

# Tanja Habermeyer, M.Sc.

## Publications, Presentations and Teaching

### Publications

Habermeyer, T., Scheller, N., & Schneider, S. (2024, under review). Analyzing CASTLE's Additivity Hypothesis for Social Cues. *Learning and Instruction*.

Habermeyer, T., & Schneider, S. (2024, under review). Stories with Personalized Language Fostering Learning – Results from Two Experiments. *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*.

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*.

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., Tulea, C., & 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*.

Tugsad Akgül, Ö. A., Habermeyer, T., & Schneider, S. (2024, in preparation). The Presence of Learning Partners and Choice as Motivation Support Features in Multimedia 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*.

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). [Werteorientiertes 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., Scheller, N., & Schneider, S. (Graz, 2025). *Additivity of Social Cues. Analyzing Verbal Personalization and Visual Anthropomorphism in Learning*. Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

Pak, D., Habermeyer, T., & Schneider, S. (Graz, 2025). *Stronger Together. When is the Personalization Effect Even More Beneficial?* Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

Bergmann, K., Habermeyer, T., Tulea, C., & Schneider S. (Graz, 2025). *The Influence of Situational Interest on the Relationship between Choice and Learning Success*. Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

Axelsson, C., Habermeyer, T., Koch, M. (Graz, 2025). *Generative AI in Education. A Workshop Concept for Fostering Creative Environments*. Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

Bergmann, K., Habermeyer, T., Scheller, N., & Schneider, S. (Graz, 2025). *The Influence of Pedagogical Agents` Situational Interest and Learning Outcome*. Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

Illy, C., Endres, T., Habermeyer, T., Scheller, N., Schneider, S. (Graz, 2025). *Sitting or Standing? How Body Postures affect Learning and Retrieval Performance?* Presentation at the Conference of the European Association for Research on Learning and Instruction (EARLI). Graz, Austria, 25th – 29th of August.

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 (DGPuK). 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 (DGPuK). 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, 19<sup>th</sup> – 22<sup>nd</sup> 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, 25<sup>th</sup> 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 (DGPuK). 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 (DGPuK). Ilmenau, Germany, 10<sup>th</sup> – 11<sup>th</sup> 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 (DGPuK). Düsseldorf, Germany, 26<sup>th</sup> – 28<sup>th</sup> of January, conference postponed due to Covid-restrictions to 7<sup>th</sup> – 9<sup>th</sup> 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, 16<sup>th</sup> – 17<sup>th</sup> 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, 16<sup>th</sup> – 19<sup>th</sup> 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, 12<sup>th</sup> – 15<sup>th</sup> 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, 12<sup>th</sup> – 15<sup>th</sup> 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, 11<sup>th</sup> – 15<sup>th</sup> 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, 21<sup>st</sup> – 24<sup>th</sup> 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, 27<sup>th</sup> – 31<sup>st</sup> 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, 27<sup>th</sup> 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, 9<sup>th</sup> 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, 9<sup>th</sup> 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, 27<sup>th</sup> – 29<sup>th</sup> 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, 9<sup>th</sup> – 11<sup>th</sup> 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), appertaining to the International Communication Association (ICA). Omaha, Nebraska, USA, 12<sup>th</sup> – 13<sup>th</sup> 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, 2<sup>nd</sup> 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, 21<sup>st</sup> 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, 20<sup>th</sup> – 27<sup>th</sup> of May.

## Teaching

### **Spring Semester 2025, University of Zurich:**

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

### **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)