11:10	11:30	Trusted Faces. Analyzing the Effects of Photo-Realistic Avatars in E-Commerce Transactions. <i>Bente & Dratsch</i>

11:30	11:50	Exploring the Perception and Interpretation of Touch in HRI. <i>Hoffmann & Krämer</i>
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10:30	12:10	Session 3 // Gaming I // 01.013
10:30	10:50	Identification with Video Game Characters: The Effects of Game Difficulty and Flow Experience. <i>Klein</i>
10:50	11:10	Emergency Assistance in Video Games: Selflessness or Self-Righteousness? <i>Mohseni</i>
11:10	11:30	Effects of Video Game GUIs on the Construction of Rich Spatial Situation Models and Spatial Presence. <i>Pietschmann, Liebold, Valtin, Nebel, & Ohler</i>
11:30	11:50	Social Interaction in Massively Multiplayer Online Games: An Evolutionary Perspective. <i>Valtin, Liebold, Pietschmann, & Ohler</i>
11:50	12:10	Cultivation of Gender Stereotypes in Video Games. <i>Brill, Büttner, & Schwab</i>

12:15	13:30	Lunch
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13:30	15:00	Session 4 // Panel: Scientific Communication // 01.010
		How Persuasive Are Science Blogs? Effects of Message Sidedness, Source Expertise, and Reader Characteristics on Attitude Formation toward Scientific Debates. <i>Winter, Krämer, Neubaum, Rösner, Straßmann, & Sauer</i>
		Communicating Scientific Uncertainty: Media Effects on Public Understanding of Science. <i>Retzbach & Maier</i>
		Telling the Right Science Stories? Emotional and Cognitive Processes while Watching Entertaining Scientific TV Shows. <i>Schwab & Unz</i>
		Learning from AI Gore or from Parents? Different Communication Experiences and Climate Change Related Knowledge, Attitude and Behavior. <i>Neverla, Taddicken, & Schaudel</i>
		The Wording Matters: On the Impact of References to Tentativeness in Written Information. <i>Thiebach, Paus, & Jucks</i>

13:30	15:00	Session 5 // Panel: Politics // 01.012
		How Value Threat and Selective Exposure to Scientific Evidence Make Pacifists Oppose Violent Video Games. <i>Bender & Rothmund</i>
		Connecting Media Psychology and Political Communication: An Exploratory Telephone Survey about How and Why People Use Political Talk Shows. <i>Vorderer, Roth, Weinmann, & Hopp</i>
		Influence of Negative Publicity on Politicians and Political Parties Image. <i>Fuchslocher & Krämer</i>
		The Closer, the Better – Parasocial Interaction with Politicians in Political Talk Shows. <i>Gleich, Schneider, Bartsch, Otto, & Gebbers</i>
		Quality Rules: Experimental Results on the Influence of Recipients' Similarity with News Protagonists and the Quality of Political Discussion on Political Knowledge. <i>Trepte & Schmitt</i>

13:30	15:00	Session 6 // Gaming II // 01.013
13:30	13:50	"I wish it was real, so I could squeeze it" The Emotional Response of Children Towards Videogame-Characters: A Cross-Cultural Comparison of Germany and the USA. <i>Szczuka, Biles, Plass, & Krämer</i>
13:50	14:10	Low Temporal Stability of Excessive Video Game Use in a Sample of German Adolescents. <i>Rothmund & Klimmt</i>
14:10	14:30	The Influence of Media Reports and Age on the Perception of Violent Digital Games. <i>Kneer & Kikelia</i>
14:30	15:00	Position paper: The Effects of Violence in Digital Games on Aggression: A Review of the Empirical Evidence and the Scientific Debate. <i>Ferguson & Elson</i>

15:00	15:30	Coffee Break
15:30	16:45	Section Meeting // Hörsaal 2
16:45	17:45	Poster Presentation // Foyer
18:00	19:00	Public Discussion: Science and Media // Hörsaal 2
19:30	open	Social Evening (Backöfele, Ursulinergasse 2, 97070 Würzburg)

Friday, September 6th

Zentrales Hörsaal- und Seminargebäude:

9:00	10:30	Session 7 // Motion Pictures I // 01.010
9:00	9:20	The Differential Impact of Movie Trailers. <i>Suckfüll</i>
9:20	9:40	The Impact of Tragedies on the Audience's Well-Being and the (In)-Effectiveness of Censorship. <i>Till & Niederkrotenthaler</i>
9:40	10:00	Hooked on a Story - How Fictional Stories Can Stimulate Interest in and Exposure to News Articles about Related Topics. <i>Bartsch & Schneider</i>
10:00	10:20	Disguised in Entertainment: Approach and Avoidance Reactions Towards Right-Wing and Islamic Extremist Propaganda Videos. <i>Rieger, Frischlich, & Bente</i>

9:00	10:40	Session 8 // Emotion // 01.013
9:00	9:20	Position paper: Meaningful Experiences in Media Entertainment from a Philosophical Point of View. <i>Matuscheck & Bacherle</i>
9:20	9:40	Normative and Informational Social Influence on Musically Induced Emotions in an Online Music Listening Setting. <i>Egermann, Kopiez, & Altenmüller</i>
9:40	10:00	When the Medium is the Message: An Experimental Exploration of 'Medium Effects' on the Emotional Expressivity of Music Dating from Different Forms of Spatialization. <i>Lepa, Ungeheuer, Maempel, & Weinzierl</i>
10:00	10:20	Emotionally Neutral Cues in Virtual Agent's Expressive Behavior Impair Recognition of Emotions in Other Modalities. <i>Liebold & Ohler</i>

9:00	10:30	Session 9 // Social Media I // 01.012
9:00	9:20	Gender and Information Quantity in Business Network Profile Evaluation. <i>Eimler, Kovtunenko, & Krämer</i>
9:20	9:40	Communication, always and everywhere – An Investigation of why Media Users Are Permanently Connected. <i>Johannes</i>

9:40	10:00	Privacy Protection as a Matter of Trust – How Trust in Facebook and Trust in Friends Lead to Different Behaviour in Social Networks. <i>Bosau</i>
10:00	10:20	Smartphones as Peacock Tails: Conspicuous consumption of mobile devices as sexual signaling system. <i>Hennighausen & Schwab</i>

10:30	11:00	Coffee Break
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11:00	12:30	Session 10 // Motion Pictures II // 01.010
11:00	11:20	Laughing and Liking: How Do Political Satire Programs Contribute to Viewers' Interest in Politics. <i>Weinmann</i>
11:20	11:40	The Impact of Sadoomasochism on our Media Use Sexual Behavior and Fantasies - A Study on the Relationship between Sexual Preference and the Use of Pornographic Media. <i>Marker & Bacherle</i>
11:40	12:00	Move me, Movie! Characteristics of Dramatic Film Stimuli Contributing to a Positive Evaluation and Enjoyment among Viewers. <i>Vogel & Gleich</i>
12:00	12:20	Watching Television as an Emotional Episode? Application of the Peak-End-Rule to the Reception of TV-Shows. <i>Bacherle, Grosswardt, Horsten, Kraft, & Tiede</i>

11:00	12:40	Session 11 // Persuasion, Framing, and Identity // 01.013
11:00	11:30	<i>Canceled:</i> Position paper: Mechanisms of Narrative Persuasion. <i>Appel & Richter</i>
11:30	11:50	The Negativity Credibility Bias. Effects of Valence Framing on Truth Judgments and Source Credibility. <i>Peter & Koch</i>
11:50	12:20	Position paper: No Evidence for Persuasion Effects of Emotional Advertisement on Attitudes towards Social Groups – The Case of Ageism. <i>Belentschikow, Liebold, Valtin, & Ohler</i>
12:20	12:40	(Ethnic) Identities and Media Uses and Gratifications – What Is the Story. <i>Odag & Galip</i>

11:00	12:30	Session 12 // Social Media II // 01.012
11:00	11:20	Verbal Venting in the Social Web: Effects of Anonymity and Group Norm on Aggressive Language in Online Comments. <i>Rösner & Krämer</i>
11:20	11:40	Online Social Network Users Are Not Necessarily Careless: Evidence for Vigilance Towards Risk Cues During Self-Disclosure. <i>Moll, Pieschel & Bromme</i>
11:40	12:00	Online Support Groups: A Virtual Shelter for People with Mental Disorders. <i>Jelitto, Carolus, & Schwab</i>
12:00	12:20	Addictive behavior on Social Network sites: The Role of Intrinsic Needs and Motives in Explaining Facebook Addiction. <i>Masur</i>

12:45	13:15	Honorary Membership: Prof. Peter Winterhoff-Spurk (Speech: Der Wahrheit folgen und sie pflegen) // Hörsaal 2
13:15	14:30	Lunch

14:30	16:00	Session 13 // Motion Pictures III // 01.010
14:30	14:50	Effects of Stereoscopic View on Spatial Presence: The Mediating Role of Mental Models. <i>Hofer, Sele, & Wirth</i>
14:50	15:10	Exposure to Media Stereotypes Influences the Perception of Facial Threat. <i>Arendt, Steindl, & Vitouch</i>
15:10	15:30	The Impact of New Technological Modes of Movie Presentation on Feelings of Entertainment and Immersion. <i>Sobieraj</i>
15:30	15:50	Moving Pictures as Moral Emotion Machines. <i>Unz & Suckfüll</i>

14:30	15:30	Session 14 // Methods // 01.013
14:30	14:50	Torn Journalist: Measuring Psychological Discomfort in the wake of Attitude-Consistent vs. Norm-Consistent Selection Decisions in Journalism. <i>Mothes</i>
14:50	15:10	The Unstandardized Use of the Competitive Reaction Time Task to Measure Aggressive Behavior in Media Effects Research: A Methodological CRTTique. <i>Elson, Mohseni, Breuer, Scharkow, & Quandt</i>

15:10	15:30	Do I Need to Belong? Development of a Scale for Measuring the Need to Belong and its Predictive Value for Media Usage. <i>Krämer, Hoffmann, Szczuka, Eimler, Fuchslocher, Klatt, Stärfling, & Lamchi</i>
15:30	15:30	<i>Canceled:</i> Disclosure of Sensitive Behaviors in Computerized Surveys: A Quantitative Review. <i>Gnambs & Lindzus</i>
15:30	15:30	<i>Canceled:</i> Media Effects on Mind Gap. <i>Alings</i>

14:30	15:30	Session 15 // Social Media III // 01.012
14:30	14:50	The „Positivity Bias“ in SNS Communication: Message Valence and Social Distance as Predictors of the Willingness to Respond to SNS Self-Presentation. <i>Reinecke & Ziegele</i>
14:50	15:10	Facebook as a Threat to Users' Self-Determination: How German Media Frame the Use of SNS. <i>Teutsch & Niemann</i>
15:10	15:30	Immersing into the Facebook World. <i>Neubaum & Krämer</i>

16:00	16:30	Coffee Break
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16:30		Farewell
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