

Prof. Dr. Michael Scharkow

CONTACT

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EDUCATION

Dr. phil., 2011
UNIVERSITÄT DER KÜNSTE BERLIN
Communication
Dissertation: Automatic Content Analysis and Machine Learning.

M.A., 2006
FREIE UNIVERSITÄT BERLIN
Communication, Political Science, Sociology
Thesis: Media Use and European Integration. An Analysis of Eurobarometer Data.

POSITIONS

Professor (since 10/2019)
JOHANNES GUTENBERG-UNIVERSITÄT MAINZ
Institut für Publizistik

Professor (2017-2019)
ZEPPELIN UNIVERSITÄT
Lehrstuhl für Kommunikationswissenschaft,
Schwerpunkt Digitale Kommunikation

Research Associate (2010-2017)
UNIVERSITÄT HOHENHEIM
Institut für Kommunikationswissenschaft

Senior Project Researcher (2012-2014)
UNIVERSITÄT MÜNSTER
Institut für Kommunikationswissenschaft (ERC Project SOFOGA)

Visiting Scholar (04-05/2012)
OHIO STATE UNIVERSITY
School of Communication

Research Associate (2006-2009)
UNIVERSITÄT DER KÜNSTE BERLIN
Institut für Theorie und Praxis der Kommunikation

Research and Teaching Assistant (2001-2005)
FREIE UNIVERSITÄT BERLIN
Institut für Publizistik- und Kommunikationswissenschaft

GRANTS

Diversity-X: Identifying gender citation gaps in communication research
(2022-2024, as part of a joint project with Sabine Trepte)
Bundesministerium für Bildung und Forschung – 284,435 EUR

Multilevel flows of political communication on Facebook - a computational approach using individual digital traces
(2020-2023, co-applicant with Marko Bachl)
Fritz Thyssen Foundation – 150,000 EUR

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

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

AWARDS

Top Faculty Paper Award at the 2019 ICA conference, Washington, DC, ICA Mass Communication Division.

Communication Methods and Measures Article of the Year 2016, AEJMC Communication Theory and Methodology Division.

Top Faculty Paper Award at the 2017 ICA conference, San Diego, ICA Communication and Technology Division.

Top Faculty Paper Award at the 2017 ICA conference, San Diego, ICA Mass Communication Division.

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

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

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

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

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

ACTIVITIES

Service to the profession

Associate Editor, *Journal of Communication*, 2018-2022

Editorial board member for the *Journal of Communication*, *Communication Measures and Methods*, *Computational Communication Research* and *Media Psychology*.

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

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

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

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

Workshops for researchers

Multilevel Modeling using R and lme4 (w/ Frank Mangold)

April, 2021, KU Leuven; April, 2021, U Augsburg; January, 2021, U Mainz; October 2016, U Mainz.

Structural Equation Modeling using AMOS/Mplus/R (w/ Jens Vogelgesang)

May 2018, U Vienna; June 2012, FU Berlin; February 2012, U Mainz; April 2011, U Hohenheim (incl. Latent Class Analysis); September 2011, U Münster; March 2011, U Erfurt; October 2010, LMU München (incl. Multilevel Modeling); June 2010, U Hohenheim; April 2010, U Hohenheim; October 2009, U Zürich; July 2009, FU Berlin; February 2009, U Hamburg; November 2008, U Greifswald; July 2008, FU Berlin; August 2007, FU Berlin; July 2007, FU Berlin; April 2007, FU Berlin; October 2006, FU Berlin; July 2006, FU Berlin

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

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

Monograph

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

Journal articles

Hase, V., Boczek, K., & Scharkow, M. (2022). Adapting to affordances and audiences? a cross-platform, multi-modal analysis of the platformization of news on facebook, instagram, tiktok, and twitter. *Digital Journalism*, 1–22.

Jürgens, P., Meltzer, C. E., & Scharkow, M. (2022). Age and gender representation on german tv: A longitudinal computational analysis. *Computational Communication Research*, 4(1).

Mangold, F., & Scharkow, M. (2022). Metrics of news audience polarization: Same or different? *Communication Methods and Measures*, 1–25.

Schnauber-Stockmann, A., Scharkow, M., & Breuer, J. (2022). Routines and the predictability of day-to-day web use. *Media Psychology*, 1–23.

Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2022). Post post-broadcast democracy? news exposure in the age of online intermediaries. *American Political Science Review*, 116(2), 768–774.

Winkler, Y., Bachl, M., & Scharkow, M. (2022). Individual users' participation on political facebook pages. *Journal of Quantitative Description: Digital Media*, 2.

Mangold, F., Stier, S., Breuer, J., & Scharkow, M. (2021). The overstated generational gap in online news use? a consolidated infrastructural perspective. *New Media & Society*, online first. <https://doi.org/10.1177/1461444821989972>

Fähnrich, B., Vogelgesang, J., & Scharkow, M. (2020). Evaluating universities' strategic online communication: How do shanghai ranking's top 50 universities grow stakeholder engagement with facebook posts? *Journal of Communication Management*, 24(3), 265–283.

Mangold, F., & Scharkow, M. (2020). How do filtering choices impact the structures of audience networks? a simulation study using data from 26 countries. *Communication Methods and Measures*, 14(2), 125–144.

Peter, C., Breuer, J., Masur, P., Scharkow, M., & Schwarzenegger, C. (2020). Empfehlungen zum Umgang mit Forschungsdaten in der Kommunikationswissenschaft. *SCM Studies in Communication and Media*, 9(4), 599–626.

Scharkow, M., Mangold, F., Stier, S., & Breuer, J. (2020). How social network sites and other online intermediaries increase exposure to news. *Proceedings of the National Academy of Sciences*, 117(6), 2761–2763.

Trepte, S., Scharkow, M., & Dienlin, T. (2020). The privacy calculus contextualized: The influence of affordances. *Computers in Human Behavior*, 104, 106115. <https://doi.org/10.1016/j.chb.2019.08.022>

Scharkow, M. (2019). The reliability and temporal stability of self-reported media exposure: A meta-analysis. *Communication Methods and Measures*, 13(3), 198–211. <https://doi.org/10.1080/19312458.2019.1594742>

- Trepte, S., Masur, P. K., & Scharkow, M. (2018). Mutual friends' social support and self-disclosure in face-to-face and instant messenger communication. *The Journal of Social Psychology, 158*(4), 430–445. <https://doi.org/10.1080/00224545.2017.1398707>
- Bachl, M., & Scharkow, M. (2017). Correcting measurement error in content analysis. *Communication Methods and Measures, 11*(2), 1–18. <https://doi.org/10.1080/19312458.2017.1305103>
- Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2017). Longitudinal patterns of involvement in cyberbullying: Results from a latent transition analysis. *Computers in Human Behavior, 66*, 7–15. <https://doi.org/10.1016/j.chb.2016.09.027>
- Mangold, F., Vogelgesang, J., & Scharkow, M. (2017). Nachrichtennutzung in Deutschland. Eine nutzerzentrierte Repertoireanalyse. *Medien & Kommunikationswissenschaft, 65*(4).
- Scharkow, M., & Bachl, M. (2017). How measurement error in content analysis and self-reported media use leads to minimal media effect findings in linkage analyses: A simulation study. *Political Communication, 34*(3), 323–343. <https://doi.org/10.1080/10584609.2016.1235640>
- Masur, P. K., & Scharkow, M. (2016). Disclosure management on social network sites: Individual privacy perceptions and user-directed privacy strategies. *Social Media & Society, 2*(1). <https://doi.org/10.1177/2056305116634368>
- Scharkow, M. (2016). The accuracy of self-reported internet use. a validation study using client log data. *Communication Methods and Measures, 10*(1), 13–27. <https://doi.org/10.1080/19312458.2015.1118446>
- Breuer, J., Scharkow, M., & Quandt, T. (2015). Sore losers? a reexamination of the frustration-aggression hypothesis for colocated video game play. *Psychology of Popular Media Culture, 4*(2), 126–137. <https://doi.org/10.1037/ppm0000020>
- Festl, R., Scharkow, M., & Quandt, T. (2015). The individual or the group: A multilevel analysis of cyberbullying in school classes. *Human Communication Research, 41*(4), 535–556. <https://doi.org/10.1111/hcre.12056>
- Scharkow, M., Festl, R., Vogelgesang, J., & Quandt, T. (2015). Beyond the core-gamer: Genre preferences and gratifications in computer games. *Computers in Human Behavior, 44*, 293–298. <https://doi.org/10.1016/j.chb.2014.11.020>
- Trepte, S., Masur, P. K., Scharkow, M., & Dienlin, T. (2015). Privatheitsbedürfnisse verschiedener Kommunikationstypen on- und offline: Ergebnisse einer repräsentativen Studie zum Umgang mit persönlichen Inhalten. *Media Perspektiven, 5*, 250–257.
- Breuer, J., Scharkow, M., & Quandt, T. (2014). Tunnel vision or desensitization? The effect of interactivity and frequency of use on the perception and evaluation of violence in digital games. *Journal of Media Psychology, 26*(4), 176–188. <https://doi.org/10.1027/1864-1105/a000122>
- Elson, M., Mohseni, M. R., Breuer, J., Scharkow, M., & Quandt, T. (2014). Press CRTT to measure aggressive behavior: The unstandardized use of the competitive reac-

- tion time task in aggression research. *Psychological Assessment*, 26(2), 419–432. <https://doi.org/10.1037/a0035569>
- Scharkow, M., Festl, R., & Quandt, T. (2014). Longitudinal patterns of problematic computer game use among adolescents and adults - a 2-year panel study. *Addiction*, 109(11), 1910–1917. <https://doi.org/10.1111/add.12662>
- Festl, R., Scharkow, M., & Quandt, T. (2013a). Militaristic attitudes and the use of digital games. *Games and Culture*, 8(6), 392–407. <https://doi.org/10.1177/1555412013493498>
- Festl, R., Scharkow, M., & Quandt, T. (2013b). Peer influence, internet use and cyberbullying: A comparison of different context effects among german adolescents. *Journal of Children and Media*, 7(4), 446–462. <https://doi.org/10.1080/17482798.2013.781514>
- Günther, E., & Scharkow, M. (2013). Recycled media. An automated evaluation of news outlets in the twenty-first century. *Digital Journalism*, 2(4), 524–541. <https://doi.org/10.1080/21670811.2013.850207>
- Hasan, Y., Begue, L., Scharkow, M., & Bushman, B. J. (2013). The more you play, the more aggressive you become: A long-term experimental study of cumulative violent video game effects on hostile expectations and aggressive behavior. *Journal of Experimental Social Psychology*, 49(2), 224–227. <https://doi.org/10.1016/j.jesp.2012.10.016>
- Hayes, A. F., & Scharkow, M. (2013). The relative trustworthiness of inferential tests of the indirect effect in statistical mediation analysis: Does method really matter? *Psychological Science*, 24(10), 1918–1927. <https://doi.org/10.1177/0956797613480187>
- Mahrt, M., & Scharkow, M. (2013). The value of big data in digital media research. *Journal of Broadcasting & Electronic Media*, 57(1), 20–33. <https://doi.org/10.1080/08838151.2012.761700>
- Quandt, T., Breuer, J., Festl, R., & Scharkow, M. (2013). Digitale Spiele: stabile Nutzung in einem dynamischen Markt. *Media Perspektiven*, 10(2013), 483–492.
- Scharkow, M. (2013b). Thematic content analysis using supervised machine learning: An empirical evaluation using german online news. *Quality & Quantity*, 47(2), 761–773. <https://doi.org/10.1007/s11135-011-9545-7>
- Festl, R., Scharkow, M., & Quandt, T. (2012). Problematic computer game use among adolescents, younger and older adults. *Addiction*, 108(3), 592–599. <https://doi.org/10.1111/add.12016>
- Vogelgesang, J., & Scharkow, M. (2012). Reliabilitätstests in Inhaltsanalysen. *Publizistik*, 57(3), 333–345. <https://doi.org/10.1007/s11616-012-0154-9>
- von Pape, T., Quandt, T., Scharkow, M., & Vogelgesang, J. (2012). Nachrichtengeographie des Zuschauerinteresses. *Medien & Kommunikationswissenschaft, Sonderheft Grenzüberschreitende Kommunikation*, 159–182.
- Quandt, T., Festl, R., & Scharkow, M. (2011). Digitales Spielen – Medienunterhaltung im Mainstream. *Media Perspektiven*, 9, 414–422.

- Scharkow, M., & Vogelgesang, J. (2011). Measuring the public agenda using search engine queries. *International Journal of Public Opinion Research*, 23(1), 104–113. <https://doi.org/10.1093/ijpor/edqo48>
- Scharkow, M. (2011). Zur Verknüpfung manueller und automatischer Inhaltsanalyse durch maschinelles Lernen. *Medien & Kommunikationswissenschaft*, 59(4), 545–562. <https://doi.org/10.5771/1615-634X-2011-4-545>
- Festl, R., Quandt, T., & Scharkow, M. (2010). Digitales Spielen als mediale Unterhaltung. Eine Repräsentativstudie zur Nutzung von Computer- und Videospiele in Deutschland. *Media Perspektiven*, 11(2010), 515–522.
- Scharkow, M., & Vogelgesang, J. (2010). Effects of domestic media use on European integration. *Communications*, 35(1), 73–91. <https://doi.org/10.1515/comm.2010.004>
- Suckfüll, M., & Scharkow, M. (2009). Modes of reception for fictional films. *Communications*, 34(4), 361–384. <https://doi.org/10.1515/comm.2009.023>

Book chapters

- Bachl, M., & Scharkow, M. (2019). Some suggestions on dealing with measurement error in linkage analyses. In C. Peter, T. Naab, & R. Kühne (Eds.), *Measuring Media Use and Exposure: Recent Developments and Challenges*. Halem.
- Scharkow, M., & Bachl, M. (2019). Stable attitudes and behaviors as boundary conditions of reinforcing spirals models. In P. Müller, S. Geiss, C. Schemer, T. Naab, & C. Peter (Eds.), *Dynamische Prozesse der öffentlichen Kommunikation: Methodische Herausforderungen*. Halem.
- Scheu, A., Vogelgesang, J., & Scharkow, M. (2018). Qualitative Textanalyse. Blaupause und Potenziale (teil-)automatisierter Verfahren. In A. Scheu (Ed.), *Auswertung qualitativer Daten*. Springer VS.
- Scharkow, M. (2017a). Bootstrapping. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0017>
- Scharkow, M. (2017b). Content analysis, automatic. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0043>
- Vogelgesang, J., & Scharkow, M. (2017). Bayesian statistics. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0013>
- Trepte, S., & Scharkow, M. (2016). Friends and live-savers: How social capital and social support received in media environments contribute to well-being. In L. Reinecke & M. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-Being* (pp. 304–316). Routledge.
- Bachl, M., & Scharkow, M. (2015). Eine quantitative Bestandsaufnahme von Informationen über Krankheiten auf der deutschsprachigen Wikipedia, 2002–2014. In E. Baumann & M. Hastall (Eds.), *Gesundheitskommunikation im gesellschaftlichen Wandel* (pp. 93–104). Nomos. <https://doi.org/10.5771/9783845264677-93>

- Scharkow, M., & Vogelgesang, J. (2015). Diagnose und Korrektur von Messfehlern in inhaltsanalytischen Daten. In W. Wirth, K. Sommer, M. Wettstein, & J. Matthes (Eds.), *Qualitätskriterien in der Inhaltsanalyse* (pp. 204–217). Halem.
- von Pape, T., & Scharkow, M. (2015). Twitter, un media pour la communication transfrontaliere des evenements locaux? Une approche empirique exploratoire. In V. Goulet & C. Vatter (Eds.), *Grenzüberschreitende Informationsflüsse und Medien in der Großen Region SaarLorLux. La circulation transfrontaliere des informations mediatiques dans la Grande Region SaarLorLux* (pp. 105–124). Nomos Verlag. <https://doi.org/10.5771/9783845263274-105>
- Günther, E., & Scharkow, M. (2014). Automatisierte Datenbereinigung bei Inhalts- und Linkanalysen von Online-Nachrichten. In K. Sommer, M. Wettstein, W. Wirth, & J. Matthes (Eds.), *Automatisierung der Inhaltsanalyse* (pp. 111–126). Halem.
- Mahrt, M., & Scharkow, M. (2014). Der Wert von Big Data für die Erforschung digitaler Medien. In R. Reichert (Ed.), *Big Data. Analysen zum digitalen Wandel von Wissen, Macht und Ökonomie*. Transcript Verlag. <https://doi.org/10.14361/transcript.9783839425923.221>
- Quandt, T., Festl, R., & Scharkow, M. (2014). Pathologische Formen der Online-Kommunikation: Exzessive Nutzung von Social Media und Online Games. In K. Hurrelmann & E. Baumann (Eds.), *Handbuch Gesundheitskommunikation*. Huber.
- Scharkow, M. (2013a). Automatische Inhaltsanalyse. In W. Möhring & D. Schlütz (Eds.), *Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft* (pp. 289–306). Springer VS. https://doi.org/10.1007/978-3-531-18776-1_16
- Domahidi, E., Scharkow, M., & Quandt, T. (2012). Real friends and virtual life? computer games as foci of activity for social community building. In P. Moy (Ed.), *Communication and community* (pp. 149–169). Hampton Press.
- Vogelgesang, J., & Scharkow, M. (2011). Messung der Publikumsagenda mittels Nutzungsstatistiken von Suchmaschinenanfragen. In O. Jandura, T. Quandt, & J. Vogelgesang (Eds.), *Methoden der Journalismusforschung* (pp. 299–313). Springer VS. https://doi.org/10.1007/978-3-531-93131-9_17
- Bleuel, F., Scharkow, M., Suckfüll, M., & Marks, G. (2010). Form follows function? Eine Onlinesortierstudie zur Rezeption von Filmplakaten. In J. Woelke, M. Maurer, & O. Jandura (Eds.), *Forschungsmethoden für die Markt- und Organisationskommunikation* (pp. 42–60). Halem.
- Scharkow, M. (2010a). Crowdsourcing von Inhaltsanalysen im World Wide Web? In N. Jakob, T. Zerback, O. Jandura, & M. Maurer (Eds.), *Methoden der Online-Forschung: Das Internet als Forschungsinstrument und -gegenstand der Kommunikationswissenschaft* (pp. 301–315). Halem.
- Scharkow, M. (2010b). Lesen und lesen lassen. Zum State of the Art automatischer Textanalyse. In M. Welker & C. Wunsch (Eds.), *Die Online-Inhaltsanalyse* (pp. 340–364). Halem.

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