

# Esther Greussing

Department of Communication, University of Vienna  
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## Education

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### University of Vienna, Austria

- Oct 2016 – present      Graduate Program in Communication  
Thesis: ““Looking, clicking, learning? How interactive visualizations contribute to individuals’ knowledge about science“ (supervisor: Prof. Hajo Boomgaarden)
- 2012 – 2016              Master Program in Communication  
Thesis: “Shifting the refugee narrative? An automated frame analysis of Europe’s 2015 refugee crisis” (supervisor: Prof. Hajo Boomgaarden)
- 2013 – 2016              Master Program in Sociology  
Focus on social inequality and social science methods (without qualification)
- 2008 – 2012              Bachelor Program in Communication  
Thesis: “Reality-TV als Sozialisationsagentur im frühen Jugendalter” (supervisor: Prof. Fritz Hausjell)

### University of Zurich, Switzerland

- Feb – July 2012          Master Program in Communication  
Exchange student (Erasmus)

## Professional Experience

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### University of Vienna, Department of Communication

- Oct 2016 – present      Pre-Doctoral Researcher (Universitätsassistentin, Prae-Doc)

### Austrian National Statistical Office

- April – Nov 2015        Project Assistant  
EU-SILC and Austrian Microcensus / EU-LFS
- July – Sept 2014        Intern  
EU-SILC and Austrian Microcensus / EU-LFS

### University of Vienna, Department of Communication

- 2013 – 2014              Student assistant to Prof. Klaus Schönbach
- 2012 – 2013  
2011 – 2012              Student research assistant to Dr. Katharina Kleinen-von Königslöw  
and Dr. Kati Förster
- 2016, 2015, 2011        Tutor, courses related to an introductory lecture in Communication

## Professional Development

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### ECPR Winter School (2018)

Structural Equation Modeling (SEM) with R

### Trainings at the University of Vienna (2017 – 2019)

Was tun, wenn's nicht läuft? – Analyseinstrumente und Interventionsmöglichkeiten bei Widerständen in Lehrveranstaltungen

Gender in der Lehre

In die universitäre Lehre starten – Basisqualifizierung für EinsteigerInnen

Academic Writing in English Part I + Part II

Public Speaking in the Academic Context

Conversation in English: Conference & Meeting Situations

## Refereed Journal Articles

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**Greussing, E., & Boomgaarden, H. G. (2019).** Simply bells and whistles? Cognitive effects of visual aesthetics in digital longforms. *Digital Journalism*, 7(2), 273-293.

**Greussing, E., & Boomgaarden, H. G. (2017).** Shifting the refugee narrative? An automated frame analysis of Europe's 2015 refugee crisis. *Journal of Ethnic and Migration Studies*, 43(11), 1749-1774.

## Work Submitted

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**Greussing, E., & Boomgaarden, H. G. (revise and resubmit).** Promises and pitfalls. How affective and cognitive functions of interactive infographics contribute to learning from news. *Media Psychology*.

**Greussing, E. (revise and resubmit).** Powered by immersion? Examining effects of 360-degree photography on knowledge acquisition and perceived message credibility of climate change news. *Environmental Communication*.

Song, H., Tolochko, P., Eberl, J-M., Lind, F., Eisele, O., **Greussing, E.**, Heidenreich, T., & Boomgaarden, H. G. (under review). In validations we trust? The impact of imperfect human annotations as a gold standard on the quality of validation of automated content analysis. *Communication Research*.

## Scholarships and Awards

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Uni:docs Fellowship Program for Doctoral Candidates, University of Vienna (2016 – 2019)

Top Student Paper Award for the paper "Showing off your social capital: Homophily of professional reputation and gender in journalistic networks on Twitter", Journalism Studies Division, ICA (2019, co-authors: Phoebe Maares, Fabienne Lind)

### Third-Party Funding Activities

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Erasmus+ Strategic Partnerships for Higher Education (under review) EUR 449.500 requested  
*Othering and Inclusion: Identity Representation in Online News*

### Conference Presentations

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**Greussing, E.** (2019, May). *Looking, clicking, learning? How interactive information visualizations in online news contribute to individuals' factual and structural knowledge.* Paper accepted for presentation at the 10<sup>th</sup> Annual Doctoral Consortium of the Communication and Technology Division and the Mobile Communication Interest Group, May 24, Washington DC, USA.

**Greussing, E., & Kessler, S. H.** (2019, May). *The picture moves for understanding: A multi-method investigation on how interactive data visualizations in news are perceived, processed, and evaluated.* Paper accepted for presentation at the Preconference "Crossing Boundaries in Visual Communication Research" at the 69th annual conference of the International Communication Association (ICA), May 24, Washington DC, USA.

**Greussing, E.** (2019, May). *All flash and no substance? Examining modality effects of climate change imagery on knowledge acquisition and perceived message credibility.* Paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington DC, USA.

**Greussing, E., & Boomgaarden, H. G.** (2019, May). *More than a thousand words? How affective and cognitive functions of interactive infographics contribute to learning from news.* Paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington DC, USA.

Maares, P., **Greussing, E., & Lind, F.** (2019, May). *Showing off your social capital: Homophily of professional reputation and gender in journalistic networks on Twitter.* Paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington DC, USA.

Maares, P., **Greussing, E., & Lind, F.** (2018, November). *"Welcome to the most arrogant network of the world!": Journalistic homophily and its effect on public discourse on Austrian Twitter.* Paper presented at the Annual Conference of the Austrian Political Science Association (ÖGPW), November 29-30, Innsbruck, Austria.

**Greussing, E., & Boomgaarden, H. G.** (2018, November). *Mehr als tausend Worte? Ein Experiment zum Einfluss von interaktiven Infografiken auf den Wissenserwerb.* Paper presented at the annual conference of the Digital Communication division of the German Communication Association (DGPUK), November 7-9, Erfurt, Germany.

**Greussing, E., & Boomgaarden, H. G.** (2018, May). *Simply bells and whistles? Cognitive effects of visual aesthetics in digital longforms.* Paper presented at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.

**Greussing, E.** (2018, February). *The more you see, the more you know? Knowledge effects of static, dynamic, and interactive visualizations in online news.* Paper presented at the PhD Workshop of the Digital Communication Section of the German Communication Association (DGPUK), February 28, Cologne, Germany.

**Greussing, E., & Boomgaarden, H. G.** (2017, May). *Shifting the refugee narrative? An automated frame analysis of Europe's 2015 refugee crisis.* Paper presented at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, USA.

**Greussing, E., Tolochko, P., & Eberl, J-M.** (2017, May). *Who drives the debate? Applying document similarity measures in political agenda setting and news diffusion research.* Paper presented at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, USA.

**Greussing, E., & Boomgaarden, H. G.** (2017, March). *Learning from multimedia use? Effects of multimedia journalism on citizens' factual political knowledge.* Paper presented at the biannual conference of the ECREA Journalism Section, March 23-24, Odense, Denmark.

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## Science to Public Activities

*What's the secret to creating engaging infographics?*

Interview with Reuters Community, Aug 14, 2018: <https://www.reuterscommunity.com/topics/newsroom-transformation/what-is-the-secret-of-engaging-infographics/>

*Mehr als tausend Worte? Rezeption und Wirkung von Online-Infografiken*

Presentation at Österreichische Journalismustage, June 6, 2018, Vienna, Austria

*IllustrationHub 2018: Kunst als Sprache der Wissenschaft*

Collaboration with artist Romana Egartner, turning my PhD project into an art installation as part of the WTZ Ost Science Communication Program at the University of Vienna and the University of Applied Arts Vienna  
[https://dieangewandte.at/ausstellungen/colabor\\_art\\_science](https://dieangewandte.at/ausstellungen/colabor_art_science)

*Maker Faire Vienna 2017*

Participation at the festival, hosting an interactive booth on the computational visualization of network structures

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## Teaching

### University of Vienna

Summer 2019	UE QUANTI Quantitative Datenerhebungsmethoden (BA level) UE STADA Statistische Datenanalyse (BA level)
Winter 2018/19	UE STADA Statistische Datenanalyse (BA level)
Summer 2018	UE KFOR Kommunikationswissenschaftliches Forschungsseminar (BA level) UE STADA Statistische Datenanalyse (BA level)

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## Academic Service

Ad-hoc Reviewer, New Media & Society

Ad-hoc Reviewer, Journal of Ethnic and Migration Studies

Ad-hoc Reviewer, International Journal of Communication

Ad-hoc Reviewer, Mass Communication and Society

Ad-hoc Reviewer, Czech Science Foundation

Member of the working group for developing ethical guidelines for research at the Department of Communication, University of Vienna

## **Further Activities**

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Austrian Advertising Standards Authority (“Österreichischer Werberat”)  
Member of the youth forum (2013 – 2017)

Students’ Union at the Department of Communication, University of Vienna  
Elected students’ representative (2011 – 2013)  
Committee work (e.g. appointment committees)

## **Languages**

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German (mother tongue)  
English (excellent)  
French (basic)

## **References**

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Dr. Sabrina Heike Kessler  
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