

Tanja Habermeyer, M.Sc.

Publications, Presentations and Teaching

Publications

Habermeyer, T., & Schneider, S. (2024, in preparation). Who is telling the story? Analyzing the role of narrative perspective for learning effects. *Learning and Instruction*.

Habermeyer, T., & Schneider, S. (2024, in preparation). Similar narrators? The role of narrative perspective and objective similarity between learners and characters for learning effects. *Learning and Instruction*.

Habermeyer, T., & Schneider, S. (2024, in preparation). Humanized objects in stories? The role of anthropomorphism in learning materials. *Journal of Educational Psychology*.

Habermeyer, T., Scheller, N., & Schneider, S. (2024, in preparation). Social Cues in Learning – The Relevance of Anthropomorphism and Personalization for Learning Processes and Learning Benefits. *Journal of Educational Psychology*.

Habermeyer, T., Bergmann, K., & Schneider, S. (2024, in preparation). The Intertwining of Stories and Direct Addressing in Static and Dynamic Learning Media – Results from Two Experiments. *Journal of Educational Psychology*.

Bergmann, K., Habermeyer, T., Schneider, S. (2024, in preparation). Segmenting in Concept Maps to Create Cognitive Structure for Learning. *Journal of Educational Psychology*.

Bergmann, K., Habermeyer, T., Schneider, S. (2024, in preparation). Developing learners' interest via the language of pedagogical agents. *Learning and Instruction*.

Habermeyer, T., & Schneider, S. (2024, in preparation). The Relevance of Music Preference for the effects of Background Music on Learning. *Journal of Educational Psychology*.

Pak, D., Habermeyer, T., Schneider, S. (2024, in preparation). Enhancing students' learning performance through the multimedia learning effect of personalization in the social media context of Facebook. *Learning and Instruction*.

Scheller, N., & Jansen, S. (shared first authorship), Habermeyer, T., Forner, L., Rey, G. D., & Schneider, S. (2024, under review). A Smile makes it Human. Exploring the Moderating Effects of Anthropomorphism and Emotional Contagion on Learning with Emotionally Arousing Materials. *Learning and Instruction*.

Bergmann, K., Habermeyer, T., & Schneider, S. (2024, in preparation). The Influence of Interest on the Relationship between Choice and Learning Success. *Journal of Educational Psychology*.

Schneider, S., & Habermeyer, T. (2024, abstract accepted, paper under review). The Impact of Background Music Velocity on Emotional Activation and Memory Cueing in Multimedia Learning: An Experimental Study. *Frontiers. Special Issue: (Ir)Relevance in Education*.

Schneider, S., Habermeyer, T., & Rey, G. D. (2024, in print). How a Conversational Style in Quiz Design can change Retrieval and Learning Performance. *Educational Technology Research and Development*.

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Baur, A.-M. (2023). Die Wirkung von egoistischem, altruistischem und biosphärischem Framing der Konsequenzen der Plastikverschmutzung in der Umweltkommunikation. In M. Ziegele, A. S. Kümpel, & T. Dienlin (Eds.), *Beiträge zur Jahrestagung der Fachgruppe Rezeptions- und Wirkungsforschung 2022* (pp. 58-74). Düsseldorf: Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft e.V.. <https://doi.org/10.21241/ssoar.89496>

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Reinichs, J. (2023). [Wertorientiertes Framing der Konsequenzen klimarelevanter Verhaltensweisen in der journalistischen Berichterstattung](#). In J. Wolling, M. Becker, & C. Schumann (Eds.), *Klima(wandel)kommunikation: im Spannungsfeld von Wissenschaft, Medien und öffentlicher Meinung* (pp. 225-246). Ilmenau: Universitätsverlag Ilmenau. <https://doi.org/10.22032/dbt.55228>

Kalch, A. & Habermeyer, T. (2022). [#Plastikverschmutzung – ist Nachhaltigkeitskommunikation auf Instagram eine Frage von Nähe und Distanz?](#). In A. A. Kümpel, C. Peter, A. Schnauber-Stockmann, & F. Mangold (Eds.), *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung: aktuelle Studien und Befunde* (pp. 63-84). Baden-Baden: Nomos. <https://doi.org/10.5771/9783748926436-63>

Habermeyer, T., Blessing, J. N., & Hellmeier, R. (2022). [Extreme Botschaften und die Rolle von Empathie - Analyse der Effektivität einer Kommunikation von Tierschutzorganisationen mit extremen furchtinduzierenden Botschaften und Personifizierung](#). In A. A. Kümpel, C. Peter, A. Schnauber-Stockmann, & F. Mangold (Eds.), *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung: aktuelle Studien und Befunde* (pp. 107-132). Baden-Baden: Nomos. <https://doi.org/10.5771/9783748926436-107>

Habermeyer, T. & Sandmann, M. (2021). [Fear and guilt: the role of emotions in advocacy campaigns for sustainable clothing consumption \(UN Sustainable Development Goal 12\)](#). In V. Mauerhofer & C. Johansson (Eds.), *Accelerating the progress towards the 2030 UN Sustainable Development Goals in times of crisis* (pp. 765-766). Östersund: Mittuniversitetet.

Habermeyer, T., Blessing, J. N., & Schubert, L. (2021). [Local or global climate consequences: the role of communication on sustainable consumption regarding environmentally-relevant nutrition](#). In V. Mauerhofer & C. Johansson (Eds.), *Accelerating the progress towards the 2030 UN Sustainable Development Goals in times of crisis* (pp. 1471-1472). Östersund: Mittuniversitetet.

Blessing, J. N., Habermeyer, T., & Claus, V. (2021). [Natürlich, motivierend, ohne Filter? Eine qualitative Befragung zu der Nutzung des Hashtags 'Fitspiration' auf Instagram und der Körperwahrnehmung junger Männer](#). *kommunikation.medien*, 13, 1-23. <https://doi.org/10.25598/JKM/2021-13.5>

Schneider, S., Häßler, A., Habermeyer, T., Beege, M., & Rey, G. D. (2019). [The more human, the higher the performance? Examining the effects of anthropomorphism on learning with media](https://doi.org/10.1037/edu0000273). *Journal of Educational Psychology*, *111*(1), 57-72. <https://doi.org/10.1037/edu0000273>

Scientific Presentations on Research Results at Conferences

Habermeyer, T., & Schneider, S. (Tübingen, 2024). *A Personalized Quiz – Analyzing Conversational Style in Question and Feedback Design*. Presentation in an Invited Symposium at the conference of the EARLI (European Association for Research on Learning and Instruction) Divisions «Instructional Design» und «Technology-Enhanced Learning». Tübingen, Germany, 21st – 23rd of August.

Habermeyer, T. (Zurich, 2024). «*Exploring technology and weirdness for learning. What experimental research can teach us for making learning fun & motivational*». Workshop-Leader at the Conference Labor Digital: «between technology and weirdness». Zurich, Switzerland, 7th – 8th of February.

Blessing, J. N., Kalch, A., & Habermeyer, T. (Augsburg, 2023). „*Wir können den Klimawandel stoppen“ - Positive Klimakommunikation im Rahmen von ASMR-Videos und ihr Einfluss auf Rezipierende*. Presentation at the annual conference of the division Research on Media Reception and Effects of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK). Augsburg, Germany, 19th – 21st of January.

Blessing, J. N., Habermeyer, T., Bilandzic, H., & Kullnig, C. (Bielefeld, 2022). *Je unsicherer, desto wirksamer? Der Einfluss der Wirksamkeit im Rahmen von Furchtappellen auf Instagram*. Poster Presentation at the annual conference of the division Health Communication of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK). Bielefeld, Germany, 16th – 18th of November.

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Reinichs, J. (Aarhus, 2022). *Rethinking climate impact regarding self-enhancement and self-transcendence values – Analyzing the effects of framing in science communication regarding climate consequences*. Presentation at the annual conference of the European Communication Research and Education Association (ECREA). Aarhus, Denmark, 19th – 22nd of October.

Blessing, J. N., Habermeyer, T., Bilandzic, H., & Kießlich, K. (Aarhus, 2022). *Climate change as a health threat or an environmental hazard happening locally or globally? - Analyzing the effects of consequence framing and local framing in newspaper articles*. Poster Presentation at the annual conference of the European Communication Research and Education Association (ECREA). Aarhus, Denmark, 19th – 22nd of October.

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Baur, A.-M. (Paris, 2022). *Egoistic, Altruistic or Biospheric? – Value-Based Framing to Address Recipients in Science Communication regarding Plastic Pollution*. Presentation at the Pre-Conference ‘The Science of Science Communication: Mapping the Field’ of the annual conference of the International Communication Association (ICA). Paris, France, 25th of May.

Habermeyer, T. (Bremen, 2022). Virtual presentation in the context of the Fermentation Workshop "Nachhaltigkeit und Klima(wandel) in der Kommunikations- und Medienwissenschaft". Annual conference of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK). Bremen, Deutschland, 22nd – 24th of February.

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Reinichs, J. (Ilmenau, 2022). *Wertrelevantes Framing und Gain-Loss Framing der Konsequenzen umweltrelevanter Verhaltensweisen in journalistischer Berichterstattung*. Virtual presentation at the annual conference of the division Science Communication of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK). Ilmenau, Germany, 10th – 11th of February.

Habermeyer, T., Blessing, J. N., Bilandzic, H., & Baur, A.-M. (Düsseldorf, 2022). *Die Wirkung von egoistischem, altruistischem und biosphärischem Framing der Konsequenzen der Plastikverschmutzung in der Umweltkommunikation*. Presentation at the annual conference of the division Research on Media Reception and Effects of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK). Düsseldorf, Germany, 26th – 28th of January, conference postponed due to Covid-restrictions to 7th – 9th of June.

Blessing, J. N., Habermeyer, T., Bilandzic, H., & Heilmaier, K. (Louvain-La-Neuve, 2021). *Severity in Fear Appeals and Local Framing as Communication Strategies for a Transition Towards an Environmentally Friendly World*. Presentation at the Groupe d'Etude et de Recherche. Communication, Environnement, Sciences et Société (GER-CESS-2021): 'Transitions in tension. Controversies and tensions around ecological transitions'. Louvain-La-Neuve, Belgium, 16th – 17th of December.

Habermeyer, T., Blessing, J. N., & Schubert, L. (Metz, 2021). *Climate Consequences in Narrated Scenarios or Number Projections? – Analyzing the Effects of Portraying Science Communication on Instagram*. Presentation at Science & You 2021: 'Create The Future'. Metz, France, 16th – 19th of November.

Habermeyer, T., & Sandmann, M. (Sundsvall, 2021). *Fear and Guilt – The Role of Emotions in Advocacy Campaigns for Sustainable Clothing Consumption (UN Sustainable Development Goal 12)*. Virtual Presentation at the annual conference of the International Sustainable Development Research Society (ISDRS): 'Accelerating the Progress Towards the 2030 United Nations Sustainable Development Goals in Times of Crisis'. Sundsvall, Sweden, 12th – 15th of July.

Habermeyer, T., Blessing, J. N., & Schubert, L. (Sundsvall, 2021). *Local or Global Climate Consequences - The Role of Communication on Sustainable Consumption Regarding Environmentally-Relevant Nutrition*. Virtual Presentation at the annual conference of the International Sustainable Development Research Society (ISDRS): 'Accelerating the Progress Towards the 2030 United Nations Sustainable Development Goals in Times of Crisis'. Sundsvall, Sweden, 12th – 15th of July.

Blessing, J. N., Habermeyer, T., & Kullnig, C. (Nairobi, 2021). *Mobilizing for a Healthy Lifestyle on Instagram - The Effects of Fear and Efficacy in Influencer Health Communication*. Virtual Presentation at the annual conference of the International Association for Media and Communication Research (IAMCR). Nairobi, Kenya, 11th – 15th of July.

Habermeyer, T., & Sandmann, M. (Hobart, 2021). *Re-MEDIating Clothing Consumption – Comparing the Role of Fear and Guilt in their Effectiveness to Contribute to Sustainable Consumption Choices*. Virtual Presentation at the annual conference International Environmental Communication Association (IECA): Conference on Communication and Environment (COCE). Hobart, Tasmania, Australia, 21st – 24th of June.

Habermeyer, T., Blessing, J. N., & Schubert, L. (Denver, 2021). *Future Scenarios or Facts? – Analyzing Effective Communication Strategies for Sustainable Nutrition on Instagram*. Virtual Presentation at the annual conference of the International Communication Association (ICA). Denver, Colorado, USA, 27th – 31st of May.

Habermeyer, T., Blessing, J. N., & Hellmeier, R. (Denver, 2021). *Fear Appeals and Anthropomorphism? – The Effects of Visual and Textual Activist Communication Strategies for Sustainability and Justice in Food Systems*. Virtual Presentation at the Pre-Conference ‘Visions of Change: Communication for Social and Environmental Justice’ of the annual conference of the International Communication Association (ICA). Denver, Colorado, USA, 27th of May.

Habermeyer, T., & Sandmann, M. (Leeds, 2021). *Emotions as Frames to Mobilize Recipients in a Crisis? – Analyzing Communication Strategies Dealing with Clothing Mass-Production*. Virtual Presentation at the ‘CRISIS2021’ Conference of the division Risk & Crisis Communication of the European Communication Research and Education Association (ECREA). Leeds, United Kingdom, 9th of April.

Habermeyer, T., Blessing, J. N., & Hellmeier, R. (Leeds, 2021). *Combating the Meat Consumption Crisis – Effects of Activists’ Communication Strategies for a More Sustainable Nutrition*. Virtual Presentation at the ‘CRISIS2021’ Conference of the division Risk & Crisis Communication of the European Communication Research and Education Association (ECREA). Leeds, United Kingdom, 9th of April.

Kalch, A., & Habermeyer, T. (Munich, 2021). *#Plastikverschmutzung – Nachhaltigkeitskommunikation auf Instagram als eine Frage von Verantwortung, Normen und wirksamen Handlungsvorbildern?* Virtual Presentation at the annual conference of the division Research on Media Reception and Effects of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPUK). Munich, Germany, 27th – 29th of January.

Habermeyer, T., Blessing, J. N., & Dippl, L. (Aix-en-Provence, 2020). *Strategic Gain-Loss Framing for Plastic Reduction – Emotions induced by a Spokesperson as a Representative of an Institution*. Virtual Presentation at the Groupe d’Etude et de Recherche. Communication, Environnement, Sciences et Société (GER-CESS-2020): ‘How to Talk About the Environment? Heroes/Heralds and Environmental Communication’. Aix-en-Provence, France, 9th – 11th of December.

Habermeyer, T., & Hellmeier, R. (Omaha, 2020). *Human-Like Animals? The Effects of the Animal Rights Organizations’ Approach to Communicate for Reducing Animal-Based Nutrition*. Virtual Presentation at the ‘Communicating for Food Sustainability’ Conference of the International Environmental Communication Association (IECA), pertaining to the International Communication Association (ICA). Omaha, Nebraska, USA, 12th – 13th of November.

Blessing, J. N., & Habermeyer, T., & Kullnig, C. (Braga, 2020). *#Instahealth – Varying the Degree of Fear and Efficacy in Instagram Posts*. Virtual Presentation at the European Conference on Health Communication (EHC) of the European Communication Research and Education Association (ECREA). Braga, Portugal, 2nd of October.

Blessing, J. N., & Habermeyer, T., & Claus, V. (Gold Coast, 2020). *Being Fit or Looking Fit – Visual Representation of Extreme Body Images on Instagram and its Negative Influence on Health and Identity*. Virtual Presentation at the Pre-Conference ‘Visual Representation and Marginality: Opening New Conversations’ of the yearly conference of the International Communication Association (ICA). Gold Coast, Australia, 21st of May.

Habermeyer, T., Schneider, S., Rey, G. D., & Bilandzic, H. (Gold Coast, 2020). *Instructional Communication in a Quiz Environment. The Effect of Conversational Style on Learning, Retrieval, and Motivation*. Virtual Presentation at the annual conference of the International Communication Association (ICA). Gold Coast, Australia, 20th – 27th of May.

Teaching

Autumn Semester 2024, University of Zurich:

- Thematic Seminar: : Lernförderliche Gestaltung digitaler Lehr-/Lernmedien: Emotionale, motivationale und soziale Effekte beim Lernen mit digitalen Medien (3 ECTS)

Spring Semester 2024, University of Zurich:

- Thematic Seminar: Lernförderliche Gestaltung digitaler Lehr-/Lernmedien (3 ECTS)

Summer Semester 2023, University of Augsburg:

- Thematic Seminar Media Reception and Effects: "Wir schützen Insekten" - Die Kommunikation von Regierungsinstitutionen für effektive Umweltkampagnen (6 ECTS)

Winter Semester 2022/2023, University of Augsburg:

- Foundational Seminar: Einführung in das Mediensystem + Vertiefung internationales Mediensystem (8 ECTS)

Summer Semester 2022, University of Augsburg:

- Methods Seminar Quantitative Experiment: Überzeugen WWF, Greenpeace und PETA über Emotionen? – Entwicklung eines Online-Experiments im Kontext der Kommunikationsstrategien von Umwelt- und Naturschutzorganisationen (12 ECTS)

Winter Semester 2021/2022, University of Augsburg:

- Foundational Seminar: Einführung in das Mediensystem + Vertiefung internationales Mediensystem (8 ECTS)

- Thematic Seminar Media Reception and Effects: Persönlich angesprochen für nachhaltige Verhaltensweisen – Wie setzen Umweltkampagnen an umweltbewusstem Verhalten an? (6 ECTS)

Summer Semester 2021, University of Augsburg:

- Thematic Seminar Media Reception and Effects: "Filme for Future" – Nachhaltigkeit in Filmen und ihre Wirkung auf Rezipierende (6 ECTS)
- Thematic Seminar Media Reception and Effects: Klimawandel-Leugner*innen im Fokus – Kommunikation bei potenziell defensiven Reaktionen (6 ECTS)

Winter Semester 2020/2021, University of Augsburg:

- Thematic Seminar Media Reception and Effects: Wie sag ich's für welche Zielgruppe? Zielgruppen-Kommunikation im Phasenmodell der Entscheidungsbildung (6 ECTS)
- Thematic Seminar Media Reality: Lernen in digitalen Games und Apps – Die Rolle von Lernprozessen in der Medienrealität (6 ECTS)

Summer Semester 2020, University of Augsburg:

- Thematic Seminar Media Reception and Effects: Plakate und Werbeanzeigen von Umweltorganisationen – Aufsetzen einer Klimakampagne (6 ECTS)
- Methods Seminar Data Analysis: Einführung in die kommunikationswissenschaftliche Datenauswertung (SPSS) (4 ECTS)
- Methods Seminar Data Analysis: Einführung in die kommunikationswissenschaftliche Datenauswertung (SPSS) (4 ECTS)

Winter Semester 2019/2020, University of Augsburg:

- Methods Seminar Quantitative Experiment: Der Beitrag von Klimakampagnen zu einem umweltbewussteren Handeln bei Rezipient_innen (Quantitatives Experiment) (12 ECTS)
- Thematic Seminar Media Reception and Effects: Strategische Kommunikation: Theorien und Modelle der Persuasionskommunikation (6 ECTS)

Summer Semester 2019, University of Augsburg:

- Thematic Seminar Media Reception and Effects: Umweltkommunikation mit Schüler*innen: Entwicklung eines Lernquiz Umwelt (6 ECTS)
- Methods Seminar Data Analysis: Einführung in die kommunikationswissenschaftliche Datenauswertung (SPSS) (4 ECTS)