

- Contact** Zeppelin University
Department of Culture and Communication
Fallenbrunnen 3
88045 Friedrichshafen, Germany michael.scharkow@zu.de
- Education** Dr. phil., 2011
UNIVERSITÄT DER KÜNSTE BERLIN
Communication
Dissertation: Automatic Content Analysis and Machine Learning.
M.A., 2006
FREIE UNIVERSITÄT BERLIN
Communication, Political Science, Sociology
Thesis: Media Use and European Integration. An Analysis of Eurobarometer Data.
- Positions** Professor of Communication (since 2017)
ZEPPELIN UNIVERSITÄT
Lehrstuhl für Kommunikationswissenschaft,
Schwerpunkt Digitale Kommunikation
Research Associate (2010-2017)
UNIVERSITÄT HOHENHEIM
Institut für Kommunikationswissenschaft
Senior Project Researcher (2012-2014)
UNIVERSITÄT MÜNSTER
Institut für Kommunikationswissenschaft (ERC Project SOFOGA)
Visiting Scholar (04-05/2012)
OHIO STATE UNIVERSITY
School of Communication
Research Associate (2006-2009)
UNIVERSITÄT DER KÜNSTE BERLIN
Institut für Theorie und Praxis der Kommunikation
Research and Teaching Assistant (2001-2005)
FREIE UNIVERSITÄT BERLIN
Institut für Publizistik- und Kommunikationswissenschaft
- Awards** *Communication Methods and Measures Article of the Year 2016,*
AEJMC Communication Theory and Methodology Division.
Top Faculty Paper Award at 2017 ICA conference, San Diego,
ICA Communication and Technology Division.
Top Faculty Paper Award at 2017 ICA conference, San Diego,
ICA Mass Communication Division.

Best Submission Award at the annual division meeting, Amsterdam, 2016,
DGPuK Methods Division.

Best Submission Award at the annual division meeting, Munich, 2014,
DGPuK Methods Division.

Top Faculty Paper Award at annual 2014 ICA conference, Seattle,
ICA Game Studies Division Division.

Journal Article of the Year 2012,
Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPuK).

First Prize of the *Verein der Freunde der Publizistik e.V.* for the MA thesis, 2007.

Grants

Young Scholars Network *Temporal dynamics and process models in media effects research* (2013-2016, co-applicant with Jens Vogelgesang)
German Research Foundation (DFG) – 64,910 EUR

EXIST Project *Bayesian Analysis and Reporting Tool – BART* (2008-2009, co-applicant with Christoph Ehlers, Christoph Meyer zu Kniendorf, Cord Meyer zu Kniendorf, Jens Vogelgesang)
Bundesministerium für Wirtschaft und Technologie – 97,600 EUR

Activities

Service to the profession

Vice chair of the Methods Division of the German Communication Association (2014-2016).

Member of the International Communication Association (ICA) and the German Communication Association (DGPuK).

Member of the editorial board of *Communication Measures and Methods*.

Ad-hoc reviewer for the *Journal of Communication*, *Human Communication Research*, *International Journal of Public Opinion Research*, *American Journal of Political Science*, *Media Psychology*, *Social Media and Society*, *Journal of Media Psychology*, *Cyberpsychology, Behavior, and Social Networking*, *Environmental Communication*, *Mobile Media & Communication*, *Political Psychology*, *Journal of Elections, Public Opinion & Parties*, *Journalism Studies*, *Anxiety, Stress, & Coping*, *Journal of Abnormal Child Psychology*, *Studies in Communication* | *Media and Medien und Kommunikationswissenschaft*.

Reviewer for the International Communication Association (ICA) and the Swiss National Science Foundation (SNF).

University committee services

Admission committee for the MA, 2014-2016, University of Hohenheim

Examination committee, 2008-09, University of the Arts, Berlin

Admission committee for the BA, 2007-08, University of the Arts, Berlin

Teaching

University courses

Introduction to Communication Research

undergraduate level, Spring 2017, Zeppelin University

Media Change and Digitalization

undergraduate level, Spring 2017, Zeppelin University

Mediatization and Media Culture

undergraduate level, Spring 2017, Zeppelin University

Advanced statistics

graduate level, Fall 2014, University of Hohenheim

Social media analysis

graduate level, Spring 2014, University of Hohenheim

Market and media research

undergraduate level, Fall 2013, 2015, 2016, University of Hohenheim

Social science research methods

undergraduate level, Spring 2013, 2016, University of Hohenheim

Advanced content analysis: manual and automatic approaches

graduate level, Spring 2013, University of Zürich

Statistics and data analysis

undergraduate level, Fall 2012, 2015, 2016, University of Hohenheim

Manual and automatic content analysis

graduate level, Fall 2010, 2011, University of Hohenheim

Current topics in communication research

graduate level, Spring 2009, University of the Arts, Berlin

Online research

undergraduate level, Fall 2008, 2009, University of the Arts, Berlin

User generated content

graduate level, Spring 2008, University of the Arts, Berlin

Statistics and data analysis

undergraduate level, Fall 2006, Spring 2007, University of the Arts, Berlin

Election campaigns and mass media

graduate level, Spring 2007, University of the Arts, Berlin

Media use and effects

undergraduate level, Spring 2007, 2008, 2009, University of the Arts, Berlin

Statistics and data analysis

undergraduate level, Fall 2002, FU Berlin (TA)

Introduction to scientific writing

undergraduate level, Fall 2001, Spring 2002, FU Berlin (TA)

Workshops for researchers

Multilevel Modeling using R and lme4 (with Frank Mangold)

October 2016, U Mainz.

Structural Equation Modeling with AMOS (with Jens Vogelgesang)

June 2012, FU Berlin; February 2012, U Mainz; September 2011, U Münster; March 2011, U Erfurt; June 2010, U Hohenheim; April 2010, U Hohenheim; October 2009, U Zürich; July 2009, FU Berlin (second course); July 2009, FU Berlin; February 2009, U Hamburg; November 2008, U Greifswald; July 2008, FU Berlin; August 2007, FU Berlin; July 2007, FU Berlin; April 2007, FU Berlin

Structural Equation Modeling with Mplus (with Jens Vogelgesang)

April 2011, U Hohenheim (incl. Latent Class Analysis); October 2010, LMU München (incl. Multilevel Modeling); October 2006, FU Berlin; July 2006, FU Berlin

Analyzing Panel Data using Autoregressive and Latent Growth Curve Models (with Jens Vogelgesang)

March 2012, FU Berlin; March 2008, FU Berlin; August 2008, FU Berlin

Publications Monograph

Scharkow, M. (2012). *Automatische Inhaltsanalyse und maschinelles Lernen [Automatic content analysis and machine learning]*. Berlin: epubli.

Journal articles

Bachl, M. & Scharkow, M. (2017). Correcting measurement error in content analysis. *Communication Methods and Measures*, 11(2), 1–18. doi:10.1080/19312458.2017.1305103

Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2017). Longitudinal patterns of involvement in cyberbullying: results from a latent transition analysis. *Computers in Human Behavior*, 66, 7–15. doi:10.1016/j.chb.2016.09.027

Mangold, F., Vogelgesang, J., & Scharkow, M. (2017, in print). Nachrichtennutzung in Deutschland. Eine nutzerzentrierte Repertoireanalyse. *Medien & Kommunikationswissenschaft*, 65(4).

Scharkow, M. & Bachl, M. (2017). How measurement error in content analysis and self-reported media use leads to minimal media effect findings in linkage analyses: a simulation study. *Political Communication*, 34(3), 323–343. doi:10.1080/10584609.2016.1235640

Masur, P. K. & Scharkow, M. (2016). Disclosure management on social network sites: individual privacy perceptions and user-directed privacy strategies. *Social Media & Society*, 2(1). doi:10.1177/2056305116634368

Scharkow, M. (2016). The accuracy of self-reported internet use. a validation study using client log data. *Communication Methods and Measures*, 10(1), 13–27. doi:10.1080/19312458.2015.1118446

Breuer, J., Scharkow, M., & Quandt, T. (2015). Sore losers? a reexamination of the frustration-aggression hypothesis for colocated video game play. *Psychology of Popular Media Culture*, 4(2), 126–137. doi:10.1037/ppm0000020

Festl, R., Scharkow, M., & Quandt, T. (2015). The individual or the group: a multilevel analysis of cyberbullying in school classes. *Human Communication Research*, 41(4), 535–556. doi:10.1111/hcre.12056

Scharkow, M., Festl, R., Vogelgesang, J., & Quandt, T. (2015). Beyond the core-gamer: genre preferences and gratifications in computer games. *Computers in Human Behavior*, 44, 293–298. doi:10.1016/j.chb.2014.11.020

Trepte, S., Masur, P. K., Scharkow, M., & Dienlin, T. (2015). Privatheitsbedürfnisse verschiedener Kommunikationstypen on- und offline: Ergebnisse einer repräsentativen Studie zum Umgang mit persönlichen Inhalten. *Media Perspektiven*, 5, 250–257.

Breuer, J., Scharkow, M., & Quandt, T. (2014). Tunnel vision or desensitization? *Journal of Media Psychology*, 26(4), 176–188. doi:10.1027/1864-1105/a000122

Elson, M., Mohseni, M. R., Breuer, J., Scharkow, M., & Quandt, T. (2014). Press CRTT to measure aggressive behavior: the unstandardized use of the competitive reaction time task in aggression research. *Psychological Assessment*, 26(2), 419–432. doi:10.1037/a0035569

- Scharkow, M., Festl, R., & Quandt, T. (2014). Longitudinal patterns of problematic computer game use among adolescents and adults—a 2-year panel study. *Addiction*, 109(11), 1910–1917. doi:10.1111/add.12662
- Festl, R., Scharkow, M., & Quandt, T. (2013). Militaristic attitudes and the use of digital games. *Games and Culture*, 8(6), 392–407. doi:10.1177/1555412013493498
- Festl, R., Scharkow, M., & Quandt, T. (2013). Peer influence, internet use and cyberbullying: a comparison of different context effects among German adolescents. *Journal of Children and Media*, 7(4), 446–462. doi:10.1080/17482798.2013.781514
- Günther, E. & Scharkow, M. (2013). Recycled media. *Digital Journalism*, 2(4), 524–541. doi:10.1080/21670811.2013.850207
- Hasan, Y., Begue, L., Scharkow, M., & Bushman, B. J. (2013). The more you play, the more aggressive you become: a long-term experimental study of cumulative violent video game effects on hostile expectations and aggressive behavior. *Journal of Experimental Social Psychology*, 49(2), 224–227. doi:10.1016/j.jesp.2012.10.016
- Hayes, A. F. & Scharkow, M. (2013). The relative trustworthiness of inferential tests of the indirect effect in statistical mediation analysis: does method really matter? *Psychological Science*, 24(10), 1918–1927. doi:10.1177/0956797613480187
- Mahrt, M. & Scharkow, M. (2013). The value of big data in digital media research. *Journal of Broadcasting & Electronic Media*, 57(1), 20–33. doi:10.1080/08838151.2012.761700
- Quandt, T., Breuer, J., Festl, R., & Scharkow, M. (2013). Digitale Spiele: stabile Nutzung in einem dynamischen Markt. *Media Perspektiven*, 10(2013), 483–492.
- Scharkow, M. (2013). Thematic content analysis using supervised machine learning: an empirical evaluation using German online news. *Quality & Quantity*, 47(2), 761–773. doi:10.1007/s11135-011-9545-7
- Festl, R., Scharkow, M., & Quandt, T. (2012). Problematic computer game use among adolescents, younger and older adults. *Addiction*, 108(3), 592–599. doi:10.1111/add.12016
- Vogelgesang, J. & Scharkow, M. (2012). Reliabilitätstests in Inhaltsanalysen. *Publizistik*, 57(3), 333–345. doi:10.1007/s11616-012-0154-9
- von Pape, T., Quandt, T., Scharkow, M., & Vogelgesang, J. (2012). Nachrichten-geographie des Zuschauerinteresses. *Medien & Kommunikationswissenschaft, Sonderheft Grenzüberschreitende Kommunikation*, 159–182.
- Quandt, T., Festl, R., & Scharkow, M. (2011). Digitales Spielen—Medienunterhaltung im Mainstream. *Media Perspektiven*, 9, 414–422.
- Scharkow, M. & Vogelgesang, J. (2011). Measuring the public agenda using search engine queries. *International Journal of Public Opinion Research*, 23(1), 104–113. doi:10.1093/ijpor/edq048
- Scharkow, M. (2011). Zur Verknüpfung manueller und automatischer Inhaltsanalyse durch maschinelles Lernen. *Medien & Kommunikationswissenschaft*, 59(4), 545–562. doi:10.5771/1615-634x-2011-4-545

Festl, R., Quandt, T., & Scharkow, M. (2010). Digitales Spielen als mediale Unterhaltung. Eine Repräsentativstudie zur Nutzung von Computer- und Videospiele in Deutschland. *Media Perspektiven*, 11(2010), 515–522.

Scharkow, M. & Vogelgesang, J. (2010). Effects of domestic media use on European integration. *Communications*, 35(1), 73–91. doi:10.1515/comm.2010.004

Suckfüll, M. & Scharkow, M. (2009). Modes of reception for fictional films. *Communications*, 34(4), 361–384. doi:10.1515/comm.2009.023

Book chapters

Scheu, A., Vogelgesang, J., & Scharkow, M. (2017). Qualitative Textanalyse. Blaupause und Potenziale (teil-)automatisierter Verfahren. In A. Scheu (Ed.), *Auswertung qualitativer Daten*. Wiesbaden: Springer VS.

Trepte, S. & Scharkow, M. (2016). Friends and live-savers: how social capital and social support received in media environments contribute to well-being. In L. Reinecke & M. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-Being* (pp. 304–316). New York: Routledge.

Bachl, M. & Scharkow, M. (2015). Eine quantitative Bestandsaufnahme von Informationen über Krankheiten auf der deutschsprachigen Wikipedia, 2002–2014. In E. Baumann & M. Hastall (Eds.), *Gesundheitskommunikation im gesellschaftlichen Wandel* (pp. 93–104). Nomos. doi:10.5771/9783845264677-93

Scharkow, M. & Vogelgesang, J. (2015). Diagnose und Korrektur von Messfehlern in inhaltsanalytischen Daten. In W. Wirth, K. Sommer, M. Wettstein, & J. Matthes (Eds.), *Qualitätskriterien in der Inhaltsanalyse* (pp. 204–217). Köln: Halem.

von Pape, T. & Scharkow, M. (2015). Twitter, un media pour la communication transfrontalière des événements locaux? Une approche empirique exploratoire. In V. Goulet & C. Vatter (Eds.), *Grenzüberschreitende Informationsflüsse und Medien in der Großen Region SaarLorLux. La circulation transfrontalière des informations médiatiques dans la Grande Région SaarLorLux* (pp. 105–124). Nomos Verlag. doi:10.5771/9783845263274-105

Günther, E. & Scharkow, M. (2014). Automatisierte Datenbereinigung bei Inhalts- und Linkanalysen von Online-Nachrichten. In K. Sommer, M. Wettstein, W. Wirth, & J. Matthes (Eds.), *Automatisierung der Inhaltsanalyse* (pp. 111–126). Köln: Halem.

Mahrt, M. & Scharkow, M. (2014). Der Wert von Big Data für die Erforschung digitaler Medien. In R. Reichert (Ed.), *Big Data. Analysen zum digitalen Wandel von Wissen, Macht und Ökonomie*. Transcript Verlag. doi:10.14361/transcript.9783839425923.221

Quandt, T., Festl, R., & Scharkow, M. (2014). Pathologische Formen der Online-Kommunikation: Exzessive Nutzung von Social Media und Online Games. In K. Hurrelmann & E. Baumann (Eds.), *Handbuch Gesundheitskommunikation*. Bern: Huber.

Scharkow, M. (2013). Automatische Inhaltsanalyse. In W. Möhring & D. Schlütz (Eds.), *Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft* (pp. 289–306). Springer VS. doi:10.1007/978-3-531-18776-1_16

Domahidi, E., Scharkow, M., & Quandt, T. (2012). Real friends and virtual life? computer games as foci of activity for social community building. In P. Moy (Ed.), *Communication and community* (pp. 149–169). New York: Hampton Press.

Vogelgesang, J. & Scharkow, M. (2011). Messung der Publikumsagenda mittels Nutzungsstatistiken von Suchmaschinenanfragen. In O. Jandura, T. Quandt, & J. Vogelgesang (Eds.), *Methoden der Journalismusforschung* (pp. 299–313). Springer VS. doi:10.1007/978-3-531-93131-9_17

Bleuel, F., Scharkow, M., Suckfüll, M., & Marks, G. (2010). Form follows function? Eine Onlinesortierstudie zur Rezeption von Filmplakaten. In J. Woelke, M. Maurer, & O. Jandura (Eds.), *Forschungsmethoden für die Markt- und Organisationskommunikation* (pp. 42–60). Köln: Halem.

Scharkow, M. (2010). Crowdsourcing von Inhaltsanalysen im World Wide Web? In N. Jakob, T. Zerback, O. Jandura, & M. Maurer (Eds.), *Methoden der Online-Forschung: Das Internet als Forschungsinstrument und -gegenstand der Kommunikationswissenschaft* (pp. 301–315). Köln: Halem.

Scharkow, M. (2010). Lesen und lesen lassen. Zum State of the Art automatischer Textanalyse. In M. Welker & C. Wünsch (Eds.), *Die Online-Inhaltsanalyse* (pp. 340–364). Köln: Halem.

Scharkow, M. (2008). Mediennutzung und europäische Integration. In E. Aydin, M. Begeat, C. Michalek, J. Schemann, & I. Stefes (Eds.), *Düsseldorfer Forum Politische Kommunikation* (pp. 271–290). Münster: LIT.

Presentations Peer-reviewed conference presentations

Bachl, M. & Scharkow, M. (2017) *Correcting measurement error in content analysis*. Paper presented at the 2017 ICA conference, San Diego, May.

Dienlin, T., Trepte, S. & Scharkow, M. (2017). *Self-Disclosure and the Affordances of SNSs: Testing the Privacy Calculus Within an Experimental Framework*. Paper presented at the 2017 ICA conference, San Diego, May.

Masur, P., Trepte, S. & Scharkow, M. (2017). *Social Support and Self Disclosure in Face to Face and Instant Messenger Communication*. Paper presented at the 2017 ICA conference, San Diego, May.

Scharkow, M. & Bachl, M. (2017). *Reinforcing spirals and the issue of stable attitudes and behavior*. Panel presentation at the 2017 ICA conference, San Diego, May.

Scharkow, M. (2016). *The reliability and temporal stability of self-reported media use - a meta-analysis*. Presented at the Annual Conference of the Methods Division of the German Communication Association (DGPuK), Amsterdam, September.

Bachl, M. & Scharkow, M. (2016). *How measurement errors lead to minimal media effect findings in linkage analysis and what we can do about it*. Presented at the Annual Conference of the Methods Division of the German Communication Association (DGPuK), Amsterdam, September.

Masur, P. K., Scharkow, M. & Trepte, S. (2016). Geben und Nehmen: Das Zusammenspiel von Selbstoffenbarungsbereitschaft und sozialer Unterstützung in Online- und Offline-Kontexten [Self-disclosure and social support in online and offline

contexts]. Vortrag auf dem 50. Kongress der Deutschen Gesellschaft für Psychologie (DGPs), 18.-22. Leipzig, September.

Scharkow, M. & Bachl, M. (2016). *Messages Mismeasured: Minimal Media Effects as a Consequence of Unreliable Measurement*. Paper presented at the 2016 ICA conference, Fukuoka, June.

Vogelgesang, J. & Scharkow, M. (2016). *Evaluating the Facebook message effectiveness of Top 50 Shanghai Ranking Universities*. Paper presented at the 2016 ICA conference, Fukuoka, June.

Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2016). Longitudinal Patterns of Involvement in Cyberbullying: Results from a Latent Transition Analysis among Adolescents. Paper presented at the 2016 ICA conference, Fukuoka, June.

Bachl, M. & Scharkow, M. (2015). *MC-SIMEX-Korrektur von Messfehlern in nominalen Variablen*. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Stuttgart, September.

Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2015). *Spirals of retaliation? Analyzing patterns of cyberbullying involvement among high school students using latent transition analysis*. Vortrag auf dem 20. Workshop Aggression, Linz, November.

Scharkow, M. & Bachl, M. (2015). *Dealing with measurement error in content analysis data using simulation-extrapolation*. Paper presented at the 2015 ICA conference, San Juan, May.

Bachl, M. & Scharkow, M. (2014). *Eine quantitative Bestandsaufnahme von Informationen über Krankheiten auf der deutschsprachigen Wikipedia, 2002-2014* [A quantitative analysis of disease-related information on Wikipedia]. Vortrag auf der Jahrestagung der Ad-hoc-Gruppe Gesundheitskommunikation der DGPK. Mainz, November.

Festl, R., Scharkow, M., & Quandt, T. (2014). *The Misperception of Cyberbullying Norms among High School Students*. Presentation presented at the 2014 European Communication Congress, Lissabon, November.

Scharkow, M. & Domahidi, E. (2014). *Die Kombination von manueller und automatischer Codierung für die Auswahl von relevanten Studien für Meta-Analysen* [Combining manual and automatic coding for selecting relevant studies in meta analyses]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Munich, October.

Bachl, M. & Scharkow, M. (2014). *Empirische Analyse der Wikipedia - Potenziale und Anwendungsbeispiele für die Kommunikationswissenschaft* [Empirical analyses of Wikipedia. Potential and applications in communication research]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Munich, October.

Scharkow, M. (2014) *The accuracy of self-reported internet use - a validation study using client log data*. Paper presented at the 2014 ICA conference, Seattle, May.

Scharkow, M., Festl, R., & Quandt, T. (2014). *Longitudinal patterns of problematic computer game use among adolescents and adults a 2-year panel study*. Paper presented at the 2014 ICA conference, Seattle, May.

- Festl, R., Scharkow, M., & Quandt, T. (2014) *The individual or the class: A multilevel analysis of cyberbullying behavior in school classes*. Paper presented at the 2014 ICA conference, Seattle, May.
- Elson, M., Breuer, J., Scharkow, M., & Thorsten Quandt (2014). *Digital Games and Frustration: Effects on Aggression and Cooperative Behavior*. Paper presented at the 2014 ICA conference, Seattle, May.
- Elson, M., Mohseni, M. R., Breuer, J., & Scharkow, M. (2013). *The unstandardized use of the Competitive Reaction Time Task to measure aggressive behavior in media effects research: A methodological CRTTique*. Paper presented at the 8th Conference of the Media Psychology Division of the German Psychological Society (DGPs), Würzburg, August.
- Breuer, J., Scharkow, M., & Quandt, T. (2013). *The effects of playing versus watching a digital game on the perception and evaluation of in-game violence*. Paper presented at the 2013 ICA conference, London, June.
- Günther, E. & Scharkow, M. (2013). *Online Sophistication of News Websites*. Paper presented at the 2013 ICA conference, London, June.
- Hayes, A.F. & Scharkow, M. (2013). *The Relative Trustworthiness of Popular Inferential Approaches to Testing Indirect Effects in Statistical Mediation Analysis: Does Method Really Matter?* Paper presented at the 2013 ICA conference, London, June.
- Mahrt, M. & Scharkow, M. (2013). *Between big data and deep analysis? Scaling digital media research*. Paper presented at the 2013 ICA conference, London, June.
- Vogelgesang, J. & Scharkow, M. (2013). *The Validity of Google Trends to Measure Issue Salience*. Paper presented at the Annual Conference of the World Association for Public Opinion Research (WAPOR), Boston, May.
- Breuer, J., Scharkow, M., & Quandt, T. (2012). *The others. Why research on the effects of digital games on aggression needs a multiplayer perspective*. Paper presented at the preconference of the ECREA Temporary Working Group (TWG) on Digital Games Research, Istanbul.
- Vogelgesang, J., & Scharkow, M. (2012). *Sozialforschung im 21. Jahrhundert: Können Suchmaschinenstatistiken bevölkerungsrepräsentative Befragungen ersetzen?* [Can we substitute representative surveys with online search query data?] Vortrag im Rahmen der Ad-hoc-Gruppe *Sozialforschung im World Wide Web* auf dem Soziologentag 2012 in Bochum und Dortmund, October.
- Scharkow, M. & Vogelgesang, J. (2012). *Reliabilitätstests und dann? Auswirkungen von Messfehlern in inhaltsanalytischen Daten* [Consequences of measurement error in content analyses]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Zürich, September.
- Günther, E. & Scharkow, M. (2012). *Automatisierte Datenbereinigung bei Inhalts- und Linkanalysen von Online-Nachrichten* [Automated data processing and filtering for content and link analyses of online news]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Zürich, September.
- Günther, E. & Scharkow, M. (2012). *Online sophistication of news websites*. Presentation at the annual IAMCR conference. Durban, July.

Breuer, J., Elson, M., Mohseni, R., & Scharkow, M. (2012). *Are we really only measuring media effects? Problems and pitfalls associated with the implementation and analysis of the Competitive Reaction Time Task (CRTT) in research on digital games*. Paper presented at the 17th International Workshop on Aggression, Luxembourg, July.

Bachl, M., Vogelgesang, J., Scharkow, M., & Brettschneider, F. (2012). *RTR-Messungen in der deutschen Wahlforschung: Gestern heute morgen [Continuous Response Measurement in German election studies]*. Vortrag auf der Jahrestagung des Arbeitskreis Wahlen und Politische Einstellungen in der DVPW, Frankfurt, June.

Breuer, J., Elson, M., Scharkow, M., & Quandt, T. (2012). *More than just violence - The importance of contextual factors and game characteristics for research on the digital-games-aggression link*. Paper presented at the 4th International Computer Game Conference Clash of Realities, Cologne, May.

Scharkow, M., Festl, R., Vogelgesang, J., & Quandt, T. (2012). *Choosing digital games: The relationship between gaming motives and genre preferences*. Paper presented at the 2012 ICA conference, Phoenix, May.

Domahidi, E., Scharkow, M., & Quandt, T. (2012). *Real friends and virtual life? Computer games as foci of activity for social community building*. Paper presented at the 2012 ICA conference, Phoenix, May.

Festl, R., Scharkow, M., & Quandt, T. (2012). *Peer influence on adolescents communication behavior: A comparison of different context effects on cyberbullying*. Paper presented at the 2012 ICA conference, Phoenix, May.

Domahidi, E., Scharkow, M., & Quandt, T. (2012). *Real friends and virtual life? Explaining co-playing networks of computer gamers*. Paper presented at the International Sunbelt Social Network Conference XXXII, Redondo Beach, CA, March.

Festl, R., Quandt, T., Scharkow, M., Chen, V., Koskimaa, R., Mäyrä, F., & Suominen, J. (2011). *International gaming: Comparative survey research on digital gaming (Panel)*. DIGRA Conference, Utrecht, September.

Breuer, J., Scharkow, M., & Quandt, T. (2011) *Tunnel vision or spectator mode? - The effects of watching versus playing a violent video game on immersion and perceived violence*. Poster presented at the 7th Conference of the Media Psychology Division of the DGPs, Bremen, August.

Festl, R., Scharkow, M., & Quandt, T. (2011). *The social fabric of virtual life: Findings from a large-scale multi-level research project*. Presented at multi.player: International Conference on the Social Aspects of Digital Gaming. Stuttgart, July.

Festl, R., Scharkow, M., Breuer, J., & Quandt, T. (2011). *War Games: Analyzing the relationship between militaristic attitudes and the use of military-themed digital games*. Presentation at the annual IAMCR conference. Istanbul, July.

v. Pape, T. & Scharkow, M. (2011). *Bridging the space of places with a flow of tweets. A topography of local event tweets in a French-German border region*. Presentation at the annual IAMCR conference. Istanbul, July.

Scharkow, M., Kordes, C., & Bleuel, F. (2011). *Visual stereotypes and party affiliation cues. An exploratory study of political cognition using candidate photographs*. Poster presented at the Annual Meeting of the International Society of Political Psychology. Istanbul, July.

Scharkow, M. (2011). *Online content analysis using supervised machine learning an empirical evaluation*. Paper presented at the 2011 ICA Conference. Boston, May.

Scharkow, M. (2009). *NewsClassifier - ein integriertes Instrument zur manuellen und automatischen Erhebung und Codierung von Online-Inhalten* [An integrated instrument for the manual and automatic collection and coding of online content], Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Mainz, September.

Scharkow, M. (2009). *Crowdsourcing Content Analysis. Vom Nutzen vieler Amateurcodierer für die Online-Inhaltsanalyse* [Crowdsourcing content analysis], Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Mainz, September.

Mirza, D. & Scharkow, M. (2009). *Through the Eyes of the Spectator: A Content Analysis of User-Comments on the Internet Movie Database*. Presentation at the Society for Cognitive Studies of the Moving Image 2009 Conference, Kopenhagen, June.

Vogelgesang, J. & Scharkow, M. (2009). *Is there a Place for Bayesian Statistics in Communication Research?* Vortrag auf der Jahrestagung der DGPK, Bremen, May.

Scharkow, M. & Vogelgesang, J. (2009): *Google Insights for Search eine neue Methode zur Messung der Public Agenda?* [Google Insights for Search - a novel method for measuring the public agenda], Vortrag auf der Fachgruppentagung Journalismusforschung und Methoden der DGPK. Berlin, February.

Scharkow, M. (2008). *Einschaltquoten im Social Web Möglichkeiten der Erhebung und Analyse von Publikumsdaten am Beispiel YouTube*. [Collecting audience data on Youtube] Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Bad Tölz, September.

Suckfüll, M., Schwerd, F., & Scharkow, M. (2008). *Modes of Internet Use*. Poster auf der 10. German Online Research Tagung. Hamburg, March.

Suckfüll, M., Schwerd, F., & Scharkow, M. (2007). *Internetmodalitäten*. [Modes of Internet use] Vortrag auf der Jahrestagung der Fachgruppe Medienpsychologie. Dresden, September.

Schwerd, F., Scharkow, M., & Suckfüll, M. (2007). *Online-Sortierstudien als Datenerhebungsinstrument*. [Data collection using online card sorting]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Salzburg, September.

Scharkow, M. & Vogelgesang, J. (2007). *Effects of Domestic Media Use on European Integration?* Paper presented at the Annual Conference of the World Association for Public Opinion Research (WAPOR). Berlin, September.

Scharkow, M. (2007). *Mediennutzung und europäische Integration*. [Media use and European integration]. Vortrag beim Düsseldorfer Forum Politische Kommunikation. Düsseldorf, April.

Invited presentations and lectures

Scharkow, M., Festl, R., & Quandt, T. (2016). *Was wissen wir über problematisches Computerspielverhalten?* [What do we know about problematic gaming]. Vortrag auf dem Symposium Glücksspiel 2016, Stuttgart, März.

- Scharkow, M. (2016). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Department of Communication, Université Fribourg, February.
- Scharkow, M., Festl, R., & Quandt, T. (2014). Epidemiologie der problematischen und pathologischen Computer- und Internetnutzung. [Epidemiology of problematic and pathological computer and internet use]. Vortrag auf dem 27. Kongress des Fachverbandes Sucht e.v., Heidelberg, Juni.
- Scharkow, M. (2013). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Department of Communication, Université Fribourg, November.
- Festl, R., Scharkow, M., & Quandt, T. (2013). Problematische Computerspielnutzung von Jugendlichen und Erwachsenen [Problematic computer game use among adolescents and adults]. Invited presentation at the 18. Tübinger Suchttherapietage, Tübingen, April.
- Scharkow, M. (2013). *Automatic content and link analysis*. Invited lecture at the Institute of Communication and Media Studies, Universität Bern, February.
- Günther, E., Quandt, T., & Michael Scharkow (2012). *Automatic collection and coding of online content*. Invited presentation for the Workshop *Methodeninnovationen in der Internetforschung*. LMU Munich, July.
- Scharkow, M. (2012). *The State of the Art in Automatic Content Analysis*. Invited lecture at the School of Communication, Ohio State University, May.
- Scharkow, M., & von Pape, T. (2012). *Über die Grenze gezwitschert? Twitter als Medium grenzübergreifender Kommunikation zu lokalen Ereignissen* [Twitter as a medium for cross-border communication about local events]. Invited presentation for the workshop on trans-border communication in the region Saar-Lor-Lux, Université Metz, February.
- Scharkow, M. (2011). *The State of the Art in Automatic Content Analysis*. Invited presentation for the Workshop *Aktuelle Forschungsmethoden im Social Web*. Universität Mainz, December.
- Quandt, T., Festl, R., & Scharkow, M. (2011). *The social fabric of virtual life. Findings from a large-scale multi-level research project*. Invited lecture at the University Rovira i Virgili, Tarragona, Spain, November.
- Festl, R., Scharkow, M., & Quandt, T. (2011). *The social fabric of virtual life: Findings from a large-scale multi-level research project*. Presentation at multi.player: International Conference on the Social Aspects of Digital Gaming. Stuttgart, July.
- Scharkow, M. (2011). *Empirical Online Research*. Invited lecture at the Universität Düsseldorf, May.
- Scharkow, M. (2009). *New Developments in Text Mining*. Invited lecture at the Department of Marketing, Universität Hamburg, June.
- Bleuel, F. & Scharkow, M. (2008). *Multimediale Online-Sortierstudien* [Online card sorting of multimedia content]. Vortrag dem Unipark-Anwendertag der Globalpark AG, Köln, Dezember.
- Scharkow, M. (2008). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Institut für Publizistik- und Kommunikationswissenschaft. Freie Universität Berlin, November.