

Curriculum Vitae, Publications, Papers, Research Grants, Research Reports, and Service to the Discipline

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SHORT BIO

Klaus Schoenbach is an Honorary Professor of Media Studies, Zeppelin University (Friedrichshafen, Germany), and an Honorary Fellow, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands.

Schoenbach studied mass communication, sociology and German literature at the University of Mainz, Germany. PhD in 1975 with an empirical study about the journalistic norm to separate facts and opinion in Germany (advisor: Elisabeth Noelle-Neumann). 1975-78 founder and director of the content-analysis department of the University-of-Mannheim-based Center for Surveys and Methods (ZUMA, now GESIS) of the German National Science Foundation. 1978-83 associate professor, Department of Communication, University of Muenster, Germany. 1982 'Habilitation' in General Communication Science at the University of Muenster, with a second doctoral dissertation comparing the political effects of newspapers and television.

1983-85 (full) professor of Applied Communication Studies, Department of Communication, University of Munich, Germany. 1985 professor, Chair of Journalism and Communication Studies, and founder of the postgraduate program in journalism at the Hanover University of Music, Drama and Media, Germany, and in 1990 founder of the Department of Journalism & Communication Research in Hanover with its first program in media management in Germany. Schoenbach also served as department chair--from 1990 to 1997.

In 1998 appointed professor, Chair of General Communication Science--as successor of Denis McQuail--at the Department of Communication, University of Amsterdam, The Netherlands. 2000-3 Director of Graduate & Undergraduate Studies in Communication and chairman of the department.

2005-8, and concurrent with his chair in Amsterdam, Schoenbach held the endowed BBDO Chair of Media Studies at the newly founded Zeppelin University, Friedrichshafen, Germany. 2006-8 Dean of its Faculty for Communication & Cultural Management. In 2008 Vice President of Zeppelin University, responsible for its Research School and for international relations.

2010-14 professor of General Communication Studies at the University of Vienna, Austria, and chair of one of the world's largest departments of communication. 2012-14, at the University of Vienna, founder and Scientific Director of the first (executive) master's program in Europe in Health Communication. 2014-17 Professor in Residence of Northwestern University (Evanston, IL) at its Faculty for Journalism & Communication in Doha, Qatar. 2014-16 its Associate Dean for Research, in 2017 Senior Associate Dean and 2018-21 Distinguished Adjunct Professor.

For, in total, more than one year visiting professor in the USA--at Indiana University, Cleveland State University, University of Texas and San Jose State University.

Major research and teaching interests: media and democracy; production, audience and effects of political communication; journalism; media marketing; persuasive communication; methods of communication research.

Languages: German (native speaker), Dutch (fluent), English (fluent), French (reading), Spanish (reading), Latin (reading).

Hobbies: reading novels and short stories, the history of late antiquity and of the early Middle Ages, visiting art exhibitions, playing electric guitars, The Beatles, Anton Bruckner.

Formal Education:

- 1982 'Habilitation' in Journalism and Mass Communication, University of Muenster, Germany. Thesis: 'Comparing the political impact of press and television.'
- 1975 PhD in Mass Communication ("Publizistik"), University of Mainz, Germany. Thesis: 'Separation of facts and opinion: An empirical study of journalists' ethical behavior' (supervisor: Elisabeth Noelle-Neumann).
- 1968-75 Study of mass communication ("Publizistik"), sociology and German literature ("Germanistik"), University of Mainz, Germany. Several internships at Elisabeth Noelle-Neumann's "Institut fuer Demoskopie" (Institute for demoscropy), Allensbach, Germany.

Academic Experience:

- 2014-17 Professor in Residence, Faculty for Journalism & Communication, Northwestern University in Qatar, Doha, Qatar.
- 2010-14 (Full) Professor, Chair of General Communication Studies, Department of Communication, University of Vienna, Austria.
- 2005-8 (Full) Professor, BBDO Chair of Media Studies, Faculty of Communication & Cultural Management, Zeppelin University, Friedrichshafen, Germany.
- 2002 Visiting professor, College of Journalism, University of Texas, Austin, TX.
- 1998-2010 (Full) Professor, Chair of General Communication Science, Department of Communication, University of Amsterdam, The Netherlands.
- 1987-8 'Distinguished Visiting Scholar,' San Jose State University, San Jose, CA.
- 1985-98 (Full) Professor (C4), Chair of 'Journalism with a Focus on Communication Science,' School of Journalism, Hanover University of Music, Drama and Media, Hanover, Germany.
- 1983-85 (Full) Professor (C3), Chair of Applied Communication Research, Department of Communication, University of Munich, Germany.
- 1982 Visiting Associate Professor, School of Journalism, Indiana University, Bloomington, IN.
- 1982 Visiting Associate Professor, Department of Communication, Cleveland State University, Cleveland, OH.

- 1978-83 Associate Professor ('Akademischer Rat'), Department of Mass Communication, University of Muenster, Germany
- 1973-74 Research Assistant, Department of Mass Communication, University of Mainz, Germany
- 1971-75 Research Advisor, Department of Physiology, University of Mainz, Germany.

Professional Experience:

- 1975-78 Founder and Director, Content-Analysis Department, Zentrum fuer Umfragen, Methoden und Analysen (ZUMA, now GESIS), University of Mannheim, Germany.
- 1971-74 Research Assistant, Institut fuer Demoskopie Allensbach, Allensbach, Germany.

Management Experience:

- 2017 Senior Associate Dean, Faculty for Journalism & Communication, Northwestern University in Qatar, Doha, Qatar
- 2014-17 Associate Dean for Research, Faculty for Journalism & Communication, Northwestern University in Qatar, Doha, Qatar.
- 2012-14 Founder and Scientific Director, Executive Masters Program in Health Communication, Postgraduate Center, University of Vienna, Austria.
- 2010-14 Chairman, Department of Communication, University of Vienna, Austria.
- 2009-10 Director, research cluster 'Political Communication & Journalism,' The Netherlands School of Communications Research (NESCoR--i. e., the University of Amsterdam, University of Twente and the Free University Amsterdam, The Netherlands).
- 2008-9 Director, international Erasmus-Mundus Master in 'Journalism and Media Within Globalization,' University of Amsterdam, The Netherlands.
- 2008 Vice president, responsible for international relations and the Research School, Zeppelin University, Friedrichshafen, Germany.
- 2006-8 Dean, Faculty of Communication & Cultural Management, Zeppelin University, Friedrichshafen, Germany.

- 2006-10 Director, 'Media, Journalism & Public Opinion' program group, one of the three program groups of research and teaching at the Department of Communication, University of Amsterdam, The Netherlands.
- 2005-6 Director, 'Media, Communication and Institutions' domain, one of the three research domains of the Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands.
- 2004-5 Director, News & Information section, one of the five teaching sections of the Department of Communication, University of Amsterdam, The Netherlands.
- 2001-3 Chairman, Department of Communication, University of Amsterdam, The Netherlands.
- 2000-1 Director, Undergraduate and Graduate Studies in Communication, University of Amsterdam, The Netherlands.
- 2000-1 Director, News & Information section, one of the five teaching and research sections of the Department of Communication, University of Amsterdam, The Netherlands.
- 1999-2005 Director, 'Media Audience and Culture' cluster, one of the three research clusters of the Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands.
- 1998-2000 Director, Media Studies section, one of the three teaching and research sections of the Department of Communication, University of Amsterdam, The Netherlands.
- 1990-97 Founder and chairman, Department of Journalism and Communication Research, Hanover University of Music, Drama and Media, Hanover, Germany.
- 1985 Founder, postgraduate Masters program in Journalism, Hanover University of Music, Drama and Media, Hanover, Germany.
- 1975-78 Founder and director, Content-Analysis Department, Zentrum fuer Umfragen, Methoden und Analysen (ZUMA, now GESIS), University of Mannheim, Germany.

Honors and Awards:

- 2023 Author of a "key text" of journalism research—according to Hooffacker, G. (2023). *Wie die Medien Nachrichten "synchronisieren"*: Schoenbach, Klaus (1977). *Trennung von Nachricht und Meinung: Empirische Untersuchung eines journalistischen Qualitätskriteriums*. Freiburg/Muenchen: Karl Alber [How the media "synchronize" news: Schoenbach, Klaus (1977). Separation of

- facts and opinion: An empirical study of a criterion for journalistic quality. Freiburg/Munich: Karl Alber]. In W. Loosen & A. Scholl (Eds.), *Schlüsselwerke der Journalismusforschung* (pp. 195-204). Wiesbaden, Germany: Springer VS.
- 2022- “Klaus Schoenbach Award”: the annual “Research Award” of the Department of Communication, University of Vienna, Austria, supposed “to foster international visibility and impact of young researchers” of the department.
- 2022 Author of a “key text” of theories (in) communication science—according to Brueckerhoff, B. (2022). *Der dynamisch-transaktionale Ansatz: Ein neues Paradigma der Medienwirkungen - von Werner Frueh und Klaus Schoenbach* (1982) [The dynamic-transactional approach: A new paradigm of media effects—by Werner Frueh and Klaus Schoenbach (1982)]. In R. Spiller, C. Rudeloff & T. Dobler (Eds.), *Schlüsselwerke: Theorien (in) der Kommunikationswissenschaft* (pp. 69-83). Wiesbaden, Germany: Springer VS
- Best Paper Award 2021 of the journal “*transfer--Zeitschrift für Kommunikation und Markenmanagement*“ for the article: *Werbewirkungen: Der neue Ruf nach Grundlagenforschung* [Advertising effects: The new call for basic research].
- 2018-21 Distinguished Adjunct Professor, Faculty for Journalism & Communication, Northwestern University in Qatar, Doha, Qatar.
- 2017 Second Top Faculty Award, International Communication Division/Robert L. Stevenson Open Paper Competition, annual convention, Association for Education in Journalism and Mass Communication, Chicago, IL, August.
- 2016 Author of a “key text” of media-effects research—according to Gehrau, C. (2016). *Der dynamisch-transaktionale Ansatz: Ein neues Paradigma der Medienwirkungen von Werner Frueh und Klaus Schoenbach* [The dynamic-transactional approach: A new paradigm of media effects by Werner Frueh and Klaus Schoenbach]. In M. Potthoff (Ed.), *Schlüsselwerke der Medienwirkungsforschung* (pp. 183-194). Wiesbaden, Germany: Springer VS.
- Author of a “key text” of media-effects research—according to Wuensch, C., & Czichon, M. (2016). *Das unterschätzte Medium. Politische Wirkungen von Presse und Fernsehen im Vergleich von Klaus Schoenbach* [The underrated medium: Comparing political effects of press and television by Klaus Schoenbach]. In M. Potthoff (Ed.), *Schlüsselwerke der Medienwirkungsforschung* (pp. 206-218). Wiesbaden, Germany: Springer VS.
- 2013 Rank 9 among “the most highly regarded authors” in a citation analysis of the two major German communication journals “*Publizistik*” and “*Medien & Kommunikationswissenschaft*,” 1970-2010 (see Potthoff, M., & Kopp, S. (2013). *Die meistbeachteten Autoren und Werke der Kommunikationswissenschaft: Ergebnis einer Zitationsanalyse von Aufsätzen in Publizistik und Medien & Kommunikationswissenschaft* [The most highly regarded authors and publications

of communication science: A citation analysis of articles in *Publizistik* and *Medien & Kommunikationswissenschaft*]. *Publizistik*, 58, 347-366.

Third place, faculty research paper. Media Management and Economics Division, annual convention, Association for Education in Journalism and Mass Communication. Washington, DC, August 2013.

- 2010- Honorary Fellow, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands.
- 2010 'Communication Tiger,' award of the students of communication for the best teacher of the academic year 2009-10. Department of Communication, University of Amsterdam. Amsterdam, The Netherlands.
- 2009- Honorary Professor, Zeppelin University, Friedrichshafen, Germany.
- 2009 'Festschrift' to honor my 60th birthday: C. Holtz-Bacha, G. Reus & L. B. Becker (Eds.). (2009). *Wissenschaft mit Wirkung: Beitrage zu Journalismus- und Medienwirkungs-forschung. Festschrift fuer Klaus Schoenbach* [Scholarship with an impact: Contributions to journalism and media-effects research. Festschrift for Klaus Schoenbach]. Wiesbaden, Germany: VS.
- 2009 'Communication Tiger,' award of the students of communication for the best teacher of the academic year 2008-9. Department of Communication, University of Amsterdam. Amsterdam, The Netherlands.
- 2007 'Communication Tiger,' award of the students of communication for the best teacher of the academic year 2006-7. Department of Communication, University of Amsterdam. Amsterdam, The Netherlands.
- 2006 Third place, 'Communication Tiger,' award of the students of communication for the best teachers of the academic year 2006-7. Department of Communication, University of Amsterdam. Amsterdam, The Netherlands.

PUBLICATIONS

Books and other monographs:

1. Schoenbach, K. (1977). *Trennung von Nachricht und Meinung: Empirische Untersuchung eines journalistischen Qualitätskriteriums. Mit einem Vorwort von Elisabeth Noelle-Neumann* [Separation of facts and opinion: An empirical study of a criterion for journalistic quality. With a foreword by Elisabeth Noelle-Neumann]. Freiburg & Munich, Germany: Karl Alber.
2. Schulz, W., & Schoenbach, K. (Eds.). (1983). *Massenmedien und Wahlen/Mass media and elections: International research perspectives*. Munich, Germany: Oelschlaeger.
3. Schoenbach, K. (1983). *Das unterschätzte Medium: Politische Wirkungen von Presse und Fernsehen im Vergleich. Mit einem Vorwort von Winfried Schulz* [The underrated medium: Comparing political effects of press and television. With a foreword by Winfried Schulz]. Munich, Germany etc.: K. G. Saur.
4. Hackforth, J., & Schoenbach, K. (1986). *Video im Alltag* [Video in everyday life]. Mainz, Germany: Zweites Deutsches Fernsehen.
5. Becker, L. B., & Schoenbach, K. (Eds.). (1989). *Audience responses to media diversification: Coping with plenty*. Hillsdale, NJ: Lawrence Erlbaum Associates.
6. Schoenbach, K., & Eichhorn, W. (1992). *Medienwirkung und ihre Ursachen: Wie wichtig sind Zeitungsberichte und Leseinteressen?* [Media effects and their causes: How important are newspaper reports and readers' motives?]. Constance, Germany: Universitätsverlag.
7. Semetko, H. A., & Schoenbach, K. (1994). *Germany's 'unity' election: Voters and the media*. Cresskill, NJ: Hampton Press.
8. Schoenbach, K., & Goertz, L. (1995). *Radio-Nachrichten: bunt und flüchtig? Eine Untersuchung zu Präsentationsformen von Hörfunknachrichten und ihren Leistungen* [Radio news: Colorful and cursory? A study on the formats of radio newscasts and their functions]. Berlin: Vistas.
9. Schoenbach, K. (Ed.). (1997). *Zeitungen in den Neunzigern: Faktoren ihres Erfolgs. 350 Tageszeitungen auf dem Prüfstand* [Newspapers in the 1990s: Factors of their success. 350 dailies on the test stand]. Bonn, Germany: ZV Zeitungs-Verlag Service GmbH.
10. Schoenbach, K. (2000). *Myths of media and audiences*. Amsterdam, The Netherlands: Vossiuspers/Amsterdam University Press.
11. Schoenbach, K. (2002). *Werbewirkungsforschung: 'Eine Inventur der Inventare.'* *Übersichten zu Effekten von Anzeigen. Eine annotierte Bibliographie* [Advertising-effects research: 'An inventory of inventories.' Summaries of advertising effects. An annotated bibliography]. Frankfurt am Main, Germany: Deutscher Fachverlag.

12. Waal, E. de, & Schoenbach, K., with Lauf, E. (2005). *Online kranten en maatschappelijke betrokkenheid: Een onderzoek naar de invloed van het lezen van online versus gedrukte dagbladen op de publieke agenda in Nederland* [Online newspapers and participation in society: A study of the impact of reading online vs. printed newspapers on the public agenda in the Netherlands]. The Hague, The Netherlands: Bedrijfsfonds voor de Pers.
13. Holtz-Bacha, C., Kutsch, A., Langenbacher, W. R., & Schoenbach, K. (Eds.). (2006). *Fuenfzig Jahre Publizistik* [Fifty years of the communication journal 'Publizistik']. Wiesbaden, Germany: VS.
14. Schoenbach, K., & Mahrt, M. (2008). *Studie zum Vertriebsoutsourcing bei Unternehmen* [A study about the outsourcing of distribution in companies]. Nuremberg, Germany: Sellbytel Group.
15. Schoenbach, K. (2009). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick* [Selling, flirting, leading: Persuasive communication—an overview]. Wiesbaden, Germany: Springer VS.
16. Wurff, R. van, & Schoenbach, K. (2010). *Wenselijkheid en haalbaarheid van een aparte gedragscode voor online journalistiek: Resultaten van een Delphi-studie* [Desirability and feasibility of a separate behavioral code for online journalism: Results of a Delphi study]. Amsterdam, The Netherlands: Amsterdam School of Communication Research.
17. Schoenbach, K., & Waal, E. de (2011). *Het nieuwe media-aanbod – een gevaar voor de democratie?* [The new media offer—a danger for democracy?]. Diemen, The Netherlands: AMB Uitgeverij.
18. Gruener, U., & Schoenbach, K. (2011). *Weitblick: Mehr Wert. Mehr Mut. Mehr Zeitung. Vom Charme des bedruckten Papiers und der Verfuehrung unserer Leser. Vom Recht auf Faulheit. Was wissenschaftliche Analyse für die Lokalzeitungen in Zukunft bedeutet* [Farsight: More value. More courage. More newspaper. On the charm of printed paper and of the seduction of our readers. On the right of idleness. What scientific analysis means for local newspapers in the future]. Berlin, Germany: Lokalzeitungen Service GmbH.
19. Schoenbach, K. (2013). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick. 2., erweiterte Auflage* [Selling, flirting, leading: Persuasive communication – an overview. 2nd, expanded edition]. Wiesbaden, Germany: Springer VS.
20. Kritzinger, S., Mueller, W. C., & Schoenbach, K. (Eds.). (2014). *Die Nationalratswahl 2013: Wie Parteien, Medien und Waehlerschaft zusammenwirken* [The national elections, 2013: How parties, media and electorate work together]. Vienna, Austria: Boehlau.
21. Schoenbach, K. (2016). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick. 3., aktualisierte und erweiterte Auflage* [Selling, flirting, leading: Persuasive communication – an overview. 3rd, updated and expanded edition]. Wiesbaden, Germany: Springer VS.

22. Schoenbach, K., & Wood, R., with Saeed, M. (2016). *Media industries in the Middle East 2016*. Doha, Qatar: Northwestern University in Qatar.
23. Schoenbach, K., Wartella, E., Saeed, M., & Khaled, S. M. (2017). *Health information and monitoring among Qatari adolescents, 2017*. Doha, Qatar: Northwestern University in Qatar.
24. Schoenbach, K. (2019). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick. 4., aktualisierte und wesentlich erweiterte Auflage* [Selling, flirting, leading: Persuasive communication – an overview. 4th, updated and substantially expanded edition]. Wiesbaden, Germany: Springer VS.
25. Schoenbach, K. (2022). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick. 5. Auflage* [Selling, flirting, leading: Persuasive communication--an overview. 5th edition]. Wiesbaden, Germany: Springer VS.
26. Schoenbach, K. (2025). *Verkaufen, Flirten, Fuehren: Persuasive Kommunikation – ein Ueberblick. 6., aktualisierte und ueberarbeitete Auflage* [Selling, flirting, leading: Persuasive communication--an overview. 6th, updated and revised edition]. Wiesbaden, Germany: Springer VS.

Articles in scholarly journals

1. Schoenbach, K., Fischer, M., Bodenstein, R., & Bendler, A. (1971). Zur Funktion der Romanhefte: Eine Studie zur Charakterisierung von Romanheftlesern [On the function of penny novels: Characterizing penny-novel readers]. *Publizistik*, 16, 398-416.
2. Schoenbach, K. (1976). Umfassende Information kontra 'politische Grundhaltung': Ueber-einstimmung mit der redaktionellen Linie als Nachrichtenwert [Comprehensive information vs. editorial policy: The editorial policy as a news factor]. *Publizistik*, 21, 68-87.
3. Schoenbach, K. (1977). Wahlprogramme und Waehlermeinung 1976 [Election manifestos and the voters' opinions, 1976]. *Politische Vierteljahresschrift*, 18, 360-407.
4. Schoenbach, K. (1978). Nachrichtenwerte und computerunterstuetzte Inhaltsanalyse [News values and computer-aided content analysis]. *ZUMANACHRICHTEN*, (2), 3-11.
5. Schoenbach, K. (1978). Die isolierte Welt des Lokalen: Tageszeitungen und ihre Berichterstattung ueber Mannheim [The isolated world of newspapers' local coverage: Local newspapers and their coverage of the city of Mannheim]. *Rundfunk und Fernsehen*, 26, 260-277.
6. Schoenbach, K. (1978). Romanhefte und ihre Leser: Ein Ueberblick ueber neuere Untersuchungen [Penny novels and their readers: An overview of recent research]. *Publizistik*, 23, 183-184.
7. Schoenbach, K. (1979). Elektronische Inhaltsanalyse in der Publizistikwissenschaft [Computerized content analysis in communication research]. *Publizistik*, 24, 449-457.

8. Schulz, W., & Schoenbach, K. (1981). Das Fernsehen im Europawahlkampf [Television in the European-elections campaign]. *Rundfunk und Fernsehen*, 29, 26-41.
9. Schoenbach, K. (1981). Agenda-Setting im Europawahlkampf 1979: Die Funktionen von Presse und Fernsehen [Agenda-setting in the European-elections campaign, 1979: The functions of press and television]. *Media Perspektiven*, (7), 537-547.
10. Baker, K. L., Norpoth, H., & Schoenbach, K. (1981). Die Fernsehdebatten der Spitzenpolitiker vor den Bundestagswahlen 1972 und 1976 [The television debates of leading politicians in the German national-election campaigns 1972 and 1976]. *Publizistik*, 26, 530-540.
11. Schoenbach, K. (1982). 'The Issues of the Seventies': Elektronische Inhaltsanalyse und die langfristige Untersuchung von Agenda-Setting-Wirkungen ['The Issues of the Seventies': Computerized content analysis and the long-term study of agenda-setting effects]. *Publizistik*, 27, 129-140.
12. Frueh, W., & Schoenbach, K. (1982). Der dynamisch-transaktionale Ansatz: Ein neues Paradigma der Medienwirkungen [The dynamic-transactional approach: A new paradigm of media effects]. *Publizistik*, 27, 74-88.
13. Schoenbach, K., & Quarles, R. C. (1983). Kognitive Harmonisierung im Wahlkampf [Cognitive bonding during election campaigns]. *Rundfunk und Fernsehen*, 31, 101-110.
14. Schoenbach, K. (1983). Werden Wahlen im Fernsehen entschieden? Einige Ueberlegungen zur politischen Wirksamkeit von Presse und Fernsehen [Does television decide elections? Some considerations on the political effectiveness of press and television]. *Media Perspektiven*, (7), 462-468.
15. Schoenbach, K. (1984). Ein integratives Modell? Anmerkungen zu Palmgreen [An integrated model? A criticism of Palmgreen]. *Rundfunk und Fernsehen*, 32, 63-65.
16. Schoenbach, K., & Frueh, W. (1984). Der dynamisch-transaktionale Ansatz II: Konsequenzen [The dynamic-transactional approach, II: Consequences]. *Rundfunk und Fernsehen*, 32, 314-329.
17. Schoenbach, K., & Hackforth, J. (1987). Video in West German households: Attitudinal and behavioral differences. *American Behavioral Scientist*, 30, 533-543.
18. Schoenbach, K. (1987). The role of mass media in West German election campaigns. *Legislative Studies Quarterly*, 12, 373-394.
19. Schoenbach, K. (1989). Die Bekanntheit des Dr. Eiteneyer: Eine exemplarische Analyse der Erklärenskraft von Medienwirkungsmodellen [The popularity of Dr. Eiteneyer: An exemplary analysis of the explanatory power of media-effects models]. *Koelner Zeitschrift fuer Soziologie und Sozialpsychologie*, special issue no. 30, 459-472.
20. Schoenbach, K. (1991). 'Rivalen des Alltags': Bedroht das Fernsehen die Schule? ['Rivals of everyday life': Does television jeopardize education?]. *Musikforum*, 27 (75), 4-8.

21. Schoenbach, K. (1991). Wo bleibt die Qualitaet? Oder: Warum so viel U-Musik im Radio? [Where is the quality? Or: Why so much pop music on the radio?]. *Musikforum*, 27 (75), 9-16.
22. Schoenbach, K., & Semetko, H. A. (1992). Agenda-setting, agenda-reinforcing or agenda-deflating? A study of the 1990 German national election. *Journalism Quarterly*, 69, 837-846.
23. Schoenbach, K. (1992). Circulus vitiosus: Europa und die Medien [A vicious circle: Europe and the media]. *Media Spectrum*, (2), 27.
24. Schneider, B, Schoenbach, K., & Stuerzebecher, D. (1993). Westdeutsche Journalisten im Vergleich: Jung, professionell und mit Spass an der Arbeit [West German journalists in comparison: Young, professional and fond of their work]. *Publizistik*, 38, 5-30.
25. Schoenbach, K. (1993). Hoermedien, Kinder und Jugendliche: Ein zusammenfassender Bericht aus medienwissenschaftlicher Sicht ueber neuere empirische Untersuchungen [Auditive media, children and adolescents: A summarizing report on recent empirical studies – from a media-studies perspective]. *Rundfunk und Fernsehen*, 41, 232-242.
26. Schneider, B., Schoenbach, K., & Stuerzebecher, D. (1993). Journalisten im vereinigten Deutschland: Strukturen, Arbeitsweisen und Einstellungen im Ost-West-Vergleich [Journalists in unified Germany: Structures, working procedures and attitudes in an East-West-comparison]. *Publizistik*, 38, 353-382.
27. Schoenbach, K. (1993). Oeffentliche Meinung, Gewaltbereitschaft und Massenmedien: Ist BILD schuld an Moelln? [Public opinion, readiness for violence and the mass media: Is the tabloid BILD to blame for the violence in Moelln?]. *agenda*, (8), 52-56.
28. Schoenbach, K., & Semetko, H. A. (1994). Medienberichterstattung und Parteienwerbung im Bundestagswahlkampf 1990: Ergebnisse aus Inhaltsanalysen und Befragungen [Media coverage and party advertising in the German national-election campaign of 1990: Evidence from content analyses and surveys]. *Media Perspektiven*, (7), 328-340.
29. Semetko, H. A., & Schoenbach, K. (1994). Red socks, hotheads, and Helmut vs. the 'troika': Party advertising in the German 1994 Bundestag election campaign. *Political Communication Report*, 5 (3), 4-7.
30. Schoenbach, K., Stuerzebecher, D., & Schneider, B. (1994): Oberlehrer und Missionare? Das Selbstverstaendnis deutscher Journalisten [Schoolmasters and missionaries? The self-concept of German journalists]. *Koelner Zeitschrift fuer Soziologie und Sozialpsychologie*, special issue no. 34, 139-161.
31. Schoenbach, K. (1997). Das hyperaktive Publikum: Essay ueber eine Illusion [The hyperactive audience: Essay on an illusion]. *Publizistik*, 42, 279-286.
32. Schoenbach, K., & Bergen, L. (1998). Readership research: Challenges and chances. *Newspaper Research Journal*, 19(2), 88-102.

33. Schneider, M., Schoenbach, K., & Semetko, H. A. (1999). Kanzlerkandidaten in den Fernsehnachrichten und in der Wählermeinung: Befunde zum Bundestagswahlkampf 1998 und früheren Wahlkämpfen [Chancellor candidates on television news and in voters' opinions: Evidence from the German national-election campaign of 1998 and from earlier election campaigns]. *Media Perspektiven*, (5), 262-269.
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- perspective*. Paper presented at the symposium 'German-American Relations II: Media, Polls, and Politics,' Consortium for Atlantic Studies, Tempe, AZ.
42. Schoenbach, K. (1989, April). *Modelle der Medienwirkung: Eine exemplarische Pruefung ihres Erkenntniswerts* [Models of media effects: An exemplary test of their explanatory power]. Paper presented at the symposium 'Medienwirkungen,' Deutsche Forschungsgemeinschaft, Koenigswinter, Germany.
 43. Schoenbach, K. (1989, May). *Medienforschung zwischen Erkenntnis- und Verwertungsinteressen* [Media research between critical and applied research]. Paper presented at the Annual Conference, Deutsche Gesellschaft fuer Publizistik- und Kommunikationswissenschaft [German Association for Mass Media and Communication Science], Hamburg, Germany.
 44. Schoenbach, K. (1989, July). *Publikumsreaktionen auf ein erweitertes Fernsehangebot: Ergebnisse einer internationalen Studie* [Audience responses to an expanded television offer: Results of an international study]. Paper presented at the scientific symposium 'Medienangebote/Mediennutzung,' Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Mayschoss, Germany.
 45. Schoenbach, K. (1989, September). *Ertraege der Medienwirkungsforschung im Hinblick auf eine Medienethik* [Contributions of media-effects research to media ethics]. Paper presented at the International Symposium 'Massenmedien: Ein Geschaef ohne Moral? Zum Problem einer Handlungsethik im Bereich der Massenkommunikation,' Medienausbildungszentrum Lucerne, Switzerland.
 46. Schoenbach, K. (1990, March). *Internationale Erkenntnisse zur Beeinflussung des Leseverhaltens durch eine Ausweitung des Fernsehangebots* [International evidence on the impact of an expanding television offer on reading behavior]. Paper presented at the scientific workshop 'Lesesozialisation,' Bertelsmann Foundation, Guetersloh, Germany.
 47. Schoenbach, K. (1990, June). *Der Niedergang des Verhaeltniswahlrechts? Moegliche Folgen einer 'Amerikanisierung' deutscher Wahlkaempfe* [The decline of proportional representation: Possible consequences of an 'Americanization' of German election campaigns]. Paper presented at the scientific symposium 'Internationalisierung der Medienangelegenheiten,' Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Mayschoss, Germany.
 48. Schoenbach, K. (1990, September). *Zur Funktion der Musik im Rundfunk* [On the functions of music on radio]. Paper presented at the 33. Bundestagung, Arbeitskreis fuer Schulmusik und allgemeine Musikpaedagogik, Hanover, Germany.
 49. Schoenbach, K. (1990, November). *Die Fernseh Wirkungsforschung: Darstellung der Auswirkungen von Fernsehsendungen ueber Wahlen auf politisch relevante Einstellungen von Zuschauern* [Television-effects research: Consequences of television programs about elections on politically relevant attitudes of their viewers]. Paper presented at the scientific seminar 'Die Bundestagswahl '90: Erkundungen in Massenmedien,' Bundeszentrale fuer Politische Bildung, Bonn, Germany.

50. Schoenbach, K. (1990, December). *Public Relations und Agenda-Setting* [Public relations and agenda-setting]. Paper presented at the Erste Fachtagung des Herbert Quandt Kreises Kommunikation 'Ist PR eine Wissenschaft?', Salzburg, Austria.
51. Schoenbach, K. (1991, April). *Wissenschaft und Oeffentlichkeit* [Science and the public sphere]. Paper presented at the scientific symposium 'Wissenschaft und Oeffentlichkeit,' Gottlieb Daimler and Karl Benz Foundation, Ladenburg, Germany.
52. Schoenbach, K. (1991, May). *Media use and campaign interest in (East and West) Germany*. Paper presented at the Annual Conference, International Communication Association, Chicago, IL.
53. Schneider, B., & Schoenbach, K. (1991, May). *The media landscape in the unified Germany*. Paper presented at the Annual Convention, International Communication Association, Chicago, IL.
54. Schoenbach, K. (1991, July). *Macht der Oeffentlichkeit — Oeffentlichkeit der Macht* [The power of the public sphere—the publicity of power]. Paper presented at the symposium 'Macht der Oeffentlichkeit — Oeffentlichkeit der Macht,' DFG-Schwerpunktprogramm 'Theorie politischer Institutionen,' Bad Homburg, Germany.
55. Semetko, H. A., & Schoenbach, K. (1991, August/September). *Media use and electors' opinions in the German 1990 national election*. Paper presented at the Annual Meeting, American Political Science Association, Washington, DC.
56. Schoenbach, K. (1992, January). *Images der Kanzlerkandidaten im Wahlkampf 1990 — Einflüsse von PR und politischer Werbung im Vergleich* [Images of the chancellor candidates in the 1990 election campaign: Comparing the impact of PR and of political advertising]. Paper presented at the Zweite Fachtagung, Herbert Quandt Kreis Kommunikation, 'Ist PR eine Wissenschaft?', Berlin, Germany.
57. Schoenbach, K., & Semetko, H. A. (1992, May). *Media use and electors' opinions in the 1990 German national election: Agenda-setting*. Paper presented at the annual convention of the American Association for Public Opinion Research (AAPOR) and of the World Association for Public Opinion Research (WAPOR), St. Petersburg, FL.
58. Schoenbach, K. (1992, May). *Mass media and election campaigns in Germany: Recent developments*. Paper presented at the Annual Conference, International Communication Association, Miami, FL.
59. Schoenbach, K. (1992, May). *The decline of proportional representation? Possible consequences of an 'Americanization' of German election campaigns*. Paper presented at the Annual Conference, International Communication Association, Miami, FL.
60. Semetko, H. A., & Schoenbach, K. (1992, May). *Election news and the campaign information environment: A cross-national comparative perspective*. Paper presented at the Annual Conference, International Communication Association, Miami, FL.

61. Schoenbach, K., & Semetko, H. A. (1992, May). *Unexpected effects in a pre-decided election: Media and voters in united Germany*. Paper presented at the Annual Conference, International Communication Association, Miami, FL.
62. Schoenbach, K. (1992, June). *Eine Sozialenquôte ostdeutscher Journalisten: Das Design der Journalistenbefragung* [A social inquiry of East German journalists: The design of the journalist survey]. Paper presented at the scientific symposium, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Mayschoss, Germany.
63. Semetko, H. A., & Schoenbach, K. (1992, September). *The 'hot phase' of the campaign: Media content and effect*. Paper presented at the Annual Meeting, American Political Science Association, Chicago, IL.
64. Schoenbach, K. (1992, September). *Rivalen des Alltags — Bedroht das Fernsehen die Schule?* [Rivals of every-day life—does television jeopardize education?]. Paper presented at the 'Bundeskongress fuer Musikpaedagogik '92,' Berlin, Germany.
65. Schoenbach, K. (1992, September). *Recent developments in mass media effects research*. Paper presented at the Atelier doctoral d'été 'Communications, Médias, Indentité,' Université Stendhal, Grenoble, France.
66. Schoenbach, K. (1992, November). *Medienakzeptanz und die Rolle des Fernsehens bei der europaeischen Verstaendigung* [Media acceptance and the role of television in the unification of Europe]. Paper presented at the symposion 'Der europaeische Kulturkanal ARTE,' Internationales Fernsehforum fuer Musik, Osnabrueck, Germany.
67. Schoenbach, K., & Schneider, B. (1993, May). *The German journalist in the 1990s*. Paper presented at the Annual Conference, International Communication Association, Washington, DC.
68. Becker, L. B., & Schoenbach, K. (1993, May). *Knowledge gain in a national campaign: A comparison of East and West Germans in 1990*. Paper presented at the Annual Conference, International Communication Association, Washington, DC.
69. Schoenbach, K. (1993, June). *Der Beitrag der Medien zu Europa: Rezeption und Wirkung* [The contribution of the media to Europe: Reception and effects]. Paper presented at the Annual Conference, Deutsche Gesellschaft fuer Publizistik- und Kommunikationswissenschaft [German Association for Mass Media and Communication Science], Berlin, Germany.
70. Schoenbach, K., & Weaver, D. H., & Schneider B. (1993, August). *West German and U.S. journalists: Similarities and differences in the 1990's*. Paper presented at the Annual Convention, Association for Education in Journalism and Mass Communication, Kansas City, MO.
71. Schoenbach, K. (1993, September). *'Sphère politique et symbolique': Mass media and images of politics, policies, politicians and of the political system*. Paper presented at the

Atelier doctoral d'été 'Communication, Média et Démocratie,' Université Stendhal, Grenoble, France.

72. Schoenbach, K. (1994, April). *Missionare? Die deutschen Journalisten und die oeffentliche Meinung* [Missionaries? German journalists and public opinion]. Paper presented at the Media Congress 'Quote statt Information? Welche Informationen braucht die Fernseh-Demokratie?', Konrad Adenauer Foundation, Cologne, Germany.
73. Schoenbach, K. (1994, May). *Lob der Faulheit: Die Revolution der Medientechnik und ihre Auswirkungen — Vorausschau und Rueckblick auf Leistung und Defizite der Medien aus kommunikationswissenschaftlicher Sicht* [The praise of idleness: The revolution of media techniques and their effects—predictions and a look back on the media's achievements and deficits from a media-studies perspective]. Paper presented at the 75th Conference, Studienkreis fuer Presserecht und Pressefreiheit, Vienna, Austria.
74. Schoenbach, K. (1994, July). *Expanding our knowledge of the international dimension of media ethics*. Paper presented at the 10th Workshop on the Teaching of Ethics & Mass Communication, Columbia School of Journalism, University of Missouri, Columbia, MO.
75. Semetko, H. A., Diez-Nicolas, J., Schoenbach, K., Scammell, M., & Nossiter, T. J. (1994, August). *Elections and the media in cross-national perspective*. Paper presented at the XXVIth World Congress, International Political Science Association, Berlin, Germany.
76. Schoenbach, K. (1994, September). *L'éthique de la communication—the ethics of communication*. Paper presented at the Atelier doctoral d'été 'Communications & médias,' Université Stendhal, Grenoble, France.
77. Schoenbach, K. (1994, October). *Wahlkommunikation, Journalisten und Waehler: Lehren aus dem Wahlkampf 1990 und ein Ausblick auf 1994* [Election communication, journalists and voters: Lessons from the election campaign of 1990 and an outlook on 1994]. Paper presented at the seminar 'Wahljahr 1994: eine Bilanz,' Deutsche Vereinigung fuer Parlamentsfragen and Akademie fuer Politische Bildung, Tutzing, Germany.
78. Schoenbach, K., & Knobloch, S. (1994, December). *Funktionen des Deutschen Programms der Deutschen Welle: Ergebnisse einer internationalen Publikums-Befragung* [Functions of the German-language service of the *Deutsche Welle* radio station: Results of an international audience survey]. Paper presented at the scientific symposium, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
79. Semetko, H. A., & Schoenbach, K. (1995, May). 'Just say no' to campaign propaganda: *German TV journalists' responses to the 1990 and 1994 national election campaigns*. Paper presented at the Annual Convention, International Communication Association, Albuquerque, NM.
80. Schoenbach, K. (1995, September). *The role of mass media in election campaigns*. Paper presented at the Atelier doctoral d'été, Université Stendhal, Grenoble, France.

81. Schoenbach, K. (1996, January). *The use of surveys to determine the effects of a campaign*. Paper presented at the Conference on Campaigns and Surveys, Zentrum für Europäische Umfrageanalysen und Studien (ZEUS), University of Mannheim, Mannheim, Germany.
82. Schoenbach, K. (1996, June). *Factors influencing newspaper reading*. Paper presented at the 11th Conference of the German-Israeli Foundation for Scientific Research and Development: 'Role of Mass Media in Democracies,' Wissenschaftszentrum Berlin, Berlin, Germany.
83. Schoenbach, K. (1996, July). *Public relations and media agenda-setting: Structures and actions*. Paper presented at the Third International Public Relations Research Symposium, Bled, Slovenia.
84. Schoenbach, K. (1996, August). *Professional and motivated: German journalists in the 1990s*. Paper presented at the Annual Convention, Association for Education in Journalism and Mass Communication, Anaheim, CA.
85. Schoenbach, K. (1997, June). *Erfolgsfaktoren von Tageszeitungen heute* [Success factors of newspapers today]. Paper presented at the symposium of the 'Forschungsinstitut Lesen und Medien der Stiftung Lesen an der Johannes Gutenberg-Universität Mainz': 'Lesen im Umbruch: Forschungsperspektiven im Zeitalter von Multimedia,' Frankfurt a. M., Germany.
86. Schoenbach, K., Knobloch, S., Stuerzebecher, D., Lauf, E., & Eggert, A. (1997, July-August). *Evaluating 350 newspapers: How have layout and design contributed to their success?* Paper presented at the Annual Convention, Association for Education in Journalism & Mass Communication, Chicago, IL.
87. Schoenbach, K. (1997, September). *Determining factors of newspaper success*. Paper presented at the Ateliér doctoral d'été, Universidad Complutense, Madrid, Spain.
88. Schoenbach, K. (1998, February). *Agenda-setting, agenda-reinforcing, agenda-deflating? The role of the media in public opinion*. Paper presented at the 7th Cleraun Media Conference: 'Whose truth is it, anyway? Developing editorial values and policies in Irish media,' Dublin, Ireland.
89. Schoenbach, K. (1998, March). *Pop music: The advent of the Beatles in Germany, 1964*. Paper presented at the Fourth Medlicott Symposium: 'Britain and Germany in Europe 1949-1990,' University of Exeter and German Historical Institute London, Exeter, England.
90. Schoenbach, K. (1998, April). *Erkenntnisse aus laengerfristigen Untersuchungen der Medienberichterstattung im Wahlkampf* [Evidence from long-term studies of media coverage in election campaigns]. Paper presented at the workshop: 'Wahlen und Politikvermittlung durch Massenmedien: Theoretisch-methodische Implikationen laengerfristiger Analysen,' Austrian Academy of the Sciences, Vienna, Austria.

91. Schoenbach, K. (1998, May). Panelist, *Vom (amerikanischen) Trash TV zum (deutschen) 'Ramschfernsehen'? Aktuelle Trends bei der Fernsehunterhaltung im interkulturellen Vergleich* [From (the American) trash TV toward (the German) 'junk TV'? Trends in television entertainment: An intercultural comparison]. International media-psychological conference 'Only Entertainment,' Hanover University of Music, Drama and Media, Hanover, Germany.
92. Lauf, E., Schoenbach, K., McLeod, J. M., & Scheufele, D. (1998, August). *Distinction and integration: Socio-demographic determinants of newspaper reading in the U.S.A. and Germany, 1974-96*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Baltimore, MD.
93. Schoenbach, K. (1998, August). Panelist, plenary discussion on methods, VIth Biennial IGEL (International Society for the Empirical Study of Literature) Conference, Utrecht, The Netherlands.
94. Schoenbach, K., & Lauf, E. (1998, August). *Determinants of newspaper reading in the U.S.A. and Germany: Social Distinction and Integration*. Paper presented at the VIth Biennial IGEL (International Society for the Empirical Study of Literature) Conference, Utrecht, The Netherlands.
95. Schoenbach, K. (1998, September). *New directions in press research*. Paper presented at the workshop of the European Network of Doctoral Studies, Lund, Sweden.
96. Schoenbach, K. (1998, September). *Does tabloidization really pay? Success factors of daily newspapers*. Paper presented at the Euricom Colloquium on Tabloidization, University of Westminster, Harrow, Middlesex, England.
97. Schoenbach, K. (1998, October). *Erfolgsfaktoren der Zeitung im internationalen Vergleich* [Factors of success of the newspaper, compared internationally]. Paper presented at the conference 'Die Medienwirkungsforschung vor der Jahrtausendwende—Stand und Perspektiven,' Deutsche Gesellschaft fuer Medienwirkungsforschung [German Association for Media Effects Research], Frankfurt a. M., Germany.
98. Schoenbach, K. (1998, November). *Wer liest (noch) Zeitung und wozu? Was koennen Tageszeitungen tun, um Leser zu binden?* [Who (still) reads newspapers, and what for? What can newspapers do to attract readers?]. Paper presented at the 5th German-French Media Colloquium: 'Neue Ansaetze der Publikumsforschung in Deutschland und Frankreich,' University of Munich, Munich, Germany.
99. Schoenbach, K. (1998, November). Keynote address, 'German Online Research '98,' annual convention, German Association for Online Research, Mannheim, Germany.
100. Schoenbach, K. (1998, December). *Das hyperaktive Publikum: Essay ueber eine Illusion* [The hyper-active audience: Essay on an illusion]. Paper presented at the scientific symposium 'Politische und kulturelle Orientierung des Individuums als Nutzer in der Angebotsflut der Informationsgesellschaft,' Office of the German Federal Chancellor, Boppard, Germany.

101. Ridder, J. de, & Schoenbach, K. (1999, May). *Balanced reporting in election TV news*. Paper presented at 'horizon 1999,' a conference on communication of the Dutch Society for Communication Studies (VSOM) and the German Society for Communication Science (DGPuK), Utrecht, The Netherlands.
102. McLeod, J. M., Scheufele, D. A., Holbert, R. L., & Schoenbach, K. (1999, May). *Crime or community? The impact of changes in local newspaper content on circulation*. Paper presented at the annual conference, International Communication Association, San Francisco, CA.
103. Schoenbach, K., Stuerzebecher, D., Lauf, E., & Knobloch, S. (1999, May). *Evaluating 350 newspapers—factors contributing to their success: A summary of a large-scale empirical study*. Paper presented at the annual conference, International Communication Association, San Francisco, CA.
104. Schoenbach, K. (1999, July). *National perspectives on European integration: German-speaking countries*. Paper presented at the 22nd Annual Scientific Meeting, International Society of Political Psychology, Amsterdam, The Netherlands.
105. Schoenbach, K. (1999, August). *Does tabloidization really make newspapers successful? A summary of an explorative study*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, New Orleans, Louisiana.
106. Schoenbach, K. (1999, November). *The relationship between media use, public opinion and voting*. Paper presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
107. Schoenbach, K. (2000, March). *Factors of newspaper success: Does quality count?* Paper presented at the symposium 'Measuring media content, quality, and diversity,' Turku University, Turku, Finland.
108. Schoenbach, K., Ridder, J. de, & Lauf, E. (2000, June). *Politicians on TV news: Getting attention in Dutch and German election campaigns—an international comparison*. Paper presented at the annual convention, International Communication Association, Acapulco, Mexico.
109. Schoenbach, K. (2000, August). *Mass media research: Limited effects on the practice of journalism*. Paper presented at the annual convention, Association of Education in Journalism and Mass Communication, Phoenix, AZ.
110. Semetko, H. A., Schoenbach, K., & Karp, J. (2000, August). *The campaign, the media and political attitudes*. Paper presented at the annual convention, American Political Science Association, Washington, DC.
111. Schoenbach, K., & Lauf, E. (2001, February). *The 'trap effect' of television: Does it (still) exist?* Paper presented at the conference of communication science in The Netherlands, 'Eetmaal van de communicatiewetenschap,' Amsterdam, The Netherlands.

112. Rathmann, T.-A., & Schoenbach, K. (2001, February). *Audience responses to media diversification: Time for a replication study?* Paper presented at the conference of communication science in The Netherlands, 'Etnaal van de communicatiewetenschap,' Amsterdam, The Netherlands.
113. Schoenbach, K. (2001, May). *Comparative readership studies: Constructive cultural criticism.* Paper presented at the annual convention, International Communication Association, Washington, DC.
114. Schoenbach, K., & Lauf, E. (2001, May). *The 'trap' effect of television: Does it (still) exist?* Paper presented at the annual convention, International Communication Association, Washington, DC.
115. Schoenbach, K., & Lauf, E. (2001, September). *The 'trap' effect of television: The influence of different national contexts.* Paper presented at the annual conference, World Association of Public Opinion Research (WAPOR), Rome, Italy.
116. Schoenbach, K. (2002, January). *Het luie publiek en de noodzaak van 'metamedia'* [The lazy audience and the necessity of 'meta media']. Paper presented at the symposium 'Dolen in het mediabos: Het perspectief van de multimediale consument,' Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC), Amsterdam, The Netherlands.
117. Schoenbach, K. (2002, May). *'Factors of newspaper success' revisited: A replication and an international extension.* Paper presented at the 5th World Media Economics Conference, Turku, Finland.
118. Schoenbach, K. (2002, May). *'Factors of newspaper success' revisited: Content differentiation and international convergence.* Paper presented at the Research Seminar 2002, International Newspaper Marketing Association (INMA) & The Amsterdam School of Communication Research (ASCoR), Amsterdam, The Netherlands.
119. Schoenbach, K., & Lauf, E. (2002, August). *The 'trap' effect of television and its competitors: The function of audience interest for the impact of political information.* Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Miami Beach, FL.
120. Semetko, H. A., & Schoenbach, K. (2002, October). *News and elections: Comparing German Bundestag election campaigns in the BILD, 1990-2002.* Paper presented at the annual convention, German Studies Association, San Diego, CA.
121. Waal, E. de, & Schoenbach, K. (2003, May). *Online and print newspapers: Use and effects.* Paper presented at the INMA Europe Research Seminar, International Newspaper Marketing Association, Amsterdam, The Netherlands.
122. Schoenbach, K. (2003, June). *Advertising effects: An inventory of inventories.* Paper presented at the Second International Conference on Research in Advertising, University of Amsterdam, Amsterdam, The Netherlands.

123. Waal, E. de, Schoenbach, K., & Lauf, E. (2003, September). *Are online newspapers dangerous for public discourse? Comparing the effects of online and print newspapers on agenda diversity*. Paper presented at the annual convention, World Association of Public Opinion Research (WAPOR), Prague, Czech Republic.
124. Schoenbach, K., & Lauf, E. (2003, November). *The 'trap' effect of television revisited*. Paper presented at the annual convention of Dutch communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.
125. Waal, E. de, Schoenbach, K., & Lauf, E. (2003, November). *Are online newspapers dangerous for public discourse? Reading online newspapers and its effect on agenda diversity*. Paper presented at the annual convention of Dutch communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.
126. Waal, E. de, & Schoenbach, K. (2004, May). *The impact of online vs. print newspapers on the structure of the public agenda*. Paper presented at the annual conference, World Association for Public Opinion Research (WAPOR), Phoenix, AZ.
127. Waal, E. de, Schoenbach, K., & Lauf, E. (2004, May). *Online newspapers: A substitute for print newspapers and other information channels?* Paper presented at the 6th World Media Economics Conference, Montreal, Canada.
128. Dekkers, E., & Schoenbach, K. (2004, November). *Wie durft er online te kopen? Determinanten van winkelgedrag op Internet* [Who dares to buy anything online? Determinants of shopping behavior on the Internet]. Paper presented at the annual convention of Dutch communication science, 'Eetmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
129. Waal, E. de, & Schoenbach, K. (2004, November). *The impact of online vs. print newspapers on the diversity and structure of the public agenda*. Paper presented at the annual convention of Dutch communication science, 'Eetmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
130. Nota, E., & Schoenbach, K. (2004, November). *De nieuwswaarde van de Europese Unie: Europese berichtgeving in het NOS 8 uur journaal 1994-2003* [The news value of the European Union: European reporting in the Dutch TV news program 'NOS 8 uur journaal,' 1994-2003]. Paper presented at the annual convention of Dutch communication science, 'Eetmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
131. Waal, E. de, & Schoenbach, K. (2005, August). *Communication Channels and Agenda Diversity: The Impact of 'Display' and 'Research' Sources on the Public Agenda*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, San Antonio, TX.
132. Bakker, P., & Schoenbach, K. (2005, November). *Newspaper innovations: A critical summary*. Paper presented at the University of Joenköping workshop 'Innovation and media: Managing changes in technology, products and processes,' Stockholm, Sweden.

133. Schoenbach, K. (2005, November). *The more things change, the more they stay the same? Reading and the media landscape of the 21st century*. Paper presented at the 'Third Seminar on Reading: Past, Present and Future. Extinction or Transformation of the Reader?', Universidad Nacional Autonoma de Mexico, Mexico City.
134. Schoenbach, K., & Lauf, E. (2005, November). *Are national communication journals necessary? Or: What is German about the journal 'Publizistik'?* Paper presented at the First European Communication Conference, Amsterdam, The Netherlands.
135. Waal, E. de, & Schoenbach, K. (2006, June). *Internet, traditional media, and the public agenda: The impact of the differential chance for audience control*. Paper presented at the annual convention, International Communication Association, Dresden, Germany.
136. Schoenbach, K. (2006, June). *'The own in the foreign': Reliable surprise—an important function of the media?* Paper presented at the annual convention, International Communication Association, Dresden, Germany.
137. Ruigrok, N., Schoenbach, K., Scholten, O., & Ridder, J. de (2006, June). *Covering the Bosnian war: 'Journalism of attachment' in Dutch newspapers*. Paper presented at the annual convention, International Communication Association, Dresden, Germany.
138. Waal, E. de, & Schoenbach, K. (2007, February). *Chance encounters vs. user control: How print and online newspapers affect the perceived public agenda in a natural setting*. Paper presented at the the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Antwerp, Belgium.
139. Waal, E. de, & Schoenbach, K. (2007, May). *Presentation style and beyond: How print newspapers and online news expand awareness of public affairs issues*. Paper presented at the annual convention, International Communication Association, San Francisco, CA.
140. Waal, E. de, & Schoenbach, K. (2007, August). *Online news: Uses, perceptions and displacement effects over time*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Washington, DC.
141. Waal, E. de, & Schoenbach, K. (2008, February). *The evolution of news on the web: A panel study of media use and displacement effects*. Paper presented at the the annual conference of the Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Amsterdam, The Netherlands.
142. Mahrt, M., & Schoenbach, K. (2008, July). *Audience values and media use in Germany, 1986-2005: An exploratory analysis*. Paper presented at the Digital Divides Conference, International Association for Media and Communication Research (IAMCR), Copenhagen, Denmark.
143. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2008, August). *Dynamics of individual TV viewing behavior*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Chicago, IL

144. Mahrt, M., & Schoenbach, K. (2008, August). *Values and media use in Germany, 1986-2005*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Chicago, IL.

145. Bakker, T., Schoenbach, K., & Vreese, C. de (2008, October). *Blogging politics: journalism as usual?* Paper presented at the Technology, Education and Ethics Conference 2008: 'The End of Journalism?' University of Bedfordshire, Luton, UK.

146. Burgt, C. van de, Wurff, R. van der, & Schönbach, K. (2008, October). The desirability and feasibility of a journalistic code for the Internet. Paper presented at the Technology, Education and Ethics Conference 2008: 'The End of Journalism?' University of Bedfordshire, Luton, UK.

147. Mahrt, M., & Schoenbach, K. (2008, November). *Values and media use in Germany, 1986-2005: An explorative analysis*. Paper presented at the 2nd European Communication Conference, European Communication Research and Education Association (ECREA), Barcelona, Spain.

148. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2008, November). *Dynamics of individual television-viewing behavior*. Paper presented at the 2nd European Communication Conference, European Communication Research and Education Association (ECREA), Barcelona, Spain.

149. Bakker, T., & Schoenbach, K. (2009, February). *Political blogging: Journalism as usual?* Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.

150. Burgt, C. van de, Schoenbach, K., & Wurff, R. van (2009, February). *Desirability and feasibility of a separate code of conduct for online journalism*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.

151. Mahrt, M., & Schoenbach, K. (2009, February). *Values and media use: Theoretical assumptions and findings*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.

152. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2009, February). *How TV viewers deal with political information: Patterns of information viewing and political involvement*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Nijmegen, The Netherlands.

153. Mahrt, M., & Schoenbach, K. (2009, May). *Genre preference and channel loyalty: A closer look at the role of individual values for media use*. Paper presented at the annual convention, International Communication Association, Chicago, IL.

154. Burgt, C. van de, Schoenbach, K., & Wurff, R. van der (2009, May). *Journalism ethics in perspective: Desirability and feasibility of a separate code of conduct for online journalism*. Paper presented at the annual convention, International Communication Association, Chicago, IL.
155. Bakker, T., Schoenbach, K., & Vreese, C. de (2009, August). *What's journalism got to do with it? Political blogs and bloggers*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Boston, MA.
156. Hinrichsen, M. C., Schoenbach, K., & Boomgaarden, H. (2009, August). *Developments of the international news coverage in western newspapers*. Paper presented at the international conference 'News in Europe, Europe on news: The proximity and distance,' Poznan, Poland.
157. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2009, November). *Watching the news: a matter of preferences or selectivity?* Paper presented at the conference 'Participating in a mediated world,' Platform for Communication, Media, and Information (CMI), The Royal Netherlands Academy of Arts and Sciences (KNAW), Amsterdam, The Netherlands.
158. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2010, January). *Der Mehrwert von Sequenzanalysen für die Mediennutzungsforschung: Eine Beispielanalyse zur Nutzung politischer Fernsehhalte* [The surplus of sequential analyses for media-use research: An exemplary analysis on the use of political television content]. Paper presented at the annual convention, Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft, Berlin, Germany.
159. Bakker, T., & Schoenbach, K. (2010, February). *What's journalism got to do with it? Political blogs and bloggers*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Ghent, Belgium.
160. Trilling, D., Schoenbach, K., & Lauf, E. (2010, February). *Is the Internet dangerous for democracy? The use of current-affairs information in a changing media environment*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Ghent, Belgium.
161. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2010, February). *Do you really intend to watch the news? A study on news viewing and selectivity*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Ghent, Belgium.
162. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2010, June). *Facets of exposure to TV news: A comparison of news-exposure measures based on people-meter data*. Paper presented at the annual convention, International Communication Association, Singapore.

163. Bakker, T., Schoenbach, K., & Vreese, C. de (2010, June). *What's journalism got to do with it? Political blogs and bloggers*. Paper presented at the annual convention, International Communication Association, Singapore.
164. Trilling, D., & Schoenbach, K. (2010, August). *Keeping up with current affairs: New(s) sources and their users*. Paper presented at the annual convention, Association for Education in Journalism & Mass Communication, Denver, CO.
165. Wurff, R. van der, & Schoenbach, K. (2010, August). *A separate code of ethics for online journalism? Results of a large-scale Delphi study*. Paper presented at the annual convention, Association for Education in Journalism & Mass Communication, Denver, CO.
166. Bakker, T., Schoenbach, K. & Vreese, C. H. de (2010, October). *Mapping and exploring citizen activities on the Internet: Results from a large-scale representative survey*. Paper presented at the 3rd European Communication Conference, European Communication Research and Education Association (ECREA), Hamburg, Germany.
167. Mahrt, M., & Schoenbach, K. (2010, October). *Values, TV genre preferences and channel choice*. Paper presented at the 3rd European Communication Conference, European Communication Research and Education Association (ECREA), Hamburg, Germany.
168. Trilling, D., & Schoenbach, K. (2010, October). *Avoiding current-affairs information in a new media environment: Results of a large-scale representative survey*. Paper presented at the 3rd European Communication Conference, European Communication Research and Education Association (ECREA), Hamburg, Germany.
169. Wurff, R. van der, & Schoenbach, K. (2010, October). *Desirability and feasibility of a separate code for online journalism: Results of a large-scale Delphi study*. Paper presented at the 3rd European Communication Conference, European Communication Research and Education Association (ECREA), Hamburg, Germany.
170. Bakker, T., & Schoenbach, K. (2011, January). *Active audiences and an inclusive online public sphere: Truths about Internet myths*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Etmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
171. Trilling, D., & Schoenbach, K. (2011, January). *Is the Internet taking over? How using online news is related to offline news consumption patterns*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Etmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
172. Bakker, T., Trilling, D., Schoenbach, K., & Vreese, C. de (2011, January). *The context of content: The impact of source and setting on the credibility of news*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Etmaal van de Communicatiewetenschap,' Enschede, The Netherlands.
173. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2011, January). *Tuning out? TV-news audiences in the Netherlands, 1990 – 2010*. Paper presented at the annual

conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Enschede, The Netherlands.

174. Meurs, L. van, Klausch, T., & Schoenbach, K. (2011, March). *Respondent characteristics as explanations for uninformative survey response: Sources of nondifferentiation in a web-panel*. Paper presented at the General Online Research 2011 Conference, Duesseldorf, Germany.
175. Bakker, T., & Schoenbach, K. (2011, May). *Active audiences and an inclusive online public sphere: Truths about Internet myths*. Paper presented at the annual convention, International Communication Association, Boston, MA.
176. Schoenbach, K. (2011, May). *Mapping citizen activities on the Internet: A summary of results from two large-scale representative surveys in the Netherlands and in Austria*. Paper presented at the annual convention, International Communication Association, Boston, MA.
177. Trilling, D., & Schoenbach, K. (2011, May). *Is the Internet taking over? How using online news is related to offline news consumption patterns*. Paper presented at the annual convention, International Communication Association, Boston, MA.
178. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2011, May). *Tuning out? News audiences in The Netherlands, 1990-2010*. Paper presented at the annual convention, International Communication Association, Boston, MA.
179. Trilling, D., Bakker, T., & Schoenbach, K. (2011, September). *Informative and mobilizing media: How print, television and online news affect political knowledge and participation*. Paper presented at the annual conference, World Association for Public Opinion Research (WAPOR), Amsterdam, The Netherlands.
180. Wonneberger, A., Schoenbach, K., & Meurs, L. van (2011, September). *Specialization of news audiences in the Netherlands, 1988 – 2010*. Paper presented at the annual conference, World Association for Public Opinion Research (WAPOR), Amsterdam, The Netherlands.
181. Trilling, D., Bakker, T., & Schoenbach, K. (2012, February). *Knowledge through talk: The differential and indirect effects of news media consumption on political knowledge*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Leuven, Belgium.
182. Trilling, D., & Schoenbach, K. (2012, June). *Challenging selective exposure: Do people expose themselves only to online content that fits their interests and preferences?* Paper presented at the annual conference, World Association of Public Opinion Research (WAPOR), Hongkong.
183. Kleinen-von Koenigsloew, K., & Schoenbach, K. (2012, October). *The disconnected citizens: Identifying explanatory factors for a neglected phenomenon*. Paper presented at the 4th European Communication Conference, ECREA, Istanbul, Turkey.

184. Trilling, D., & Schoenbach, K. (2013, February). *Diversity of online journalism? Between fragmentation and more of the same*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Rotterdam, The Netherlands.
185. Bakker, T., Schoenbach, K., & Vreese, C. A. de (2013, February). *Predicting participation: Personality, political attitudes and the use of participatory media*. Paper presented at the annual conference of Dutch and Flemish communication science, 'Eetmaal van de Communicatiewetenschap,' Rotterdam, The Netherlands.
186. Wurff, R. van der, & Schoenbach, K. (2013, June). *Audience expectations of media accountability: More professionalization of journalism*. Paper presented at the annual convention, International Communication Association, London, GB.
187. Kerkhoven, M. van, & Schoenbach, K. (2013, August). *Lost in transition: Managing convergence at regional newspapers*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Washington, DC.
188. Kleinen-von Koenigsloew, K., Schoenbach, K., Eberl, J.-M., Haselmayer, M., Jacobi, C., & Vonbun, R. (2014, May). *Politische Vielfalt in Online- und Offline-Oeffentlichkeiten zur oesterreichischen Nationalratswahl 2013* [Political diversity in online and offline public spheres about the Austrian national election, 2013]. Paper presented at the a annual convention, DGpuK [German Association for Journalism and Communication Research], Passau, Germany.
189. Vonbun, R., Kleinen-von Koenigsloew, K., & Schoenbach, K. (2014, May). *Intermedia-Agenda-Setting zwischen Online-Nachrichten und traditionellen Medien* [Intermedia agenda-setting between online news and traditional media]. Paper presented at the annual convention, DGpuK [German Association for Journalism and Communication Research], Passau, Germany.
190. Kerkhoven, M. van, Schoenbach, K., Bakker, P. (2014, August). *Hyperlocal with a mission; Motivation, strategy, and civic function*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Montreal, Canada.
191. Martin, J., & Schoenbach, K. (2015, May). *Predictors of blogging in six Arab countries: Just another activity on the Internet?* Paper presented at the annual convention, International Communication Association, San Juan, Puerto Rico.
192. Martin, J., & Schoenbach, K. (2016, March). *Who blogs in the Arab world? An analysis in six Arab countries*. Paper presented at 'ARC '16: Qatar Foundation Annual Research Conference,' Doha, Qatar.
193. Schoenbach, K., Saeed, M. W., & Wood, R. B. (2016, July). *Expanding audience options by online video in five MENA countries: New favorite genres or just more of the same as on television?* Paper presented at the annual conference, International Association for Media and Communicaton Research, Leicester, England.

194. Lance, E. A., & Schoenbach, K. (2016, July). *Chatty women, seriously informed men? Women's communication and media behavior in six MENA countries*. Paper presented at the annual conference, International Association for Media and Communication Research, Leicester, England.
195. Schoenbach, K. (2017, May). *The stars don't lie: Season of birth and media use*. Paper accepted for presentation at the annual convention, International Communication Association, San Diego, CA.
196. Martin, J. D., Schoenbach, K., & Naqvi, S. (2017, August). *Testing stereotypes about the online Arab public sphere: Predictors of concerns about Internet surveillance in five Arab countries*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Chicago, IL.
197. Schoenbach, K., Khaled, S. M., Wartella, E., & Saeed, M. (2017, November). *Qatari adolescents: How do they use traditional communication channels and digital technologies for health information and health monitoring?* Paper accepted for presentation at the International Primary Health Care Conference, Doha, Qatar.
198. Schoenbach, K., Khaled, S. M., Wartella, E., & Saeed, M. (2018, March). *Health information and monitoring among Qatari adolescents 2017: An overview*. Paper presented at 'ARC' 18: Qatar Foundation Annual Research Conference, Doha, Qatar.
199. Schoenbach, K., & Saeed, M. (2018, August). *The crucial role of friends in health communication*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication, Washington, DC.
200. Schoenbach, K., & Dennis, E. E. (2022, May). *Mixed messages: Contradictory images of the U.S. news media—a time-lapse study in a year of crises*. Paper presented at the 20th Annual International Conference on Communication and Mass Media, Athens Institute for Education and Research, Athens, Greece.

LECTURES

Invited lectures for academic audiences

1. Schoenbach, K. (1977, October). *Computerunterstuetzte Verschluesselung von Berufstaetigkeiten* [Computerized coding of professions]. Invited lecture, 'contact seminar,' Institut fuer Arbeitsmarkt- und Berufsforschung, University of Mannheim, Mannheim, Germany.
2. Schoenbach, K. (1980, November). *Ausgewaahlte Ergebnisse der Medienwirkungsfor-schung* [Selected results of media effects research]. Invited lecture, University of Mannheim, Mannheim, Germany.

3. Schoenbach, K. (1981, January). *Neuere Ansätze der Massenkommunikationsforschung* [New approaches in mass communication research]. Invited lecture, Zentrum fuer Umfragen, Methoden und Analysen (ZUMA), Mannheim, Germany.
4. Schoenbach, K. (1982, February). *The effects of TV and press in Europe: A transactional approach*. Invited lecture, Department of Communication, Cleveland State University, Cleveland, OH.
5. Schoenbach, K. (1982, April). *The German media system: Responding to new technologies*. Invited lecture, School of Journalism, Ohio State University, Columbus.
6. Schoenbach, K. (1982, May). *Agenda-setting research in West Germany*. Invited lecture, S. I. Newhouse School of Public Communication, Syracuse University, Syracuse, NY.
7. Schoenbach, K. (1982, November). *Was braucht der Mensch zum Glueck? Eine funktionale Analyse ueber die Nutzung der Unterhaltungsmedien* [What do we need to be happy? A functional analysis of entertainment-media exposure]. Invited lecture, University of Essen, Essen, Germany.
8. Schoenbach, K. (1982, December). *Konsequenzen der neuen Medientechnik Video-Recorder: Desintegration der Gesellschaft oder Demokratisierung von Kulturgut?* [Consequences of the new media technology, 'video cassette recorder': Disintegration of society or democratization of high culture?]. Lecture ('Habilitationvortrag'), Faculty of Education, Sociology and Communication, University of Muenster, Muenster, Germany.
9. Schoenbach, K. (1983, May). *Effizienz von Presse und Fernsehen im Bereich politischer Werbung* [Efficiency of press and television for political advertising]. Invited lecture, University of Munich, Munich, Germany.
10. Schoenbach, K. (1983, July). *Werden Wahlen im Fernsehen entschieden? Einige Ueberlegungen zur politischen Wirksamkeit von Presse und Fernsehen* [Are elections decided on television? Some reflections on the political effectiveness of press and television]. Inaugural lecture as a 'Privatdozent,' University of Muenster, Muenster, Germany.
11. Schoenbach, K. (1983, December). *Die 'Renaissance' der Medienwirkungsforschung: Ursachen und Zukunftsperspektiven* [The 'renaissance' of media effects research: Causes and future perspectives]. Invited lecture, University of Mannheim, Mannheim, Germany.
12. Schoenbach, K. (1984, October). *Die Zeitung — das unterschaezte Medium. Politische Wirkungen von Presse und Fernsehen im Vergleich* [The newspaper: The underrated medium. Comparing political effects of press and television]. Invited lecture, University of Salzburg, Salzburg, Austria.
13. Schoenbach, K. (1985, June). *'Angewandte Kommunikationsforschung' — fuer Journalisten anwendbar?* ['Applied communication research': Applicable by journalists?]. Invited lecture, Hanover University of Music and Drama, Hanover, Germany.
14. Schoenbach, K. (1985, July). *Transaktionen im Medienwirkungsprozess — oder: 'Psychologisierung' der Medienwirkungsforschung?* [Transactions in the process of media

- effects, or: A ‘psychologization’ of media effects research?]. Invited lecture, Scientific Colloquium ‘Progress in media effects research?’, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
15. Schoenbach, K. (1985, October). *The role of the mass media in West German election campaigns*. Invited lecture, Conference on the Comparative Analysis of the Role of the Media in Contemporary Legislative Campaigns, University of Michigan, Ann Arbor, MI.
 16. Schoenbach, K. (1986, November). *Der transaktionale Ansatz — wirklichkeitsnahe Wirkungsforschung* [The transactional approach: Effects research close to reality]. Invited lecture, University of Muenster, Muenster, Germany.
 17. Schoenbach, K. (1986, November). *Massenmedien im Wahlprozess* [Mass media in the election process]. Invited lecture, University of Mannheim, Mannheim, Germany.
 18. Schoenbach, K. (1987, June). *Inter- und Intra-Transaktionen im Medienwirkungsprozess: Vorlaeufige Ergebnisse einer Multi-Methoden-Studie* [Inter- and intra-transactions in the media-effects process: Preliminary results of a multi-method study]. Invited lecture, University of Munich, Munich, Germany.
 19. Schoenbach, K. (1987, November). *New media technologies in West Germany*. Invited lecture, San Jose State University, San Jose, CA.
 20. Schoenbach, K. (1987, November). *New media technologies in West Germany*. Invited lecture, University of Illinois, Chicago, IL
 21. Schoenbach, K. (1987, November). *The political impact of newspapers: How readers' stereotypes of journalists shape media effects*. Invited lecture, School of Journalism, Northwestern University, Evanston, IL
 22. Schoenbach, K. (1987, November). *Popular music in West Germany*. Invited lecture, San Jose State University, San Jose, CA.
 23. Schoenbach, K. (1987, November). *Political communication research in West Germany*. Invited lecture, University of California, Santa Barbara, CA.
 24. Schoenbach, K. (1987, December). *Media effects research in West Germany*. Invited lecture, San Jose State University, San Jose, CA.
 25. Schoenbach, K. (1988, January). *New media technologies in West Germany*. Invited lecture, University of Michigan, Ann Arbor, MI.
 26. Schoenbach, K. (1988, January). *Mass media and elections in West Germany: New theoretical models and new data*. Invited lecture, University of Michigan, Ann Arbor, MI.
 27. Schoenbach, K. (1988, October). *Modelle der Medienwirkungsforschung: Eine exemplarische Pruefung ihrer Erklaerungskraft* [Models of media effects research: An evaluation of

- their explanatory power]. Invited lecture, Department of Communication, Free University, Berlin, Germany.
28. Schoenbach, K. (1988, October). *The role of the mass media in West German election campaigns: New data and new theories*. Invited lecture, Department of Political Science, Jagiellonian University, Cracow, Poland.
 29. Schoenbach, K. (1988, October--November). *Diskussion der Medienwirkungsforschung: Rekonstruktion 1976, Kontroverse und Unterschiede Presse- vs. Fernsehwirkungen* [Discussion of media-effects research: Reconstruction of the events of 1976, the controversy about and the differences between the effects of press and television]. Invited lecture, Free University, Berlin, Germany.
 30. Schoenbach, K. (1989, March). *Role definitions of West German journalists*. Invited lecture, Arizona State University, Tempe, AZ.
 31. Schoenbach, K. (1989, May). *Publikumsreaktionen auf ein erweitertes Angebot elektronischer Medien* [Audience responses to an expanded offer of electronic media]. Invited lecture, Hans-Bredow-Institut fuer Medienforschung at the University of Hamburg, Hamburg, Germany.
 32. Schoenbach, K. (1989, July). *Publikumsreaktionen auf ein erweitertes Fernsehangebot: Ergebnisse einer internationalen Studie* [Audience responses to an expanded television offer: Results of an international study]. Invited lecture, Department of Communication, University of Munich, Munich, Germany.
 33. Schoenbach, K. (1989, November). *Massenmedien und oeffentliche Meinung* [Mass media and public opinion]. Invited lecture, Department of Communication, Free University, Berlin.
 34. Schoenbach, K. (1990, April). *Die Rolle der Massenmedien im Wahlkampf: Methoden und Ergebnisse der Wirkungsforschung* [The role of the mass media in election campaigns: Methods and results of media effects research]. Invited lecture, School of Journalism, Karl Marx University, Leipzig, Germany.
 35. Schoenbach, K. (1990, July). *Massenmedien und Wahlen: Stand der Forschung* [Mass media and elections: The state of research]. Invited lecture, University of Mannheim, Mannheim, Germany.
 36. Schoenbach, K. (1991, January). *Wirkungen der Massenmedien* [Effects of mass media]. Invited lecture, Journalism Program, University of Leipzig, Leipzig, Germany.
 37. Schoenbach, K. (1991, October). *Media effects in the first all-German election campaign, 1990*. Invited lecture, University of Gothenburg, Gothenburg, Sweden.
 38. Schoenbach, K. (1991, November). *Media effects in the first all-German election campaign, 1990*. Invited lecture, University of Oerebro, Oerebro, Sweden.
 39. Schoenbach, K. (1992, June). *Wie und warum wirken Medien? Neuere Ideen aus den USA und Deutschland* [How and why do mass media have effects? Recent approaches from the

- U.S. and Germany]. Invited lecture, 'Nordamerikaprogramm,' University of Bonn, Bonn, Germany.
40. Schoenbach, K. (1992, September and October). *Medien im Wandel: Ergebnisse der quantitativen und qualitativen Wirkungs- und Nutzungsforschung* [Media change: Results of quantitative and qualitative research on effects and uses]. Invited lecture, seminar 'Kommunikationswissenschaft und Kommunikationspolitik,' Akademie fuer Politische Bildung, Tutzing, Germany.
 41. Schoenbach, K. (1994, November). *Weder Allmacht noch Ohnmacht — Geschichte und Ergebnisse der Medienwirkungsforschung/Entscheiden Journalisten die Wahl? Medien in den Bundestagswahlkaempfen 1990 und 1994* [Neither omnipotence nor impotence: History and results of media-effects research/Do journalists decide elections? Media in the national election campaigns of 1990 and 1994]. Invited lecture, Hochschule fuer Politik Muenchen, Kochel, Germany.
 42. Schoenbach, K. (1994, December). *Die Rolle der Massenmedien in der Bundestagswahl von 1990* [The role of the mass media in the national election of 1990]. Invited lecture, lecture series 'Politik und Medien,' University of Bern, Bern, Switzerland.
 43. Schoenbach, K. (1995, April). *Wahlkommunikation, Journalisten und Waehler: Fuenf Thesen zum Bundestagswahlkampf 1990 — mit einem internationalen Vergleich und einem ersten Blick auf 1994* [Election communication, journalists and voters: Five statements about the national election campaign 1990—with an international comparison and a first glance at 1994]. Invited lecture, University of Leipzig, Leipzig, Germany.
 44. Schoenbach, K. (1995, April). *The media system and its audience in Germany*. Invited lecture, Facultad de la Informacion, Universidad de Navarra, Pamplona, Spain.
 45. Schoenbach, K. (1995, April). *Mass media and elections in an international perspective*. Invited lecture, Facultad de la Informacion, Universidad de Navarra, Pamplona, Spain.
 46. Schoenbach, K. (1995, November). *Das bequeme Publikum* [The lazy audience]. Invited lecture, University of Zurich, Zurich, Switzerland.
 47. Schoenbach, K. (1996, August). *Public relations and public opinion*. Invited lecture, 'Summer Course in Public Relations, Crisis Communication, Intercultural Communication', University of Oerebro, Oerebro, Sweden.
 48. Schoenbach, K. (1996, November). *Weder Allmacht noch Ohnmacht: Mechanismen der Medienwirkung* [Neither omnipotence nor impotence: Mechanisms of media effects]. Invited lecture, 'Institut fuer Publizistik e. V.,' University of Cologne, Germany.
 49. Schoenbach, K. (1997, May). *Factors of newspaper success in Germany, 1989-94*. Invited lecture, Facultad de la informacion, University of Navarra, Pamplona, Spain.

50. Schoenbach, K. (1997, August). *Die Wirkungen der Massenmedien* [The effects of mass media]. Invited lecture, Studienstiftung des deutschen Volkes [German National Students Foundation], Marienau, Germany.
51. Schoenbach, K. (1998, February). *German journalists in the 1990s*. Invited lecture, College of Journalism & Mass Communication, University of Georgia, Athens, GA.
52. Schoenbach, K. (1998, February). *Factors contributing to the success of newspapers: A summary of a large-scale empirical study in Germany*. Invited lecture, The James M. Cox jr. Center for International Mass Communication, Training and Research, and The Graduate Caucus, College of Journalism & Mass Communication, University of Georgia, Athens, GA.
53. Schoenbach, K. (1998, June). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, Board of Media Scholars of the Konrad Adenauer Foundation, St. Augustin, Germany.
54. Schoenbach, K. (1998, September). *The future of the newspaper: Evidence from an international research program*. Invited lecture, Department of Journalism & Mass Communication, University of Gothenburg, Gothenburg, Sweden.
55. Schoenbach, K. (1998, October). *Factors influencing success in the newspaper industry*. Invited lecture, Amsterdam Media MBA seminar, University of Turku, Finland, Amsterdam, The Netherlands.
56. Schoenbach, K. (1999, June). *Does tabloidization really pay? Success factors of daily newspapers*. Invited lecture, Joint Workshop, New York University and University of Amsterdam, 'Comparative Media Systems and Global Communication/Culture,' Amsterdam, The Netherlands.
57. Schoenbach, K. (1999, November). *The survival of the printed newspaper: Results from evaluations of newspaper success in Germany, Sweden, and the United States*. Invited lecture, School of Journalism, Indiana University, Bloomington, IN.
58. Schoenbach, K. (2000, January). *Mass-media impact on political elections: Approaches of communication science and practical consequences for research*. Invited lecture, TMR Winter School in Comparative Electoral Research, TMR Network 'Political Representation in Europe,' Louvain-la-Neuve, Belgium.
59. Schoenbach, K. (2000, February). *Does quality make newspapers successful?* Invited lecture, University of Ghent, Ghent, Belgium.
60. Schoenbach, K. (2000, June). *Myths of media and audiences*. Inaugural lecture as chair of General Communication Science, University of Amsterdam. Amsterdam, The Netherlands.
61. Schoenbach, K., Ridder, J. de, & Lauf, E. (2000, June). *Politicians on TV news: Getting attention in Dutch and German election campaigns—an international comparison*. Invited lecture, conference 'Journalistieke cultuur in de twintigste eeuw,' University of Amsterdam and The Dutch Association of Journalists (NVJ), Amsterdam, The Netherlands.

62. Schoenbach, K. (2001, March). *Future of the (printed) newspaper: New evidence from Germany, Sweden and U.S.* Invited lecture, College of Communication, University of Texas, Austin, TX.
63. Schoenbach, K. (2001, March). *The 'trap' effect of television in election campaigns.* Invited lecture, Department of Political Science, University of Texas, Austin, TX.
64. Schoenbach, K. (2001, March). *The changing role of journalists in Europe.* Invited lecture, College of Communication, University of Texas, Austin, TX.
65. Schoenbach, K. (2001, May). *The 'trap' effect of television on turnout to vote.* Invited lecture, Joint Workshop of the Joan Shorenstein Center on the Press, Politics & Public Policy, Harvard University, and Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Washington, D.C.
66. Schoenbach, K. (2001, September). *Old and new myths of media and audiences.* Keynote address, Summer School of the departments of communication in Switzerland, 'New media in the frame of global information society studies,' Leysin, Switzerland.
67. Schoenbach, K. (2002, December). *The 'trap' effect of television—and beyond.* Invited lecture, 'Lecture Series: Distinguished Speakers,' School of Humanities and Social Sciences, International University Bremen, Bremen, Germany.
68. Schoenbach, K. (2003, February). *The 'trap' effect of television.* Invited lecture, Annenberg Colloquium, Annenberg School for Communication, University of Southern California, Los Angeles, CA.
69. Schoenbach, K. (2003, November). *Der Ueberrumpelungseffekt des Fernsehens auf politisch Uninteressierte* [The trap effect of television on the politically uninterested]. Invited lecture, workshop 'New developments in communication science,' Department of Journalism and Communication Research, Hanover University of Music, Drama and Media, Hanover, Germany.
70. Schoenbach, K. (2003, December). *Mediaeffecten: Een overzicht* [Media effects: An overview]. Invited lecture, University of Leiden, Leiden, The Netherlands.
71. Schoenbach, K. (2003, December). *Succesfactoren van dagbladen, internationaal* [Success factors of dailies, compared internationally]. Invited lecture, 'Unitas Multiplex,' the interdisciplinary debating club of scholars at the University of Amsterdam, Amsterdam, The Netherlands.
72. Schoenbach, K. (2004, February), *Persuasieve communicatie* [Persuasive communication]. Invited lecture, University of Leiden, Leiden, The Netherlands.
73. Schoenbach, K. (2004, May). *Was heisst und zu welchem Ende wollen wir Internationalisierung?* [What is and for what end do we want internationalization?]. Keynote address, annual convention, Deutsche Gesellschaft fuer Publizistik- und Kommunikationswissenschaft [German Association for Mass Media and Communication Science], Erfurt, Germany.

74. Schoenbach, K. (2004, August). *Kommunikations- und Medienwissenschaft in der Schweiz: Eine Evaluation* [Communication and media science in Switzerland: An evaluation]. Invited lecture, Science and Technology Council of the Swiss Federal Government, Bern, Switzerland.
75. Schoenbach, K. (2004, September). *Die Donau-Universitaet Krems 2010: Entwicklungen und strategische Konzepte* [The Danube University Krems, 2010: Developments and strategic concepts]. Invited lecture, Danube University Krems, Krems, Austria.
76. Schoenbach, K. (2004, October). *Ueberrumpelungseffekte, Display- vs. Research-Medien - und die Demokratie?* [Trap effects, display vs. research media—and democracy?]. Invited lecture, Zeppelin University, Friedrichshafen, Germany.
77. Schoenbach, K. (2004, December). *Evaluation der schweizerischen Kommunikations- und Medienwissenschaft: Ergebnisse* [Evaluation of the Swiss communication and media science: Results]. Invited lecture, 4th convention of the professors of Swiss communication and media science, Geneva, Switzerland.
78. Schoenbach, K. (2005, April). *Kommunikations- und Medienwissenschaft 2010 – Entwicklungserspektiven und Visionen* [Communication and media science, 2010: Perspectives and visions of their development]. Keynote address, annual convention, Swiss Society for Communication and Media Science, Winterthur, Switzerland.
79. Schoenbach, K. (2005, April). *Typisch Nederlands, typisch Duits: Observaties van Nederlandse en Duitse dagbladen* [Typically Dutch, typically German: Observations about Dutch and German newspapers]. Invited lecture, ‘Discussion Day of German Studies: Van quatsch tot kwaliteit--Nederlandse en Duitse media en hun cultuurverschillen,’ University of Groningen, Groningen, The Netherlands.
80. Schoenbach, K. (2005, May). *Evaluating the success and assessing the value of corporate communication by media analysis*. Invited lecture, ‘communicate!’-panel of the Bertelsmann Foundation: ‘Assessing the value of transparent communication and responsible leadership,’ annual conference, European Academy of Marketing (EURAM), Technical University of Munich, Munich, Germany.
81. Schoenbach, K. (2005, November). Panelist, *Roundtable of journal editors*. First European Communication Conference, Amsterdam, The Netherlands.
82. Schoenbach, K. (2006, January). *Interkulturelle Vergleiche: Erfahrungen, Methoden, Theorien für Massenmedien* [Intercultural comparisons: Experiences, methods, theories for mass media]. Invited lecture, workshop ‘Modellierung und Entschlüsselung von Key Visuals im interkulturellen Vergleich,’ International University Bremen, Bremen, Germany.
83. Schoenbach, K. (2006, February). *PR and PR education in Germany and the Netherlands*. Invited lecture, Department of Communication Studies, University of North Carolina, Charlotte, NC.

84. Schoenbach, K. (2006, April). *Die kontrastive Perspektive: Kulturunterschiede zwischen den Niederlanden und Deutschland* [The contrasting perspective: Cultural differences between the Netherlands and Germany]. Invited lecture, Amsterdam workshop, Center for Interdisciplinary Media Science, University of Goettingen, Germany, Amsterdam, The Netherlands.
85. Schoenbach, K. (2006, May). *Was macht Tageszeitungen erfolgreich? Ergebnisse eines internationalen Forschungsprogramms* [What makes daily newspapers successful? Results of an international research program]. Invited lecture, University of Hohenheim, Stuttgart, Germany.
86. Schoenbach, K. (2006, June). *Sequenzstrategien in der persuasiven Kommunikation* [Sequential strategies in persuasive communication]. Invited lecture, alumni day, Zeppelin University, Friedrichshafen, Germany.
87. Schoenbach, K. (2006, September). *Persuasion strategies*. Invited lecture, Berlin School of Creative Leadership, Steinbeis University, Berlin, Germany.
88. Schoenbach, K. (2007, January). *Agenda-setting, agenda-building, framing: Issue management with the media and against them*. Invited lecture, University of Oerebro, Oerebro, Sweden.
89. Schoenbach, K. (2007, January). *Are online newspapers dangerous for democracy? Or does the principle of 'reliable surprise' save it?* Invited lecture, University of Örebro, Sweden.
90. Schoenbach, K. (2007, May). *Skizze eines Konzepts fuer die Entwicklung der Donau-Universität Krems* [Sketch of a concept for the development of the Danube University Krems]. Invited lecture, Danube University Krems, Krems, Austria.
91. Schoenbach, K. (2007, June). *Threats or 'foot in the door'? Sequential persuasion strategies for health campaigns*. Keynote address, symposium at the inauguration of the Institute for Communication and Health, University of Italian Switzerland, Lugano, Switzerland.
92. Schoenbach, K. (2007, June). *Design and media use: How newspaper design helps sell newspapers*. Keynote address, First Design Management Forum Salzburg, Fachhochschule Salzburg, Urstein, Austria.
93. Schoenbach, K. (2007, December). *Transparenz und Fairness: Wie in den Niederlanden universitaere Lehre organisiert wird* [Transparency and fairness: How university teaching is organized in the Netherlands]. Invited lecture, Faculty of the Humanities, University of Cologne, Germany.
94. Schoenbach, K. (2008, February). *Why study abroad?* Invited lecture, Washburn University, Topeka, Kansas.

95. Schoenbach, K. (2008, March). *How it all began: 'The people's choice,' 1944*. Invited lecture, lecture series 'Classics of Communication Science,' Department of Communication Science, University of Amsterdam, The Netherlands.
96. Schoenbach, K. (2008, April). *Het opzetten van een bachelor communicatiewetenschap* [The concept of a BA in communication]. Panelist, conference 'Programs in communication,' University of Amsterdam, Amsterdam, The Netherlands.
97. Schoenbach, K. (2008, May). *Marketing bei Printmedien* [Marketing of print media]. Invited lecture, University of Hohenheim, Stuttgart, Germany.
98. Schoenbach, K. (2009, March). *Laudatio* [Laudatio]. Invited lecture, public retirement ceremony for Professor Dr. Joan Hemels, Department of Communication, University of Amsterdam, The Netherlands.
99. Schoenbach, K. (2009, May). *Reliable surprise: A major function of traditional media?* Invited lecture, colloquium of the Erasmus-Mundus Masters program 'Journalism and Media Within Globalization,' University of Amsterdam, Amsterdam, the Netherlands.
100. Schoenbach, K. (2009, July). Panelist, expert workshop on perspectives of developing the Hans-Bredow-Institut fuer Medienforschung at the University of Hamburg, Germany.
101. Schoenbach, K. (2010, February). *Is the Internet dangerous for democracy?* Invited lecture, colloquium of the Erasmus-Mundus Masters program 'Journalism and media within globalization,' University of Amsterdam, Amsterdam, The Netherlands.
102. Schoenbach, K. (2010, August/September). *Persuasive communication*. Invited lecture, Summer School 2010, Steinbeis University Berlin, Amsterdam, The Netherlands.
103. Schoenbach, K. (2010, October). *The quality of the public discourse in times of the Web 2.0: What evidence do we have?* Invited lecture, 3rd European Communication Conference, European Communication Research and Education Association (ECREA), Hamburg, Germany.
104. Schoenbach, K. (2010, December). *Media pluralism from the user perspective*. Panelist, Round-table workshop of the Institute for Information Law (IVIR), University of Amsterdam, Amsterdam, The Netherlands.
105. Schoenbach, K. (2011, June). *Is the Internet dangerous for democracy?* Invited lecture, Workshop 'Agenda-setting research in Austria,' Austrian Academy of Sciences & Department of Communication, University of Vienna, Vienna.
106. Schoenbach, K. (2011, December). *Das Internet – eine Gefahr fuer die Demokratie? Wie aeltere Theorien auf neueste Erkenntnisse zur Politikvermittlung durch Medien passen* [The Internet—a danger for democracy? How older theories fit the most recent evidence about conveying politics in the media]. Invited lecture, Conference 'Media and Press History,' University of Vienna, Vienna, Austria.

107. Schoenbach, K. (2012, July). *Is the Internet dangerous for the public sphere?* Invited lecture, 'Colloque International: Média et espace public,' Université Lumière Lyon 2, Lyon, France.
108. Schoenbach, K. (2012, July). *Methods of communication research.* Panelist, 'Colloque International: Média et espace public,' Université Lumière Lyon 2, Lyon, France.
109. Schoenbach, K. (2012, Oktober). *Medien und Demokratie: Vom Nutzen des DTA* [Media and democracy: About the usefulness of the dynamic-transactional approach]. Invited lecture, 'Inspiration & Systematik: Theorieentwicklung in der Kommunikationswissenschaft. A symposium to honor Werner Frueh,' University of Leipzig, Leipzig, Germany.
110. Schoenbach, K. (2012, November). *Media analyses in election campaigns: Methodological issues.* Invited lecture, Workshop of the election studies AUTNES, GLES and SELECTS, University of Vienna, Vienna, Austria.
111. Schoenbach, K. (2013, April). *The Internet—a blessing for democracy? Or actually dangerous?* Invited lecture, University of Brno, Brno, Czech Republic.
112. Schoenbach, K. (2013, May). *Is the Internet dangerous for democracy? Evidence from a long-term research program.* Invited lecture, Vienna International Interview Course, School of Journalism and Communication, University of Oregon, Vienna, Austria.
113. Schoenbach, K. (2013, December). *The Internet—a danger for democracy?* Invited lecture, 'Fireside lectures,' Studentenheim Birkbrunn, Vienna, Austria.
114. Schoenbach, K. (2013, August). Panelist, *Award Panel Session: Paul J. Deutschmann Award for Excellence in Research for Lee B. Becker.* Annual convention, Association for Education in Journalism and Mass Communication, Washington, DC.
115. Schoenbach, K. (2014, February). *Media brands and their marketing communication: The communication science view.* Invited lecture, workshop 'The evolution of media branding: Locating an interdisciplinarily research area,' Universities of Zurich and of Vienna, Zurich, Switzerland.
116. Schoenbach, K. (2014, July). Panelist, session '*United in diversity: The future of the public mission.*' 'Information Influx: International Conference,' University of Amsterdam, Amsterdam, Netherlands.
117. Schoenbach, K. (2014, October). *Published opinion and public opinion.* Invited lecture, 'Science Monday' research colloquium, Qatar Computing Research Institute, Doha, Qatar.
118. Schoenbach, K. (2014, November). *Is the Internet dangerous for democracy?* Invited lecture, Qatar Faculty Forum, Education City, Doha, Qatar.

119. Martin, J. D., & Schoenbach, K. (2015, February). *Who blogs in the Arab world? An analysis of national surveys in six countries*. Invited lecture, Qatar Faculty Forum, Education City, Doha, Qatar.
120. Schoenbach, K. (2016, May). *Media industries in the Middle East, 2016: Expansion and diversification?* Invited lecture, School of Communication, Northwestern University, Evanston, IL.
121. Dennis, E. E., Schoenbach, K., & Azmi, U. K. (2016, May). *Collaborative and interactive research at NU-Q*. Invited lecture, Faculty Colloquium, Medill School of Journalism, Media, Integrated Marketing Communication, Northwestern University, Evanston, IL.
122. Schoenbach, K. (2016, December). *Qatari adolescents: How do they use digital technologies for health information and health monitoring? Goals of a comprehensive inventory*. Keynote address, PHCC Scientific Research Conference, Primary Health Care Corporation, Doha, Qatar.
123. Schoenbach, K. (2017, February). *The stars don't lie: Season of birth and media use*. Invited lecture, Qatar Faculty Forum, Education City, Doha, Qatar.
124. Schoenbach, K. (2017, June). *Media and communication research in the Middle East and North Africa*. Invited lecture, Department of Communication, University of Vienna, Vienna, Austria.
125. Khaled, S. M., Wartella, E., Saeed, M., & Schoenbach, K. (2017, December). *Qatari adolescents: How do they use traditional communication channels and digital technologies for health information and health monitoring?* Invited paper, Qatar's National Statistics Day, Qatar University, Doha, Qatar.
126. Schoenbach, K. (2019, February). *Praising Romy*. Invited welcoming speech, Symposium in honor of Professor Dr. Romy Froehlich, University of Munich, Germany.
127. Schoenbach, K. (2021, October). *Organisierte Belanglosigkeit? Zur gesellschaftlichen Relevanz der Sozialwissenschaft* [Organized irrelevance? On the societal importance of social science]. Keynote address, Symposium in honor of Professor Dr. Juergen Grimm, University of Vienna, Austria.
128. Schoenbach, K. (2022, July). *Wolfram Peiser und die Astrologie* [Wolfram Peiser and astrology]. Invited lecture, academic memorial service for Professor Dr. Wolfram Peiser, University of Munich, Germany.
129. Schoenbach, K. (2025, June). *An homage to Jack M. McLeod*. Invited lecture, annual convention, International Communication Association, Denver, CO.

Invited lectures for non-academic audiences

1. Schoenbach, K. (1975, October). *Nachrichtenwerte im Journalismus* [News values in journalism]. Invited lecture, 'Ferienakademie,' Institut zur Foerderung des publizistischen Nachwuchses, Hamburg, Germany.
2. Schoenbach, K. (1977, June). *Trennung von Nachricht und Meinung* [Separation of facts and opinion]. Invited lecture, staff conference of the weekly magazine 'Lebensmittel Zeitung,' Frankfurt a. M., Germany.
3. Schoenbach, K. (1980, October). *Computerized content analysis in West Germany: 'The Issues of the seventies.'* Invited lecture, Societal Analysis Department, General Motors Research Laboratories, Warren, MI.
4. Schoenbach, K. (1980, November). *Wirkungen der Massenmedien bei der Europawahl 1979* [Media effects in the European election campaign of 1979]. Invited lecture, Medienkommission von ARD und ZDF, Stuttgart, Germany.
5. Schoenbach, K. (1984, October). *Die Zeitung — das unterschaezte Medium. Politische Wirkungen von Presse und Fernsehen im Vergleich* [The newspaper: The underrated medium. Comparing political effects of press and television]. Invited lecture, Austrian Press Club, Vienna, Austria.
6. Schoenbach, K. (1984, November). *Radiohoeren heute: Umriss einer neuen Programmkonzeption fuer den RIAS* [Radio-listening today: An outline of a new programming concept for RIAS]. Invited lecture, staff conference of the Berlin radio station RIAS, Berlin, Germany.
7. Schoenbach, K. (1986, April). *Nachrichtenkriterien im Lokaljournalismus* [News criteria in local journalism]. Invited lecture, 'Volontaerstagung,' Deutsche Journalisten-Union, Hanover, Germany.
8. Schoenbach, K. (1986, May). *Politische Wirkungen von Presse und Fernsehen im Vergleich* [Comparing the political impact of press and TV]. Invited lecture, Deutscher Archivtag, Mainz, Germany.
9. Schoenbach, K. (1987, August). *Radiohoeren heute* [Radio-listening today]. Invited lecture, Broadcasting Council, Norddeutscher Rundfunk broadcasting organization, Hamburg, Germany.
10. Schoenbach, K., & Schneider, B. (1988, December). *Ein neues Programmkonzept fuer den Deutschlandfunk* [A new programming concept for the radio station Deutschlandfunk]. Invited lecture, Broadcasting Council, Deutschlandfunk broadcasting organization, Bonn, Germany.
11. Schoenbach, K. (1989, October). *Haben die Medien Macht ueber die Koepfe der Menschen?* [Do mass media have power over people's minds?]. Invited lecture, trainee seminar, Axel Springer Verlag, Timmendorfer Strand, Germany.

12. Schoenbach, K. (1990, March). *Wen, was und wie beeinflussen Medien? Ergebnisse der Wirkungsforschung* [Whom, what and how do media influence? Results of media-effects research]. Invited lecture, seminar 'Oeffentlichkeitsarbeit der Polizei,' Polizei-Fuehrungsakademie, Muenster, Germany.
13. Schoenbach, K. (1990, May). *'Rivalen des Alltags': Bedroht das Fernsehen die Schule?* ['Rivals of everyday life': Does television jeopardize education?]. Keynote address, 150th Anniversary of the Einhardshule Highschool, Seligenstadt, Germany.
14. Schoenbach, K. (1990, July). *Konzepte und Modelle der Medienwirkungsforschung* [Concepts and models of media-effects research]. Invited lecture, lecture series 'Public Relations in Wissenschaft und Praxis,' Leipziger & Partner Public Relations Company, Frankfurt a. M., Germany.
15. Schoenbach, K. (1991, April). *Alternative Ansaetze der Kommunikationsforschung* [Alternative approaches of mass-communication research]. Paper presented at the XXVI. Kongress der Deutschen Marktforschung, Berufsverband Deutscher Markt- und Meinungsforscher, Wuerzburg, Germany.
16. Schoenbach, K. (1991, May). *Auswahl und Funktion von U-Musik im Hoerfunk* [Selection and function of pop music on the radio]. Invited lecture, seminar 'Junge Leute machen Radio,' Sueddeutscher Rundfunk broadcasting organization, Heidelberg, Germany.
17. Schoenbach, K. (1991, June). *Wissenschaftliche Erkenntnisse zum Hoerfunk* [Scientific evidence on radio listening]. Invited lecture, panel discussion 'Hoerfunk ist nichts fuer Intellektuelle?! — Warum Radio fuer Werbung unverzichtbar ist,' Werbetreff Privater Rundfunk '91, Cologne, Germany.
18. Schoenbach, K. (1991, September). *Europa beim Waehler: Nur ein Medienereignis?* [Europe and the voters: Only a media event?]. Invited lecture, Zweite Saarbruecker Medientage, Saarbruecken, Germany.
19. Schoenbach, K. (1991, September). *Neuere Theorien zum Untergang des Roemischen Reiches* [Recent theories about the the fall of the Roman Empire]. Invited lecture, Rotary Club Hannover-Eilenriede, Hanover, Germany.
20. Schoenbach, K. (1991, October). *Talkradio, Formatradio, Strukturradio: Wer hoert wohin?* [Talk radio, formatted radio, structural radio: Who listens to what?]. Invited lecture, workshop 'Hoerfunk,' Erster Europaeischer Medientag, Frankfurt a. M., Germany.
21. Schoenbach, K. (1991, November). *Fernsehnachrichten — Formen und ihre Leistungen* [Television news: Structural elements and their performance]. Invited lecture, Programming Committee, RTLplus broadcasting organization, Cologne, Germany.
22. Schoenbach, K. (1991, December). *Medienethik: Ein Anspruch von gestern fuer die Medien von morgen?* [Media ethics: A demand of yesterday for the media of tomorrow?]. Invited lecture, Evangelische Medienakademie/cpa, Wiesbaden, Germany.

23. Schoenbach, K. (1992, March). *Die Entwicklung der 'neuen Medien' und ihre Auswirkungen auf die staatliche Oeffentlichkeitsarbeit* [The development of the 'new media' and its consequences for government public relations]. Invited lecture, 'Planungskonferenz zur kuenftigen politischen Oeffentlichkeitsarbeit im Ausland,' Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Koenigswinter/Petersberg, Germany.
24. Schoenbach, K. (1992, March). *Nehmen die Medien Einfluss auf das Waehlverhalten?* [Do the media influence voter behavior?]. Invited lecture, 'Rundfunk Dialog '92,' Landesanstalt fuer Kommunikation Baden-Wuerttemberg, Stuttgart, Germany.
25. Schoenbach, K. (1992, March). *Fernsehnachrichten: Formen und ihre Leistungen* [Television news: Structural elements and their performance]. Invited lecture, newsroom staff, RTLplus broadcasting station, Cologne, Germany.
26. Schoenbach, K. (1992, June). *Mit welchem Publikum haben wir es zu tun? Erkenntnisse der Kommunikationswissenschaft* [Which audience do we have to deal with? Results of communication research]. Invited lecture, Workshop for Protestant Superintendents, 'Umgang mit der Oeffentlichkeit,' Kassel, Germany.
27. Schoenbach, K. (1992, September). *Fragmentierung und Spezialisierung* [Fragmentation and specialization]. Invited lecture, 'Forum Regionalpresse: Strategische Neuausrichtung von regionalen Abonnement-Zeitungen,' Regionalpresse, Wiesbaden, Germany.
28. Schoenbach, K. (1992, October). *Massenmedien und Europa: Foerdern Presse, Radio und Fernsehen die europaeische Integration?* [Mass media and Europe: Do print media, radio and television support European integration?]. Invited lecture, 'BLM-Rundfunkkongress 1992, 'Medientage Munich,' Munich, Germany.
29. Schoenbach, K. (1992, October). *Zur Zukunft der Tageszeitung* [On the future of the daily newspaper]. Invited lecture, 'Forum Regionalpresse: Medienlandschaft Europa — Auswirkungen der Europaeischen Einigung auf die Zeitungsverlage,' Regionalpresse, Duesseldorf, Germany.
30. Schoenbach, K. (1992, November). *Wirkung der Medien* [Media effects]. Invited lecture, Evangelischer Kirchenfunk Niedersachsen, Kloster Bursfelde, Germany.
31. Schoenbach, K. (1992, December). *Wirkungen der Massenmedien* [Mass media effects]. Invited lecture, seminar 'Journalisten — Wegelagerer der Demokratie?' Niedersaechsische Landeszentrale fuer Politische Bildung, Bad Nenndorf, Germany.
32. Schoenbach, K. (1993, January). *Verstaerkt das Fernsehen die rechtsextremistische Gewaltbereitschaft? Befunde der empirischen Medienforschung* [Does television support right-wing extremists' readiness for violence? Results of empirical media research]. Invited lecture, conference 'Rechtsradikalismus und Medienrealitaet: Fernsehberichterstattung zwischen Aufklaerung und Anstiftung,' Adolf-Grimme-Institut, Marl, Germany.

33. Schoenbach, K. (1993, January). *Ist BILD schuld an Moelln? Oeffentliche Meinung, Gewaltbereitschaft und die Massenmedien* [Is the tabloid BILD to blame for the violence in Moelln? Public opinion, readiness for violence and the mass media]. Invited lecture, congress 'Rechtsextremistische Orientierung in Gesellschaft und Alltag — Ursachen, Erscheinungsformen, Gegenstrategien,' Arbeitsgemeinschaft verfolgter Sozialdemokraten im SPD-Bezirk Hannover, Hanover, Germany.
34. Schoenbach, K. (1993, March). *Hoermedien werden unterschaezt: Hoermedien im Spiegel der Kommunikationsforschung, Befunde — Fragen* [Auditive media are underrated: Auditive media in communication research—results and questions]. Invited lecture, expert workshop 'Hoermedien/Medienhoeren,' Bertelsmann Foundation, Guetersloh, Germany.
35. Schoenbach, K. (1993, April). *Die Rolle der Medien in der politischen Sozialisation* [The role of the media in political socialization]. Invited lecture, workshop 'Die Rolle der Medien in der politischen Sozialisation,' Bertelsmann Foundation, Guetersloh, Germany.
36. Schoenbach, K. (1993, May). *Verstaerkt das Fernsehen die rechtsextremistische Gewaltbereitschaft? Befunde der empirischen Medienforschung* [Does television support right-wing extremists' readiness for violence? Results of empirical media research]. Invited lecture, spring meeting, Hessische Stadt- und Kreisbildstellenleiter, Bad Orb, Germany.
37. Schoenbach, K. (1993, June). *Wirkungsmessung in der PR* [Measurement of effects in public relations]. Invited lecture, staff meeting, Leipziger & Partner Public Relations Company, Frankfurt a. M., Germany.
38. Schoenbach, K. (1993, June). *Rechtsextremismus und die Rolle der Medien* [Right-wing extremism and the role of the media]. Invited lecture, seminar 'Rechtsextremismus und die Rolle der Medien,' Kulturforum der suedhessischen Sozialdemokratie, SPD-Bezirk Hessen-Sued, Frankfurt a. M., Germany.
39. Schoenbach, K. (1993, August). *Duerfen Journalisten, was sie koennen? Oder: Gibt es eine Ethik des Journalismus?* [May journalists do what they are able to do? Or: Is there ethics in journalism?]. Invited lecture, seminar 'Medienethik,' WDR broadcasting organization, Burscheid, Germany.
40. Schoenbach, K. (1993, November). *Weder Allmacht noch Ohnmacht: Die Wirkung der Massenmedien* [Neither omnipotence nor impotence: The effects of mass media]. Invited lecture, meeting of the East German church magazine editors, Dresden, Germany.
41. Schoenbach, K., & Goertz, L. (1993, December). *Fernsehnachrichten: Formen und ihre Leistungen. Ein Bericht ueber zwei Forschungsberichte fuer RTL* [Television news: Formal elements and their performance: A report on two studies for RTL]. Invited lecture, Programming Committee, RTL broadcasting organization, Cologne, Germany.
42. Schoenbach, K., & Goertz, L. (1994, January). *Eine Bestandsaufnahme gegenwaertiger Praesentationsformen von Radionachrichten in Hamburg* [An inventory of how radio

- news in Hamburg are formally presented]. Invited lecture, Hamburgische Anstalt fuer neue Medien, Hamburg, Germany.
43. Schoenbach, K. (1994, April). *Medien und Musizierende: Partner fuer Musikkultur* [Media and musicians: Partner for a musical culture]. Paper presented at the Forum 'Medien und Musizierende: Partner fuer Musikkultur,' Federal Congress, Verband Deutscher Schulmusiker, Guetersloh, Germany.
 44. Schoenbach, K. (1994, May). *Wie beeinflussen uns die Medien im Wahlkampf? Lehren aus einer Untersuchung der Bundestagswahl 1990* [How do media influence us during an election campaign? Lessons from a study on the national election of 1990]. Invited lecture, lecture series 'Lower Saxonian Media Talks,' Niedersaechsische Landesmedienanstalt fuer Privaten Rundfunk, Hanover, Germany.
 45. Schoenbach, K. (1994, May). *Medientrends: Entwicklung der quantitativen und qualitativen Daten der verschiedenen Medien im Langzeitvergleich* [Media trends: Development of quantitative and qualitative data on different media in a long-term comparison]. Invited lecture, 'Zeitungstag,' Medienforum Nordrhein-Westfalen 1994, Cologne, Germany.
 46. Schoenbach, K. (1994, June). *Weder Allmacht noch Ohnmacht: Die Wirkung der Massenmedien* [Neither omnipotence nor impotence: The effects of mass media]. Invited lecture, 46th Annual Meeting, Arbeitsgemeinschaft Katholische Presse e. V., Passau, Germany.
 47. Schoenbach, K. (1994, September). *Multimediales TV-Erlebnis: Outdoor-Freizeit in der Krise?* [Multi-media TV experience: A crisis of outdoor leisure activities?] Invited lecture, 4. Hamburger TV-Disput: 'Film und Fernsehen 2000 — Zukunftsmarkt ohne Strategie?' Hamburg, Germany.
 48. Schoenbach, K. (1994, November). *Weder Allmacht noch Ohnmacht: Die Wirkung der Massenmedien* [Neither omnipotence nor impotence: The effects of mass media]. Invited lecture, Conference 'Medien- und Oeffentlichkeitsarbeit,' Katholischer Deutscher Frauenbund, Muenster, Germany.
 49. Schoenbach, K., & Goertz, L. (1995, February). *Die Nachrichten der Hoerfunksender fuer Hamburg: Praesentationsformen und ihre Leistungen* [The newscasts of Hamburg's radio stations: Elements of presentation and their performance]. Invited lecture, colloquium 'Jugendliche und Radio-Nachrichten,' Mitteldeutscher Rundfunk broadcasting organization, Leipzig, Germany.
 50. Schoenbach, K., & Goertz, L. (1995, February). *Die Nachrichten der Hoerfunksender fuer Hamburg: Praesentationsformen und ihre Leistungen* [The newscasts of Hamburg's radio stations: Elements of presentation and their performance]. Invited lecture, council meeting, Hamburgische Anstalt fuer neue Medien, Hamburg, Germany.
 51. Schoenbach, K., & Goertz, L. (1995, March). *Die Nachrichten der Hoerfunksender fuer Hamburg: Praesentationsformen und ihre Leistungen* [The newscasts of Hamburg's radio

- stations: Elements of presentation and their performance]. Invited lecture, staff meeting, Radio Bremen broadcasting organization, Bremen, Germany.
52. Schoenbach, K., & Goertz, L. (1995, March). *Die Nachrichten der Hoerfunktender fuer Hamburg: Praesentationsformen und ihre Leistungen* [The newscasts of Hamburg's radio stations: Elements of presentation and their performance]. Invited lecture, 4th Hamburg Media Debate: 'Radionachrichten: Buntes Format auf knappem Raum. Was bleibt davon haengen?', Hamburgische Anstalt fuer neue Medien, Hamburg, Germany.
 53. Schoenbach, K. (1995, May). *Das Selbstverstaendnis von Journalisten in Europa — 'Macher' in der zweiten Linie?* [The self-concept of European journalists: 'Doers' in the second line?]. Invited lecture, '4. Saarbruecker Medientage,' Saarbruecken, Germany.
 54. Schoenbach, K. (1995, May). *Weder Allmacht noch Ohnmacht: die Wirkung der Massenmedien* [Neither omnipotence nor impotence: The effect of mass media]. Invited lecture, spring meeting: 'Werden wir durch die Medien zutreffend informiert?', Region Osnabrueck, Bund Neudeutschland (Gemeinschaft Katholischer Maenner und Frauen), Bad Zwischenahn, Germany.
 55. Schoenbach, K. (1995, June). *Lokalradio: Auf dem Highway oder in der Sackgasse?* [Local radio: On the highway or in a blind alley?]. Invited lecture, Forum 4, 'Internationaler Hoerfunkkongress — Koelner Radio Forum 1995,' Medienforum Nordrhein-Westfalen 1995, Cologne, Germany.
 56. Schoenbach, K. (1995, June). *Qualitaet im Radio: Wissenschaftlich definiert* [Quality on the radio: Defined scientifically]. Invited lecture, introductory meeting, Programmbeiraete der privaten Hoerfunkveranstalter in Baden-Wuerttemberg, Landesanstalt fuer Kommunikation Baden-Wuerttemberg, Stuttgart, Germany.
 57. Schoenbach, K. (1995, September). *Resozialisierung und Berichterstattung* [Resocialization and news coverage]. Invited lecture, Deutscher Presserat, Bonn, Germany.
 58. Schoenbach, K. (1995, September). *Lokale Berichterstattung in Radio und TV: Erste Erkenntnisse* [Local news coverage on radio and TV: First findings]. Invited lecture, seminar 'Lokaljournalismus,' Akademie fuer Publizistik Hamburg, Hanover, Germany.
 59. Schoenbach, K. (1995, December). *Praesentationsformen von Nachrichten und ihre Wirkung* [Presentation elements of news and their impact]. Invited lecture, St. Nicholas Day meeting of the radio directors of the AVE, Hanover, Germany.
 60. Schoenbach, K. (1995, December). *Rassismus und Gewalt in den Medien — oder: Wie Medien Wahrnehmungen und Urteile praegen* [Racism and violence in the media—or: How media shape perceptions and opinions]. Invited lecture, conference 'Das erste Opfer eines Krieges ist die Wahrheit,' Evangelische Akademie Loccum, Germany.
 61. Schoenbach, K. (1996, May). *Weder Allmacht noch Ohnmacht: Medienwirkung auf Erwachsene und Kinder* [Neither omnipotence nor impotence: Media effects on adults and

- children]. Invited lecture, annual convention, county commissioners for the use of media in schools, Schwaebisch Gmuend and Heilbronn, Germany.
62. Schoenbach, K., & Bergen, L. (1996, September). *Readership research: Why newspapers need it*. Keynote address, 26th Conference, International Newspaper Marketing Association, Antwerp, Belgium.
 63. Schoenbach, K. (1996, October). *Warum ist die Zeitung so erfolgreich? Erste Ergebnisse einer Studie fuer den BDZV und die Stiftervereinigung der Presse e.V.* [Why is the newspaper so successful? First results of a study for the German Newspaper Publishers' Association and the German Press Foundation]. Invited lecture, 'Zeitungskongress '96,' German Newspaper Publishers' Association, Stuttgart, Germany.
 64. Schoenbach, K. (1996, December). *Tageszeitungen 1989-94: Faktoren ihres Erfolgs* [Newspapers, 1989-94: Factors of their success]. Invited lecture, annual convention, Stiftervereinigung der Presse e. V., Frankfurt a. M., Germany.
 65. Schoenbach, K. (1996, December). *Weder Allmacht noch Ohnmacht: Medienwirkung auf Erwachsene und Kinder* [Neither omnipotence nor impotence: Media effects on adults and children]. Invited lecture, annual convention, county commissioners for the use of media in schools, Stuttgart, Germany.
 66. Schoenbach, K. (1997, February). *Macht der Medien* [The power of the media]. Invited lecture, symposium 'Macht der Medien,' Volksbank Bad Oeynhausen, Bad Oeynhausen, Germany.
 67. Schoenbach, K. (1997, February). *Medienberichterstattung und Unabhaengigkeit des Journalismus* [Reporting on media and the independence of journalism]. Invited lecture, expert hearing, Deutscher Presserat, Bonn, Germany.
 68. Schoenbach, K. (1997, April). *Die Auflagen sinken, woran liegt es, was ist dagegen zu tun?* [The circulation goes down—why, and what can be done about it?]. Invited lecture, German Journalists' Union (DJU), Hanover, Germany.
 69. Schoenbach, K. (1997, April). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, German Newspaper Publishers Association (BDZV), Bonn, Germany.
 70. Schoenbach, K. (1997, May). *Die Zukunft der Tageszeitung* [The future of newspapers]. Invited lecture, annual meeting, advertisers of the Hannoverian newspaper 'Hannoversche Allgemeine Zeitung,' Ehlershausen, Germany.
 71. Schoenbach, K. (1997, May). *Macht Qualitaet Zeitungen erfolgreich?* [Does quality make newspapers successful?]. Invited lecture, seminar 'Journalistische Professionalitaet versus oekonomische Rationalitaet,' Mid-career training of journalists, Free University, Berlin.
 72. Schoenbach, K. (1997, June). *Weder Allmacht noch Ohnmacht: Medienwirkung auf Erwachsene und Kinder* [Neither omnipotence nor impotence: Media effects on adults and

- children]. Invited lecture, meeting of county commissioners for the use of media in schools, Ludwigshafen, Germany.
73. Schoenbach, K. (1997, June). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, Forum 5: 'Zeitungstag,' Medienforum NRW, Cologne, Germany.
 74. Schoenbach, K. (1997, September). *Erfolgsfaktoren der Tageszeitungen im internationalen Vergleich* [Factors of newspapers success: An international comparison]. Invited lecture, symposium 'factum '97,' Zeitungs Marketing Gesellschaft, Duesseldorf, Germany.
 75. Schoenbach, K. (1997, September). *What makes newspapers successful? Evidence from a large-scale empirical study*. Invited lecture, annual convention, International Newspaper Marketing Association, Salzburg, Austria.
 76. Schoenbach, K. (1997, October). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, staff conference of the Constance newspaper 'Suedkurier,' Friedrichshafen, Germany.
 77. Schoenbach, K., & Lauf, E. (1997, October). *Determinanten der Tageszeitungsnutzung in den USA und in der Bundesrepublik: Ein historischer Vergleich* [Determinants of newspaper readership in the U.S.A and in West Germany: A historical comparison]. Invited lecture, conference 'Medienrezeption seit 1945,' Suedwestfunk broadcast organization, Baden-Baden, Germany.
 78. Schoenbach, K. (1997, November). *Medienforschung zur 'Zeitung der Zukunft'* [Media research on the 'newspaper of the future']. Invited lecture, seminar 'Newspaper of the Future–Future of the Newspaper,' mid-career training of journalists, Free University, Berlin, Germany.
 79. Schoenbach, K. (1997, December). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, conference of the managers of the newspaper chain 'Neue Osnabruecker Zeitung,' Osnabrueck, Germany.
 80. Schoenbach, K. (1998, January). *Die Medien in ihrer Rolle als neutrale Berichterstatter im Wahlkampf: Grundvoraussetzungen und Problemfelder* [The media in their role as neutral reporters in election campaigns: Principal premises and problem areas]. Invited lecture, seminar 'Medien und Politik – Politischer Journalismus und sein Gewicht für die Wahlentscheidung des Buergers,' Journalisten-Bildungsinstitute Saxony-Anhalt and Thuringia, Wolfgang-Natonek-Akademie, Kottenheide, Germany.
 81. Schoenbach, K. (1998, January). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, staff conference of the newspaper 'Mainpost,' Wuerzburg, Germany.
 82. Schoenbach, K. (1998, January). *Erfolgsfaktoren von Tageszeitungen* [Success factors of newspapers]. Invited lecture, Bayerischer Journalistenverband, Augsburg, Germany.

83. Schoenbach, K. (1998, March). *Europa und die Medien* [Europe and the media]. Invited lecture, ‘Seminar on Information about the EU,’ European Commission, Brussels, Belgium.
84. Schoenbach, K. (1998, March). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, staff conference of the newspaper ‘Allgemeine Zeitung,’ Mainz, Germany.
85. Schoenbach, K. (1998, April). Panelist, *Trends und Entwicklungen bei Verlags-Printmedien und ihre Konsequenzen fuer den Drucksystemhersteller* [Trends and developments of the print media and their consequences for print-system producers], MAN Roland roundtable, ‘Verlagsdruck '98,’ Augsburg, Germany.
86. Schoenbach, K. (1998, April). *Zeitenwende? Zukunftsperspektiven der Informationsgesellschaft* [Change of an era? Perspectives for the future of information society]. Invited lecture, symposium, Medienpaedagogischer Forschungsverbund Suedwest, Stuttgart, Germany.
87. Schoenbach, K. (1998, May). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, staff conference of the newspaper ‘Wiesbadener Kurier,’ Wiesbaden, Germany.
88. Schoenbach, K. (1998, June). *Tageszeitungen in den Neunzigern: Faktoren ihres Erfolgs* [Newspapers in the 1990s: Factors of their success]. Invited lecture, conference ‘Die glaeserne Gesellschaft: Was bringen Demoskopie, Leserforschung und Trendprognosen wirklich?’, Medieninstitut des Verbandes Schweizer Presse, Ermatingen, Switzerland.
89. Schoenbach, K. (1998, June). *Erfolgsfaktoren im Verlagswesen* [Factors of success for publishers]. Invited lecture, ‘Verlagskongress '98: Pioniere machen Druck,’ Management Circle, Frankfurt a. M., Germany.
90. Schoenbach, K. (1998, June). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, 2nd European Seminar on Leadership Tasks in Newsrooms of the Print Media, Bertelsmann Foundation & Akademie fuer Publizistik, Hamburg, Germany.
91. Schoenbach, K. (1998, September). *Was sind die Faktoren fuer den Erfolg von Tageszeitungen?* [What are the factors of the success of newspapers?]. Invited lecture, seminar ‘Das Bild des Blattes,’ Bertelsmann Foundation, Akademie fuer Publizistik, Hamburg, Germany.
92. Schoenbach, K. (1998, September). *Form and content of newspapers considerably contribute to their success.* Keynote address, ‘Nordiska Marknadsdagar’ (The Nordic Marketing Days) of the associations of Swedish, Danish, Finnish and Norwegian newspaper publishers, Gothenburg, Sweden.
93. Schoenbach, K. (1998, October). *Medienforschung zur ‘Zeitung der Zukunft’* [Media research on ‘the newspaper of the future’]. Invited lecture, seminar ‘Zeitung der Zukunft—Zukunft der Zeitung,’ mid-career training for journalists, Free University of Berlin.

94. Schoenbach, K. (1998, November). *Was macht Zeitungen erfolgreich?* [What makes newspapers successful?]. Invited lecture, conference of the CEO's of the newspaper 'Schwarzwaelder Bote,' Oberndorf, Germany.
95. Schoenbach, K. (1999, January). *'Gnadenlos professionell': Journalisten, Medien und der Wahlkampf. Die Situation 1998 im historischen Vergleich* ['Mercilessly professional': Journalists, media and the election campaign. Comparing the situation of 1998 historically]. Keynote address, 25th anniversary of the 'Forschungsgruppe Wahlen,' Mannheim, Germany.
96. Schoenbach, K. (1999, February). *Erwartungen: Wer stellt welche Anforderungen ans Radio? Betrachtungen aus der Sicht der Medienwissenschaft* [Expectations: Who demands what from the radio? Considerations from the perspective of media science]. Invited lecture, conference 'Politikvermittlung im Hoerfunk,' Adolf-Grimme-Institut, Akademie der Dioezese Rottenburg-Stuttgart & SWR broadcast organization, Stuttgart, Germany.
97. Schoenbach, K. (1999, June). *Erfolgsfaktoren von Tageszeitungen: Internationale Ergebnisse* [Success factors of newspapers: International results]. Invited lecture, 'Third European Seminar on Leadership Tasks in the Newsroom of Print Media,' Akademie fuer Publizistik, Hamburg, Germany.
98. Schoenbach, K. (1999, September). *Was sind die Faktoren fuer den Erfolg von Zeitungen?* [What are the factors for the success of newspapers?]. Invited lecture, seminar of the Bertelsmann Foundation 'Das Bild des Blattes: Visuelle Gestaltung journalistischer Inhalte mit Foto, Grafik und Design,' Akademie fuer Publizistik, Hamburg, Germany.
99. Schoenbach, K. (1999, October). *Ueberlegungen zur Ausbildung von Journalisten* [Some considerations on the training of journalists]. Invited lecture, Congress on Education: 'Neue Medien, neue Jobs, neue Berufsbilder—Bildung, Ausbildung und Fortbildung zukunftsgerecht gestalten,' Medientage Muenchen 99, Munich, Germany.
100. Schoenbach, K. (1999, December). *Kommentar: Die Nutzung im Medienverbund* [Commentary: Media use combined]. Invited lecture, expert meeting 'Medien in der Region—Angebot, Nutzung und Zukunftsperspektiven,' Suedwestfunk broadcast organization, Ludwigshafen, Germany.
101. Schoenbach, K. (1999, December). *Media and issues management*. Invited lecture, staff meeting of Schoep & Van Toorn Communication Consultants, Amsterdam, The Netherlands.
102. Schoenbach, K. (1999, December). *Kommentar: Die Nutzung im Medienverbund* [Commentary: Media use combined]. Invited lecture, expert meeting 'Medien in der Region — Angebot, Nutzung und Zukunftsperspektiven,' Suedwestfunk broadcasting organization, Ludwigshafen, Germany.
103. Schoenbach, K. (2000, May). *Erfolgsfaktoren von Tageszeitungen: Internationale Ergebnisse* [Success factors of newspapers: International evidence]. Invited lecture,

- 'Fourth European Seminar on Leadership Tasks in the Newsroom of Print Media,' Akademie fuer Publizistik, Hamburg, Germany.
104. Schoenbach, K. (2000, June). *Siegt das Mediensystem ueber die Politik? Einfuehrung* [Does the media system win over politics? An introduction]. Invited lecture, seminar 'Rich media, poor democracy,' The Cologne Conference, Cologne, Germany.
 105. Schoenbach, K. (2000, October). *Erfahrungen eines deutschen Amsterdammers* [Experiences of a German Amsterdamer]. Invited lecture, Rotary Club Amsterdam, Amsterdam, The Netherlands.
 106. Schoenbach, K. (2000, October and November). *Medienforschung zur 'Zeitung der Zukunft'* [Media research on the 'newspaper of the future']. Invited lecture, mid-career training of journalists: 'Anspruch versus Akzeptanz? Publizistische Qualitaet und redaktionelles Marketing,' Free University, Berlin, Germany.
 107. Schoenbach, K. (2000, November). *Print oder Fernsehen, wer hat die Meinungsfuehrerschaft? Wer besetzt die Themen?* [Print or television, who has the opinion leadership? Who sets he agenda?]. Keynote address, General Assembly, Verband Deutscher Zeitschriftenverleger (the German Association of Magazine Publishers), Berlin, Germany.
 108. Schoenbach, K. (2000, December). *The future of media and advertising: The big picture.* Invited lecture, Colloquium 'Media session: Samsung Electronics,' bsur concepting Company, Amsterdam, The Netherlands.
 109. Schoenbach, K. (2001, January). *Eine Bewertung der Wirtschaftszeitung 'AKTIV'* [Evaluating the bi-weekly economic newspaper 'AKTIV']. Invited lecture, staff meeting of the bi-weekly economic newspaper 'AKTIV,' Cologne, Germany.
 110. Schoenbach, K. (2001, February). *Zeitungsdesign als Erfolgsfaktor: Neueste Ergebnisse aus den USA im europaeischen Vergleich* [Newspaper design as a factor of success: Comparing recent results from the U.S.A. with European ones]. Keynote address, European Newspaper Design Award, Aachen, Germany.
 111. Schoenbach, K. (2001, April). *Print hat Zukunft?!* [Print media have a future?!]. Keynote address, annual convention, Verband Deutscher Bahnhofsbuchhaendler, Neuss, Germany.
 112. Schoenbach, K. (2001, May). *Erfolgsfaktoren von Tageszeitungen: Internationale Ergebnisse* [Success factors of newspapers: International results]. Invited lecture, Fifth European Seminar on Leadership Tasks in the Newsrooms of Print Media, Bertelsmann Foundation & Akademie fuer Publizistik, Hamburg, Germany.
 113. Schoenbach, K. (2001, October). *Die Tageszeitung – Faktoren ihres Erfolgs: Neue Ergebnisse einer internationalen Langzeitstudie* [The daily newspaper–factors of its success: New evidence from an international long-term study]. Invited lecture, 'Medientage Muenchen,' Munich, Germany.

114. Schoenbach, K. (2001, November). *Allmacht oder Ohnmacht: Wie wirken die Medien?* [Omnipotent or impotent: What are the effects of the media?]. Keynote address, CIVIS Media Prize for Journalists, Westdeutscher Rundfunk broadcast organization, Cologne, Germany.
115. Schoenbach, K. (2001, December). *Zeitungen in den Neunzigern: Anspruch und Wirklichkeit der Regionalzeitung* [Newspapers in the 1990s: Ideal and reality of the regional newspaper]. Invited lecture, workshop 'Recent developments and perspectives of the media market,' staff meeting, newspaper 'Neue Westfaelische' (Bielefeld), Bad Oeynhausen, Germany.
116. Schoenbach, K. (2002, April). *Erfolgsfaktoren von Tageszeitungen: Internationale Ergebnisse* [Success factors of newspapers: International results]. Invited lecture, 6th European Seminar on Leadership Tasks in Newsrooms of Print Media, Bertelsmann Foundation & Akademie fuer Publizistik, Hamburg, Germany.
117. Schoenbach, K. (2002, May). Panelist, 'Expert workshop: Bertelsmann MediaMonitor,' Bertelsmann Foundation, Berlin, Germany.
118. Schoenbach, K. (2002, June). Panelist, 'Neue Strategien fuer ein klassisches Medium [New strategies for a classic medium],' 'Zeitungstag,' Medienforum NRW, Cologne, Germany.
119. Schoenbach, K. (2002, July). *Erfolgsfaktoren von Tagezeitungen und die 'Ostsee-Zeitung'* [Success factors of newspapers and the newspaper 'Ostsee-Zeitung']. Invited lecture, staff conference of the newspaper 'Ostsee-Zeitung,' Rostock, Germany.
120. Schoenbach, K. (2002, October). *Werbewirkung: Wer weiss was zu diesem Thema? Eine Inventur der Inventare—Praesentation eines weltweiten Forschungsprojektes des ICW Internationales Centrum fuer Werbe- und Mediaforschung* [Advertising effects: Who knows what about this topic? An inventory of inventories—Presentation of a worldwide research project of the ICW International Center for Advertising and Media Research]. Keynote adress, conference 'Deutscher Effizienz-Tag 2002,' DWG, ICW and kommunikationsverband.de, Berlin, Germany.
121. Schoenbach, K. (2002, October). *Tageszeitung und Jugend: Analyse und Ausblick* [Daily newspapers and youth: An analysis and prospects for the future]. Invited lecture, Verband Nordwestdeutscher Zeitungsverlage, Cologne, Germany.
122. Schoenbach, K. (2002, November). *'Trouw': Wat me in oktober 2002 opviel. 'Trouw' en de succesfactoren van kranten* ['Trouw': What struck me in October of 2002. The Dutch daily prestige newspaper 'Trouw' and the success factors of newspapers.] Invited lecture, staff meeting of the newspaper 'Trouw,' Amsterdam, The Netherlands.
123. Schoenbach, K. (2003, March). *Die Wirkung der Massenmedien* [The impact of mass media]. Invited lecture, Georg von Holtzbrink Medien Akademie, Stuttgart, Germany.
124. Schoenbach, K. (2003, April). *Werbung und Werbewirkung—wer weiss was Neues?* [Advertising and advertising effects—who knows anything new?]. Keynote address,

50th Annual Conference of the Austrian Association for Advertising and Market Communication, Vienna, Austria.

125. Schoenbach, K. (2003, April). *Erfolgsfaktoren von Tageszeitungen: Internationale Erfahrungen* [Success factors of newspapers: International experience]. Invited lecture, 7th European Seminar on Leadership Tasks in Newsrooms of Print Media, Bertelsmann Foundation & Akademie fuer Publizistik, Hamburg, Germany.
126. Schoenbach, K. (2003, May). *Erfolgsfaktoren von Tageszeitungen: Fortschreibung und internationaler Vergleich* [Success factors of newspapers: A continuation and an international comparison]. Keynote address, Conference 'Integriertes Zeitungsmarketing II,' Verband Nordwestdeutscher Zeitungsverleger, Langenhagen, Germany.
127. Schoenbach, K. (2003, May). *Die Zukunft der (gedruckten) Zeitung* [The future of the (printed) newspaper]. Invited lecture, lecture series OLB-Forum 'Wissen und Zukunft,' Oldenburgische Landesbank, Osnabrueck, Germany.
128. Schoenbach, K. (2003, September). *Succesfactoren van kranten: Wat leert de internationale praktijk over werving en behoud van lezers?* [Success factors of newspapers: What does international practice teach us about attracting and maintaining readership?]. Keynote address, annual convention, De Nederlandse Dagbladders, Amsterdam, The Netherlands.
129. Schoenbach, K. (2003, October). 'AKTIV' – eine Analyse: fast drei Jahre spaeter [The bi-weekly economic newspaper 'AKTIV'–an analysis: Almost three years later]. Invited lecture, staff meeting of the bi-weekly economic newspaper 'AKTIV,' Cologne, The Netherlands.
130. Schoenbach, K. (2003, November). *Qualitaet definieren und feststellen: Ein Balanceakt* [Defining and determining quality: A delicate equilibrium]. Keynote address, conference 'Qualitaetssicherungssysteme fuer Programme,' Broadcasting Council, Austrian Broadcasting Corporation (ORF), Vienna, Austria.
131. Schoenbach, K. (2004, January). *Eine Analyse der Boersen-Zeitung* [An analysis of the daily newspaper 'Boersen-Zeitung']. Invited lecture, staff meeting of the newspaper 'Boersen-Zeitung,' Frankfurt a. M., Germany.
132. Schoenbach, K. (2004, May). *Die Wirkung der Massenmedien* [The impact of mass media]. Invited lecture, Workshop for Media Managers, Georg von Holtzbrink Medien Akademie, Stuttgart, Germany.
133. Schoenbach, K. (2004, June). *Erfolgsfaktoren von Tageszeitungen: Internationale Erfahrungen* [Success factors of newspapers: International experience]. Invited lecture, 8th European Seminar on Leadership Tasks in Newsrooms of Print Media, Bertelsmann Foundation & Akademie fuer Publizistik, Hamburg, Germany.
134. Schoenbach, K. (2004, June). Panelist, expert workshop of the German Federal Government on the situation of the press, Hans-Bredow-Institut fuer Medienforschung at the University of Hamburg, Germany.

135. Schoenbach, K. (2004, September). *Die Zukunft der Zeitung* [The future of the newspaper]. Invited lecture, annual staff meeting of the Aargauer Zeitung Media Group, Sumiswald, Switzerland.
136. Schoenbach, Klaus (2004, October). Panelist, *Zaubermaschine interaktives Fernsehen? TV-Zukunft zwischen Bluetentraeumen und Businessmodellen* [The magic machine, interactive television? The future of TV between exotic dreams and business models]. Annual conference 'Medientage Muenchen,' Munich.
137. Schoenbach, K. (2004, November). *Zur Zukunft der (gedruckten) Zeitung* [On the future of the (printed) newspaper]. Keynote address, annual staff conference of the newspaper 'Westfalenpost,' Soest, Germany.
138. Schoenbach, K. (2005, March). Panelist, *De Nederlandse nieuws- en informatiemarkt: Onderzoek naar concentratie, pluriformiteit en onafhankelijkheid* [The Dutch market of news and information: Research on concentration, diversity and independence]. Workshop, Commissariaat voor de media (The Dutch FCC), Hilversum, The Netherlands.
139. Schoenbach, K. (2005, June). *Medienwirkungen: Ein Ueberblick* [Media effects: An overview]. Invited lecture, Workshop for Media Managers, Georg von Holtzbrink Medien Akademie, Stuttgart, Germany.
140. Schoenbach, K. (2005, November). *Medienwirkungen: Ein Ueberblick* [Media effects: An overview]. Invited lecture, Workshop for Media Managers, Georg von Holtzbrink Medien Akademie, Stuttgart, Germany.
141. Schoenbach, K. (2005, December). *Erfolgsfaktoren von Tageszeitungen: Der neueste Stand* [Factors of newspaper success: The state of the art]. Invited lecture, staff meeting of the newspaper 'Saarbruecker Zeitung,' Saarbruecken, Germany.
142. Schoenbach, K. (2005, December). *The difficult consumer: Markets, market research and marketing*. Keynote address, 17th European Television and Film Forum of The European Institute for the Media: 'Big troubles? Crises, chances, challenges of TV and film,' Vilnius, Lithuania.
143. Schoenbach, K. (2006, February). *Werbewirkungen* [Advertising effects]. Invited lecture, St. Galler Management Update, University of St. Gallen, Switzerland, and Zeppelin University, Friedrichshafen, Germany, Friedrichshafen.
144. Schoenbach, K. (2006, April). *Zuverlaessige Ueberraschung: Eine wesentliche Medienfunktion?* [Reliable surprise: An important function of the media?]. Keynote address, annual convention, Newspaper Publishers Association of Northrhine-Westphalia, Ibbenbueren, Germany.
145. Schoenbach, K. (2006, April). *Warum die Medien so wenig über Europa berichten: Strukturelle Ursachen* [Why the media report so little about Europe: Structural causes].

Invited lecture, discussion forum 'Europe as 'good news'?', Press and Information Agency of the German Federal Government, Berlin.

146. Schoenbach, K. (2006, June). *Kommunikationsmedien der zuverlaessigen Ueberraschung: Die Rettung fuer eine gemeinsame 'public sphere'?* [Communication media of the reliable surprise: Saving a common public sphere?]. Statement presented at the 'summer fest,' Zeppelin University, Friedrichshafen, Germany.
147. Schoenbach, K. (2006, October). *Sequenzstrategien persuasiver Kommunikation* [Sequence strategies of persuasive communication]. Invited lecture, 'Unternehmens-Gruen,' Federal Association of the 'Green' Economy in Germany, Friedrichshafen, Germany.
148. Schoenbach, K. (2006, October). *Sequenzstrategien der persuasiven Kommunikation* [Sequence strategies of persuasive communication]. Invited lecture, Hochschul-Informationstag, Zeppelin University, Friedrichshafen, Germany.
149. Schoenbach, K. (2006, December). *Medienwirkungen: ein Ueberblick* [Media effects: An overview]. Invited lecture, Workshop for Media Managers, Georg von Holtzbrink Medien Akademie, Stuttgart, Germany.
150. Schoenbach, K. (2007, January). *Agenda-Setting, Agenda-Building, Framing: Issue Management mit den Medien – und gegen sie* [Agenda-setting, agenda-building, framing: Issue management with the media--and against them]. Invited lecture, lecture series 'Management Perspektiven,' Zeppelin University and University of St. Gallen, Friedrichshafen, Germany.
151. Schoenbach, K. (2007, April). Panelist, *Die neuen Paparazzi? Leserreporter als neues Phaenomen* [The new paparazzi? Citizen journalists as a new phenomenon]. Frankfurter Journalistentage, Frankfurt a. M., Germany.
152. Schoenbach, K. (2007, June). *Marketing bei Printmedien* [Marketing for print media]. Invited lecture, University of Hohenheim, Stuttgart, Germany.
153. Schoenbach, K. (2007, June). *Citizen journalism: Das Ende des traditionellen Journalisms?* [Citizen journalism: The end of traditional journalism?]. Keynote address, conference 'Divergente Ordnung in der Konvergenz?', Hans-Bredow-Institut fuer Medienforschung an der Universitaet Hamburg and Alcatel-Lucent-Stiftung fuer Kommunikationsforschung, Hamburg, Germany.
154. Schoenbach, K. (2007, June). Panelist, *Erfolgreich kommunizieren: Qualitaetsjournalismus in Zeiten der oekonomisierten Information* [Communicating successfully: Quality journalism in times of commercialized information]. 5th conference, 'Best of Corporate Publishing,' Forum Corporate Publishing, Munich, Germany.
155. Schoenbach, K. (2007, August). *Warum Zeitung Zukunft hat* [Why the newspaper has a future]. Keynote address, celebration of the Prize of the Konrad Adenauer Foundation for the Best Local Journalism in Germany, 2006. Waiblingen, Germany.

156. Schoenbach, K. (2007, September). *Buergerjournalismus: Schwarmintelligenz als kulturelles Kapital?* [Citizen journalism: Crowd intelligence as cultural capital?]. Invited lecture, Summer Fest, Zeppelin University, Friedrichshafen, Germany.
157. Schoenbach, K. (2007, October). *Innovation in the newspaper industry*. Invited lecture, International Conference on Press and Press Support in a Digital Age, The Hague, The Netherlands.
158. Schoenbach, K. (2007, November). *Einfuehrung* [Introduction]. Keynote address, Panel 'Journalistischer Alltag? Wikis, Blogs und RSS-Feeds als Informations- und Recherche-Tools,' Medientage Muenchen, Munich, Germany.
159. Schoenbach, K. (2007, November). Panelist, expert workshop on the 'Communication and Media Report of the German Federal Government,' Hans-Bredow-Institut fuer Medienforschung at the University of Hamburg, Hamburg, Germany.
160. Schoenbach, K. (2008, January). *'Sandwiching?' Oder: Brauchen wir ARD und ZDF noch?* ['Sandwiching?' Or: Do we still need public-service television?]. Invited lecture, inauguration of the new central building, Zeppelin University, Friedrichshafen, Germany.
161. Schoenbach, K. (2008, January). *Medienwirkungen: Ein Ueberblick* [Media effects: An overview]. Invited lecture, Workshop for Media Managers, Georg von Holtzbrink Media Academy, Stuttgart, Germany.
162. Schoenbach, K. (2008, June). *Wir lieben Ueberraschung – aber geordnet und zuverlaessig muss sie sein* [We love surprise—but it has to be structured and reliable]. Keynote address, 43rd Congress of German Marketing Research, Hamburg, Germany.
163. Schoenbach, K. (2008, June). *Was muessen Medien kuenftig leisten?* [What do media have to offer in the future?]. Keynote address, 46th Wuerzburger WerbeFachgespraeche [Wuerzburg Expert Talks on Advertising], Wuerzburg, Germany.
164. Schoenbach, K. (2008, July). *Warum es Europa in den Medien so schwer hat* [Why Europe has a hard time with the media]. Invited lecture, 'Europatage' [European Days], Gymnasium [Highschool] Tutzing, Germany.
165. Schoenbach, K. (2008, July). *Die Zeppelin-Universitaet* [The Zeppelin University]. Invited lecture, Lions Club Friedrichshafen, Friedrichshafen, Germany.
166. Schoenbach, K. (2008, September). *Zuverlaessige, kreative Ueberraschung – oder: Warum die gute alte Dampf-Zeitung nicht untergehen wird* [Reliable, creative surprise—or: Why the good old steam newspaper will not go under]. Invited lecture, Summer Fest, Zeppelin University, Friedrichshafen, Germany.
167. Schoenbach, K. (2008, October). *Die EU als Organisation und die Medien* [The European Union as an organization and the media]. Keynote address, 5. Berliner Medien Diskurs: 'Gipfel, Krisen, Schuldige – welches Bild vermitteln die Medien von der EU?,' Konrad Adenauer Foundation, Berlin, Germany.

168. Schoenbach, K. (2008, November). *Betrouwbare verrassing* [Reliable surprise]. Invited lecture, first-year graduation ceremony, Department of Communication, University of Amsterdam, The Netherlands.
169. Schoenbach, K. (2009, April 24). Panelist, *Ueberleben nur die Besten? Zeitungen in der Krise* [Will only the best survive? Newspapers in crisis], 'Medienquartett: Medien und Medienpolitik zur Diskussion,' a program of Deutschlandfunk radio service, Cologne, Germany.
170. Schoenbach, K. (2009, November). *'Sequenzstrategien' der 'persuasiven' Kommunikation: Nichts zum Fuerchten ...* ['Sequential strategies' of 'persuasive' communication: Nothing to be afraid of ...]. Invited lecture, 'BAW Open House' for alumni and applicants, Bavarian Academy of Advertising and Marketing, Munich, Germany.
171. Schoenbach, K. (2009, November). *Het paradox van 'betrouwbare verrassingen'* [The paradox of 'reliable surprises']. Invited lecture, 'Parents' Night,' Department of Communication, University of Amsterdam, The Netherlands.
172. Schoenbach, K. (2010, June). *Leserblick: Anforderungen an die Tageszeitung* [The readers' view: Demands of the newspaper]. Invited lecture, Kongress Deutscher Lokalzeitungen 2010, Berlin, Germany.
173. Schoenbach, K. (2011, March). *Erfolgsfaktoren von Tageszeitungen in Deutschland, Europa und der Welt* [Success factors of newspapers in Germany, Europe and the world]. Keynote address, CEO conference, WAZ (Westdeutsche Allgemeine Zeitung) Media Group, Rottach-Egern, Germany.
174. Schoenbach, K. (2011, May). *Sequenzstrategien persuasiver Kommunikation: Nichts zum Fuerchten ...* [Sequential strategies of persuasive communication: Nothing to be afraid of ...]. Invited lecture, 'Publizistik goes public,' Open-door day, Department of Communication, University of Vienna, Austria.
175. Schoenbach, K. (2011, May). Panelist, *Anforderungen an den Qualitaetsjournalismus* [Requirements for quality journalism]. Conference 'Tag des Qualitaetsjournalismus,' VOEZ (Austrian Newspaper Publishers Association), Vienna, Austria.
176. Schoenbach, K. (2011, June). Panelist, *'Bloed und feig': Foerdern Medien den Republiksfrust?* ['Dumb and cowardly': Do media support the frustration with the state of politics in Austria?]. Forum Medien.Macht.Demokratie (by the President of the Austrian Parliament & Vereinigung der Parlamentsredakteurinnen und -redakteure), Vienna, Austria.
177. Schoenbach, K. (2011, September). Panelist, *Migranten und Medien 2011* [Migrants and media, 2011]. Conference 'Migranten und Medien 2011,' ARD (First German Television) & ZDF (Second German Television), Cologne, Germany.
178. Schoenbach, K. (2011, October). *Media and Europeanness: A problematic relationship*. Keynote address, Erasmus EuroMedia Awards 2011, Vienna, Austria.

179. Schoenbach, K. (2012, January). *Was macht eine Regionalzeitung aus? Was macht sie erfolgreich?* [What constitutes a regional newspaper? What makes it successful?]. Invited lecture, workshop of the local editors-in-chief of the Dortmund newspaper 'Westfaelische Rundschau,' Balve, Germany.
180. Schoenbach, K. (2012, January). Panelist, *Gegaengelte Medien?* [Patronized media?]. Forum Medien. Macht. Demokratie (by the President of the Austrian Parliament & Vereinigung der Parlamentsredakteurinnen und –redakteure), Vienna, Austria.
181. Schoenbach, K. (2012, January). *Was macht eine Regionalzeitung aus? Was macht sie erfolgreich?* [What constitutes a regional newspaper? What makes it successful?]. Invited lecture, workshop of the Dortmund editors and the editors of the content desk of the Dortmund newspaper 'Westfaelische Rundschau,' Balve, Germany.
182. Schoenbach, K. (2012, May). Panelist, *Kompetenz: Qualitaet in Information und Unterhaltung* [Competence: Quality in information and entertainment]. Dialog Forum of the Austrian Public Broadcasting System (ORF), Vienna, Austria.
183. Schoenbach, K. (2012, June). *Was soll Vielfaltssicherung?* [What is the purpose of securing diversity?]. Keynote address, symposium 'Macht, Medienmacht, Meinung,' Medienanstalt Hamburg/Schleswig-Holstein, Hans-Bredow-Institut at the University of Hamburg & Handelskammer Hamburg, Germany.
184. Schoenbach, K. (2012, June). *Issue-Management als Krisenpraevention: Wie Krisen in der oeffentlichen Meinung entstehen und wie man mit ihnen umgeht – Erkenntnisse der Kommunikationswissenschaft* [Issue management as crisis prevention: How crises emerge in public opinion and how to deal with them—evidence from communication research]. Invited lecture, '2. Austria Forum: Klinikmarketing 2012,' Vienna, Austria.
185. Schoenbach, K. (2013, May). Panelist, *Qualitaet im Gesundheitsjournalismus* [The quality of health journalism]. Panel discussion, Presseclub Concordia & Postgraduate Center, University of Vienna, Vienna, Austria.
186. Schoenbach, K. (2013, October). Panelist, *Kommunikation und Krise - aktuelle Herausforderungen fuer die Kommunikationswissenschaft* [Communication and crisis: Today's challenges for communication studies]. Lectio valedictoria of Professor Dr. Maximilian Gottschlich, Department of Communication, University of Vienna, Vienna, Austria.
187. Schoenbach, K. (2013, October). Panelist, *Macht der Medien – Fluch oder Segen?* [Power of the media: A curse or a blessing?]. Herrenhaeuser Wirtschaftsforum of the 'Industrieclub Hanover,' Hanover, Germany.
188. Schoenbach, K. (2015, September). *Welche Werbung bewirkt tatsaechlich etwas? Erkenntnisse aus der Persuasionsforschung* [Which kind of advertising actually has effects? Evidence from persuasion research]. Keynote address, 'HORIZONT Werbewirkungs-Gipfel 2015' of the trade journal 'Horizont,' Cologne, Germany.

189. Schoenbach, K., Wood, R. B., & Saeed, M. (2016, March). *Media industries in the Middle East, 2016*. Keynote address, Qatar Media Industry Forum, QUMRA conference of the Doha Film Institute, Doha, Qatar.
190. Schoenbach, K. (2016, October). Panelist, *Role of universities and research in Qatar*. Conference 'Setting the stage for a knowledge-based economy in the Gulf—with a focus on Qatar,' HEC Paris in Qatar & Qatar National Research Fund, Doha, Qatar.
191. Schoenbach, K. (2016, November). *Online journalism trends—the data*. Paper presented to the international conference 'Digital media viability: Middle Eastern and international perspectives,' Maharat Foundation & Deutsche Welle Akademie, Beirut, Lebanon.
192. Schoenbach, K., & Khaled, S. M. (2017, November). *Health information and monitoring among Qatari adolescents, 2017*. Keynote address, symposium of the representatives of health institutions in Qatar: 'Health information and monitoring among Qatari adolescents, 2017,' Northwestern University in Qatar, Doha, Qatar.
193. Schoenbach, K. (2019, May). Host, *Ein Gespræech mit Hape Kerkeling* [A conversation with comedian Hape Kerkeling]. BuergerUniversitaet, Zeppelin University, Friedrichshafen, Germany.
194. Schoenbach, K. (2020, November). *Werbewirkungen: Der neue Ruf nach Grundlagenforschung* [Advertising effects: The new call for fundamental research]. Invited lecture, online seminar, Deutsche Werbewissenschaftliche Gesellschaft (DWG) & Gesamtverband Kommunikationsagenturen (GWA), Germany.
195. Schoenbach, K. (2023, November). Host, *Ein Gespræech mit Professor Dr. Renate Koecher* [A conversation with Professor Dr. Renate Koecher, CEO, Institut fuer Demoskopie Allensbach]. BuergerUniversitaet, Zeppelin University, Friedrichshafen, Germany.

RESEARCH REPORTS

1. Haeusser, J.-D., & Schoenbach, K. (1973). *Das Publikum im Prozess der Massenkommunikation: Aktiver oder passiver Partner?* [The audience in the process of mass communication: An active or passive partner?]. Research report submitted for the Gruner + Jahr Media Prize, Hamburg, Germany.
2. Kutteroff, A., Schoenbach, K., & Klingemann, H. D. (1978, June). *'Alkohol und Fahren': Pilot-Studie zum Projekt Medienanalyse* ['Alcohol and driving': A pilot study for the project 'media analysis']. Research Report, Federal Agency for Roads and Traffic, Cologne, Germany.
3. Schoenbach, K. (1979, December). *Die Rolle der Massenmedien im Europawahlkampf: Ein Bericht ueber die Ergebnisse einer Panelbefragung der Wahlbevoelkerung* [The role of the mass media in the European-election campaign: A report about the results of a panel survey].

- of the electorate]. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
4. Schoenbach, K. (1980, Spring). *Einflüsse von Fernsehen und Presse im Europawahlkampf* [The impact of television and press in the European-election campaign]. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
 5. Schoenbach, K. (1980, Fall). *Abschlussbericht ueber das Forschungsprojekt: 'Die Rolle der Massenmedien im Europawahlkampf'* [Final report about the research project 'The role of the mass media in the European-election campaign']. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government] Bonn, Germany.
 6. Schoenbach, K., Broecker, E., & Schloegell, V. (1981, July). *Elektronische Inhaltsanalyse als Instrument der Agenda-Setting-Forschung* [Computerized content analysis as an instrument for agenda-setting research]. Final Report, German National Science Foundation, Bonn, Germany.
 7. Hackforth, J., & Schoenbach, K. (1983, July). *Ausbreitung und Nutzung des Videorekorders unter besonderer Beruecksichtigung von Kindern und Jugendlichen* [Distribution and use of the video cassette recorder—particularly among children und adolescents]. Research Report, Center of Movies for Children and Adolescents, Remscheid, Germany.
 8. Hackforth, J., & Schoenbach, K. (1984, February). *Video im Alltag* [Video in everyday life]. Interim Report, Second German Television System (ZDF), Mainz, Germany.
 9. Hackforth, J., & Schoenbach, K. (1984, June). *Video: Ein Forschungsbericht ueber Nutzung und Nutzen einer neuen Medientechnik* [Video: A research report about the use and the gratifications of a new media technology]. Research Report, Second German Television System (ZDF), Mainz, Germany.
 10. Schoenbach, K. (1984, November). *Radiohoeren heute: Umriss einer neuen Programm-konzeption fuer den RIAS* [Radio-listening today: Sketching a new concept for the programming of RIAS]. Research Report, Berlin radio station RIAS, Berlin, Germany.
 11. Schoenbach, K., & Burdach, K. (1984, December). *Zur Planung und Konzeption eines Informationsdienstes des Zentralinstituts fuer das Jugend- und Bildungsfernsehen* [On the planning and conception of an information service of the Central Institute for Youth and Educational Television]. Research Report, Central Institute for Youth and Educational Television, Bavarian Broadcasting Corporation, Munich, Germany.
 12. Schoenbach, K., & Schulz, W. (1985). *Europawahl-Panel '84. Der Einfluß der Kampagne auf das Interesse an der Wahl, auf Einstellungen zu Europa und auf die Wahlabsicht* [European-elections panel survey '84: The impact of the campaign on interest in the election, on attitudes toward Europe and on the voting intention]. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.

13. Schoenbach, K. (1985). *Grundsatzliche Ueberlegungen zu einer neuen Programmstruktur des RIAS Berlin* [Principal considerations about a new programming structure of RIAS Berlin]. Research Report, Berlin radio station RIAS, Berlin, Germany.
14. Schoenbach, K. (1986, May). *Radiohoeren in West-Berlin 1984 und 1986: Ein Vergleich. Bericht ueber Veraenderungen in der Nutzung und Beurteilung von RIAS 1 und RIAS 2* [Radio listening in West Berlin, 1984 and 1986: A comparison. A report about changes in the use and the evaluation of RIAS 1 and RIAS 2]. Research Report, Berlin radio station RIAS, Berlin, Germany.
15. Schoenbach, K. (1986, August). *The viewer potential for RIAS TV: A typology of TV viewers in West Germany*. Research report, Berlin radio station RIAS, Berlin, Germany.
16. Schneider, B., & Schoenbach, K. (1987, May). *Radio ffn: Eine Programmstudie* [Radio ffn: A study about its programming]. Research Report, Hesse Broadcasting System (HR), Frankfurt a. M., Germany.
17. Schoenbach, K., & Weischenberg, S. (1987, May). *Inter- und Intra-Transaktionen im Medienwirkungsprozess* [Inter- and intra-transactions in the media effects process]. Final Report, German National Science Foundation, Bonn, Germany.
18. Schoenbach, K., & Schneider, B. (1987, June). *Die Niedersachsenwahl 1986 in den Tageszeitungen der Bundesrepublik Deutschland: Themen, Einflüsse und Konsequenzen* [The 1986 Lower-Saxonian elections in the newspapers of the Federal Republic of Germany: Topics, impact and consequences]. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
19. Schoenbach, K. (1987, July). *Radiohoeren in West-Berlin 1984, 1986 und 1987: ein Vergleich. Bericht ueber Veraenderungen in der Nutzung und Beurteilung von RIAS 1 und RIAS 2* [Radio listening in West Berlin, 1984, 1986 and 1987: A comparison. A report about changes in the use and the evaluations of RIAS 1 and RIAS 2]. Research Report, Berlin radio station RIAS, Berlin.
20. Schneider, B., & Schoenbach, K. (1987, July). *Das Programm von RPR-Radio 4: Ein erster Eindruck und erste Empfehlungen* [The programming of RPR-Radio 4: A first impression and first recommendations]. Research Report, Radio RPR, Mainz, Germany.
21. Schoenbach, K., & Schneider, B. (1987, October). *Das Programm von RIAS 1 und RIAS 2: Ergebnisse einer Inhaltsanalyse* [The programming of RIAS 1 and RIAS 2: Results of a content analysis]. Research Report, Berlin radio station RIAS, Berlin, Germany.
22. Schneider, B., & Schoenbach, K. (1987, November). *Das Programm von RPR-Radio 4* [The programming of RPR-Radio 4]. Research Report, Radio RPR, Mainz, Germany
23. Schneider, B., Schoenbach, K., & Eichhorn, W. (1988, February). *Hoerfunkprogramme in Norddeutschland: Ergebnisse einer systematischen Inhaltsanalyse* [Radio in northern Germany: Results of a systematic content analysis]. Research Report, North German Broadcasting Corporation (NDR), Hamburg, Germany.

24. Schoenbach, K., & Schneider, B. (1988, May). *NDR: Hoerer und Programme: Ergebnisse eines Vergleichs zwischen Hoererwuenschen und Programmangeboten* [The North German Broadcasting Corporation: Its listeners and programming. Results of a comparison between listeners' expectations and program offerings]. Research Report, North German Broadcasting Corporation (NDR), Hamburg, Germany.
25. Schneider, B., & Schoenbach, K. (1988, June). *Radio in Niedersachsen: Vorueberlegungen zu Planung und Entwicklung* [Radio in Lower Saxony: Preliminary considerations on planning and development]. Research report funded by several business companies, Hanover, Germany.
26. Schoenbach, K., & Schneider, B. (1988, November). *Ein neues Programmschema fuer den Deutschlandfunk* [A new programming schedule for the *Deutschlandfunk*]. Research Report, Deutschlandfunk radio station, Cologne, Germany.
27. Schoenbach, K., & Schneider, B. (1989, June). *'Der Preis ist heiss': Bewertungen und Empfehlungen* ['The price is right': Evaluations of the game show and recommendations]. Research Report, RTLplus TV station, Cologne, Germany.
28. Schoenbach, K. (1989, August). *Medienbeobachtung und -analyse: Ein erstes Konzept* [Media monitoring and analysis: A first concept]. Research Report, Deutsche Bank, Frankfurt a. M., Germany.
29. Schoenbach, K. (1989, September). *Bericht ueber eine computerunterstuetzte Probeauswertung des dpa-Basisdienstes* [Report about a computer-aided pilot analysis of the basic service of the German News Agency]. Research Report, Deutsche Bank, Frankfurt a. M., Germany.
30. Schoenbach, K. (1989, October). *Stellungnahme zu Bernd Schorb & Guenther Anfang: Was machen 'Airwolf' und 'Knight Rider' mit ihren jugendlichen Zuschauern? Eine Untersuchung zweier Fernsehserien und ihrer Beurteilung durch Jugendliche (Muenchen, Mai 1989)* [Comment on Bernd Schorb & Guenther Anfang, 'What do 'Airwolf' and 'Knight Rider' do to their adolescent viewers? An investigation of two television series and their evaluation by adolescents (Munich, May 1989)']. Research Report, RTLplus TV station, Cologne, Germany
31. Schoenbach, K., & Schneider, B. (1990, January). *Anmerkungen zu 'Hallo Niedersachsen'* [Remarks on the TV news program 'Hallo Niedersachsen']. Research Report, North German Broadcasting Corporation (NDR)--Radio Niedersachsen, Hanover, Germany.
32. Schneider, B., Schoenbach, K., & Harmgarth, F. (1990, January). *Bausteine eines Informationsnetzwerks: Zum Informationsverhalten von Politikern und Journalisten bei Wirtschaftsthemen* [Building blocks of an information network: How politicians and journalists get informed about economic issues]. Research report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.

33. Schoenbach, K., & Schneider, B. (1990, August). *Medienberichterstattung ueber Holzschutzmittel, 1975 bis 1989* [Media coverage of methods of wood protection, 1975-89]. Research Report, DESOWAG Materialschutz Company, Duesseldorf, Germany.
34. Schoenbach, K., & Schneider, B. (1991, January). *Wissenschaftliches Gutachten zum Redaktionskonzept von N-TV* [A scientific review of the concept of the TV news service N-TV]. Research Report, Axel Springer Verlag, Hamburg, Germany.
35. Schoenbach, K., & Eichhorn, W. (1991, April). *Zeitungsberichte und Leseinteressen: Medienwirkungen bei Kommunalwahlen — und wie sie zustandekommen* [Newspaper reports and reader interests: Media effects in local election campaigns—and how they come about]. Final Report, German National Science Foundation, Bonn, Germany.
36. Schneider, B., Wehner, C., & Schoenbach, K. (1991, June). *'Tagesschau,' 'heute' und 'Aktuell': Ein Vergleich der Hauptnachrichtensendungen von ARD, ZDF und DFF* ['Tagesschau,' 'heute' and 'Aktuell': A comparison of the prime-time newscasts of ARD, ZDF and DFF]. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
37. Schoenbach, K. (1991, June). *Mass media and election campaigns in Germany*. Research report, Royal Commission on Electoral Reform and Party Financing in Canada, Ottawa, Canada.
38. Schoenbach, K. (1991, October). *Zuschriften an die DESOWAG, 1977 bis 1989: Eine Inhaltsanalyse* [Letters to the chemical company DESOWAG, 1977-89: A content analysis]. Research Report, DESOWAG Materialschutz Company, Duesseldorf, Germany.
39. Schoenbach, K. (1992, September). *Fernsehnachrichten: Formen und ihre Leistungen. Zweite Teilstudie: Eine Bestandsaufnahme gegenwaertiger Formen deutschsprachiger Fernsehnachrichten* [Television news: Formats and their performance. Second part of the study: An inventory of present forms of German-language television news]. Research Report, RTLplus TV station, Cologne, Germany.
40. Schoenbach, K. (1992, November). *Hoermedien, Kinder und Jugendliche: Ein zusammenfassender Bericht aus medienwissenschaftlicher Sicht ueber neuere empirische Untersuchungen* [Auditive media, children and adolescents: A summary report on recent empirical studies from a media-scientific perspective]. Research Report, Bertelsmann Foundation, Guetersloh, Germany.
41. Schoenbach, K. (1992, November). *Die Rolle der Medien in der politischen Sozialisation* [The role of the media in political socialization]. Research Report, Bertelsmann Foundation, Guetersloh, Germany.
42. Schoenbach, K., & Goertz, L. (1993, April). *Akzeptanz, Verstehen und Behalten von Fernsehnachrichten: Ergebnisse eines Experiments* [Accepting, comprehending and remembering television news: Results of an experiment]. Research Report, RTL TV station, Cologne, Germany.

43. Schoenbach, K., & Goertz, L. (1993, August). *Die Nachrichten der Hoerfunktender fuer Hamburg: Praesentationsformen und ihre Leistungen. Erste Teilstudie: Eine Bestandsaufnahme gegenwaertiger Praesentationsformen von Radionachrichten in Hamburg* [The newscasts of radio stations in Hamburg: Elements of presentation and their performance. First part of the study: An inventory of present forms of presentation of radio news in Hamburg]. Research Report, Hamburgische Anstalt fuer Neue Medien, Hamburg, Germany.
44. Schneider, B., Schoenbach, K., & Stuerzebecher, D. (1993, October). *Ergebnisse einer Repraesentativbefragung: Struktur, soziale Lage und Einstellungen von Journalisten in den neuen Laendern der Bundesrepublik Deutschland. Teilprojekt II der 'Sozialenquëte ueber die Journalisten in den neuen Laendern der Bundesrepublik Deutschland'* [Results of a representative survey: The demographic structure, social situation and attitudes of journalists in the new states of the Federal Republic of Germany. Part II of the 'Social inquiry on journalists in the new states of the Federal Republic of Germany']. Research Report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Bonn, Germany.
45. Schoenbach, K., Feierabend, S., & Moehring, W. (1993, December). *Lokale Hoerfunktender in Baden-Wuerttemberg: Eine Inhaltsanalyse ihrer Berichterstattung. Mit einem Nachtrag von Klaus Schoenbach: Die Qualitaet von Radioprogrammen und ihre Bewertung* [Local radio stations in Baden-Wuerttemberg: A content analysis of their reporting. With an epilog by Klaus Schoenbach: The quality of radio programming and its evaluation]. Research Report, Landesanstalt fuer Kommunikation Baden-Wuerttemberg, Stuttgart, Germany.
46. Schoenbach, K., & Knobloch, S. (1994, February). *Die Hoererinnen und Hoerer des Deutschen Programms der Deutschen Welle: Ergebnisse einer internationalen Befragung* [The listeners of the German-language service of the *Deutsche Welle*: Results of an international survey]. Research Report, radio station Deutsche Welle, Cologne, Germany.
47. Schoenbach, K., Reus, C., Scholl, J., & Peiser, W. (1994, October). *Die Presseberichterstattung ueber Holzschutzmittel 1984 bis einschließlich 1. Halbjahr 1994* [The press coverage on methods of wood protection, from 1984 to the first six months of 1994]. Research Report, DESOWAG Company, Duesseldorf, Germany.
48. Schoenbach, K., & Goertz, L. (1994, December). *Die Nachrichten der Hoerfunktender fuer Hamburg: Praesentationsformen und ihre Leistungen* [The news of Hamburg radio stations: Forms of presentation and their performance]. Research Report, Hamburgische Anstalt fuer neue Medien, Hamburg, Germany.
49. Schoenbach, K., & Knobloch, S. (1994, December). *Der Erfolg der Pressekampagne 1992/93 fuer die DESOWAG: Eine Evaluationsstudie* [The success of the newspaper campaign 1992/93 for the chemical company DESOWAG: An evaluation study]. Research Report, DESOWAG Materialschutz GmbH, Duesseldorf, Germany.
50. Schoenbach, K., Goertz, L., & Cichon, R. (1997, July). *Eine Produkt- und Potential-Analyse für den General-Anzeiger* [A product and a potential analysis of the Bonn newspaper 'General-Anzeiger']. Research report, newspaper General-Anzeiger, Bonn, Germany.

51. Schoenbach, K., Lauf, E., McLeod, J. M., & Scheufele, D. A. (1997, November). *Determinants of newspaper reading in the U.S.A. and Germany, 1974-96: Distinction and social integration*. Research report, German Marshall Fund of the United States, Berlin, Germany.
52. Schoenbach, K., Lauf, E., & Peiser, W. (1998, June). *Bestimmungsgruende des Zeitungslesens und seiner Entwicklung: Eine explorative Untersuchung* [Determinants of newspaper reading and its development: An explorative study]. Research report, German National Science Foundation, Bonn, Germany.
53. Schoenbach, K., & Lauf, E. (2000, February). *Europawahl 1999: Wahlbeteiligung, Medien und Öffentlichkeitsarbeit in Deutschland* [European elections, 1999: Turnout, media and public relations in Germany]. Research report, Presse- und Informationsamt der Bundesregierung [Press and Information Agency of the German Federal Government], Berlin, Germany.
54. Schoenbach, K., Henzgen, U., Mueller, T., Rector, T., & Scholz, I. (2001, October). *Werbewirkung: 'Eine Inventur der Inventare'. Uebersichten zu den Effekten van Anzeigen – eine annotierte Bibliographie* [Advertising effects: 'An inventory of inventories.' Overviews about the effects of print ads—an annotated bibliography]. Research report, Internationales Centrum fuer Werbe- und Mediaforschung (ICW), Hamburg, Germany.
55. Schoenbach, K., & Oestmann, I. (2001, November). *AKTIV und seine USPs: Eine qualitative und quantitative Inhaltsanalyse von AKTIV und vergleichbarer Medienangebote* [AKTIV and its USPs: A qualitative and quantitative content analysis of the economic bi-weekly newspaper AKTIV and comparable media offers]. Research report, economic newspaper AKTIV, Cologne, Germany.
56. Bakker, P., Duits, L., Lauf, E., Neijens, P. C., & Schoenbach, K. (2003, November). *Het programmavoorschrift in de praktijk* [The regulations for the programming of Dutch public-service television in practice]. Research report, RTL/Holland Media Group, Hilversum, The Netherlands.
57. Schoenbach, K., Bens, E. de, Mazzoleni, G., Neveu, E., Langenbacher, W. R., Ring, W.-D., & Schlesinger, P. (2004, August). *Kommunikations- und Medienwissenschaft in der Schweiz: Eine Evaluation. Bericht der internationalen Expertenkommission* [Communication and media science in Switzerland: An evaluation. Report of the international expert commission]. Schweizerischer Wissenschafts- und Technologierat, Bern, Switzerland.
58. Gruener, U., & Jessen, S. with Berger, P., Teichert, W., Schoenbach, K., & Straub, R. (2004, November). *Regionalzeitungen 2004: Situation - Trends - Perspektiven. Eine aktuelle Stichprobe und Analyse* [Regional newspapers, 2004: Situation—trends--perspectives. A recent and analysis]. Research report, Akademie fuer Publizistik, Hamburg, Germany.
59. Dijk, W. van, Bakker, P., & Schoenbach, K. (2006, July). *Civiele journalistiek bij het Limburgs Dagblad* [Civic journalism at the newspaper 'Limburgs Dagblad']. Research report, Limburgs Dagblad, Sittard, The Netherlands.

60. Schoenbach, K., & Mahrt, M. (2008, May). *Das Potential fuer Vertriebs-Outsourcing: Ein Forschungsbericht fuer Sellbytel* [The potential for the outsourcing of sales and distribution: A research report for Sellbytel]. Research report, BBDO Sellbytel, Nuremberg, Germany.
61. Burgt, C. van de, Schoenbach, K., & Wurff, R. van der (2009). *Delphi-studie naar de kwaliteit, toegevoegde waarde en regulering van journalistiek op het internet: Samenvatting van bevindingen uit de eerste ronde* [A Delphi study about the quality, the additional value and the regulation of journalism on the Internet: A summary of findings from the the first round]. Research report, Foundation Media Ombudsman, The Hague, The Netherlands.
62. Wurff, R. van, & Schoenbach, K. (2010, February). *Wenselijkheid en haalbaarheid van een aparte gedragscode voor online journalistiek: Resultaten van een Delphi-studie* [Desirability and feasibility of a separate behavioral code for online journalism: Results of a Delphi study]. Research report, Foundation Media Ombudsman, The Hague, The Netherlands.
63. Schoenbach, K., & Waal, E. de (2010, July). *Het nieuwe media-aanbod – een gevaar voor de democratie? Een onderzoek naar het gebruik van nieuws en achtergrondinformatie van de Nederlandse bevolking* [The new media offer—a danger for democracy? An investigation of the use of news and of background information by the Dutch population]. Research report, The Netherlands Press Funds, The Hague, The Netherlands.
64. Bakker, P., Ridder, J. de, & Schoenbach, K. (2010, July). *Lichte plekken in de regio: Lokale informatievoorziening in Nederland* [Bald spots in the region: The local information offering in the Netherlands]. Research report, The Netherlands Press Funds, The Hague, The Netherlands.
65. Wurff, R. van, & Schoenbach, K. (2011, April). *De effectiviteit van journalistieke codes: Een literatuurstudie* [The effectiveness of journalistic codes: A literature review]. Research report, Foundation Media Ombudsman, The Hague, The Netherlands.
66. Wurff, R. van, & Schoenbach, K. (2012, June). *Publieke verwachtingen van journalistieke accountability: Hoe denken Nederlanders over de verantwoordelijkheid van de journalistiek* [Audience expectations of journalistic accountability: What do the Dutch think about the responsibility of journalism?]. Research report, Foundation Media Ombudsman, The Hague, The Netherlands.
67. Schoenbach, K., Foerster, K., & Kleinen-von Koenigsloew, K. (2013, February). *Das Image der Universitaet Wien in der oeffentlichen Meinung* [The image of the University of Vienna in the public opinion]. Research report, University of Vienna, Austria.
68. Schoenbach, K., Foerster, K., & Kleinen-von Koenigsloew, K. (2013, May). *Das Image der Universitaet Wien bei ihren Mitarbeiter_innen* [The image of the University of Vienna among its employees]. Research report, University of Vienna, Austria.

69. Schoenbach, K. (2018, December). *Gutachten zum Konzeptentwurf 'Kompass-Studium: Studienvorbereitungs- und Orientierungsphase* [Review of the concept of a 'Compass study program: Preparation and orientation']. Zeppelin University, Friedrichshafen, Germany.
70. Dennis, E. E., & Schoenbach, K., in association with The Harris Poll (2020). *Trust in U.S. news media: July 2020*. Evanston, IL: Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications.

RESEARCH GRANTS

- 1976-78 Research project: 'Computerized content analysis for the study of news values.' German National Science Foundation.
- 1978 To prepare the workshop 'Computerized content analysis,' ZUMA, Mannheim, West Germany (with Hans D. Klingemann). German National Science Foundation.
- 1980 To participate in the XXX International Conference, International Communication Association, Acapulco, Mexico. German National Science Foundation.
- 1980 To visit L. Carroll DeWeese III, staff scientist, responsible for computerized content analysis, Societal Analysis Department, General Motors Research Laboratories, Warren, MI. German National Science Foundation.
- 1980-81 Research project: 'Computerized content analysis in agenda-setting research: A Feasibility Study.' German National Science Foundation.
- 1981 To participate in 31st Annual Conference, International Communication Association, Minneapolis, MN. German National Science Foundation.
- 1982 To prepare and organize the international conference 'Mass Media and Elections in Democratic Societies' (with Winfried Schulz), Muenster, Germany. German National Science Foundation
- 1983 To participate in 33rd Annual Conference, International Communication Association, Dallas, TX. German National Science Foundation.
- 1983-87 'Intra- and inter-transactions in the media effects process,' four-wave panel surveys of newspaper journalists and readers in Dortmund (a northwestern German city) as well as a content analysis of local newspapers (with Siegfried Weischenberg). German National Science Foundation.
- 1984 To participate in 34th Annual Conference, International Communication Association, San Francisco, CA. German National Science Foundation.

- 1985 To participate in Annual Convention, Association for Education in Journalism and Mass Communication, Memphis, TN. German National Science Foundation.
- 1986 To participate in the 36th Annual Conference, International Communication Association, Chicago, IL. German National Science Foundation.
- 1987 To participate in the 37th Annual Conference, International Communication Association, Montreal, Canada. German National Science Foundation.
- 1988 To participate in the Annual Conference, German Studies Association, Philadelphia, PA. German Marshall Fund.
- 1988 To participate in the Symposium of the Consortium for Atlantic Studies 'German-American relations: International and domestic dynamics,' Tempe, AZ. Consortium for Atlantic Studies and German Marshall Fund.
- 1988-90 'Media stimuli and audience expectations in the effects process of mass communication: An analysis of a multi-method study of media effects in a Northwestern German city' (with Siegfried Weischenberg). German National Science Foundation
- 1989 To participate in the symposium of the Consortium for Atlantic Studies 'Media, polls, and politics,' Tempe, AZ. German National Science Foundation.
- 1990 To participate in Annual Convention, Association for Education in Journalism and Mass Communication, Minneapolis, MN. German National Science Foundation.
- 1990 'Journalists in the unified Germany,' a representative survey of West and East German journalists (with Beate Schneider). Press and Information Agency of the German Federal Government.
- 1992 To participate in Annual Convention, International Communication Association, Miami, FL. German National Science Foundation.
- 1996 To participate in Annual Convention, Association for Education in Journalism and Mass Communication, Anaheim, CA. German National Science Foundation.
- 1996-97 'Newspapers, 1989-94: Factors of their success,' a content analysis of representative samples of 350 newspaper editions in Germany and of 100 in the U.S.A.; a survey of marketing measures of publishing companies; and an evaluation of newspaper success by means of circulation data and audience surveys. German Newspaper Publishers Association and Zeitungs-Marketing-Gesellschaft, Frankfurt a. M., Germany.
- 1996-98 'Determinants of newspaper reading,' a secondary analysis of commercial audience-survey data in Germany and the U.S.A. German National Science Foundation, German Marshall Fund of the United States.

- 1997 To participate in Annual Convention, Association for Education in Journalism & Mass Communication, Chicago, IL. German National Science Foundation.
- 1998 To participate in Annual Convention, Association for Education in Journalism & Mass Communication, Baltimore, MD. German National Science Foundation.
- 1999 ‘Europe and the media,’ a content analysis of the coverage of Europe and European countries in the 15 membership states of the European Union, combined with a population survey and experiments on the framing effects of the mass media (with Holli A. Semetko and Cees van der Eijk). Dutch National Science Foundation and University of Amsterdam, The Netherlands.
- ‘Mass media impact on international trade relations,’ content analyses of media coverage and focus group discussions in Japan, the U.S.A. and the Netherlands (with Lee B. Becker and Toshio Takeshita). The Hosobunka Foundation, Japan.
- 2002-7 ‘Online vs. print newspapers: Consequences for the public discourse,’ a representative two-wave panel survey (N = 1,000 and 500) of Dutch adults on reading online newspapers and its effects on the range of topics for public discourse. Funding of a doctoral student for five years. The Netherlands Press Foundation, The Hague, and Amsterdam School of Communication Research, University of Amsterdam, The Netherlands.
- 2003 ‘Does public-service television fulfill the norms of its programming?’ A content analysis of the programming of the three Dutch public-service TV channels, a historical analysis of the definition of the norms for programming and a national survey of the Dutch population about what those norms are (with Peter Neijens). Holland Media Group, Hilversum, The Netherlands.
- 2005 ‘Civic journalism in the Dutch newspaper ,Limburgs Dagblad’.’ A literature review on civic journalism and a content analysis of the newspaper ‘Limburgs Dagblad’ (with Piet Bakker). Limburgs Dagblad and The Netherlands Press Fund, The Hague, The Netherlands.
- 2007-11 ‘Sequential patterns of television viewing, 1987-2005.’ A secondary analysis of Dutch people-meter data. Funding of a doctoral student for four years (with Lex van Meurs). The Dutch National Science Foundation.
- 2007-8 ‘Chancen und Gefahren des Outsourcings von Vertriebsmassnahmen’ [Chances and risks of outsourcing sales]. A survey among top sales managers of 300 German companies. BBDO Duesseldorf, Germany.
- 2008-12 ‘Ethical codes for journalists: feasible and effective?’ Literature research, a Delphi study, intensive interviews and a survey of the media audience (with Richard van der Wurff). Foundation Media Ombudsman of the Netherlands Press Fund, The Hague.

- 2008-9 'Values and the media.' A historical content analysis of values in German television programming (with Merja Mahrt). The German public-TV system Zweites Deutsches Fernsehen (ZDF), Mainz.
- 2008-12 'Citizen journalism, politics and the media.' A multi-method study to investigate the role of citizen journalism for journalism, media, politics and the society. Funding of a doctoral student for four years (with Claes de Vreese). Amsterdam School of Communication Research, University of Amsterdam, The Netherlands.
- 2008-11 'Global youth & media: Notions of cosmopolitanism in the global public space.' A multi-method study in twelve countries about the mediated experience and expectations of globalization among 14-17 year olds (with collaborators from the universities of Melbourne, Queensland, Oxford, Durban and from UNESCO, Paris). Australian Research Council.
- 2009-12 'How dangerous is the Internet for democracy? The changing relevance of information channels for the public discourse.' A representative survey of the Dutch population and secondary analyses of international surveys. Funding of a doctoral student for three years and for a representative survey in the Netherlands (with Edmund Lauf). Amsterdam School of Communication Research, University of Amsterdam & The Netherlands Press Fund, The Hague, The Netherlands.
- 2012-13 'The image of the University of Vienna—as seen by the Austrian population, Austrian enterprises and its own employees.' Funding of three surveys and their analysis (with Kati Foerster and Katharina Kleinen-von Koenigsloew). University of Vienna, Austria.
- 2013-14 'The media side: Campaign messages, their construction and effects.' A content analysis of the political coverage of 64 media outlets during the 2013 Austrian election campaign—as part of the 'Austrian National Election Study (AUTNES).' Funding of the content analysis, of a postdoc position and two doctoral students. Austrian National Science Foundation.
- 2015-16 'Media industries in the Middle East.' Funding of an inventory of the media and communication landscapes in 14 Middle-Eastern countries, with a focus on Qatar, the UAE, Saudi Arabia, Lebanon and Egypt (with Robb Wood). The Doha Film Institute & Northwestern University in Qatar, Doha, Qatar.
- 2016-18 'Qatari Adolescents: How do they use digital technologies for health information and health monitoring?' Funding of a large and representative survey and its analysis to investigate Qatari adolescents' use and evaluation of sources for health information and of digital tools to monitor their health (with Ellen Wartella and Salma Mawfek Khaled). National Priorities Research Program (NPRP), Qatar National Research Fund, Doha, Qatar.
- 2017 'Media use in the Middle East: Qatar in a changing region.' Funding of three large and representative surveys in six MENA countries to investigate media and communication use as well as opinions about media and communication in the MENA countries (with Everette Dennis and Justin Martin). National

Priorities Research Program (NPRP), Qatar National Research Fund, Doha, Qatar.

- 2019-20 'Trust in the U.S. news media.' Funding of two large and representative US surveys (December 2019 and 2020) to investigate trust in news sources of all kinds, its development during the Corona crisis, its determinants as well as opinions about the role of news in democracy (with Everette E. Dennis). Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University, Evanston, IL.
- 2026- 'MARSS: Multimodales System zur Abwehr von Desinformation mittels Reflexion sozioemotionaler Prozesse fuer SchuelerInnen [A multi-modal system to intercept disinformation by reflecting socia-emotional processes of highschool students],' (Dimitra Tsovaltzi, Deutsches Forschungszentrum für Kuenstliche Intelligenz, Saarbruecken, et al., with Klaus Schoenbach, cooperation partner). German Federal Ministry of Research, Technology and Space, Berlin.

External (Adjunct) Teaching Appointments

- 1975-78 University of Mannheim, Department of Political Science, Mannheim, Germany: Political communication; Local communication; Media entertainment.
- 1985-86 Center for the training of Siemens managers, Feldafing, Germany: Media effects.
- 1988-94 Free University of Berlin, mid-career training of journalists: Media effects; Journalism research; Mass media and public opinion.
- 1989-93 Department of Mid-Career Training for BASF company managers, Ludwigshafen, Germany: Public opinion and its formation.
- 1989-95 The Christian Press Academy/cpa, Frankfurt am Main, Germany: Media effects; The audience of the mass media.
- 1990-94 The Protestant Church's Service for Police and Customs Employees, Hanover, Germany: Media effects.
- 1991-94 The Protestant Church of Hanover, Germany: journalistic and homiletic courses 'Writing and speaking'; The audience of mass media.
- 1991-2010 Bavarian Academy of Advertising and Marketing, Munich: Media effects; Persuasive communication.
- 1992 University of Zurich, Switzerland, Department of Communication Research: Recent theoretical and research approaches in communication research.

- 1992-94 Bavarian Academy of Journalism, Passau, Germany: Media effects; The audience of the mass media; journalism research.
- 1992-96 Academy of Journalism, Hamburg: Media effects for leading journalists.
- 1994-95 European Business School, Marketing Academy, Oestrich-Winkel, Germany: Persuasive communication; Media effects; The audience of the mass media.
- 1999 Newspaper Readership Research Workshop, The Latvian Media Professionals Centre, World Newspapers Association, Cox Center for International Mass Communication Training and Research, Jurmala, Latvia: Newspaper readership research.
- 2002-9 Steinbeis University, Berlin: Media effects; Persuasive communication.
- 2008-9 St. Poelten University of Applied Sciences, St. Poelten, Austria: Persuasive communication.
- 2009 University of Italian Switzerland, Lugano, Department of Communication: Persuasive Communication: An introduction for PhD students.
- 2009 Zeppelin University, Friedrichshafen, Germany, Department of Communication & Cultural Management: Persuasive communication.
- 2010 University of Italian Switzerland, Lugano, Department of Communication: Content analysis: An introduction for PhD students.
- University of Hohenheim, Stuttgart, Germany, Department of Communication: Persuasive communication.
- Zeppelin University, Friedrichshafen, Germany, Department of Communication & Cultural Management: Persuasive communication.
- 2011 University of Italian Switzerland, Lugano, Department of Communication: Persuasive communication--an introduction for PhD students.
- University of Hohenheim, Stuttgart, Germany, Department of Communication: Persuasive communication.
- 2012-14 University of Vienna, Austria – Postgraduate Center, Postgraduate MA Health Communication: Media production; Persuasive communication; Media effects.
- 2023 Zeppelin University, Friedrichshafen, Germany, PhD program: Persuasive communication.

Advisor ('Promotor') of Doctoral Dissertations

1. Jin-Koo Lee: Die Konsonanz in der Dissonanz: Das Fernostbild in den westdeutschen Qualitätszeitungen 1970 - 1983 [The consonance in the dissonance: The image of the Far East in West German prestige newspapers, 1970-83]. University of Muenster, Germany, 1986.
2. Eduard Wilhelm Peter Grimme: Die Lokalredaktion und ihre Kontakte zur Aussenwelt: Eine empirisch-explorative Fallstudie ueber Nachrichteninput und Nachrichtenoutput im Lokaljournalismus [The local newsroom and its contacts to the outside world: An empirical-explorative case study on news input and news output in local journalism]. University of Munich, Germany, 1987.
3. Reinhold Horstmann: Medieneinflüsse auf politisches Wissen: Untersuchungen zur Wissenskluft-Hypothese [Media impact on political knowledge: Investigations of the knowledge-gap hypothesis]. University of Munich, Germany, 1989.
4. Klaus Lesche: Das programmierte Ende: Die SPD-nahe Lizenz-Tagespresse 1945 - 1958 und ihre Verflechtungen mit der Partei [The programmed end: The licensed daily press of the Social Democrats, 1945-58, and its interdependence with the party]. University of Munich, Germany, 1989.
5. Romy Froehlich: Public Relations fuer oeffentlich-rechtliche Rundfunkanstalten: Eine mediengeschichtliche Untersuchung zur Determinierung organisationalen Krisenverhaltens [Public relations for public-broadcasting organizations: A media-historical study on the determinants of organizational crisis behavior]. Hanover University of Music, Drama and Media, Germany, 1993.
6. Wolfram Peiser: Die Fernsehgeneration: Eine empirische Untersuchung ihrer Mediennutzung und Medienbewertung [The TV generation: An empirical study on its media use and media evaluation]. Hanover University of Music, Drama and Media, Germany, 1995.
7. Christa Wehner: Ueberzeugungsstrategien in der Werbung: Eine Laengsschnittanalyse von Zeitschriftenanzeigen des 20. Jahrhunderts [Persuasive strategies in advertising: A long-term analysis of magazine advertisements of the 20th century]. Hanover University of Music, Drama and Media, Germany, 1995.
8. Wolfgang Eichhorn: Agenda-Setting-Prozesse: Eine theoretische Analyse individueller und gesellschaftlicher Themenstrukturierung [Agenda-setting processes: A theoretical analysis of the individual and social structuring of issues]. Hanover University of Music, Drama and Media, Germany, 1995.
9. Friederike Harmgarth: Bausteine eines Informationsnetzwerks: Die Interaktion von Politikern und Journalisten im Themengebiet 'Wirtschaft und Sozialpolitik' [Elements of an information network: The interaction of politicians and journalists concerning the topic 'economy and social politics']. Hanover University of Music, Drama and Media, Germany, 1996.

10. Ulrike Handel: Die Fragmentierung des Medienpublikums: Bestandsaufnahme und empirische Untersuchung eines Phaenomens der Mediennutzung und seiner Determinanten [The fragmentation of the media audience: An inventory and an empirical study of a phenomenon of media use and of its determinants]. University of Amsterdam, The Netherlands, 2001.
11. Mark Deuze: Journalists in the Netherlands: An analysis of the people, the issues and the (inter-)national environment. University of Amsterdam, The Netherlands, 2002 (co-promotor with Liesbet van Zoonen).
12. Constanze Hess: Determinanten im Lesermarketing regionaler Tageszeitungen in Deutschland und den Niederlanden [Determinants in the readership marketing of regional newspapers in Germany and the Netherlands]. University of Amsterdam, The Netherlands, 2003.
13. Pieter Verhoeven: Stuivertje-wisselen: Over de plaats van wetenschap en journalistiek in medische televisieprogramma's in Nederland tussen 1961 en 2000 [Changing places: On the status of science and journalism in medical television programs in the Netherlands between 1961 and 2000]. University of Amsterdam, The Netherlands, 2005.
14. Nel Ruigrok: Journalism of attachment: Dutch newspapers during the Bosnian war. University of Amsterdam, The Netherlands, 2005.
15. Lou Lichtenberg: 'Was sie doch nicht alles haben in Holland!' Dilemma's in het persbeleid van de overheid ['Crazy what they have in Holland!' Dilemmas in the press policy of the government]. University of Amsterdam, The Netherlands, 2005 (co-promotor with Jan van Cuilenburg).
16. Tonny Krijnen: There is more(s) on television: Studying the relationship between television and moral imagination. University of Amsterdam, The Netherlands, 2007.
17. Ester de Waal: Online news: Uses and effects of news websites. University of Amsterdam, The Netherlands, 2007.
18. Merja Mahrt: Values of German media users, 1986-2007. University of Amsterdam, The Netherlands, 2010.
19. Anke Wonneberger: Coping with diversity: Exposure to public-affairs TV in a changing viewing environment. University of Amsterdam, The Netherlands, 2011.
20. Victoria Schmid: Weblogs als Instrumente deliberativer Kommunikationskultur: www.wahlblogs.at zur Nationalratswahl 2006 [Weblogs as instruments of a deliberative communication culture: www.wahlblogs.at about the national election of 2006]. University of Vienna, Austria, 2012.
21. Tom Pieter Bakker: Citizens as political participants: The myth of the active online audience? University of Amsterdam, The Netherlands, 2013 (co-promotor with Claes de Vreese).

22. Damian Christoph Trilling: *Following the news: Patterns of online and offline news consumption*. University of Amsterdam, The Netherlands, 2013 (co-promotor with Edmund Lauf).
23. Axel Maireder: *Netzoeffentlichkeit: Strukturierung als Modell oeffentlicher Kommunikation im Internet* [The 'net public sphere': Structuring as a model of public communication on the Internet]. University of Vienna, Austria, 2014 (co-promotor with Thomas A. Bauer).
24. Carine Alida Jacobi: *The quality of political news in a changing media environment*. University of Amsterdam, The Netherlands, 2016 (co-promotors: Hajo Boomgaarden, Wouter van Atteveldt).
25. Marco van Kerkhoven: *Lost in transition: Media innovations in the Netherlands*. University of Amsterdam, 2016 (co-promotor with Piet Bakker).

Service to the Discipline

Editorships

- | | |
|-----------|---|
| 1985-92 | Book review editor, <i>European Journal of Communication</i> |
| 1985-88 | Editorial board, <i>Mass Communication Review Yearbook 4, 5, 6</i> |
| 1992-96 | Editorial board, <i>Political Communication</i> |
| 1994-2002 | Editorial board, <i>Journal of Broadcasting & Electronic Media</i> |
| 1996-2004 | Editorial board, <i>Journal of Communication</i> |
| 1998-2006 | Editorial board, <i>Media Psychology</i> |
| 1998- | Editorial board, <i>Journalism Studies</i> |
| 2001-09 | Editorial board, <i>Zeitschrift fuer Medienpsychologie</i> |
| 2001-12 | Editor, <i>Publizistik: Vierteljahreshefte fuer Kommunikationsforschung</i> |
| 2003-14 | Editorial board, <i>Journalism & Mass Communication Quarterly</i> |
| | International Editorial Advisory Board, <i>Journalism & Mass Communication Educator</i> |
| 2005-13 | Editorial board, <i>Human Communication Research</i> |
| 2007-16 | Editorial board, <i>Communication Research</i> |

- 2009 Review Board, *SWOCC Working Paper Series*, Foundation of Academic Research on Commercial Communication (SWOCC), University of Amsterdam, The Netherlands
- 2013- Editorial Board, *Récherches en Communication*
- 2021- Editorial Board, *transfer--Zeitschrift fuer Kommunikation und Markenmanagement*

As a discussant or chairman at conferences

Discussant, Annual Convention, Association of Education in Journalism and Mass Communication. Memphis, TN, August 1985.

Chairman, General Discussion: 'Wege in Medienberufe — eine Diskussion mit Experten aus Theorie und Praxis' [Ways into media professions — a discussion with experts from theory and practice], Spring Meeting, Arbeitsgemeinschaft fuer Studien-, Studentinnen- und Studentenberatung. Hanover, Germany, March 1994.

Chairman, Forum 5 'Medien gestalten Wirklichkeit' [Media shape reality], 'Wunderwelt Wirklichkeit,' 6th German Communication Conference. Frankfurt a. M., Germany, May 1994.

Discussant, Annual Convention, Association for Education in Journalism and Mass Communication. Minneapolis, MN, August 1995.

Discussant, 22nd Annual Scientific Meeting, International Society of Political Psychology. Amsterdam, The Netherlands, July 1999.

Chairman, International Conference 'Gutenberg—the consequences: From the first media revolution to the knowledge society,' Stiftung Lesen. Mainz, Germany, November 2000.

Discussant, meeting of Swiss candidates for a 'habilitation' in media science, First Conference of the Ulrich Saxer Foundation, University of Zurich. Zurich, Switzerland, January 2001.

Discussant, workshop *Wirkungsforschung/Brand Research* [Effects research/brand research]. Conference '2. Deutscher Effizienz-Tag 2003,' Deutsche Werbegesellschaft, Internationales Centrum fuer Werbewirkungsforschung and kommunikationsverband.de. Berlin, October 2003.

Discussant, session 'National paradigms of journalism research?', International Conference 'Journalism Research in an Era of Globalization.' Erfurt, Germany, July 2004.

Discussant, session 'Locating the place/space of ethics in global talk,' annual convention, International Communication Association. New York, May 2005.

Chairman, 'Current trends in U.S. Communication research: A symposium with Maxwell E. McCombs, Donald Shaw and David H. Weaver,' Zeppelin University. Friedrichshafen, Germany, October 2005.

Chairman, Plenary Session I, First European Communication Conference. Amsterdam, The Netherlands, November 2005.

Chairman, session 'News & Journalism,' First European Communication Conference. Amsterdam, The Netherlands, November 2005.

Chairman and discussant, session 'Political communication: Right-wing radicalism and political cynicism,' *Etmaal van de communicatiewetenschap*, the annual conference of the Dutch and Flemish communication science. Antwerp, Belgium, February 2007.

Discussant, session 'Broadening the scope of agenda-setting theory.' Annual convention, International Communication Association. San Francisco, CA, May 2007.

Chairman, session 'Citizen journalism,' *Etmaal van de communicatiewetenschap*, the annual conference of the Dutch and Flemish communication science. Nijmegen, The Netherlands, February 2009.

Chairman, session 'Political communication,' *Etmaal van de communicatiewetenschap*, the annual conference of the Dutch and Flemish communication science. Ghent, Belgium, February 2010.

Chairman, panel discussion, International Advisory Board, Amsterdam School of Communication Research (ASCoR). Amsterdam, The Netherlands, May 2010.

Chairman, session 'Activity 2.0 and the public: Knowledge and civil activity in Times of Web 2.0,' Annual Convention, International Communication Association. Boston, MA, May 2011.

Chairman, session 'Programming and content strategies,' conference 'Media brands, 2011,' Department of Communication, University of Vienna. Vienna, Austria. September 2011.

Chairman, symposium 'Wikileaks: neue Regeln fuer neue Formen der Kommunikation?' [Wikileaks: New rules for new forms of communication?], Austrian Academy of Sciences, Vienna, Austria, October 2011.

Chairman, session 'European identity forming,' 1st Vienna Forum of Social Sciences, University of Vienna & Austrian Academy of Sciences. Vienna, Austria, December 2011.

Chairman, 'Brainstorm session' and 'Concluding round,' Workshop 'Public-service media and exposure diversity,' Institute for Information Law (IViR). University of Amsterdam, Amsterdam, The Netherlands.

Chairman, panel III 'Wirkungen medialer Informationsnutzung' [Effects of multi-media use of information], conference, Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft, section 'Rezeptions- und Wirkungsforschung,' University of Vienna. Vienna,

Austria, January 2013.

Respondent, panel session 'Partisan content and selective exposure: Consequences and implications,' Annual Convention, International Communication Association. London, UK, June 2013.

Respondent, workshop 'Media economics, jr.' for doctoral students of media economics from Germany and Switzerland, Universities of Zurich and of Vienna. Zurich, Switzerland, February 2014.

Respondent, panel session 'Echo chambers and filter bubbles: Fragmentation in the online era,' Annual Convention, International Communication Association. Seattle, WA, May 2014.

Chairman, session 'Investigating communication and (semi-)public opinion(s) in the Arab Gulf: Theoretical and methodological issues,' World Association for Public Opinion Research (WAPOR) 2015 Regional Conference. Doha, Qatar, February 2015.

Discussant, session 'Media branding revised: Participative audiences and their consequences for media branding,' Annual convention, Association for Education in Journalism and Mass Communication. San Francisco, CA, August 2015.

Discussant, sessions 'Party issue strategies,' Mass media influence' and 'Voters and issue politics,' AUTNES Conference, Austrian National Election Study, University of Vienna. Vienna, Austria, September 2015.

Discussant, session 'Primary care research priorities in Qatar: Implications for workforce training and capacity building,' Primary Health Care Corporation Scientific Research Day, 2015. Doha, Qatar, December 2015.

Chairman, session 'Media use & media production in the Middle East: Results from longitudinal surveys and an inventory of media industries,' Annual convention, Association for Education in Journalism and Mass Communication. Minneapolis, MN, August 2016.

Chairman, session 'Five years of media use & public opinion in the Arab region: Findings and reflections from a multinational longitudinal survey,' Annual convention, Association for Education in Journalism and Mass Communication. Chicago, IL, August 2017.

Chairman, symposium of the representatives of health institutions in Qatar: 'Health information and monitoring among Qatari adolescents, 2017,' Northwestern University in Qatar, Doha, Qatar.

Discussant, symposium 'Fake news and media viability,' Maharat Foundation & Deutsche Welle Akademie, Beirut, Lebanon, May 2018.

Discussant, symposium 'Media loves tech: Digital solutions for viable journalism in Tunisia,' Deutsche Welle Akademie, Tunis, Tunisia, October 2018.

Other services to the discipline

- 1986-89 Vice President, Deutsche Gesellschaft fuer Publizistik- und Kommunikationswissenschaft [German Association for Mass Media and Communication Science]
- 1986-87 Member, Nominating Committee, International Communication Association
- 1987-88 Member, Membership Committee, International Communication Association
- 1989-90 Member, Publications Committee, International Communication Association
- 1989-93 Member, Board of Curators, Christliche Presse-Akademie (cpa), Gemeinschaftswerk der Evangelischen Publizistik (GEP), Frankfurt a. M., Germany
- 1991-99 Member of the coordination group for a 'European Master's Program in Media Management & Organizational Communication' (five European universities)
- 1992-93 Member, Liaison Committee, International Communication Association
- 1992-99 Member of the coordination group of the 'Réseau Européen de Formations Doctorales 'Communication et Médias'' (eleven European universities)
- 1992-2010 Reviewer for research projects in journalism and mass communication research, German National Science Foundation (until 2000: one of the two *principal* reviewers)
- 1993-99 Member, Board of Curators, Gesellschaft sozialwissenschaftlicher Infrastruktureinrichtungen (GESIS), Germany
- 1993-94 Scientific advisor of the lecture series 'Lower Saxonian Media Talks' of the *Niedersaechsische Landesmedienanstalt fuer privaten Rundfunk*, Hanover, Germany
- 1994 Member of the Jury 'General TV programs,' Adolf Grimme Prize for outstanding TV productions, Marl, Germany
- 1994-95 Member of the planning committee for the 'Medienforum' of the 26. *Deutscher Evangelischer Kirchentag*, Hamburg, Germany
- 1995-1997 Member of the Academic Council of the University of Music, Drama and Media, Hanover, Germany
- 1998 Organizer and chairman of the conference 'Verlagskongress '98: Pioniere machen Druck' [Publishing conference '98: Pioneers in publishing], Management Circle. Frankfurt a. M., Germany
- 1998-2001 Board member, The Amsterdam School of Communications Research (ASCoR),

University of Amsterdam, Amsterdam, The Netherlands

- 2000-02 Board member, Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC) [Research Foundation Commercial Communication], University of Amsterdam, Amsterdam, The Netherlands
- 2000-10 Board member and representative of The Amsterdam School of Communications Research (ASCoR) within The Netherlands School of Communications Research (NESCoR), consisting of the University of Amsterdam, the University of Twente and the Catholic University of Nijmegen
- 2000-10 Member of the Executive Committee, Internationales Centrum fuer Werbe- und Mediaforschung (ICW) [International Center of Advertising and Media Research], sponsored by *Gruner + Jahr* and *Der Spiegel* publishing companies, Hamburg, Germany
- 2001-10 Member of the Executive Committee, Stichting Research Strategische Communicatie [Research Foundation Strategic Communication], The Hague, The Netherlands
- 2002-06 Member of the Executive Committee, Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC) [Research Foundation Commercial Communication], University of Amsterdam, Amsterdam, The Netherlands
- 2003 Jury member, ‘communication prize’ for the best media contribution for cancer prophylaxis, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- Member of the review commission ‘Open Competition,’ Social and Behavioral Sciences, Dutch National Science Foundation.
- 2004 Chairman, international commission of the Swiss government to evaluate the 19 communication programs at institutes of higher education in Switzerland
- 2004-6 Permanent reviewer (member of the ‘referentencollege’), Social and Behavioral Sciences, Dutch National Science Foundation.
- 2004-10 Member, Zukunftskommission für das Fach Kommunikations- und Medienwissenschaft [Commission on the future of the Swiss communication and media science] of the Schweizerische Rektorenkonferenz (CRUS) [Swiss Conference of University Rectors].
- 2005 Jury member and laudator, ‘communication prize’ for the best media contribution for prophylaxis of cancer and ‘company prize’ for the company with the best prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- Member, committee for the preparation of the First European Communication Conference, University of Amsterdam, Amsterdam, The Netherlands.

- 2005-6 Member, Entwicklungsteam Medienstudiengaenge [Development Team for Media Programs], St. Poelten University of Applied Sciences, St. Poelten, Austria.
- 2005- Member, Wissenschaftlicher Beirat [Advisory board], Institut fuer Medien- und Kommunikationspolitik, Berlin, Germany.
- Member, Advisory board, me:mi, Medien + Entertainment Management Institut, Europa Fachhochschule Fresenius, Cologne, Germany
- 2006 Jury member, ‘communication prize’ for the best media contribution to the prophylaxis of cancer, ‘VIP prize’ for the most influential prominent person and ‘company prize’ for the company with the best prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- Member, search committee, professorship in communication science, Catholic University of Leuven, Leuven, Belgium.
- 2006-9 Jury member, ‘ASCoR Denis McQuail Award for the Best Article Advancing Communication Theory,’ Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Amsterdam, The Netherlands.
- 2007 Member of the juries ‘Journalism for Prevention’ and ‘Public Prevention’ for the best media and communication contributions to the prophylaxis of cancer and ‘Prevention at Work’ for the company with the best prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- Consultant, University of North Carolina, Charlotte, NC: Concept of a PhD program on ‘Global Studies’
- Consultant, St. Poelten University of Applied Sciences, St. Poelten, Austria: Concept of an Executive MA program ‘Consulting Media and Communication’
- 2008 Member of the juries ‘Journalism for Prevention’ and ‘Public Prevention’ for the best media and communication contributions to the prophylaxis of cancer and ‘Prevention at Work’ for the company with the best prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- 2008-19 Reviewer for research projects in journalism and mass-communication research, ‘Fonds Wetenschappelijk Onderzoek – Vlaanderen (FWO),’ the Science Foundation of Flanders, Brussels, Belgium
- 2009 Member of the juries ‘Journalism for Prevention’ and ‘Public Prevention’ for the best media and communication contributions to the prophylaxis of cancer and ‘Prevention at Work’ for the company with the best prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany

- 2009-10 Member, Board of Studies, international Erasmus-Mundus MA in 'Journalism and Media Within Globalization,' University of Amsterdam, Amsterdam, The Netherlands
- 2009-18 Member, scientific advisory board, Hans Bredow Institute for Media Research at the University of Hamburg, Hamburg, Germany
- 2010-14 Member, Committee for Comparative Media and Communication Research, Austrian Academy of Sciences, Vienna, Austria
- 2011-14 Chairman, 'Club der Freunde der Publizistik' (Club of the friends of the Department of Communication, University of Vienna), Vienna, Austria
- 2012 Member, Mid-Term Evaluation Committee, International Bachelor in Communication and Media (IBCoM), Erasmus University, Rotterdam, The Netherlands
- Member, jury, 'ASCoR Denis McQuail Award for the Best Article Advancing Communication Theory,' Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Amsterdam, The Netherlands
- 2012-14 Member, advisory board, media fund ('Publizistikfoerderung'), Kommunikationsbehoerde Austria, Federal chancellery (Bundeskanzleramt), Vienna, Austria.
- 2012-14 Member, advisory board, OeGK (Austrian Society for Communication Studies)
- 2013 Member, juries 'Commitment of the year' and 'Prevention in companies' for the best media and communication contributions to the prophylaxis of cancer, Felix Burda Foundation, a foundation of Burda Publishers, Munich, Germany
- Member, jury of the prize for the best scientific study, Public Relations Verband Austria (PRVA), Vienna, Austria
- Consultant, on the future of the Faculty of Arts, Palacky University in Olomouc, Czech Republic
- Member, Special Committee for the promotion of Dr. Vaia Doudaki, appointed by the Senate of the Cyprus University of Technology, Limassol, Cyprus
- 2014-15 Member, jury of the Internationalization Research Award, Department of Communication, University of Vienna, Vienna, Austria
- 2015-17 Member, jury of the 'Meeting of the Minds' Undergraduate Research Symposium, Carnegie Mellon University in Qatar, Doha, Qatar
- 2015-16 Member, committee of the B. Aubrey Fisher Mentorship Award, International Communication Association

- 2016 Member, jury for the oral presentations in ‘Social sciences, arts and humanities,’ ARC’ 16: Qatar Foundation Annual Research Conference, Doha, Qatar
- 2016-17 Member, jury for the research grants of the Office of Undergraduate Research, Northwestern University, Evanston IL
- 2017-18 Member, Assessment/Accreditation Council, Northwestern University, Evanston, IL
- 2017- Member, Academic Advisory Board, Zeppelin University, Friedrichshafen, Germany
- 2019 Member, Accreditation Committee, International Bachelor in Communication and Media (IBCoM), Erasmus University, Rotterdam, The Netherlands
- 2019-21 Member, jury, ‘ZU Best Teaching Award,’ Zeppelin University, Friedrichshafen, Germany
- 2019- Member, extended expert pool, ‘Fonds Wetenschappelijk Onderzoek – Vlaanderen (FWO),’ the Science Foundation of Flanders, Brussels, Belgium
- 2021 Chairman, Accreditation Committee, Erasmus Mundus Master’s in Journalism, Media and Globalisation, Aarhus University, Denmark, and University of Amsterdam, The Netherlands
- Chairman, student selection committee, Bachelor programs, Zeppelin University, Friedrichshafen, Germany
- 2021-22 Member, advisory board, research project “Local information supply,” Comisariaat vor de Media (the Dutch FCC), Hilversum, The Netherlands
- 2023 Member, International Evaluation Panel, Palacký University in Olomouc, Olomouc, Czech Republic.