

TABLE OF CONTENTS

Preface	2
Program	9
Keynote Lecture	12
<i>Oliver</i> : The meaningful sides of media entertainment	12
Topic: Media and Emotion I	13
<i>Früh, Fahr</i> : Involvement and emotions during media use. A dynamic view on two key concepts	13
<i>Aelker, Bente</i> : Emotional contagion while watching movies together. The impact of physical and mediated emotional cues on shared emotions	14
<i>Bleuel</i> : Emotions during media reception – their scope and their structure	15
<i>Claessens</i> : Personal bonding with celebrities through media reception: Introduction & analysis of the PSR and Celebrity News Interest scales	17
Topic: Symposium: The Role of Media and Media Psychology in Health Communication I	19
<i>Unz, Friedrich</i> : The role of media and media psychology in health communication	19
<i>Montag</i> : Neuroscientific approaches to Internet addiction: from molecular genetics to brain imaging	19
<i>Lam-chi, Ganster, Mannsfeld, Böllicke, Pabst, Tetzlaff, Pawlikowski, Krämer, Brand</i> : "Just can't get enough" -- Is excessive online communication a separate form of internet addiction?	20
<i>Friedrich, Evans-Lacko, Thomicroft</i> : Can an anti-stigma campaign website help to tackle stigma and self-stigma? Results from the website evaluation of Time to Change-Open Up	20
<i>Geißler, Hellwig, Hermann, Bertram, Unz</i> : Changing mental illness stigma by media presentations	21
Topic: Symposium: The Role of Media and Media Psychology in Health Communication II	22
<i>Hastall</i> : Health message choices as interplay of message features and audience characteristics.....	22
<i>Glock, Müller, Ritter</i> : Warning labels as medium for health communication and the influence of the design on risk perception	22
<i>Thies-Brandner, Schreier</i> : Realizing the entertainment-education strategy with a computer game about HIV/AIDS and condom use for female adolescents	23
<i>Gerling, Fuchslocher, Masuch, Krämer</i> : The health game "Sophoria": Evaluating a multiplayer game designed to interconnect cancer patients	24
Topic: Media and Technology	25
<i>Ludewig, Räcke, Pöschl, Döring</i> : Innovation in home improvement stores: Summative evaluation of usability and user acceptance of a mobile shopping robot	25
<i>von der Pütten, Krämer, Becker-Asano, Ishiguro</i> : An android in the field. How people react towards Geminoid HI-1 in a real world scenario	25

<i>Rey</i> : Seductive details in a PowerPoint presentation	26
<i>Exner, Döring</i> : LIMA - A model that explains longterm intelligent metering adoption	27
Topic: Media and Emotion II	28
<i>Woolley, Oliver, Hartmann</i> : Meaningful entertainment experiences: Mortality salience, spiritual transcendence, and post-viewing motivations	28
<i>Krämer, Fuchslocher, Schütz</i> : Why sad films are not sad – An experimental comparison of the effects of sad, bittersweet and funny film clips in consideration	29
<i>Schneider</i> : How we evaluate movies: Constructing and validating the MovE-Scales—a measure for assessing subjective movie evaluation criteria	29
<i>Schmid, Schneider, Bouschka, Dolezilek, Leibold, Lemmert, Takin</i> : Twisting mood and movies: Effects of affective states on the evaluation of movies	30
<i>Kneer, Rieger, Bente</i> : Nothing else matters: Heavy Metal against existential anguish	31
Topic: Games	32
<i>Brill, Carolus, Schwab</i> : Eye on presence – Blinking and presence in playing computer games	32
<i>Meyer</i> : It's in the game? An experiential investigation on the relation of game features and excessive use of online games	32
<i>Klein, Vorderer</i> : The effects of game difficulty on identification processes in video games	33
<i>Valtin, Pietschmann, Ohler</i> : Induced prosocial behavior in online role-playing games: The role of avatar attractiveness	34
Topic: Film Reception	35
<i>Gleich, Vogel</i> : "The good, the bad and the typical" – Viewers' perceptions of dramatic movies	35
<i>Schwab, Carolus</i> : "Very old vine in new skins" – Core relational themes as evolved attractors of cinematic entertainment	35
<i>Haferkamp, Döveling</i> : Emotional motivation and involvement in "Farmer wants a wife"- From empathy to "Schadenfreude"	36
<i>Mirza</i> : Recipient perspectives: A reception analysis of the scene "Ceasefire" from the film "Children of Men" (2006).....	37
Topic: Media and Politics	38
<i>Fuchslocher, Krämer</i> : When credibility doesn't matter. Source credibility and its impact on political evaluations	38
<i>Rothmund, Baumert</i> : The appeasement of the German „Wutbürger“ – Reception and effects of the conciliation procedure in the „Stuttgart 21“ conflict	38
<i>Rampl, Kenning</i> : Media coverage of manager behavior during the financial crisis and its effect on people's reciprocity.....	39
<i>Vogel, Stengel, Maier</i> : News coverage of the crisis in Afghanistan in German news media comparing the degree of dramatization in quality and tabloid news media.....	40
Topic: Virtual Worlds	42
<i>Sobieraj, Krämer</i> : What makes a virtual face attractive? – On the impact of physical attractiveness in virtual contexts	42
<i>Tudor, Pöschl, Döring</i> : Nonverbal behavior of virtual humans: Representing emotions in CAVE automatic virtual environments.....	42

<i>Hoffmann, Krämer</i> : How users perceive robots and screen animations in cognitive tasks and emotional conversations	43
<i>Klatt, Hoffmann, Haferkamp, Lam-chi, Krämer</i> : It is just a matter of view - The influence of point of view on the perception of virtual group discussions	44
<i>Engelmann, Dingel</i> : The impact of situational circumstances on the decision of virtual groups	44
Topic: Media, Gender, and Personality	46
<i>Hauptenthal, Schwab</i> : Sex, sex roles, hormones, personality and reading preferences	46
<i>Heffgen, Schwab, Königstorfer</i> : Hand(i/y)cap? - Mobile phone usage as sexual signaling	46
<i>Blumer, Döring</i> : Are we the same online? Personality and transsituational consistency on the Internet	47
Topic: Children and Adolescents	48
<i>Batinic</i> : Parent-adolescent communication quality and the relationship between adolescents' internet use and psychosocial problems	48
<i>Völkel, Ohler</i> : Understanding pictures as one of the first competences in symbol use	48
<i>Grunow, Schwab, Unz</i> : Why do they watch ...? A uses and gratifications-perspective on selection of scientific TV- programs among teenagers	49
Topic: Methods.....	50
<i>Schreier, Odağ</i> : In support of a qualitative turn in media psychology	50
<i>Holtz</i> : Analyzing internet forums: Exploring a new data source for social scientific research.....	52
Topic: Media and Cognition	53
<i>Eimler, Krämer, Schramm</i> : What's on a blog reader's mind? - A study on person perception and the evaluation of text quality	53
<i>Winter, Krämer, Neubaum, Appel</i> : Lost in the Web? – The effect of information complexity and cognitive abilities on the selection of online science articles	53
<i>Bacherte, Scheider, Retzbach</i> : Distracted by dynamic measures? Real-time response measurement or camera observation do not impair affective and cognitive information	54
Topic: Social Networks	55
<i>Reinecke, Trepte</i> : Self-disclosure in the Social Web: A three-wave panel study on the effects of social network site use on online self-disclosure	55
<i>Ganster, Krämer, Walther</i> : The impact of user comments posted on commercial Facebook profiles with particular focus on processes of social identification	55
<i>Moser</i> : The individual identity status as a predictor for modes and motives of participation on Social Network Sites	56
<i>Neubaum, Krämer, Fromm</i> : Persuasion 2.0: Does the human touch frame of private HN-weblogs persuade recipients to show a preventive health behavior? ..57	57
<i>Bordin-Sandmeyer, Schwab, Unz</i> : Courtship 2.0 – Who's creative is good, awhile	58
Topic: Media and Violence	59
<i>Bartsch</i> : Meaningful violence? The role of perceived meaningfulness in individuals'	

experience of media violence	59
<i>Melzer, Pfannkuchen</i> : Violent game lovers are lacking the critical view: Aspects of media literacy and the preference for violent video games	59
<i>Stodt</i> : Cyberbullying: What helps to stay calm and confident in a teasing situation?	60
<i>Porsch, Pieschl</i> : "Victim, bully or both, that is the question!" Cyber-bullying among German secondary school students in 2009 and 2010	61
<i>Polzer</i> : Bringing light into the victim/aggressor problem of cyberbullying	61
Poster Presentations: Motivation, Emotion, and the Media	63
<i>Bagdasaryan, Ovchar, Odağ</i> : Culture and emotion: A study of differences in emotion displays between English and German football fans	63
<i>Eigenfeld, Binder, Odağ</i> : Qualitative study of underlying motivations of selecting negative media content	63
<i>Käding</i> : Active usage vs. passive reception: Differences in media enjoyment, cognitive and physiological effects of violent entertainment	64
<i>Küster</i> : Measuring cyberemotions: How do bodily responses relate to the digital world?	65
<i>Pehrs</i> : Music modulates the emotional reaction on kissing scenes	65
Poster Presentations: Media and Cognition	67
<i>Galpin</i> : Assessing young children's cognitive, emotional and behavioural engagement with interactive media	67
<i>Münzer, Malone</i> : Facilitating effects of dynamic visualizations for low ability individuals and novices	67
<i>Retzbach, Schneider, Maier</i> : Digital signage as internal corporate media: A good way to transfer knowledge?	68
<i>Schreder</i> : Computer self-efficacy in the use of digital technologies	69
<i>Stengel, Rahnke, Vogel, Maier</i> : A comparison of journalistic depiction and recipients' perception of news factors – The case of the Congo crisis	69
Poster Presentations: Digital Media and Video Games	71
<i>Breuer, Scharnow, Quandt</i> : Tunnel vision or spectator mode? - The effects of watching versus playing a violent video game on immersion and perceived violence	71
<i>Pauls</i> : Clinical relevance of internet and video game addiction – a nationwide study surveying German health professionals	71
<i>Pöschl, Jung-Böhmcker, Döring</i> : Virtual training for fear of public speaking – Design of an audience for immersive virtual environments	72
<i>Riethmüller, Boos</i> : You did that well! :) The effects of smileys and evaluative language in positive, specific e-mail feedback	73
<i>Vujovic, Tsankova, Kappas, Küster</i> : Avatars in a "nonyomous" vs. anonymous online setting	73
Story Net: Sympathy for the Devil? Norm Violations and Antihero Narratives	75
<i>Raney, Janicke, Schmid, Shafer</i> : Considering the appeal of antihero narratives: Toward a theoretical framework	75
<i>Maleckar, Giles, Zawisza</i> : Cognitive and emotional components of readers' engagement with story characters	75
<i>Hastall, Bilandzic</i> : Violations of social norms in narratives: A content-analysis approach to identify moral patterns in popular television programs	76

Story Net: The Influence of Narratives on Self-Perception	78
<i>Rothmund, Baumert</i> : The self in the story – Can negative moral self-evaluations be triggered by narrative fiction?.....	78
<i>Appel, Richter, Calio</i> : Stories can influence your self-concept: Transportation as a moderator	78
Story Net: The Process of Narrative Experience	80
<i>Suckfüll</i> : Film as process - Events, patterns, effects.....	80
<i>Sukalla, Bilandzic, Busselle, Yan</i> : Delineating narrative engagement	80
<i>Kalch, Bilandzic</i> : The effectiveness of narrative public service announcements embedded in narrative television programs	81
Story Net: Enjoyment of Narrative Complexity	82
<i>Klimmt</i> : Role of interactivity in involvement with interactive stories	82
<i>Bacherle, Hardt, Marker, Matuschek, Maxheim, Shariat</i> : All's well that ends well? An experimental study on the function of movie ending types for enjoyment	82
<i>Valtin, Liebold, Pietschmann, Ohler</i> : When situation models fail: The cognitive and emotional processing of "Mystery" in TV series and films	83
Story Net: Persuasive Effects of Narratives	85
<i>de Graaf</i> : The interplay of story outcome and identification in narrative persuasion	85
<i>Schlemmer, Weigl, Unz</i> : The story-setting-effect in the light of construal-level-theory	85
<i>Janicke, Raney</i> : The role of transportation in the enjoyment of and narrative persuasion with 3D entertainment.....	86
Story Net: Catharsis Revisited: Can Stories Support Individuals' Coping With Painful Emotions?	87
<i>Vogel</i> : Who wants to have a good cry? Exploring viewer characteristics and gratifications obtained from sad films	87
<i>Batenburg, Das</i> : 'I know how you feel': Effects of cognitive and emotional sharing of negative experiences in online support groups	88
<i>Khoo</i> : Coping catharsis: The therapeutic effects of cinematic human drama	88
Story Net: Conceptual Guidelines for Future Research	90
<i>Frey</i> : Functions and effects of... what? Definitional attributes of 'narrative' and their implications for modeling narrative comprehension and experience, its functions and effects.....	90
<i>Hermann</i> : Conceptions of recipients and their consequences for text and reception	90
<i>van Leeuwen</i> : A review of literature: Individual factors associated with narrative engageability, narrative engagement and persuasiveness of narratives	92
Index of Authors	93
Contact Details of First Authors	95