

Prof. Dr. Michael Scharkow

- CONTACT** Johannes Gutenberg University Mainz
Department of Communication
55099 Mainz, Germany
Email: scharkow@uni-mainz.de
Web: <https://ccs.ifp.uni-mainz.de>
- EDUCATION** Dr. phil., 2011
UNIVERSITÄT DER KÜNSTE BERLIN
Communication
Dissertation: Automatic Content Analysis and Machine Learning.
- M.A., 2006
FREIE UNIVERSITÄT BERLIN
Communication, Political Science, Sociology
Thesis: Media Use and European Integration. An Analysis of Eurobarometer Data.
- POSITIONS** Professor (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
(2020-2022, 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*, since 2018

Member of the editorial boards of *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

Jürgens, P., Meltzer, C., & Scharkow, M. (2022). Age and gender representation on German TV: A longitudinal computational analysis. *Computational Communication Research*, online first.

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>

Shaw, A., Scharkow, M., & Wang, Z. J. (2021). Opening a Conversation on Open Communication Research. *Journal of Communication*. <https://doi.org/10.1093/joc/jqab033>

Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2021). Post post-broadcast democracy? News exposure in the age of online intermediaries. *American Political Science Review*.

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). <https://doi.org/10.1108/JCOM-06-2019-0090>

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 reaction 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/edq048>
- 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 Videospielen 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., & Scharnow, 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., & Scharnow, 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., & Scharnow, M. (2014). Pathologische Formen der Online-Kommunikation: Exzessive Nutzung von Social Media und Online Games. In K. Hurrelmann & E. Baumann (Eds.), *Handbuch Gesundheitskommunikation*. Huber.
- Scharnow, 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., Scharnow, 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., & Scharnow, 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., Scharnow, 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.
- Scharnow, 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.
- Scharnow, 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.
- Scharnow, M. (2008). Mediennutzung und europäische Integration. In E. Aydin, M. Begenat, C. Michalek, J. Schemann, & I. Stefes (Eds.), *Düsseldorfer Forum Politische Kommunikation* (pp. 271–290). LIT.

PRESENTATIONS

Peer-reviewed conference presentations

- Mangold, F., Vogelgesang, J., & Scharkow, M. (2021). *Audience Preference and News Use in an Age of Choice: A News Orientation Perspective*. Paper presented at the 2021 ICA conference, virtual.
- Mangold, F. & Scharkow, M. (2021). *Metrics of News Audience Polarization: Same or Different?* Paper presented at the 2021 ICA conference, virtual.
- Bachl, M., Scharkow, M. & Winkler, Y. (2021). *News Sharing by Party Line? An Analysis of Source Sharing Patterns in Political Social Media Discussions*. Paper presented at the 2021 ICA conference, virtual.
- Jürgens, P., Meltzer, C., & Scharkow, M. (2021). *The convoluted path to Equality: An automated image analysis of facial age and gender on German TV*. Paper presented at the 2021 ICA conference, virtual.
- Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2020). *Do Online Intermediaries Increase the Frequency and Diversity of News Exposure? Cross-Country Evidence from Web Tracking and Surveys*. Paper presented at the 2020 ECPR conference, Innsbruck, Austria.
- Bachl, M. & Scharkow, M. (2020). *News sharing by party line? An analysis of source sharing patterns in political social media discussions*. Paper presented at the 2020 ECPR conference, Innsbruck, Austria.
- Mangold, F. & Scharkow, M. (2019). *The quest of building meaningful audience networks. Reconsidering and renewing the research agenda*. Paper presented at the 2019 ICA conference, Washington, DC, May.
- Scharkow, M. & Bachl, M. (2017). *Reinforcing spirals and the issue of stable attitudes and behavior*. Presented at the Annual Conference of the Methods Division of the German Communication Association (DGPK), Mainz, September.
- Bachl, M. & Scharkow, M. (2017) *Correcting measurement error in content analysis*. Paper presented at the 2017 ICA conference, San Diego, May.
- Dienlin, T., Trepte, S. & Scharkow, M. (2017). *Self-Disclosure and the Affordances of SNSs: Testing the Privacy Calculus Within an Experimental Framework*. Paper presented at the 2017 ICA conference, San Diego, May.
- Masur, P., Trepte, S. & Scharkow, M. (2017). *Social Support and Self Disclosure in Face to Face and Instant Messenger Communication*. Paper presented at the 2017 ICA conference, San Diego, May.
- Scharkow, M. & Bachl, M. (2017). *Reinforcing spirals and the issue of stable attitudes and behavior*. Panel presentation at the 2017 ICA conference, San Diego, May.
- Scharkow, M. (2016). *The reliability and temporal stability of self-reported media use - a meta-analysis*. Presented at the Annual Conference of the Methods Division of the German Communication Association (DGPK), Amsterdam, September.
- Bachl, M. & Scharkow, M. (2016). *How measurement errors lead to minimal media effect findings in linkage analysis and what we can do about it*. Presented at the Annual Conference of the Methods Division of the German Communication Association (DGPK), Amsterdam, September.

- Masur, P. K., Scharkow, M. & Trepte, S. (2016). Geben und Nehmen: Das Zusammenspiel von Selbstoffenbarungsbereitschaft und sozialer Unterstützung in Online- und Offline-Kontexten [Self-disclosure and social support in online and offline contexts]. Vortrag auf dem 50. Kongress der Deutschen Gesellschaft für Psychologie (DGPs), 18.-22. Leipzig, September.
- Scharkow, M. & Bachl, M. (2016). *Messages Mismeasured: Minimal Media Effects as a Consequence of Unreliable Measurement*. Paper presented at the 2016 ICA conference, Fukuoka, June.
- Vogelgesang, J. & Scharkow, M. (2016). *Evaluating the Facebook message effectiveness of Top 50 Shanghai Ranking Universities*. Paper presented at the 2016 ICA conference, Fukuoka, June.
- Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2016). Longitudinal Patterns of Involvement in Cyberbullying: Results from a Latent Transition Analysis among Adolescents. Paper presented at the 2016 ICA conference, Fukuoka, June.
- Bachl, M. & Scharkow, M. (2015). *MC-SIMEX-Korrektur von Messfehlern in nominalen Variablen*. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Stuttgart, September.
- Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2015). *Spirals of retaliation? Analyzing patterns of cyberbullying involvement among high school students using latent transition analysis*. Vortrag auf dem 20. Workshop Aggression, Linz, November.
- Scharkow, M. & Bachl, M. (2015). *Dealing with measurement error in content analysis data using simulation-extrapolation*. Paper presented at the 2015 ICA conference, San Juan, May.
- Bachl, M. & Scharkow, M. (2014). *Eine quantitative Bestandsaufnahme von Informationen über Krankheiten auf der deutschsprachigen Wikipedia, 2002-2014* [A quantitative analysis of disease-related information on Wikipedia]. Vortrag auf der Jahrestagung der Ad-hoc-Gruppe Gesundheitskommunikation der DGPK. Mainz, November.
- Festl, R., Scharkow, M., & Quandt, T. (2014). *The Misperception of Cyberbullying Norms among High School Students*. Presentation presented at the 2014 European Communication Congress, Lissabon, November.
- Scharkow, M. & Domahidi, E. (2014). *Die Kombination von manueller und automatischer Codierung für die Auswahl von relevanten Studien für Meta-Analysen* [Combining manual and automatic coding for selecting relevant studies in meta analyses]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Munich, October.
- Bachl, M. & Scharkow, M. (2014). *Empirische Analyse der Wikipedia - Potenziale und Anwendungsbeispiele für die Kommunikationswissenschaft* [Empirical analyses of Wikipedia. Potential and applications in communication research]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Munich, October.
- Scharkow, M. (2014) *The accuracy of self-reported internet use - a validation study using client log data*. Paper presented at the 2014 ICA conference, Seattle, May.

- Scharkow, M., Festl, R., & Quandt, T. (2014). *Longitudinal patterns of problematic computer game use among adolescents and adults – a 2-year panel study*. Paper presented at the 2014 ICA conference, Seattle, May.
- Festl, R., Scharkow, M., & Quandt, T. (2014) *The individual or the class: A multilevel analysis of cyberbullying behavior in school classes*. Paper presented at the 2014 ICA conference, Seattle, May.
- Elson, M., Breuer, J., Scharkow, M., & Thorsten Quandt (2014). *Digital Games and Frustration: Effects on Aggression and Cooperative Behavior*. Paper presented at the 2014 ICA conference, Seattle, May.
- Elson, M., Mohseni, M. R., Breuer, J., & Scharkow, M. (2013). *The unstandardized use of the Competitive Reaction Time Task to measure aggressive behavior in media effects research: A methodological CRTTique*. Paper presented at the 8th Conference of the Media Psychology Division of the German Psychological Society (DGPs), Würzburg, August.
- Breuer, J., Scharkow, M., & Quandt, T. (2013). *The effects of playing versus watching a digital game on the perception and evaluation of in-game violence*. Paper presented at the 2013 ICA conference, London, June.
- Günther, E. & Scharkow, M. (2013). *Online Sophistication of News Websites*. Paper presented at the 2013 ICA conference, London, June.
- Hayes, A.F. & Scharkow, M. (2013). *The Relative Trustworthiness of Popular Inferential Approaches to Testing Indirect Effects in Statistical Mediation Analysis: Does Method Really Matter?* Paper presented at the 2013 ICA conference, London, June.
- Mahrt, M. & Scharkow, M. (2013). *Between big data and deep analysis? Scaling digital media research*. Paper presented at the 2013 ICA conference, London, June.
- Vogelgesang, J. & Scharkow, M. (2013). *The Validity of Google Trends to Measure Issue Salience*. Paper presented at the Annual Conference of the World Association for Public Opinion Research (WAPOR), Boston, May.
- Breuer, J., Scharkow, M., & Quandt, T. (2012). *The others. Why research on the effects of digital games on aggression needs a multiplayer perspective*. Paper presented at the preconference of the ECREA Temporary Working Group (TWG) on Digital Games Research, Istanbul.
- Vogelgesang, J., & Scharkow, M. (2012). *Sozialforschung im 21. Jahrhundert: Können Suchmaschinenstatistiken bevölkerungsrepräsentative Befragungen ersetzen?* [Can we substitute representative surveys with online search query data?] Vortrag im Rahmen der Ad-hoc-Gruppe *Sozialforschung im World Wide Web* auf dem Soziologentag 2012 in Bochum und Dortmund, October.
- Scharkow, M. & Vogelgesang, J. (2012). *Reliabilitätstests und dann? Auswirkungen von Messfehlern in inhaltsanalytischen Daten* [Consequences of measurement error in content analyses]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Zürich, September.
- Günther, E. & Scharkow, M. (2012). *Automatisierte Datenbereinigung bei Inhalts- und Linkanalysen von Online-Nachrichten* [Automated data processing and filtering

- for content and link analyses of online news]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Zürich, September.
- Günther, E. & Scharkow, M. (2012). *Online sophistication of news websites*. Presentation at the annual IAMCR conference. Durban, July.
- Breuer, J., Elson, M., Mohseni, R., & Scharkow, M. (2012). *Are we really only measuring media effects? Problems and pitfalls associated with the implementation and analysis of the Competitive Reaction Time Task (CRTT) in research on digital games*. Paper presented at the 17th International Workshop on Aggression, Luxembourg, July.
- Bachl, M., Vogelgesang, J., Scharkow, M., & Brettschneider, F. (2012). *RTR-Messungen in der deutschen Wahlforschung: Gestern – heute – morgen* [Continuous Response Measurement in German election studies]. Vortrag auf der Jahrestagung des Arbeitskreis Wahlen und Politische Einstellungen in der DVPW, Frankfurt, June.
- Breuer, J., Elson, M., Scharkow, M., & Quandt, T. (2012). *More than just violence - The importance of contextual factors and game characteristics for research on the digital-games-aggression link*. Paper presented at the 4th International Computer Game Conference Clash of Realities, Cologne, May.
- Scharkow, M., Festl, R., Vogelgesang, J., & Quandt, T. (2012). *Choosing digital games: The relationship between gaming motives and genre preferences*. Paper presented at the 2012 ICA conference, Phoenix, May.
- Domahidi, E., Scharkow, M., & Quandt, T. (2012). *Real friends and virtual life? Computer games as foci of activity for social community building*. Paper presented at the 2012 ICA conference, Phoenix, May.
- Festl, R., Scharkow, M., & Quandt, T. (2012). *Peer influence on adolescents' communication behavior: A comparison of different context effects on cyberbullying*. Paper presented at the 2012 ICA conference, Phoenix, May.
- Domahidi, E., Scharkow, M., & Quandt, T. (2012). *Real friends and virtual life? Explaining co-playing networks of computer gamers*. Paper presented at the International Sunbelt Social Network Conference XXXII, Redondo Beach, CA, March.
- Festl, R., Quandt, T., Scharkow, M., Chen, V., Koskimaa, R., Mäyrä, F., & Suominen, J. (2011). *International gaming: Comparative survey research on digital gaming* (Panel). DIGRA Conference, Utrecht, September.
- Breuer, J., Scharkow, M., & Quandt, T. (2011) *Tunnel vision or spectator mode? - The effects of watching versus playing a violent video game on immersion and perceived violence*. Poster presented at the 7th Conference of the Media Psychology Division of the DGPs, Bremen, August.
- Festl, R., Scharkow, M., & Quandt, T. (2011). *The social fabric of virtual life: Findings from a large-scale multi-level research project*. Presented at multi.player: International Conference on the Social Aspects of Digital Gaming. Stuttgart, July.
- Festl, R., Scharkow, M., Breuer, J., & Quandt, T. (2011). *War Games: Analyzing the relationship between militaristic attitudes and the use of military-themed digital games*. Presentation at the annual IAMCR conference. Istanbul, July.

- v. Pape, T. & Scharnow, M. (2011). *Bridging the space of places with a flow of tweets. A topography of local event tweets in a French-German border region*. Presentation at the annual IAMCR conference. Istanbul, July.
- Scharnow, M., Kordes, C., & Bleuel, F. (2011). *Visual stereotypes and party affiliation cues. An exploratory study of political cognition using candidate photographs*. Poster presented at the Annual Meeting of the International Society of Political Psychology. Istanbul, July.
- Scharnow, M. (2011). *Online content analysis using supervised machine learning – an empirical evaluation*. Paper presented at the 2011 ICA Conference. Boston, May.
- Scharnow, M. (2009). *NewsClassifier - ein integriertes Instrument zur manuellen und automatischen Erhebung und Codierung von Online-Inhalten* [An integrated instrument for the manual and automatic collection and coding of online content], Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Mainz, September.
- Scharnow, M. (2009). *Crowdsourcing Content Analysis. Vom Nutzen vieler Amateurchodierer für die Online-Inhaltsanalyse* [Crowdsourcing content analysis], Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Mainz, September.
- Mirza, D. & Scharnow, M. (2009). *Through the Eyes of the Spectator: A Content Analysis of User-Comments on the Internet Movie Database*. Presentation at the Society for Cognitive Studies of the Moving Image 2009 Conference, Copenhagen, June.
- Vogelgesang, J. & Scharnow, M. (2009). *Is there a Place for Bayesian Statistics in Communication Research?* Vortrag auf der Jahrestagung der DGPK, Bremen, May.
- Scharnow, M. & Vogelgesang, J. (2009): *Google Insights for Search – eine neue Methode zur Messung der Public Agenda?* [Google Insights for Search - a novel method for measuring the public agenda], Vortrag auf der Fachgruppentagung Journalismusforschung und Methoden der DGPK. Berlin, February.
- Scharnow, M. (2008). *Einschaltquoten im Social Web – Möglichkeiten der Erhebung und Analyse von Publikumsdaten am Beispiel YouTube*. [Collecting audience data on Youtube] Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Bad Tölz, September.
- Suckfüll, M., Schwerd, F., & Scharnow, M. (2008). *Modes of Internet Use*. Poster auf der 10. German Online Research Tagung. Hamburg, March.
- Suckfüll, M., Schwerd, F., & Scharnow, M. (2007). *Internetmodalitäten*. [Modes of Internet use] Vortrag auf der Jahrestagung der Fachgruppe Medienpsychologie. Dresden, September.
- Schwerd, F., Scharnow, M., & Suckfüll, M. (2007). *Online-Sortierstudien als Datenerhebungsinstrument*. [Data collection using online card sorting]. Vortrag auf der Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft der DGPK. Salzburg, September.
- Scharnow, M. & Vogelgesang, J. (2007). *Effects of Domestic Media Use on European Integration?* Paper presented at the Annual Conference of the World Association for Public Opinion Research (WAPOR). Berlin, September.

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

Invited presentations and lectures

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

Scharkow, M. (2016). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Department of Communication, Université Fribourg, February.

Scharkow, M., Festl, R., & Quandt, T. (2014). Epidemiologie der problematischen und pathologischen Computer- und Internetnutzung. [Epidemiology of problematic and pathological computer and internet use]. Vortrag auf dem 27. Kongress des Fachverbandes Sucht e.v., Heidelberg, Juni.

Scharkow, M. (2013). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Department of Communication, Université Fribourg, November.

Festl, R., Scharkow, M., & Quandt, T. (2013). Problematische Computerspielnutzung von Jugendlichen und Erwachsenen [Problematic computer game use among adolescents and adults]. Invited presentation at the 18. Tübinger Suchttherapie, Tübingen, April.

Scharkow, M. (2013). *Automatic content and link analysis*. Invited lecture at the Institute of Communication and Media Studies, Universität Bern, February.

Günther, E., Quandt, T., & Michael Scharkow (2012). *Automatic collection and coding of online content*. Invited presentation for the Workshop *Methodeninnovationen in der Internetforschung*. LMU Munich, July.

Scharkow, M. (2012). *The State of the Art in Automatic Content Analysis*. Invited lecture at the School of Communication, Ohio State University, May.

Scharkow, M., & von Pape, T. (2012). *Über die Grenze gezwitschert? Twitter als Medium grenzübergreifender Kommunikation zu lokalen Ereignissen* [Twitter as a medium for cross-border communication about local events]. Invited presentation for the workshop on trans-border communication in the region Saar-Lor-Lux, Université Metz, February.

Scharkow, M. (2011). *The State of the Art in Automatic Content Analysis*. Invited presentation for the Workshop *Aktuelle Forschungsmethoden im Social Web*. Universität Mainz, December.

Quandt, T., Festl, R., & Scharkow, M. (2011). *The social fabric of virtual life. Findings from a large-scale multi-level research project*. Invited lecture at the University Rovira i Virgili, Tarragona, Spain, November.

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

Scharkow, M. (2011). *Empirical Online Research*. Invited lecture at the Universität Düsseldorf, May.

- Scharkow, M. (2009). *New Developments in Text Mining*. Invited lecture at the Department of Marketing, Universität Hamburg, June.
- Bleuel, F. & Scharkow, M. (2008). *Multimediale Online-Sortierstudien* [Online card sorting of multimedia content]. Vortrag dem Unipark-Anwendertag der Globalpark AG, Köln, Dezember.
- Scharkow, M. (2008). *The State of the Art in Automatic Content Analysis*. Invited lecture at the Institut für Publizistik- und Kommunikationswissenschaft. Freie Universität Berlin, November.