

## CURRICULUM VITAE

Dr. Matthias Hofer

### **Business Address**

Institute of Mass Communication and Media Research  
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Healthy Aging”, University of Zurich  
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### **Private Address**

Albisriederstrasse 19  
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### **Born**

August 24, 1980 in Solothurn, Switzerland

### **Nationality**

Swiss

### **ORCID ID**

0000-0001-9256-7765

## 1. Summary of academic achievements

Scientific productivity and awards	<ul style="list-style-type: none"> <li>• 3 books, 19 journal articles (14 SCSJ), 14 book chapters/encyclopedia entries</li> <li>• 35 competitive presentations at national and international conferences (15 full papers)</li> <li>• Dissertation award of the Swiss Association of Communication and Media Research (SACM)</li> <li>• Best paper award of the annual conference of the “Media Reception and Effects” of the German Communication Association (GCA)</li> <li>• Best faculty paper award of the International Communication Association (ICA)</li> <li>• Reviewer of the year 2014 Journal of Media Psychology</li> </ul>
Third-party funds and grants	<ul style="list-style-type: none"> <li>• Third-party funds and grants in the amount of 542’336.- CHF</li> </ul>
Management experience in research projects	<ul style="list-style-type: none"> <li>• Coordination and lead of experimental studies on different topics of media effects research at Michigan State University</li> <li>• Management and coordination of experimental studies with older and younger participants in cooperation with the Department of Gerontopsychology and Gerontology of the University of Zurich</li> <li>• Responsibility for and supervision of bachelor, master, and PhD students</li> </ul>
Teaching experience	<ul style="list-style-type: none"> <li>• Teaching in 24 courses at BA and MA level</li> <li>• Supervision of 35 master’s and bachelor theses at the Institute of Mass Communication and Media Research, University of Zurich and at the Vrije Universiteit Amsterdam</li> </ul>
Memberships and offices	<ul style="list-style-type: none"> <li>• Member of the editorial boards of the Journal of Media Psychology and of Medien &amp; Kommunikationswissenschaft</li> <li>• Co-editor of the „Reihe Rezeptionsforschung“ [Edition Media Reception Research] (Nomos)</li> <li>• Chair of the division “Media Reception and Effects” of the German Communication Association (GCA)</li> <li>• Chair of the division „Audience, Reception, and Effects Research“ of the Swiss Association for Communication and Media Research (SACM)</li> <li>• Co-founder of the working group „Beobachtung“ [Observation] in collaboration with Prof. Dr. Andreas Fahr (University of Fribourg)</li> <li>• Numerous ad-hoc reviews for international journals and national and international conferences</li> </ul>

## **2. Research interests**

### **Media use and well-being**

- Effects of entertainment media on younger and older adults' mental health and well-being
- Effects of online media on users' social capital
- Media effects on moral intuitions and moral behavior

### **Experiences and effects of mediated environments**

- Presence and embodiment in mediated environments
- Effects of computer games and virtual realities on emotional and cognitive processes

### **Entertainment research**

- Entertainment media as a source of meaning
- Benefits of entertainment media in coping with mortality
- Entertainment motivations in different cultures

### **Methods and statistics**

- Longitudinal designs
- Experimental methods
- Operationalization of theoretical concepts in communication research (e.g., eudaimonic entertainment experiences, emotion regulation, emotional involvement)
- Psychophysiological, implicit, and behavioral measurement
- Measurement invariance tests between different cultures and different age groups

### 3. Publications

#### Under review/resubmitted

- Hofer, M.**, Tamborini, R. (under review). Between a rock and a hard place: The role of moral intuitions and social distance in determining moral judgments of an actor in a moral dilemma, *Mass Communication & Society*.
- Hofer, M.**, Eden, A., Van Diepenbeek, W. (under review). Not if or what, but how. Older and younger adults' selective and compensatory media use and well-being. *Journal of Media Psychology: Theories, Methods, and Applications*.
- Tamborini, R., Grall, C., Prabhu, S., **Hofer, M.**, Novotny, E. R., Hahn, L., Klebig, B. (under review). Miserly but still mindful: Applying attribution theory to explain the appeal of imperfect heroes within an affective disposition theory framework. *Journal of Communication*.

#### Journal articles (\*SSCI)

19. Hahn, L., Tamborini, R., Klebig, B., Novotny, E., Grall, C., **Hofer, M.**, & Lee, H. (2018). The representation of altruistic and egoistic motivations in popular music over 60 years. *Communication Studies*, 13, 1–20. <https://doi.org/10.1080/10510974.2018.1447493>
18. \*Tamborini, R., Novotny, E., Prabhu, S., **Hofer, M.**, Grall, C., Klebig, G., Hahn, L., Slaker, J., Ratan, R., & Bente G. (2018). The effect of behavioral synchrony with black or white virtual agents on outgroup trust. *Computers in Human Behavior*. Advance online publication. <https://doi.org/10.1016/j.chb.2018.01.037>
17. \***Hofer, M.**, Hüsser, A., & Prabhu, S. (2017). The effect of an avatar's emotional expressions on players' fear reactions: The mediating role of embodiment. *Computers in Human Behavior*. Advance online publication. doi:10.1016/j.chb.2017.06.024.
16. \*Tamborini, R., **Hofer, M.**, Prabhu, S., Grall, C., Novotny, E. R., Hahn, L., & Klebig, B. (2017). The impact of terrorist attack news on moral intuitions and outgroup prejudice. *Mass Communication and Society*, 10, 1–25. doi: 10.1080/15205436.2017.1342130.
15. \***Hofer, M.**, & Allemand, M. (2017). Dispositional and situational emotion regulation in younger and older adults. *GeroPsych*, 30, 109–118. doi:10.1024/1662-9647/a000171
14. \*Rieger, D., & **Hofer, M.** (2017). How movies can ease the fear of death: The survival or death of the protagonists in meaningful movies. *Mass Communication and Society*, 18, 1–24. doi:10.1080/15205436.2017.1300666
13. Odağ, Ö., **Hofer, M.**, Schneider, F. M., & Knop, K. (2016). Testing measurement equivalence of eudaimonic and hedonic entertainment motivations in a cross-cultural comparison. *Journal of Intercultural Communication Research*, 42, 108–125. doi:10.1080/17475759.2015.1108216
12. \***Hofer, M.** (2015). The effects of light-hearted and serious entertainment on enjoyment of the first- and the third-person. *Journal of Media Psychology: Theories, Methods, and Applications*, 28, 42–48. doi: 10.1027/1864-1105/a000150
11. \***Hofer, M.**, Burkhard, L., & Allemand, M. (2015). Age differences in emotion regulation during a distressing film scene. *Journal of Media Psychology: Theories, Methods, and Applications*, 27, 47–52. doi:10.1027/1864-1105/a000134
10. \***Hofer, M.**, Allemand, M., & Martin, M. (2014). Age differences in non-hedonic entertainment experiences. *Journal of Communication*, 64, 61–81. doi:10.1111/jcom.12074

9. \***Hofer, M.**, & Aubert, V. (2013). Perceived bridging and bonding social capital on Twitter: Differentiating between followers and followees. *Computers in Human Behavior*, *29*, 2134–2142. doi:10.1016/j.chb.2013.04.038
8. \***Hofer, M.** (2013a). Appreciation and enjoyment of meaningful entertainment. *Journal of Media Psychology: Theories, Methods, and Applications*, *25*, 109–117. doi:10.1027/1864-1105/a000089
7. \***Hofer, M.**, Wirth, W., Kuehne, R., Schramm, H., & Sacau, A. (2012). Structural equation modeling of spatial presence: The influence of cognitive processes and traits. *Media Psychology*, *15*, 373–395. doi:10.1080/15213269.2012.723118
6. \*Wirth, W., **Hofer, M.**, & Schramm, H. (2012). Beyond pleasure: Exploring the eudaimonic entertainment experience. *Human Communication Research*, *38*, 406–428. doi: 10.1111/j.1468-2958.2012.01434.x
5. \***Hofer, M.**, & Wirth, W. (2012). It's right to be sad: The role of meta-appraisals in the sad film paradoxon. A multiple mediator model. *Journal of Media Psychology: Theories, Methods, and Applications*, *24*. 43-54. doi: 10.1027/1864-1105/a000061
4. Schramm, H., Wirth, W. & **Hofer, M.** (2012). Genese und Modifikation von Emotionen bei der Rezeption von Musik. Eine appraisaltheoretische Modellierung [Genesis and modification of emotions during the reception of music. An appraisal theoretical model]. *Musikpsychologie*, *22*, 123-142.
3. \*Wirth, W., **Hofer, M.**, & Schramm, H. (2012) The role of emotional involvement and trait absorption in the formation of spatial presence. *Media Psychology*, *15*, 19-43. doi: 10.1080/15213269.2011.648536
2. **Hofer, M.** (2011). Mitfühlende Rezeption: Der Einfluss von Empathiefähigkeit auf Emotionen und Empathie bei der Rezeption eines traurigen Zeichentrickfilms.[The influence of dispositional empathy on emotions and empathy during the reception of a sad anime movie]. *M & K*, *59*, 324-344.
1. Wirth, W & **Hofer, M.** (2008). Präsenzerleben. Eine medienpsychologische Modellierung. [Presence: A media psychological perspective]. *Montage AV*, *17*, 159–176.

### Books and editorships

3. Wilhelm, C., Podschuweit, N., **Hofer, M.**, & Koch, T. (Eds.) (in print). *Medienwahl. Aktuelle Konzepte, Befunde und methodische Zugänge* [Media Choice. Recent concepts, findings, and methodological approaches]. Baden-Baden: Nomos.
2. Kühne, R., Baumgartner, S., Koch, T., & **Hofer, M.** (Eds.) (2018). *Youth and Media: Current Perspectives on Media Use and Effects*. Baden-Baden: Nomos.
1. **Hofer, M.** (2016). *Presence und Involvement*. Baden-Baden: Nomos.

### Book chapters/encyclopedia entries

14. **Hofer, M.** & Rieger, D. (in print). On being happy through entertainment: Hedonic and non-hedonic entertainment experiences. In: J. A. Muñoz Velázquez, & C. Pulido (Eds.), *The Routledge Handbook of Positive Communication*. Routledge.
13. **Hofer, M.** (2017). Confoundation check. In: J. Matthes, R. Potter, & C. S. Davis (Eds.), *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley. doi: 10.1002/9781118901731.iecrm0039

12. **Hofer, M.** (2017). Mean centering. In: J. Matthes, R. Potter, & C. S. Davis (Ed.), *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley. doi: 10.1002/9781118901731.iecrm0137
11. **Hofer, M.** (2017). Responses to sad media/tragedy. In P. Rössler, C. A. Hoffner, & L. van Zoonen (Eds.), *The International Encyclopedia of Media Effects* (pp. 1731–1743). Hoboken, NJ, USA: John Wiley & Sons, Inc..
10. **Hofer, M.** (2016). Older adults' media use and well-being: Media as a resource in the process of successful aging. In L. Reinecke & M. B. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-being. International Perspectives on Theory and Research on Positive Media Effects* (pp. 106–117). Routledge.
9. **Hofer, M.**, Hüsser, A., & Brandao, P. (2016). „Schweigen ist Gold“ – Zum Einfluss von Avatar-Emotionen auf das Emotionserleben bei Computerspielen – Identifikation als Mediator. [„Silence is golden“ – The influence of avatar emotions on perceived emotions during computer game play – the mediating role of identification]. In C. Wunsch, M. Czichon (Eds.), *Reihe Rezeptionsforschung: Vol. 32. Rezeption und Wirkung Fiktionaler Medieninhalte* (pp. 97–114). Baden-Baden: Nomos.
8. **Hofer, M.** (2016). Der Einfluss von Faktualität und Fiktionalität auf Eudaimonisches Unterhaltungserleben – Die mediiierende Rolle wahrgenommener Realität. [The influence of factuality and fictionality on eudaimonic entertainment experiences – The mediating role of perceived realism]. In C. Wunsch, M. Czichon (Eds.), *Reihe Rezeptionsforschung: Vol. 32. Rezeption und Wirkung Fiktionaler Medieninhalte* (pp. 79–96). Baden-Baden: Nomos.
7. **Hofer, M.**, & Fahr, A. (2016). Apparative Messungen in der Werbewirkungsforschung. [Psychophysiological measurement in advertising research]. In G. Siegert, W. Wirth, P. Weber, & J. Lischka (Eds.), *Handbuch Werbeforschung* (pp. 573–592). Springer VS.
6. Fahr, A., & **Hofer, M.** (2013). Psychophysiological Messmethoden. [Psychophysiological measurement]. In W. Möhring & D. Schlütz (Eds.), *Handbuch standardisierte Erhebungsmethoden in der Kommunikationswissenschaft* (pp. 347–365). [S.l.]: Vs Verlag für Sozialwissenschaften.
5. **Hofer, M.**, & Sommer, K. (2013). Seeing the others ... Der Einfluss von Kommentaren zu redaktionellen Inhalten auf den Third-Person-Effekt. [Seeing the others... The influence of user comments on news websites on the third-person effect]. In O. Jandura & A. Fahr (Eds.), *Theorieanpassungen in der digitalen Medienwelt*. (pp. 159-174). Baden-Baden: Nomos.
4. **Hofer, M.** (2013b). Präsenzerleben und Transportation. [Presence and transportation]. In W. Schweiger & A. Fahr (Eds.), *Handbuch Medienwirkungsforschung*. (pp. 279-294). Wiesbaden: VS Verlag für Sozialwissenschaften.
3. **Hofer, M.** (2012). Zur Wirkung der Nutzung von Online-Medien auf das Sozialkapital. [The effect of using online media on social capital]. In L. Reinecke (Ed.), *Unterhaltungsforschung: Vol. 7. Unterhaltung in neuen Medien. Perspektiven zur Rezeption und Wirkung von Online-Medien und interaktiven Unterhaltungsformaten* (pp. 289–307). Köln: von Halem.
2. **Hofer, M.** & Wirth, W. (2011). Supplanting oder Supplementing? Der Einfluss von Chat-Kommunikation und das Sozialkapital der Nutzer. [Supplanting or supplementing? The influence of chat communication on social capital]. In M. Hartmann & J. Wimmer (Eds.), *Digital Technologies revisited* (pp. 112-137). Opladen: Leske + Budrich.
1. Schramm, H., & **Hofer, M.** (2008). Musikbasierte Radioformate. [Music based radio formats]. In H. Schramm (Ed.), *Musik im Radio. Rahmenbedingungen, Konzeption, Gestaltung* (pp. 113–134). Wiesbaden: VS Verlag für Sozialwissenschaften / GWV Fachverlage GmbH Wiesbaden.

## Reviews

2. **Hofer, M.** (2016). [Review of the book *Medienrezeptionsforschung [Media Reception Research]*, by H. Bilandzic, H. Schramm, & J. Matthes], *Medien & Kommunikationswissenschaft*.
1. **Hofer, M.** (2014). [Review of the book *Third-Person-Effekt*, by M. Dohle], r:k:m.

## Reports

1. **Hofer, M.** (2014). *Graduate Survey of the IPMZ*, Unpublished report of the graduates of the IPMZ 2011-2013, Zürich

## Presentations

### Invited talks

3. **Hofer, M.** (2016, Nov). *Older Adults' Media Use and Well-Being*. Talk at the research colloquium of Prof. Dr. Silke Adam, University of Bern, Nov 10 2016, Bern, Switzerland
2. **Hofer, M.** (2014, September). *Hasspropaganda in sozialen Netzwerken - Motive, Gründe und Massnahmen*. [Hate propaganda on social network sites]. Talk at the caucus of the Social Democratic Party of Switzerland (SPS), Sep 16 2014, Bern, Switzerland.
1. **Hofer, M.** (2013, November). *Meaningfulness. Nature and Determinants of Eudaimonic Entertainment Experiences*. Talk at the research colloquium of Prof. Dr. Peter Vorderer at the University of Mannheim, Nov 05 2013, Mannheim, Germany.

### Competitive conference presentations

35. Tamborini, R., Grall, C., **Hofer, M.**, Novotny, E., Aley, M., Baldwin, J., Sethi, N., & Krypton, K. (2018, May). *Testing an attribution-based adaptation of affective disposition theory on narratives featuring various character types*. Paper to be presented at the 68th Annual Meeting of the International Communication Association, Prague, CZ. (Full paper).
34. **Hofer, M.**, Tamborini, R., & Ryffel, F.A. (2018, May). *Moral judgment of an actor in a moral dilemma: The role of moral intuitions and social distance*. Paper to be presented at the 68th Annual Meeting of the International Communication Association, Prague, CZ. (Full paper).
33. **Hofer, M.**, Ryffel, F., Acket, E., Amstad, N., Bischof, D., Gao, V., Kessler, N., Khinich, V., Lachenmeier, S., & Wigger, Y. (2018, January). *"Terror, Ihr Urteil": Der Einfluss moralischer Intuitionen auf moralische Urteile über die Handlungen eines Akteurs in einem moralischen Dilemma: Soziale Distanz als Moderator*. ["Terror, your verdict!" The effect of moral intuitions on moral judgment of an actor in a moral dilemma: The moderating role of social distance. Paper accepted for presentation at the 26th annual meeting of the Media Reception and Effects division of the German Communication Association, January 25–27 2015, Hohenheim, Germany (Best Paper).
32. Hahn, L., Tamborini, R., Klebig, B., Novotny, E., Grall, C., **Hofer, M.**, & Lee, H. (2017, May). *The representation of altruistic and egoistic motivations in popular music over 60 years*. Paper accepted for presentation at the 67th annual meeting of the International Communication Association, San Diego, CA (Full paper).
31. Tamborini, R., Novotny, E. R., Prabhu, S., **Hofer, M.**, Bente, G., Grall, C., Klebig, B., Hahn, L., & Ratan, R. (2017, May). *The effect of behavioral synchrony with black or white virtual agents on outgroup trust*. Paper accepted for presentation at the 67th annual meeting of the International Communication Association, San Diego, CA (Full paper).

30. **Hofer, M.**, Eden, A., Van Diepenbeek, W. (2017, May). *Not if or what, but how. Older and younger adults' selective and compensatory media use and well-being*. Paper accepted for presentation at the 67th annual meeting of the International Communication Association, San Diego, CA (Full paper).
29. Sommer, K., & **Hofer, M.** (2017, May). *Ordinary citizens in online news. The effect of online comments on third-person perceptions and support for censorship*. Paper accepted for presentation at the ICA 2017 preconference on "Ordinary Citizens in the News" in San Diego, CA.
27. Tamborini, R., Grall, C., Prabhu, S., **Hofer, M.**, Novotny, E. R., Hahn, L., & Klebig, B. (2016, November). *Miserly but still mindful: Applying attribution theory to explain the appeal of imperfect heroes within an affective disposition theory framework*. Paper accepted to the 102nd annual meeting of the National Communication Association (NCA), Philadelphia, PA. (Full Paper)
27. **Hofer, M.**, Tamborini, R., Prabhu, S., Grall, C., Hahn, L., Novotny, E., & Klebig, B. (2016, November). *The impact of news coverage of the Paris terror attacks on moral intuitions and moral behavior towards outgroups*. Paper accepted for consideration to the 102nd annual meeting of the National Communication Association, Philadelphia, PA. (Full Paper)
26. Tamborini, R., Grall, C., Prabhu, S., **Hofer, M.**, Novotny, E. R., Hahn, L., & Klebig, B. (2016, November). *Miserly but still mindful: Applying attribution theory to explain the appeal of imperfect heroes within an affective disposition theory framework*. Paper accepted to the 102nd annual meeting of the National Communication Association, Philadelphia, PA. (Full Paper)
25. Huang, K., **Hofer, M.**, Ball, C. (2016, June). *A touch of the virtual: An investigation of the effects of immersive features on spatial presence*. Paper presented at the 2016 International Society for Presence Research (ISPR) annual conference, Kyoto, Japan, June 8.
24. **Hofer, M.**, & Hüsser, A., & Brandao, P. (2015, May). „*Silence is golden*“. *The mediating role of identification in the relationship between an avatar's emotional expressions and a player's fear reactions during horror game playing*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 21–25 2015, San Juan, Puerto Rico.
23. **Hofer, M.**, & Allemand, M. (2015, May). *Coping with stressful media content dispositional and situational emotion regulation in younger and older adults during a stressful film scene*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 21–25 2015, San Juan, Puerto Rico. (Full Paper)
22. Rieger, D., & **Hofer, M.** (2015, May). *Meaningful movies as anxiety buffers. The role of mortality and life salience in appreciation, liking, and self-esteem*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 21–25 2015, San Juan, Puerto Rico. (Full Paper)
21. Odağ, Ö., **Hofer, M.**, Schneider, F., Bartsch, A., Knop, K. (2015, May). *Measurement equivalence of eudaimonic and hedonic entertainment motivations in a cross-cultural comparison*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 21–25 2015, San Juan, Puerto Rico. (Full Paper)
20. **Hofer, M.** (2015, January). *Der Einfluss von Fiktionalität und Faktualität auf eudaimonisches Unterhaltungserleben – die mediiierende Rolle wahrgenommener Realität. [The influence of factuality and fictionality on eudaimonic entertainment experiences – The mediating role of perceived realism]*. Paper presented at the an der 23rd annual meeting of the Media Reception and Effects Division of the German Communication Association, January 22–24 2015, Bamberg, Germany.
19. **Hofer, M.**, Hüsser, A., & Brandao, P. (2015, January). „*Schweigen ist Gold*“. *Zum Einfluss von Avatar-Emotionen auf die Identifikation und das Emotionserleben bei Computerspielen. [„Silence is golden“– The influence of avatar emotions on perceived emotions during computer game play – the mediating role of identification]*. Paper presented at the an der 23rd annual meeting of the Media



- Reception and Effects Division of the German Communication Association, January 22–24 2015, Bamberg, Germany.
18. Rieger, D., & **Hofer, M.** (2015, January). *Fiktionale Filme als symbolische Lebensretter – Effekte von Mortalitäts- und Lebenssalienz auf Appreciation, Selbstwert und die Bewertung des Protagonisten.* [The role of mortality and life salience in appreciation, liking, and self-esteem]. Paper presented at the 23rd annual meeting of the Media Reception and Effects Division of the German Communication Association, January 22–24 2015, Bamberg, Germany.
  17. **Hofer, M.** (2014, May). *Influence of different movie genres on the perceptual and behavioral component of the third-person effect: The moderating role of hedonic motivation.* Paper presented at the Annual Conference of the International Communication Association (ICA), June 22–26 2014, Seattle, WA. (Full Paper).
  16. **Hofer, M.** (2014, January). „*Sowas unterhält mich doch nicht!*“ *Ein Experiment zum Einfluss verschiedener Filmgenres und genereller Rezeptionsmotive auf den Third-Person-Effekt.* [‘I’m not entertained by something like this!’ *An experimental study on the influence of different film genres and entertainment motivations on the third-person effect*]. Paper presented at the 21th annual meeting of the Media Reception and Effects Division of the German Communication Association, January, 23–25 2014, Hannover, Germany.
  15. **Hofer, M.**, Sele, M. & Wirth, W. (2013, September). *Effects of stereoscopic view on spatial presence: The mediating role of mental models.* Paper presented at the 8th Conference of the Media Psychology Division of the German Psychological Society, September 4-6 2013, Würzburg, Germany.
  14. **Hofer, M.**, & Aubert, V. (2013, June). *Bonding and bridging social capital on twitter: Differentiating between followers and followees.* Paper presented at the Annual Conference of the International Communication Association (ICA), June 17–21 2013, London, UK. (Full Paper)
  13. **Hofer, M.**, & Wirth, W. (2013, June). *The role of age in eudaimonic entertainment experiences.* Paper presented at the Annual Conference of the International Communication Association (ICA), June 17–21 2013, London, UK. (Full Paper)
  12. **Hofer, M.** (2013, April). *Are you entertained? Eine mehrdimensionale Messung des Unterhaltungserlebens in Rezeptionssituationen* [Are you entertained? A multi-dimensional measure of enjoyment]. Paper presented at the Annual Conference of the Swiss Communication Association, April 12 2013, Winterthur, Switzerland.
  11. **Hofer, M.** & Ryffel, F. (2012, June). *Methodenkombination: Probleme und Möglichkeiten der gleichzeitigen Erfassung von Blickverlaufs- und Hautleitfähigkeitsdaten.* [Combination of methods: Problems and possibilities of simultaneous measures of eye-tracking and skin conductance data.] Presentation at the second Workshop of the "AG Beobachtung", June 29 2012, Munich.
  10. **Hofer, M.**, & Wirth, W. (2012, May). *It's right to be sad: The role of meta-appraisals in the sad film paradoxon A multiple mediator model.* Paper presented at the Annual Conference of the International Communication Association (ICA), May 24–28 2012, Phoenix. (Full Paper)
  9. **Hofer, M.** (2012, April). *Der Einfluss Situationaler Referenzen und genereller Rezeptionsmotivationen auf das Rezeptionserleben bei einem emotionalen Spielfilm.* [The influence of situational references and entertainment motivations on reception experiences during watching a movie]. Paper presented at the Annual Conference of the Swiss Communication Association, April 20–21 2012, Neuchâtel, Switzerland.
  8. Ryffel, F. & **Hofer, M.** (2012, April). *Der Einfluss boulevardesker Berichterstattung auf das emotionale Erleben und die Qualitätseinschätzung.* [The influence of boulevardesque reporting on emotions and quality

- assessment of a quality news-paper*]. Paper presented at the Annual Conference of the Swiss Communication Association, April 20–21 2012, Neuchâtel, Switzerland.
7. **Hofer, M.** & Sommer, K. (2011, January). «*Seeing the Others*» *Der Effekt von Kommentaren zu redaktionellen Online-Angeboten auf den Third Person Effekt [The Effect of user comments on third-person effect]*. Paper presented at the 19th annual meeting of the Media Reception and Effects Division of the German Communication Association, January 27-29 2011, Munich, Germany.
  6. Kühne, R., **Hofer, M.**, Wirth, W. & Schramm, H. (2011, May). *Structural equation modeling spatial presence. The influence of cognitive processes and traits on spatial presence*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 26-30 2011, Boston. (Full Paper)
  5. Schramm, H., Wirth, W., **Hofer, M.** (2010, June). *Entertainment as eudaimonic well-being*. Paper presented at the Annual Conference of the International Communication Association (ICA), June 22-26 2010, Singapore.
  4. Wirth, W., **Hofer, M.** & Schramm, H. (2010, June). *The role of emotional involvement and absorption in the formation of spatial presence*. Paper presented at the Annual Conference of the International Communication Association (ICA), June-22-26 2010, Singapore. (Full Paper)
  3. **Hofer, M.** (2010, March). *When and how matters. Eine Studie zum Rezeptionsverlauf eines emotionalen Spielfilms. [When and how matters. A study on the reception of an emotional movie]*. Paper presented at the Annual Conference of the Swiss Communication Association, March 26–27 2010, Lucern, Switzerland.
  2. **Hofer, M.** & Wirth, W. (2009, November). *Supplanting or Supplementing? Chat communication and social capital*. Paper presented at the 19th annual meeting of the Media Reception and Effects Division of the German Communication Association /ECREA Conference "Digital Media Technologies Revisited", November 20–21 2009, Berlin, Germany.
  1. **Hofer, M.** (2009, March). *Nur ein Trickfilm? Der Einfluss von Empathiefähigkeit auf das emotionale und empathische Erleben bei der Rezeption eines Zeichentrickfilms. [The influence of dispositional empathy on emotions and empathy during the reception of a sad anime movie]*. Paper presented at the Annual Conference of the Swiss Communication Association, March 26–27 2009, Zurich, Switzerland.

## 4. Teaching experience

### Master

Semester	Title	Class Size	Evaluation <sup>+</sup>
Fall 14	<b>Lecture:</b> Multivariate statistics	50	n.a.
Spring 11	<b>Lecture:</b> Theory of science and logic of research	9	n.a.
Fall 10	<b>Hands-on lecture:</b> Research „to touch“: practice of lab and survey research	11	4.8*
Fall 10	<b>Lecture:</b> Multivariate statistics	14	n.a.
Spring 10	<b>Lecture:</b> Theory of science and logic of research	13	4.4*
Fall 09	<b>Hands-on lecture:</b> Research „to touch“: practice of lab and survey research	10	4.8*
Fall 09	<b>Lecture:</b> Multivariate statistics	13	4.8*
Fall 08	<b>Hands-on lecture:</b> Research „to touch“: practice of lab and survey research	9	4.9*

### Bachelor

Spring 17	<b>Research seminar:</b> Media and morality II	16	5.1**
Fall 16	<b>Research seminar:</b> Media and morality I	16	5.1**
Fall 15	<b>Honors research seminar (MSU):</b> Video Game Impacts: Play with Meaning (in collaboration with Rabindra Ratan)	7	n.a.
Spring 14	<b>Lecture:</b> Entertainment through media	170	5.5**
Spring 14	<b>Research seminar:</b> Recent developments in entertainment research II	19	n.a.
Fall 13	<b>Lecture:</b> Media uses, reception, and effects	268	4.0**
Fall 13	<b>Research seminar:</b> Recent developments in entertainment research I	19	n.a.
Spring 13	<b>Research seminar:</b> Entertainment media and the third-person effect	20	5.0**
Fall 12	<b>Lecture:</b> Entertainment through media		5.2**
Spring 12	<b>Seminar:</b> Are You Entertained? Recent developments in entertainment research	18	4.9**
Fall 11	<b>Lecture:</b> Entertainment through media	95	5.2**
Fall 10	<b>Lecture:</b> Entertainment through media	141	5.3**
Spring 10	<b>Lecture:</b> Music and media	167	4.4**
Spring 09	<b>Research seminar:</b> Enjoyment despite negative emotions II	20	n.a.
Fall 08	<b>Research seminar:</b> Enjoyment despite negative emotions I	20	n.a.
Fall 08	<b>Lecture:</b> Statistics and data analysis II	200	n.a.

<sup>+</sup>The question was: “I evaluate the teacher of this course as...”

\* 5-point Likert scale (1 = *very bad* to 5 = *very good*)

\*\* 6-point Likert scale (1 = *very bad* to 6 = *very good*)

### Supervised bachelor and master's theses

35. Gao, Viviane (2017). *Medien und Moral: Die Wirkung eines medial dargestellten moralischen Dilemmas auf die moralischen Intuitionen und moralischen Urteile*. [Media and morality: The effect of construal level on moral judgments and moral behavior after reading a moral dilemma]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
34. Baumgartner, Tabea & Püringer, Vanessa (2017). *Abstraktionsgrade der Denkweise und ihre Wirkungen: Der Einfluss abstrakter sowie konkreter mentaler Repräsentationen und moralischer Intuitionen auf moralische Urteile und moralisches Verhalten*. [Construal level and its effects: The effect of abstract and concrete mental representations and moral intuitions on moral judgments and moral behavior]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
33. Schmid, Sarah (2017). *Medienwirkung auf moralische Intuitionen, Urteile und Verhalten unter Einfluss des Construal Level*. [Media and construal level's effects on moral intuitions, judgments, and behavior]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
32. Tudor, Philipp (2017). „Manipulation geglückt?": Überprüfung des Erfolgs der Manipulation in eine konkrete oder abstrakte Denkweise. [“Manipulation successful?": An examination of the success of the manipulation of construal level]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
31. Kessler, Nicolas (2017). *Moralität und ihre Beeinflussbarkeit: Eine Untersuchung des Effekts sozialer Nähe auf die Beurteilung und Bewertung eines medial präsentierten moralischen Dilemmas*. [Morality and its influenceability: An examination of the effect of social distance on the assessment of a moral dilemma]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
30. Ohlmeyer, Nathalie (2017). *Die Auswirkung des Construal Level auf das moralische Urteil: Eine empirische Überprüfung des Einflusses verschiedener Abstraktionsniveaus auf die moralische Urteilsbildung über einen moralgeladenen Medieninhalt und die möglichen geschlechtsspezifischen Unterschiede*. [The effect of construal level on moral judgments: An empirical test of the effect of construal level on moral judgments about a moral media content und possible sex differences]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
29. Brunner, Lara (2017). *Wie wirkt eine Manipulation des kognitiven Abstraktionsgrades auf unsere Moral? Eine Analyse von moralischen Intuitionen, Urteilen und moralischem Verhalten*. [How does the manipulation of the cognitive construal affect our morality? An analysis of moral intuitions, judgments, and behavior]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
28. Lachenmeier, Sophie & Wigger, Yvonne (2017). *Der Einfluss sozialer Distanz auf die Wahrnehmung moralischer Dilemmata*. [Die effect of social distance on the perception of moral dilemmas]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
27. Khinich, Veronika (2017). *Facetten des Urteils: Moralische Schätzungen, Urteile von medial vermittelten Inhalten und das moralische Verhalten durch das Prisma der sozialen Distanz*. [Facets of judgment: The effect of social distance to an actor in a moral dilemma on moral intuitions, moral judgments, and moral behavior]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.

26. Acket, Elisabeth (2017). *Die Wirkung der sozialen Distanz zu einem Täter in einem moralischen Dilemma auf moralische Intuitionen, moralische Urteile und moralisches Verhalten. [Media, morality, and social distance: The effect of social distance to an actor in a moral dilemma on moral intuitions, moral judgments, and moral behavior]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
25. Alagic, Enid (2017). *Einfluss des kognitiven Abstraktionsgrads auf moralische Intuition, moralische Beurteilungen und moralisches Verhalten. [The effect of construal level on moral intuitions, moral judgment, and moral behavior]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
24. Toy, Duygu (2017). *Der Einfluss der Abstraktionsstufen auf das moralische Verhalten. [The effect of construal level on moral behavior]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
23. Amstad, Nicole & Bischof, Deborah (2017). *Medien, Moral und soziale Distanz: Einfluss der sozialen Distanz bei der Medienrezeption auf moralische Intuitionen, moralische Urteile und moralisches Verhalten. [Media, morality, and social distance: The effect of social distance during media reception on moral intuitions, moral judgments, and moral behavior]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
22. Van Diepenbeek, Wies (2016). *Entertainment choices over the lifespan. The effect of well-being over the lifespan on entertainment choices via selection, optimization and compensation strategies*. Master's Thesis at the Department of Communication Science at the Vrije Universiteit Amsterdam. (Main supervisor: Ass. Prof. Allison Eden).
21. Aeschbach, Martin (2010). *Ablenkungsgefahr Untertitel? Ein Eye Tracking Experiment zur Wahrnehmung von Product Placements im Spielfilm bezüglich des Einflusses von Untertiteln und den Charakteristika eines Product Placements. [Distraction through subtitles? An eye tracking experiment on the perception of product placements]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
20. Anastassova-Gubler, Gergana (2010). *Das Wesentliche ist für die Augen unsichtbar – Ein Eye Tracking-Experiment zum Mere Exposure-Effekt bei Bannerwerbung im Internet. [The essential parts are invisible: An eye tracking experiment on the mere exposure effect in banner advertisement]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
19. Aubert, Viviane (2011). *Sozialkapital in Online-Netzwerken. Der Nutzen von „Followern“ und „Followees“ auf Twitter. [Social capital in online networks. The effect of followers and followees on Twitter]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
18. Besseghini, Nadia (2014). *Eudaimonisches Unterhaltungserleben - Der Einfluss des Programmtyps Faktualität/Fiktionalität auf das Unterhaltungserleben, gemessen anhand vom Verbundenheitsgefühl mit Filmcharakteren. [Eudaimonic entertainment experiences: On the influence of fictionality on eudaimonic entertainment]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
17. Brandao, Patricia (2014). *Fürchtest du dich schon? Eine experimentelle Studie zum emotionalen Erleben der Angst in Horror-Spielen [Are you already afraid? An experiment on fear experiences during horror gameplay]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
16. Brunold, Ladina (2014). *Der Einfluss von Mortality Salience und unterschiedlichem Filmende auf das Liking of and Caring for Character und die Elevation des Rezipienten. [The effect of mortality salience*

- and film ending on the liking of and the caring for fictional characters and feelings of elevation*]. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
15. Brunold, Nicole & Fixle, Christina (2015). *Spiel mir das Lied von typischen Western. Der Einfluss von Genrewissen auf die interaktive Verarbeitung von Filmmusik und visueller Information. [Play me the typical Western score: The effect of genre knowledge on the processing of film scores and visual information]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  14. Chiesa, Simone (2015). *Die Macht der Musik. Eine experimentelle Untersuchung der emotionalen Wirkung von Musik im Filmbereich. [The power of music: An experiment on emotional effects of film scores]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  13. Chaimowitz, Daphne (2011). *Kann das Lesen des Gratismagazins 20 Minuten Friday geplant werden? Eine Onlinebefragung untersucht das Leseverhalten anhand der Theory of Planned Behavior und der beiden Persönlichkeitsmerkmale Sensation Seeking und Need for Entertainment. [Can one plan reading a newspaper? Applying the theory of planned behavior to media selection]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  12. DeVallière, Véronique (2014). *Der Einfluss von Fakt und Fiktion auf Enjoyment, im Zusammenhang mit Perceived Reality. [The effect of fact/fiction on enjoyment and perceived realism]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  11. Föhn, Raphael & Schwarz, Kolja (2014). *Einfluss von Fact/Fiction auf das eudaimonische Unterhaltungserleben. [The effect of fact/fiction on eudaimonic entertainment experiences]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich
  10. Hutzli, Tina (2010). *Erinnerte Emotionen. Ein Experiment zur emotionsgenerierenden, aktivierenden und reaktivierenden Kraft der visuellen und auditiven Komponenten im Film Sennentuntschi. [Recalled emotions: An experimental study on the effects of film scores and visual information on physiological arousal and emotional experience]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  9. Kummer, Theres (2014). *Der Einfluss von Mortality Salience und unterschiedlichem Filmausgang auf Liking of and Caring for Character und der Elevation von Rezipienten. [The effect of mortality salience and film ending on the liking of and caring for fictional character]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich
  8. Laine, Nicole (2010). *Skillfully sad: The role of emotional skills, micro emotions, and emotion regulation strategies on eudaimonic and hedonic entertainment during and after a sad movie*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  7. Plesca, Romina (2014). *The role of factual vs. fictional film in involvement and eudaimonic entertainment*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich
  6. Prosperati, Antonio (2014). *Die Rolle von Stereoskopie und Natural Mapping im Entstehungsprozess von Spatial Presence. [The effect of stereoscopy and natural mapping on spatial presence during gameplay]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
  5. Rohrbacher, Jasmin (2014). *Eudaimonisches Unterhaltungserleben - Der Einfluss des Programmtyps Faktualität/ Fiktionalität auf das Unterhaltungserleben, gemessen anhand vom Verbundenheitsgefühl mit*

*Filmcharakteren. [Eudaimonic entertainment experiences: On the influence of fictionality on eudaimonic entertainment]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich

4. Roth-Kahrom, Leyla (2011). *Schön traurig – traurig schön? Valenztransformation bei Tragödien: Ein Experiment vor des EMR-Modells unter Berücksichtigung von Situationalen Referenzen und Rezeptionsmotivationen. [Valence transformation while watching tragedies: An empirical test of the emotion meta-emotion, and emotion regulation model]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
3. Sele, Marc (2012). *The Role of the Stereoscopic 3-D Film Format in Spatial Presence and Media Enjoyment. [The effect of stereoscopy and film format on spatial presence]*. Master's Thesis at the Institute of Mass Communication and Media Research of the University of Zurich.
2. Stadelmann, Martin (2014). *Der Einfluss von Mortalitätssalienz auf das eudaimonische Unterhaltungserleben. [The effect of mortality salience on eudaimonic entertainment experiences]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich
1. Tinnacher, Jessica (2014). *Der Einfluss von Fakt und Fiktion auf Enjoyment im Zusammenhang mit Perceived Reality. [The effect of fact vs. fiction on enjoyment and perceived realism]*. Bachelor Thesis at the Institute of Mass Communication and Media Research of the University of Zurich

## 5. Scientific awards

- 2018 **Best paper award** of the annual conference of the “Media Reception and Effects” of the German Communication Association (GCA)
- 2015 **Reviewer of the year 2014** Journal of Media Psychology
- 2014 **Dissertation award** of the Swiss Association of Communication and Media Research (SACM)
- 2011 **Top-faculty paper award** ICA 11 in Boston, MA  
Kuehne, R., Hofer, M., Wirth, W. & Schramm, H. (2011, May). *Structural Equation Modeling Spatial Presence. The Influence of Cognitive Processes and Traits on Spatial Presence*. Paper presented at the Annual Conference of the International Communication Association (ICA), May 26-30 2011, Boston.

## 6. Professional experience

- Nov 2016 – Present **Senior research and teaching associate** at the Department of Media Psychology and Media Effects at the Institute of Mass Communication and Media Research, University of Zurich (IPMZ, Prof. Dr. Werner Wirth)
- May 2015 – Nov 2016 **Post-doctoral visiting scholar** at the College of Communication, Arts, & Sciences at Michigan State University, MI, USA
- 2013 – 2015 **Senior research and teaching associate** at the Department of Media Psychology and Media Effects at the Institute of Mass Communication and Media Research, University of Zurich (IPMZ, Prof. Dr. Werner Wirth)
- 2008–2013 **Research assistant** at the Department of Media Psychology and Media Effects at the Institute of Mass Communication and Media Research, University of Zurich (IPMZ, Prof. Dr. Werner Wirth)
- 2006 – 2008 **Research assistant in market research** TAMEDIA AG.
- 2004 – 2006 **Research and teaching assistant** PD Dr. Werner A. Meier on Globalization and Media
- 2002 – 2008 **Teacher** for German as a foreign language and Latin

## 7. Education

- Sept 2013 **Ph.D. University of Zurich**  
**Dissertation:** *Sinnhaftigkeit und Bedeutsamkeit. Wesen und Determinanten eudaimonischen Unterhaltungserlebens* [Meaningfulness. Nature and Determinants of Eudaimonic Entertainment Experiences]



Supervisors: Prof. Dr. Werner Wirth (University of Zurich) and Prof. Dr. Andreas Fahr (University of Fribourg)

**Grade:** summa cum laude

Nov 2008

**Master** in communication, computational linguistics, and German linguistics, University of Zurich

**Thesis:** Hofer, M. (2008). *Bewegte Bilder bewegen. Emotionen, Metaemotionen, Empathie und Emotionsregulation im Rezeptionsverlauf eines emotionalen Spielfilms.* [Moving pictures that move. Emotions, metaemotions, empathy, and emotion regulation during an emotional movie] Master's thesis at the University of Zurich.

**Grade:** 6.0 (Swiss grading system)

2002 – 2008

**Studies:** Communication science, computational linguistics, and linguistics, University of Zurich

## 8. Professional development

Sept 2014

Erfolgreiche Drittmittelakquisition für Forschende [Successful third-party fund applications] (Graduate Campus University of Zurich)

Jul 2012

Essex Summer School: Structural Equation Modeling with MPLUS (University of Essex)

Aug 2010

Summer School: Multilevel Models: Practical Applications (University of Lugano)

Feb – June 2009

Presentation Skills (Graduate Campus University of Zurich)

Oct – Dec 2008

Writing Research Papers for Publication (Graduate Campus University of Zurich)

Sept 2009

Augenbewegungen als Biosignal und Indikator psychologischer Konstrukte [Eye movements as bio-indicators of psychological processes] Prof. Dr. Niels Galley (University of Cologne)

## 9. Grants and third-party funds

2017

Ambizione Grant of the Swiss National Science Foundation (SNF, PY00PI\_17485 / 1)  
Amount: **442'536 CHF**

2015

Early Postdoc Grant of the Swiss National Science Foundation (SNF, P2ZHP1\_158606)  
Amount: **92.000 CHF**

2012

Travel Grant of the Swiss National Science Foundation for the Essex Summer School (Structural Equation Modeling with MPLUS)  
Amount: **2.000 CHF**

- 2010 Travel Grant of the Swiss National Science Foundation for the Swiss Summer School (Multilevel Models: Practical Applications)  
Amount: **1.000 CHF**
- 2009 – 2014 Travel Grants for travels to ICA-Conferences of the Swiss Academy of Humanities and Social Sciences (SAHS)  
Amount: **4.800 CHF**
- Total amount: 99.800 CHF**

## 10. Research activity

- May 2015 – Nov 2016 **Coordination and lead** of experimental studies on media's effects on moral intuitions and moral behavior at Michigan State University
- May 2015 – Nov 2016 **Coordination and lead** of studies on media use on older adults' well-being at Michigan State University and Vrije Universiteit Amsterdam
- May 2015 – Nov 2016 **Coordination and lead** of experimental studies on the experience of presence in virtual environments at Michigan State University
- Oct 2010 – Jun 2011 **Coordination and lead** of experimental studies on older and younger adult's psychological and subjective well-being in cooperation with the Department of Gerontopsychology and Gerontology of the University of Zurich (Prof. Dr. Mike Martin & Dr. Mathias Allemand)
- Jan 2009 – Mar 2009 **Co-writing and submission** of a research project on entertainment experiences through sad and distressing movies in cooperation with Prof. Dr. Werner Wirth und Prof. Dr. Holger Schramm
- Rejection of the project in the second round.

## 11. Service to profession

### Conference Activity

- 2017 **Co-organization** of the annual meeting of the "Media Reception and Effects" division of the German Communication Association (GCA)
- 2016 **Co-organization** of the annual meeting of the "Media Reception and Effects" division of the German Communication Association (GCA)
- 2015 **Co-organization** of the annual meeting of the "Media Reception and Effects" division of the German Communication Association (GCA)
- 2015 **Organization** of a panel for the "Audience, Media Reception, and Effects" division at the annual meeting of

the Swiss Association of Communication and Media Research (SACM)

- 2014 **Organization** of a workshop of the working group „Beobachtung“ [Observation]: Probleme bei der Erfassung und Analyse von Verlaufsdaten [Challenges of the measurement and analysis of continuous data], Johannes Gutenberg University Mainz
- 2013 **Organization** of a panel for the “Audience, Media Reception, and Effects” division at the annual meeting of the Swiss Association of Communication and Media Research (SACM)
- 2012 **Organization** of a workshop of the working group „Beobachtung“ [Observation]: Skin Conductance in der Kommunikationswissenschaft [Skin conductance in communication research], LMU, Munich
- 2011 **Organization** of a workshop of the working group „Beobachtung“ [Observation]: Eye Tracking in der Kommunikationswissenschaft [Eye tracking in communication research], University of Zurich

#### **Editorial Board Member and Offices**

- Sept 2015 – Present **Member of the editorial board** of the Journal of Media Psychology
- Jan 2015 – Present **Member of the editorial board** of Medien & Kommunikationswissenschaft
- Jan 2015 – Present **Chair** of the “Media Reception and Effects” division of the German Communication Association (GCA)
- Jan 2015 – Present **Co-editor** of the “Reihe Rezeptionsforschung” [Edition Media Reception Research] (Nomos)
- Apr 2013 – Present **Chair** of the “Audience, Media Reception, and Effects” division of the Swiss Association of Communication and Media Research (SACM)
- 2010 **Co-founder** of the working group „Beobachtung“ [Observation] in cooperation with Prof. Dr. Andreas Fahr (University of Fribourg)

#### **Memberships**

- 2016 – Present **Member of the young scholars’ network** of the DFG „Culture and Media Uses and Effects“, Ass. Prof. Özen Odağ
- 2013 – 2015 **Member of the young scholars’ network** of the DFG „Zeit- und Prozesskonzepte der Medienwirkungsforschung und ihre empirische Untersuchung“ [Time and process

- concepts in communication research] – Prof. Dr. Jens Vogelgesang, Prof. Dr. Michael Scharnow
- 2013 – 2015 **Member of the young scholars' network** of the DFG „Media Use and Well-Being“ – Prof. Dr. Leonard Reinecke
- 2010 – Present **Member of the European Communication Research and Education Association (ECREA)**
- 2010 – Present **Member of the German Communication Association (GCA)**  
**Divisions:** Media Reception and Effects; Methods
- 2009 – Present **Member of the International Communication Association (ICA)**  
**Divisions:** Mass Communication; Information Systems; Communication Science and Biology
- 2008 – Present **Member of the Swiss Association of Communication and Media Research (SACM)**  
**Divisions:** Audience, Media Reception, and Effects; Methods

**Ad-hoc reviewer**

- Journal of Communication
- Communication Research
- Communication Methods and Measures
- Media Psychology
- New Media & Society
- Poetics: Journal of Empirical Research on Culture, the Media and the Arts
- Journal of Media Psychology
- Studies in Communication/Media SC/M
- Medien & Kommunikationswissenschaft
- International Communication Association (ICA)
- German Communication Association (GCA)
- Swiss Association of Communication and Media Research (SACM)

**12. Departmental and university service**

- 2014 Member of the committee for the evaluation of the Institute of Mass Media and Communication Research of the University of Zurich (IPMZ), Writing of parts of the evaluation report
- 2014 Study implementation and report writing of the graduate survey of the Institute of Mass Media and Communication Research of the University of Zurich (IPMZ)
- 2013 – 2014 Expert for „Schweizer Jugend forscht“ [Swiss youth doing research].

2012 – 2014	Member of the committee for the evaluation of the situation of young scholars of the Institute of Mass Media and Communication Research of the University of Zurich
2008 – Present	Supervision of 22 theses (BA and MA) the Institute of Mass Media and Communication Research of the University of Zurich (IPMZ) and the Vrije Universiteit
2008 – 2014	Exam supervision assistance in various fields: sociology, psychology, geography, linguistics, musicology, and English Literature
2008 – 2013	Management of the study information days for students interested in studying communication science at the university of Zurich.

### 13. National and international research collaborations

- Prof. Dr. Werner Wirth (University of Zurich). Research on entertainment effects, effects of music, social capital, and presence in virtual environments (six publications)
- Prof. Dr. Holger Schramm (University of Wurzburg). Research on entertainment effects, effects of music, and presence in virtual environments (five publications)
- Ass. Prof. Dr. Mathias Allemann (University of Zurich). Research on age differences in media effects on well-being (three publications)
- Prof. Dr. Andreas Fahr (University of Fribourg). Research on psychophysiological measurement (two publications)
- Prof. Dr. Ron Tamborini (Michigan State University). Research on media effects on morality and on synchrony (four publications)
- Ass. Prof. Allison Eden (Michigan State University). Research on older adults' well-being (one publication)
- Dr. Diana Rieger (University of Mannheim). Research on mortality salience and entertainment media (one publication)
- Ass. Prof. Dr. Özen Odağ (Touro College Berlin). Research on cultural differences in entertainment media selection (one publication)

### 14. Media appearances

Radio	<b>Quote:</b> „Echo der Zeit“ (Swiss National Radio SRF 4), January 06, 2014: „Drohungen gegen Behörden nehmen zu“ [Increase in threats against authorities].
Print	<b>Interview:</b> “24 heures”, March 17, 2017: “Médias et racisme, entre intention et interprétation” [Media and racism, between intention and interpretation] <b>Interview:</b> „Terra cognita: Schweizer Zeitschrift zu Integration und Migration“, 26, 2015: „Bloggen, twittern, posten – neue Formen, dem Ärger Luft zu machen?“

[Bloggin, tweeting, posting – new forms of blowing off steam]

**Quote:** „Sonntagszeitung“, October 26, 2014: „Wie uns das Kino den Kopf verdreht“ [How cinema confuses us]

**Interview:** „Berner Zeitung“, January 24, 2014: „Facebook & Co. bestärken vor allem die eigene Sicht der Dinge“ [Facebook and Co. reinforce one’s own view]

**Quote:** „20 Minuten“, January 23, 2015: „Positive News sorgen für negative Gefühle“ [Positive news cause negative feelings]

TV

**Documentary:** Swiss National Television (SRF) Wissenschaftssendung „Einstein“ 23. Februar 2012: „Anatomie des Happy Ends“ [Anatomy of the happy end]

Online

**Quote:** „Zeit.de“, July 31., 2012: „Das Grauen in Pixeln“ [Horror in pixels] <http://www.zeit.de/zeit-wissen/2012/05/Psychologie-Angst-Phobien-Therapie-Virtuelle-Realitaet>

## 15. Additional skills

Software	R, SPSS, STATA, Amos, Mplus, AcqKnowledge
Language	German (native), English, French, Latinum, Graecum

Dr. Matthias Hofer, Zurich, April 12, 2018