

Academic Contributions - Irmgard Wetzstein

Publications

Full List of Publications

Books

1. Dell'Orto, Giovanna & **Wetzstein, Irmgard** (eds.) (2018). *Refugee News, Refugee Politics: Journalism, Public Opinion and Policymaking in Europe*. New York/Oxon: Routledge.
2. **Wetzstein, Irmgard** (2011). *Mediativer Journalismus. Konstruktive Konfliktbearbeitung in der qualitätsjournalistischen Auslandsberichterstattung*. Wiesbaden: VS Verlag für Sozialwissenschaften (publication of the dissertation/ printing of the dissertation published by VS Verlag/Springer VS financed by the Austrian Research Association and the Austrian Federal Ministry for Science.)

Editions (contributions in anthologies)

1. **Wetzstein, Irmgard** (2018). The gender dimension of the refugee debate: Progressiveness and backwardness discourses in Austrian press coverage. In: Dell'Orto, Giovanna & **Wetzstein, Irmgard** (eds). *Refugee News, Refugee Politics: Journalism, Public Opinion and Policymaking in Europe*. New York/Oxon: Routledge, 56-67.
2. **Wetzstein, Irmgard** & Huber, Brigitte (2016). Werbebotschaften als Trigger gesellschaftlicher Diskurse: Wissenssoziologische Diskursanalyse der Debatte über die Werbetafeln zum Wiener Life-Ball 2014 in Online-Foren. In: Schlütz, Daniela/Zurstiege, Guido/Dehm, Ursula (eds.): *Sozialität der Werbung*. Cologne: Herbert von Halem Verlag, 96-112.
3. Hefel, Johanna; Moser, Sarah & **Wetzstein, Irmgard** (2015). Jugendliche mit Migrationshintergrund auf dem Weg in den Arbeitsmarkt. Evaluierung eines arbeitsmarktpolitischen Modellprojekts. In: Fredersdorf, Frederic (eds.). *Anwendungsorientierte Sozial- und Sozialarbeitsforschung in Vorarlberg –Kooperationen mit gesellschaftlicher Wirkung*. Wiesbaden: Springer VS, 103-129.
4. **Wetzstein, Irmgard** (2015). Positiver Journalismus als konstruktive Konfliktbearbeitung: Qualitätsjournalismus in der Auslandsberichterstattung. In: Deutscher Fachjournalisten Verband (DFJV) (ed.): *Positiver Journalismus*. Konstanz: UVK Verlagsgesellschaft, 207-216.
5. **Wetzstein, Irmgard** (2014). Automatische Social Media Monitoring Tools: Nutzen, Möglichkeiten, Potenziale und Grenzen für Werbung und Marktkommunikation. In: Daniela Schlütz, Guido Zurstiege & Clemens Schwender (eds.). *Werbung im sozialen Wandel*. Cologne: Herbert von Halem Verlag, 99-111.
6. Langenbacher, Wolfgang R. & **Wetzstein, Irmgard** (2010). Der real existierende Hochkulturjournalismus. Über Personen, Werke und einen Kanon. In: Tobias Eberwein & Daniel Müller (eds.). *Journalismus und Öffentlichkeit. Eine Profession und ihr gesellschaftlicher Auftrag*. Festschrift für Horst Pöttker. Wiesbaden: VS Verlag für Sozialwissenschaften, 387-409.

Journal articles (peer-reviewed)

1. **Wetzstein, Irmgard**, Prinzellner, Yvonne & Kröpfl, Elisabeth (2024). Femicide coverage in German-language news. A content analysis of Austrian, German, and Swiss newspaper articles from 2018 to 2020. *Feminist Media Studies*, 1–25. <https://doi.org/10.1080/14680777.2024.2417996> [SSCI-indexed]
2. **Wetzstein, Irmgard** (2022). Peace Frames in Two Participatory Social Media Initiatives: Drafting an Empirically-Based Framework Facilitating the Discussion of (Positive)

- Peace Theorization. *Peace Studies Journal*, 15 (1), 28-42, available at <http://peacestudiesjournal.org/psj-volume-15-issue-2022/>
3. **Wetzstein, Irmgard** & Prinzellner, Yvonne (2021). Towards more realism? Challenging the aestheticization of pregnant bodies on social media. *International Journal of Media and Cultural Politics*, 17 (2), 199-204.
 4. **Wetzstein, Irmgard** (2019). The gendered 'refugee crisis' debate in Austria. Findings from journalistic coverage and online user comments. *Ethical Space: The International Journal of Communication Ethics*, 16 (2-3), 36-37 [Ranked as an A-grade journal in the final Australian Research Council journal rankings].
 5. Huber, Brigitte, **Wetzstein, Irmgard** & Aichberger, Ingrid (2019). Societal problem solver or deficient discipline? The debate about social science in the online public sphere. *Journal of Science Communication*, 18(02), A04 (open access via https://jcom.sissa.it/archive/18/02/JCOM_1802_2019_A04). [DOAJ-indexed]
 6. **Wetzstein, Irmgard** (2017). The visual communication of protest movements on Twitter: the case of Hong Kong 2014. *Media and Communication* (special issue: Visual communication in the age of social media), 5 (4), 26-36 (open access via <https://www.cogitatiopress.com/mediaandcommunication>). [SSCI, DOAJ-indexed]
 7. **Wetzstein, Irmgard** & Huber, Brigitte (2016). Debating 'alternative' gender identities: The online discourse triggered by the 2014 Life Ball advertising posters. *International Journal of Communication*, 10, 432-450 (to be openly accessed from: <http://ijoc.org/index.php/ijoc/article/view/4092/1546%29>). [SSCI / Q1].
 8. **Wetzstein, Irmgard**; Grubmüller, Verena; Götsch, Katharina & Rainer, Karin (2014). Crises and social media. A meta-study on pertinent research and practice. *Human Technology: An Interdisciplinary Journal on Humans in ICT Environments*, 10 (2), 95-124 (to be openly accessed from: http://www.humantechnology.jyu.fi/current/abstracts/wetzstein_grubmuller-regent_gotsch_rainer14.html). [DOAJ-indexed].
 9. Brantner, Cornelia; Lobinger, Katharina & **Wetzstein, Irmgard** (2011). Effects of Visual Framing on Emotional Responses and Evaluations of News Stories about the Gaza Conflict 2009. *Journalism & Mass Communication Quarterly*, 88 (3), 523-540. [British Humanities Index, SSCI / Q1].
 10. **Wetzstein, Irmgard** (2010). Mediated Conflicts. Capacities and Limitations of 'Mediative Journalism' in Public Diplomacy Processes. *the International Communication Gazette*, 72 (6), 503-520. [Academic Index, Communication & Mass Media Index, Expanded Academic Index, Film Literature Index, Index to Journals in Communication Studies, Index to Journals in Mass Communication, SSCI].
 11. Dobernig, Karin; Lobinger, Katharina & **Wetzstein, Irmgard** (2010). Covering Conflict: Differences in Visual and Verbal Coverage on the Gaza-Crisis 2009 in Four Weekly News Media. *Journal of Visual Literacy*, 29 (1), 88-105. [ERIC Digital Library, SCOPUS and others].
 12. **Wetzstein, Irmgard** (2010). Researching mediative qualities in journalism – naive or necessary? *Ethical Space: The International Journal of Communication Ethics*, 7 (2-3), 11-12. [Ranked as an A-grade journal in the final Australian Research Council journal rankings].

Other journal contributions (invited contributions: book reviews, articles in academic magazines and annual reports)

1. **Wetzstein, Irmgard** (2018). Friedensjournalismus: Überblick über ein viel debattiertes Konzept. *Communicatio Socialis*, 51 (1), 8-20 (invited contribution).
2. **Wetzstein, Irmgard** (2016). "Brandbeschleuniger" Social Network Sites. In ZARA – Zivilcourage und Anti-Rassismus-Arbeit, *Rassismus Report 2015*. Einzelfallbericht über rassistische Übergriffe und Strukturen in Österreich, 72-73 (invited contribution).
3. **Wetzstein, Irmgard** (2016). Rezension. Mükke, L.: Korrespondenten im Kalten Krieg. Zwischen Propaganda und Selbstbehauptung. Köln [Herbert von Halem Verlag] 2014. *rezensionen: kommunikation: medien* (<https://www.rkm-journal.de/archives/18899>).

4. **Wetzstein, Irmgard** (2015). Rezension. Jan-Jinrik Schmidt: Social Media. Wiesbaden: Springer VS (Medienwissen kompakt) 2013. *medien & zeit*, Vol. 30(3), 69-71.
5. **Wetzstein, Irmgard** (2014). Visuelle Kommunikationsforschung (Sammelrezension). *rezensionen: kommunikation: medien* (<http://www.rkm-journal.de/archives/16032>).
6. **Wetzstein, Irmgard** (2011). Rezension. Weichert, Stephan/Kramp, Leif (2011). Die Vorkämpfer. Wie Journalisten über die Welt im Ausnahmezustand berichten. Köln: Ha-lem Verlag. *rezensionen:kommunikation:medien* (<http://www.rkm-journal.de/archives/7275>) (reprint: *Voice of the Critical Media*, <http://www.vocer.org>).
7. **Wetzstein, Irmgard** (2010). Reconciling journalism and political conflict. *European Journalism Centre Magazine*. Maastricht: European Journalism Centre (http://www.ejc.net/magazine/article/journalism_and_political_conflict_perspectives_and_approaches/).
8. **Wetzstein, Irmgard** (2009). Rezension. Bilke, Nadine (2008). Qualität in der Krisen- und Kriegsberichterstattung. Ein Modell für einen konfliktsensitiven Journalismus. Wiesbaden: VS Verlag für Sozialwissenschaften. 298 Seiten. *Medien Journal. Zeitschrift für Kommunikationskultur*. Issue 1/2009, 60-61.

Conference proceedings

1. Grubmüller-Régent, Verena; **Wetzstein, Irmgard**; Rainer, Karin & Götsch, Katharina (2015): From the academic debate to real-world use and back: Theoretical and practical implications of social media as communication channel in crisis and disaster management. In: Parycek, Peter/Sachs, Michael/Skoric, Marko M. (eds.): *Proceedings of the International Conference for E-Democracy and Open Government - Asia 2014*, Centre for E-Governance, Donau-Universität Krems, 127-138.
2. **Wetzstein, Irmgard** & Leitner, Peter (2013). Social media analytics: definition, context and tool evaluation. *Proceedings of the IADIS European Conference Data Mining 2013*, IADIS Press, 73-78.
3. **Wetzstein, Irmgard**; Bartenberger, Martin & Leitner, Peter (2013). Hate speech on the rise: phenomena, reflections and social media-driven concepts against cyber hate. *Proceedings of the IADIS International Conference Web Based Communities and Social Media 2013*, IADIS Press, 100-104.
4. **Wetzstein, Irmgard** & Leitner, Peter (2013). Social media analytics for sustainable migrant integration policies. Reflections of the FP7-ICT project UniteEurope from a tool-oriented perspective. In: Peter Parycek & Noella Edelmann (eds.). *CeDEM13. Conference for E-Democracy and Open Government*, 403-408.
5. **Wetzstein, Irmgard** & Leitner, Peter (2013). Conflict and Dispute Resolution in the Age of Social Media. *Proceedings of the IADIS International Conference e-Society 2013*, IADIS Press, 494-498.
6. **Wetzstein, Irmgard** (2012). Die Krise in der öffentlichen Sommerdiskussion 2011. Eine Frame-Analyse anhand österreichischer Printmedien. *Tagungsband 3: Wirtschaftswissenschaften: Beiträge gegen die Krise* (proceedings of the 6th FH-Forschungsforum at the Joanneum University of Applied Sciences, Graz, Austria, FH Joanneum Eigenverlag), 99-103 (ISBN 3-902103-39-6).
7. Hefel, Johanna; Roux, Pascale; Walter, Wolfgang & **Wetzstein, Irmgard** (2012). Arbeitsmarktintegration und Ressourcenorientierung. *Tagungsband 5: Soziale Ungleichheit und Soziales Kapital* (proceedings of the 6th FH-Forschungsforum at the Joanneum University of Applied Sciences, Graz, Austria, FH Joanneum Eigenverlag), 51-55 (ISBN 3-902103-41-8).
8. Dobernig, Karin; Lobinger, Katharina & **Wetzstein, Irmgard** (2009). Who's in the Picture about War? A Content Analysis of Reports on the Gaza-Crisis 2009 in Four News Media. In: Yingcai Xiao, Tomaz Amon & Piet Kommers (eds.). *Proceedings of Computer Graphics, Visualization, Computer Vision and Image Processing 2009*. Part of the IADIS Multi Conference on Computer Science and Information Systems, IADIS Press, 177-183.

Miscellaneous publications (project reports, project deliverables, conference papers)

1. **Wetzstein, Irmgard** (2021). Statement (in German) within the Austrian Integration Summit initiative "Österreich.Weitergedacht" dealing with the role of the media in the

- immigration society (available at: <https://integrationsgipfel.at/publikation/rolle-der-medien-in-der-einwanderungsgesellschaft/>).
2. Plattner, Georg & **Wetzstein, Irmgard** (2021). Zwischen Kunst und Vandalismus. Graffiti in medialer Debatte und öffentlicher Wahrnehmung (available at: https://www.kfv.at/wp-content/uploads/2021/02/Graffiti-Kurzbericht-FINAL_.pdf).
 3. **Wetzstein, Irmgard**; Fuger, Sabine; Lehner, Dagmar; Pilgerstorfer, Monika & Plattner, Georg (2019). Cybercrime und Viktimisierung. Versuch einer Typologisierung aus gendersensibler Perspektive. Sicher Leben, Band 21. Wien: Kuratorium für Verkehrssicherheit (available at: <https://www.kfv.at/forschung/eigentumsschutz/fachpublikationen/>).
 4. **Wetzstein, Irmgard** (2016). Statement (in German) within the parliamentary enquiry of the Austrian Federal Council (Bundesrat) dealing with “digital courage”. In: Parlamentsdirektion (ed.) für den Bundesrat der Republik Österreich: Enquete Digitale Courage. Auszüge aus dem stenographischen Protokoll der Enquete des Bundesrates (pp. 46-47). Vienna, December 2016: Parlamentsdirektion.
 5. **Wetzstein, Irmgard** & Huber, Brigitte (2015). Debating ‘alternative’ gender identities: The online discourse triggered by the 2014 Life Ball advertising posters. Extended abstract presented at the ICA 65th Annual Conference „Communication across the Life Span” (GLBT Interest Group).
 6. **Wetzstein, Irmgard** & Leitner, Peter (2012). *Best practices report*. Deliverable to the European Commission within the FP7-ICT-project UniteEurope Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures. July 2012 (password protected).
 7. Grubmüller, Verena; Krieger, Bernhard; Moody, Rebecca; **Wetzstein, Irmgard**; Bourgeois, Blaise & Götsch, Katharina (2012). *Annual Status Report 1*. Deliverable to the European Commission within the FP7-ICT-project UniteEurope Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures. September 2012 (password protected).
 8. Grubmüller, Verena; Krieger, Bernhard; Scholten, Peter; Moody, Rebecca; Dekker, Rianne; Emilsson, Henrik; **Wetzstein, Irmgard** & Götsch, Katharina (2012). *Analyses Summary Report*. Deliverable to the European Commission within the FP7-ICT-project UniteEurope Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures. September 2012 (see www.uniteurope.org).
 9. Hefel, Johanna; Roux, Pascale; Walter, Wolfgang & **Wetzstein, Irmgard** (2012). *Projektbericht. Evaluation "Aufbruch". Ergebnisse der Evaluation eines arbeitsmarktpolitischen Angebots für junge MigrantInnen in Vorarlberg/Österreich*.
 10. Brantner, Cornelia & **Wetzstein, Irmgard** (2011). *Protest Movements and the Social Web. Ways of Participation and Discourse Quality of the 2009 Viennese Student Protest Movement 'unibrennt' on Facebook*. Full paper presented at the IAMCR 2011 International Conference ‘Cities Creativity Connectivity’.
 11. Brantner, Cornelia; Maireder, Axel; Schwarzenegger, Christian & **Wetzstein, Irmgard** (2010). *Projektbericht. 'Audimaxismus' - Forderungen und gesellschaftspolitische Positionen der Protestbewegung in Wien 2009*.
 12. Brantner, Cornelia; Lobinger, Katharina & **Wetzstein, Irmgard** (2010). *Visual Framing. How Images affect the Information Processing and Emotional Responses to Journalistic Messages about the War in Gaza*. Full paper presented at the IAMCR 2010 International Conference ‘Communication and Citizenship - Rethinking Crisis and Change’.
 13. **Wetzstein, Irmgard** (2010). *The Handling of Political Conflicts in Quality Journalism. Similarities and Differences in the News Coverage of Highly and Lower Escalated Conflict Phases*. Full paper presented at the international conference ‘Arts of Mediation’ (abstract see www.artsofmediation.net).
 14. **Wetzstein, Irmgard** (2010). *Auswahlbibliografien (Werkbeispiele), Literaturverweise, Kurzbiografien* (<http://homepage.univie.ac.at/wolfgang.langenbucher>). Annex to: Wetzstein, Irmgard & Langenbucher, Wolfgang R. (2010). Der real existierende Hochkulturjournalismus. Über Personen, Werke und einen Kanon. In: Tobias Eberwein & Daniel Müller (eds.). Journalismus und Öffentlichkeit. Eine Profession und ihr gesellschaftlicher Auftrag. Festschrift für Horst Pöttker. Wiesbaden: VS Verlag für Sozialwissenschaften, 387-409.
 15. **Wetzstein, Irmgard** (2009). *Mediative Qualities in Foreign Policy Journalism. A first exploration on the basis of the news coverage of Gaza in the printed media "The Guardi-*

an *Weekly* and *Profil* from end of December 2008 until mid of February 2009. Full paper presented at the international conference 'Journalism Research in the Public Interest', contribution 52.

16. **Wetzstein, Irmgard** (2009). Mediative Qualities? Concepts of Conflict in Journalism. *Repertoires of Violence: Multidisciplinary Analyses of the Representation of Peace and Conflict. Book of Abstracts*. York St John University, Centre for Peace Studies Conference 2009, p. 5.
17. **Wetzstein, Irmgard** (2007). *Mediation and Journalism – Mediative Journalism? An analysis of public diplomacy processes*. Published on the website of the European Graduate School for Social Sciences (EUSOC)
<http://www.eusoc.eu/Filebank/File/PDF/eusoc5/Irmgard%20Wetzstein.pdf> (password protected).
18. **Wetzstein, Irmgard** (2007). Beyond Media - Theories and Strategies of International Political Conflict Management. Abstract. In: Nord Media 2007: *Abstracts/ Abstrakter*. Toy Finnish Association for Mass Communication Research, p. 113. ISBN: 978-952-92-2437-1.

Lectures, Talks and Presentations

Talks/presentations at scientific conferences (in English)

1. Prinzellner, Yvonne, **Wetzstein, Irmgard** & Simon, Ali(sa). Looks are(n't) everything – How Beauty Boys approach intersectional aspects on YouTube. Paper presented at the 11th European Feminist Research Conference, 06/15-18/2022, Milano, Italy.
2. **Wetzstein, Irmgard** & Prinzellner, Yvonne (2021). Far-away femicides and proximate relationship tragedies: How place and race frame deadly violence against women in German-language media publics. Paper presented at the 8th European Communication Conference (ECREA 2021 Conference), online.
3. Prinzellner, Yvonne & **Wetzstein, Irmgard** (2019). Blurring the lines? – Interactions of Gender and Sexual Identity in Beauty Boys' YouTube Channels. Paper presented at the ÖGS Kongress, 09/26-28/2019, Salzburg, Austria.
4. **Wetzstein, Irmgard** & Prinzellner, Yvonne (2019). Recent Austrian Online Debates over Homosexuality: two Cases of 2018. Paper presented at the IAMCR Conference, 07/7-11/2019, Madrid, Spain.
5. Prinzellner, Yvonne & **Wetzstein, Irmgard** (2019). Gay parenting on YouTube. Paper presented at the ICA Conference / LGBTQ Working Group, 05/24-28/2019, Washington D.C., USA.
6. Huber, Brigitte, **Wetzstein, Irmgard** & Aichberger, Ingrid (2018). Debating social science online. The case of a controversially discussed contract study on "Islamic kindergartens" in Austria. Paper presented at the ECREA biannual conference, 10/31-11/3/2018, Lugano, Switzerland.
7. Dell'Orto, Giovanna & **Wetzstein, Irmgard** (2018). Journalists and Refugees: The Practices and Challenges of Covering Stories of Crossings and Integration in Europe and the Americas. Paper presented within the panel "Voices in Journalism: Journalistic Practices and News Discourses about Refugees in Europe and the Americas" at the ICA International Conference, 05/24-28/2018, Prague/Czech Republic.
8. **Wetzstein, Irmgard** (2018). The gender dimension of the refugee debate: the narration of European progressiveness vs. refugees' backwardness in Austrian press coverage. Paper to be presented (accepted) at the ICA preconference "Media, Gender and Sexuality in Europe", 05/24/2018, Prague, Czech Republic.
9. **Wetzstein, Irmgard** (2017). Constructions of gender in the current European "refugee crisis" debate: A discourse analysis of the journalistic coverage in Austrian newspapers. Paper presented at the 2017 Journalism and Migration Conference "Covering the Refugee Crisis in the European Union: Journalistic Practices, News Frames and Public Debates in Austria, Germany and Greece", hosted and organized by the University of Vienna/Department of Communication in cooperation with the University of Minnesota - Twin Cities, 03/17-18/2017, Vienna, Austria.
10. **Wetzstein, Irmgard** (2016). Strategic Self-Presentation of Independent Musicians. A Typology of Visual Impression Management on Facebook. Paper presented at the IAMCR

- Annual Conference “Memory, Commemoration and Communication: Looking Back, Looking Forward” (Visual Culture Working Group), 07/27-31/2016, Leicester, UK.
11. **Wetzstein, Irmgard** (2016). Promoting Peace with Social Media: Concepts of Peace and Peace Campaigning. Paper presented at ISA’s 57th Annual Convention “Exploring Peace”, 03/16-19/2016, Atlanta, Georgia, USA.
 12. **Wetzstein, Irmgard** (2015). The Visual Composition of Protest Movements in Social Media: The Case of Hong Kong 2014. Paper presented at the IAMCR 2015 Conference “Hegemony or Resistance: On the Ambiguous Power of Communication“ (Visual Culture Working Group), 07/12-16/2015, Montreal, Quebec, Canada.
 13. **Wetzstein, Irmgard** & Huber, Brigitte (2015). Debating ‘alternative’ gender identities: The online discourse triggered by the 2014 Life Ball advertising posters. Paper presented at the ICA 65th Annual Conference „Communication across the Life Span“ (GLBT Interest Group), 05/21-25/2015, San Juan, Puerto Rico.
 14. **Wetzstein, Irmgard**; Grubmüller, Verena; Rainer, Karin & Götsch, Katharina (2014): From the academic debate to real-world use and back: Theoretical and practical implications of social media as communication channel in crisis and disaster management. Paper presented at the CeDEM Asia 2014 International Conference for E-Democracy and Open Government, 12/04-06/2014, City University of Hong Kong, China.
 15. **Wetzstein, Irmgard** (2013). Social media for conflict transformation, peace building and violence prevention: implications, cases and derivations. Paper presented at the Third International Conference on Crisis Communication of the ECREA Temporary Working Group Crisis Communication ‘Crossing Boundaries in Crisis Communication’, organized by the TU Ilmenau and the International Research Group on Crisis Communication, 10/02-05/2013, Erfurt/Germany.
 16. **Wetzstein, Irmgard** & Leitner, Peter (2013). Social media analytics for sustainable migrant integration policies. Reflections of the FP7-ICT project UniteEurope from a tool-oriented perspective. Paper presented at the international conference CeDEM13 Conference for E-Democracy and Open Government, 05/22-24/2013, Danube University Krems, Austria.
 17. Brantner, Cornelia & **Wetzstein, Irmgard** (2011). Protest Movements and the Social Web. Ways of Participation and Discourse Quality of the 2009 Viennese Student Protest Movement ‘unibrennt’ on Facebook. Paper presented at the IAMCR 2011 International Conference ‘Cities Creativity Connectivity’, 07/13-17/2011, Istanbul (Kadir Has University), Turkey.
 18. Brantner, Cornelia; Lobinger, Katharina & **Wetzstein, Irmgard** (2010). Visual Framing. How Images affect the Information Processing and Emotional Responses to Journalistic Messages about the War in Gaza. Paper presented at the IAMCR 2010 International Conference ‘Communication and Citizenship - Rethinking Crisis and Change’, 07/18-22/2010, Braga (University of Minho), Portugal.
 19. **Wetzstein, Irmgard** (2010). The Handling of Political Conflicts in Quality Journalism. Similarities and Differences in the News Coverage of Highly and Lower Escalated Conflict Phases. Paper presented at the International Conference ‘Arts of Mediation’, organised by the Research Centre for Communication and Culture at the Portuguese Catholic University (3rd PhD Net Conference). 03/17-19/2010, Lisbon, Portugal.
 20. **Wetzstein, Irmgard** (2009). Mediative Qualities in Foreign Policy Journalism. A first exploration on the basis of the news coverage of Gaza in the printed media ‘The Guardian Weekly’ and ‘Profil’ from end of December 2008 until mid of February 2009. Paper presented at the International Conference ‘Journalism Research in the Public Interest’, organised by ECREA, SGKM, DGPuK et al, Zurich University of Applied Sciences/School of Applied Linguistics, 11/19-21/2009, Winterthur, Switzerland.
 21. **Wetzstein, Irmgard** (2009). Mediative Qualities? Concepts of Conflict in Journalism. Paper presented at the conference ‘Repertoires of Violence: Multidisciplinary Analyses of the Representation of Peace and Conflict’, organised by the Centre for Peace Studies, York St John University, 07/01-02/2009, York, UK.
 22. Lobinger, Katharina & **Wetzstein, Irmgard** (2009). Covering Conflict in Quality Journalism. Analyzing Visual and Verbal Texts on the Gaza-Crisis 2009 in Four Weekly News Media. Paper presented at the conference ‘Photography and International Conflict’, organised by the Clinton Institute for American Studies/University College Dublin within an in-

- ternational research project about photography and international conflicts, 06/25-26/2009, Dublin, Ireland.
23. Lobinger, Katharina & **Wetzstein, Irmgard** (2009). Who's in the Picture about War? A Content Analysis of Reports on the Gaza-Crisis 2009 in Four News Media. Paper presented at the conference 'Visual Communication' (part of the multi-conference 'Computer Graphics, Visualization, Computer Vision and Image Processing'), organised by IADIS (International Association for Development of the Information Society), 06/20-22/2009, Algarve, Portugal.
 24. **Wetzstein, Irmgard** (2007). Mediative Journalism? - Analysis of Public Diplomacy Processes. Paper presented at the conference 'Landmarks 2007 – 25 Years of Universal Pragmatics – Facts and Fictions', organised by ECREA (European Communication Research and Education Association / Philosophy of Communication Section), 11/08-09/2007, Guildford, UK.
 25. **Wetzstein, Irmgard** (2007). Presentation of the dissertation concept 'Mediation and Journalism – Mediative Journalism? An Analysis of Public Diplomacy Processes' at the 5th International Doctoral Seminar in Social Sciences, organised by EUSOC (European Graduate School for Social Sciences), 11/29/ - 12/2/2007, Brno, Czech Republic.
 26. **Wetzstein, Irmgard** (2007). Beyond Media - Theories and Strategies of International Political Conflict Management. Paper presented at the NordMedia 2007, 18th Nordic Conference for Media and Communication Research, 08/16-19/2007, Helsinki, Finland.

Talks/presentations at scientific conferences (in German)

1. Fürst, Christiane, Jäger, Anna, Schäffer, Natascha & **Wetzstein, Irmgard** (2023). Bilder in der Online-Finanzkommunikation. Was wir (noch nicht) wissen. Paper presented at the annual Kommunikationswissenschaftliche Tage (communication science days) hosted by the Austrian Society of Communication (Österreichische Gesellschaft für Kommunikationswissenschaft), 07/04-07/06/2023, Klagenfurt, Austria.
2. Fürst, Christiane, Jäger, Anna, Schäffer, Natascha & **Wetzstein, Irmgard** (2023). Rolle und Einsatz von Bildern in der Online-Finanzkommunikation. Eine Analyse der Social Media-Postings von ATX-Unternehmen. Paper presented at the annual research forum of the Universities of Applied Sciences (FH Forschungsforum), 04/19-04/20/2023, St. Pölten, Austria.
3. **Wetzstein, Irmgard** & Huber, Brigitte (2018). Die Erde, eine Scheibe: Das Scheitern eines viralen YouTube-Werbevideos für Arbeitszeitflexibilisierung und 12-Stunden-Tag aus visueller Perspektive. Paper presented at the annual conference of the DGPuK-section Visuelle Kommunikation (visual communication), 11/29-12/1/2018, Vienna, Austria.
4. Huber, Brigitte, **Wetzstein, Irmgard** & Aichberger, Ingrid (2018). „...keine echte Wissenschaft sondern nur blabla.“ Eine Analyse der öffentlichen Wahrnehmung von Sozialwissenschaft(lerInnen) am Beispiel der Debatte um die Auftragsstudie zum Thema Islamische Kindergärten. Paper presented at the annual conference of the DGPuK-section Wissenschaftskommunikation (science communication), 02/1-3/2018, Friedrichshafen, Germany.
5. **Wetzstein, Irmgard** (2015). Social Network Sites als Instrument der Selbstpräsentation und –vermarktung für unabhängige Musikschaaffende: eine Analyse von Strategien und Potenzialen anhand der Facebook-Präsenz der österreichischen Künstlerin Clara Luzia. Paper presented at the annual conference of the DGPuK-section Werbekommunikation (advertising communication) 2015, 'Werbung und Musik', 11/26-27/2015, Hanover, Germany.
6. **Wetzstein, Irmgard** & Huber, Brigitte (2014). Werbebotschaften als Trigger gesellschaftlicher Diskurse: Wissenssoziologische Diskursanalyse der Debatte über die Werbeplakate zum Wiener Life Ball 2014 in Online-Foren. Paper presented at the annual conference of the DGPuK-section Werbekommunikation (advertising communication) 2014, 'Sozialität der Werbung', 11/20-22/2014, Mainz, Germany.
7. **Wetzstein, Irmgard** (2013). Potenziale und Grenzen automatisierter Social Media Monitoring-Tools für Kampagnenplanungen und -evaluierungen. Paper presented at the annual conference of the DGPuK ad-hoc group Werbekommunikation (advertising communication) 2013, 'Werbung im sozialen Wandel' 11/28-30/2013, Berlin, Germany.

8. **Wetzstein, Irmgard** (2013). Nutzen und Möglichkeiten automatisierter Social Media Monitoring-Tools für die Kommunikationsforschung zur Erfassung User-generierter Inhalte. Paper presented at the annual conference of the DGPUK section Computervermittelte Kommunikation (computer-mediated communication) 2013 'Digital Methods', 11/07-09/2013, Vienna, Austria.
9. **Wetzstein, Irmgard** (2013). Automatische Social Media Analysen: ein Überblick über Tools, Features, Anwendungsbereiche, Potenziale und Grenzen. Paper presented at the ÖGK Kommunikationswissenschaftlichen Tage 2013 'Changing Communications II: Herausforderungen des gesellschaftlichen, medialen und kulturellen Wandels', 10/17-19/2013, Klagenfurt, Austria.
10. Walter, Wolfgang & **Wetzstein, Irmgard** (2012). Arbeitsmarktintegration und Ressourcenorientierung. Ergebnisse der Evaluation eines Angebots für junge MigrantInnen in Vorarlberg/Österreich. Paper presented at the conference 'Soziale Arbeit in der Migrationsgesellschaft', 01/20-21/2012, Aachen (Catholic University of Applied Sciences), Germany.
11. Brantner, Cornelia; Lobinger, Katharina & **Wetzstein, Irmgard** (2010). Visuelles Framing. Der Einfluss verschiedener Bild-Text-Kombinationen auf RezipientInnenbeurteilungen. Paper presented at the joint conference 'Bild – Sprache – Multimodalität' of the DGPUK sections Visuelle Kommunikation (visual communication) and Mediensprache und Mediendiskurse (media language and media discourses) as well as the GAL section Medienkommunikation (media communication), 02/18-20/2010, Mainz, Germany.
12. **Wetzstein, Irmgard** (2010). Qualitätsjournalismus als Plattform konstruktiver Bearbeitung politischer Krisen? Eine Analyse anhand der Berichterstattung zur Unabhängigkeit des Kosovo. Poster presentation at the joint annual conference 'Medien und Internationale Beziehungen' of the DGPUK sections 'Kommunikation und Politik' (communication and politics) and the DVPW working group 'Politik und Kommunikation' (politics and communication), 02/11-13/2010, Mannheim, Germany.
13. Lobinger, Katharina & **Wetzstein, Irmgard** (2008). Imag(in)e Quality! Zur Visualisierung abstrakter Themen im Qualitätsmagazinjournalismus. Eine Untersuchung der Darstellung des Klimawandels in 'Profil' 2007. Paper presented at the annual conference of the DGPUK section Visuelle Kommunikation (visual communication) 2008 'Methoden der visuellen Kommunikations- und Medienforschung', 10/16-18/2008, Braunschweig, Germany.

Invited talks and panel discussions (in English and German)

1. Panel discussant within the webinar "It's all in the image – Die Macht der Bilder in der Finanzkommunikation" (the power of images in financial communications) at the UAS St. Pölten, organized by master students in Digital Business Communications, March 30, 2023.
2. **Wetzstein, Irmgard** (2022). Arbeitsräume der Gegenwart und Zukunft. Lecture at Innovation Management Circle meets Product Management and Marketing Circle "Breaking the Rules – New Innovation Culture Ahead?", Plattform für Innovation in cooperation with Digital Innovation Hub.work and Digital Makers Hub, 11/29/2022, AirportCity Space Vienna, Austria.
3. **Wetzstein, Irmgard** (2022). Social Media & Kommunikation. Wie es (nicht) geht. Presentation at the annual EventCon, organized by the UAS St. Pölten for upper secondary school students, 01/10/2022, online.
4. **Wetzstein, Irmgard** (2018). The media and the European „refugee crisis" in the light of gender (stereotypes) and public opinion. Lecture and subsequent panel discussion focusing on "The Refugee „Crisis" in the European Union: Causes and Effects" within the Orientation Program for Incoming U.S. Fulbright Scholars 2018, 02/22/2018, Vienna/Austria.
5. **Wetzstein, Irmgard** (2016). Statement (in German) within the parliamentary enquiry of the Austrian Federal Council (Bundesrat) dealing with "digital courage", panel II "media practice", 11/16/2016, Vienna, Austria.
6. **Wetzstein, Irmgard** (2016). Theorien und Mechanismen der Meinungsbildung: Vermittlung und Verbreitung verbaler und visueller Inhalte durch journalistische und Soziale Medien. Presentation at the annual conference of the Austrian Association of Nutritional Scientists (VEÖ), 05/19/2016, Vienna, Austria.

7. **Wetzstein, Irmgard** (2015). Erfahrungsbericht: Fulbright for Austrians. Presentation at the information event “Internationalisierung der Nachwuchsforschung” at the Graduiertenzentrum / Faculty of Social Sciences / University of Vienna, 06/26/2015, Vienna, Austria.
8. **Wetzstein, Irmgard** (2015). Debating alternative gender identities in Austria: the case of the Viennese Life Ball 2014. Public lecture (invited) at the Center for Austrian Studies/University of Minnesota – Twin Cities within a Fulbright Visiting Professorship at the School of Journalism and Mass Communication at the University of Minnesota – Twin Cities, 04/22/2015, Minneapolis, Minnesota.
9. **Wetzstein, Irmgard** (2015). Presentation of the current research agenda (“Habilitation”) within a brownbag lunch at the University of Minnesota - Twin Cities, School of Journalism and Mass Communication, March 2015, Minneapolis, Minnesota.
10. Participation (invited) in the press discussion ‘Medien und Konflikte’ (media and conflicts) at the V. Wiener Konferenz für Mediation ‘Ubuntu Culture meets Culture’ on 05/19/2012 (other discussants: Helga Kromp-Kolb, Joseph Duss-von Werdt, Peter Heintel, Elias Bierdel, Anneliese Rohrer; anchored by Gert Dressel), conference organised by ARGE Bildungsmanagement, 05/17-19/2012, Vienna, Austria.
11. **Wetzstein, Irmgard** (2011). Results on the representation of the conflict parties within the quality-journalistic news coverage of highly and lower escalated phases in the Israeli-Palestinian conflict. Based on the dissertation project: Mediative Journalism: The Constructive Handling of Conflicts in the Quality Journalistic Coverage of International News. A cross-conflict study of the coverage of different phases in the Israeli-Palestinian Conflict as well as of Kosovo’s Declaration of Independence. Guest lecture (invited) within the course ‘Cultural Diversity in the Media’ at the Webster Vienna Private University/Media Communications Faculty, 04/26/2011, Vienna, Austria.

Activities in the context of scientific conferences and workshops (e.g. conference organization, moderation) – in English and German

1. Moderator at the International Network Against Cyberhate (INACH) annual conference (“Hate Speech – the online threat to democracy”) hosted by ZARA – Zivilcourage und Anti-Rassismus-Arbeit, Workshop II: The Role of Journalism, 10/12/2017, Vienna, Austria
2. Organization and hosting of the 2017 Journalism and Migration Conference "Covering the Refugee Crisis in the European Union: Journalistic Practices, News Frames and Public Debates in Austria, Germany and Greece" in cooperation with the University of Minnesota – Twin Cities, 03/17-18/2017, Vienna, Austria.
3. Organization of a research talk by Giovanna Dell’Orto (School of Journalism and Mass Communication, University of Minnesota – Twin Cities), 2016.
4. Chair of the panel "Reality and memory in documentary" at the IAMCR Annual Conference "Memory, Commemoration and Communication: Looking Back, Looking Forward" (Visual Culture Working Group), 07/27-31/2016, Leicester, UK.
5. Discussant in the panel “Human Rights and LGBTQ Politics” at ISA’s 57th Annual Convention “Exploring Peace”, 03/16-19/2016, Atlanta, Georgia, USA.
6. Chair of the panel ‘Getting it on in Public: Popular Culture Confrontations and Media Communications’ at the ICA 65th Annual Conference „Communication across the Life Span” (GLBT Interest Group), 05/21-25/2015, San Juan, Puerto Rico.
7. Reviewer for the ICA 65th Annual Conference “Communication across the Life Span” (GLBT Interest Group), 05/21-25/2015, San Juan, Puerto Rico.
8. Chair of the session ‘Journalism, Ethics and Law’ at the annual Graduate Student Organization (GSO) Conference, 03/06/2015, School of Journalism and Mass Communication, University of Minnesota – Twin Cities, Minneapolis, Minnesota.
9. Participation in an H2020 proposal preparation workshop (topic: youth participation and engagement in context of EU issues): Preparation, presentation and discussion of the planned work package ‘media audit’, contributions to the coordination of the work plan, February 2014, Budapest, Hungary.
10. Chair of the panel ‘Sprachanalysen’ (linguistic analyses) at the annual conference of the DGPK section Computervermittelte Kommunikation (computer-mediated communication) 2013 ‘Digital Methods’, 11/07-09/2013, Vienna, Austria.

11. Participation in an FP7-ICT status update meeting (project title: UniteEurope – Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures): Preparation and presentation of efforts and future tasks concerning work package 4 (conceptual design and features), mediation between social-scientific and technical project streams, October 2012, Berlin, Germany.

Third-Party Funds

Project conception, acquisition and leading (PI)

1. Project title: Graffiti – Zwischen Kunst und Vandalismus (*translation: Graffiti – between arts and vandalism*). Frame analysis on behalf of and financed by the Kuratorium für Verkehrssicherheit / Austrian Road Safety Board, Dept. Eigentumsschutz / Property Protection, duration: 2020-2020)
2. Project title: Cybercrime und Viktimisierung. Versuch einer Typologisierung aus gendersensibler Perspektive (*translation: Cybercrime and victimization: Attempt for a typology from a gender-sensitive perspective*), project on behalf of and financed by the Kuratorium für Verkehrssicherheit / Austrian Road Safety Board, Dept. Eigentumsschutz / Property Protection, duration: 2019-2019)

Self-actively acquired third-party funds

1. Project title: ‘Social Media Crime: Strukturierte Analyse kriminalpolizeilich relevanter Aktivitäten in sozialen Medien und Ableitung eines Methodenrasters’ (*translation: Social Media Crime – Structured analysis of activities in social media relevant for criminal investigations and derivation of a method grid model*), project co-funded within an Austrian Call for Proposal launched within the programme KIRAS, planned project period: 10/01/2013 – 09/30/2014, approved funding: EUR 92,860 (contribution to project acquisition: autonomous writing of the project proposal, excl. description of work packages).
2. Project title: ‘SocialMediaHateRadar: Innovative Solutions for the Identification of Online Hate Speech’ (funded within a ‘Projektstart EU’ Call for Proposals launched by the Austrian national funding agency FFG), project period: 02/01/2013 – 04/30/2013, approved funding: EUR 3,000 (contribution to project acquisition: writing of the project proposal).
3. Project title: ‘Graffolution: Awareness and Prevention Solutions against Graffiti Vandalism in Public Areas and Transport’ (co-funded within an FP7-ICT-Call for Proposals launched by the European Commission), project period: 03/01/2014 – 02/29/2016, approved funding: EUR 1,497,040 (contribution to project acquisition: cooperation within proposal writing, preparation of information and negotiation material for negotiations before project start, mostly concerning ethical issues and improvement of the ‘Description of Work’).
4. Project title: ‘FuturePeace: Social Media Capacities in Conflict Transformation, Peace-Building and the Prevention of Violent Conflicts’ (proposal submitted within an FP7-SSH-Call for Proposals, launched by the European Commission), evaluation result: 13.5 of 15 possible points achieved (ranked 3rd of in total 30 proposals submitted to the topic ‘Media in Conflicts and Peace Building’), no funding due to lack of budget (only the proposals ranked 1 and 2 in each topic received funding), contribution: Autonomous writing of the proposal and composition of the international project consortium as well as of an Expert & Advisory Board.

Involvement in third-party projects

1. UniteEurope Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures, co-funded by the European Commission within FP7 / ICT focus, project duration: 10/01/2011 – 09/31/2014 (own involvement: 06/01/2012 – 08/31/2013), amount of funding: approximately EUR 3,000,000 (role in the project: researcher at the Austrian SME SYNIO Research as a member in the European project consortium: inter alia writing deliverables/reports, research on best practice social media analytics tools, preparing and holding presentations at conferences and at project/evaluation meetings).

2. Qualitative evaluation of a model project dedicated to the integration of young migrants into the labor market, co-funded by 'Beschäftigungspakt Vorarlberg', government of Vorarlberg, European Social Fund, Austrian Federal Ministry of Labor, Social Affairs and Consumer Protection; project duration: 01/01/2010 – 12/31/2011, amount of funding: EUR 64,479 (role in the project: researcher at the Vorarlberg University of Applied Sciences).
3. Medienpolitische Weichenstellungen in Österreich (media policy in Austria), funded by the Austrian Federal Chancellery, project duration: 01/01/2011 – 12/31/2011 (own involvement: 04/01/2011 – 06/30/2011), amount of funding: EUR 30,000 (role in the project: cooperation as desk researcher and design of a quantitative survey questionnaire (Delphi method)).
4. 'Audimaxismus' Forderungen und gesellschaftspolitische Positionen der Protestbewegung in Wien 2009 (*translation: 'Audimaxism' – Claims and Sociopolitical Positions of the Student Protest Movement in Vienna 2009*), co-funded by the City of Vienna (MA 7 Kultur), project duration: 05/01/2010 – 10/31/2010, amount of funding: EUR 5,000 (role in the project: researcher: planning and conducting a content and discourse analysis with qualitative and quantitative elements).

Esteem factors / third mission

(memberships in scientific associations/societies; editorial and evaluation functions; reviewing; funding; teaching grants; expert mentions in news media)

1. Reviewing of submissions to academic journals and publishing houses: Social Media & Society (SSCI-ranked, Q1), the International Communication Gazette, International Journal of Press/Politics (SSCI-ranked, Q1), Journalism and Mass Communication Quarterly (SSCI-ranked, Q1), International Journal of Communication (SSCI-ranked, Q1), Peter Lang publishing group, Medien Journal.
2. Reviewing of submissions to conferences, discussant and chair of conference panels (ICA, DGPUK, IAMCR)
3. Panel discussant within the webinar “It’s all in the image – Die Macht der Bilder in der Finanzkommunikation“ (the power of images in financial communications) at the UAS St. Pölten, organized by master students in Digital Business Communications, March 30, 2023.
4. Vice chairperson of the Austrian Society of Communication (Österreichische Gesellschaft für Kommunikationswissenschaft / ÖGK), since April 2021.
5. Member of the evaluation panel for the 2016 and 2017 Austrian Fulbright master’s students in journalism in the US.
6. Expertise as a gender media scholar provided for a video clip published online by the Austrian newspaper “Der Standard” (May 10, 2021). Femizide: Wie Medien Frauenmorde verharmlosen (available here: <https://www.derstandard.at/story/2000126527872/einmord-an-einer-frau-ist-kein-be>)
7. Expertise as a media and migration scholar provided as a statement dealing with the role of the media in the immigration society for “Österreich.Weitergedacht”, initiated by the Austrian Integration Summit (available here: <https://integrationsgipfel.at/publikation/rolle-der-medien-in-der-einwanderungsgesellschaft/>)
8. Expertise as a gender media scholar provided for an article in the Austrian newspaper “Die Presse am Sonntag”: Postl, Elisabeth (February 21, 2021). Die mediale Sezierung der Frau.
9. Expertise as a media scholar provided for an article in the Austrian newspaper “Salzburger Nachrichten”: Smetana Marian (March 16, 2017). Der Krieg landet im Kinderzimmer (https://publizistik.univie.ac.at/fileadmin/user_upload/i_publizistik_komm/Newsletter_2017/SN160317.pdf)
10. Teaching grant by the Fulbright Commission for a one-semester visit to the School of Journalism and Mass Communication, University of Minnesota – Twin Cities (2015).
11. Editorial supervision of the book reviews section for the Austrian journal Medien Journal – Zeitschrift für Kommunikationskultur, edited by the Österreichische Gesellschaft für Kommunikationswissenschaft (ÖGK) (Austrian Society of Communication), 2008-2011 (in cooperation with Wolfgang R. Langenbacher).
12. Critical review of the monthly newspaper “The Vienna Review” in cooperation with Webster Vienna Private University, April 2011.
13. Printing of the dissertation published by VS Verlag (Springer VS) financed by the Austrian Research Association and the Austrian Federal Ministry for Science and Research, 2011.
14. Memberships in academic associations/societies: DGPUK (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft / German Communication Association), EMNI (European Mediation Network Initiative), ÖGK (Österreichische Gesellschaft für Kommunikationswissenschaft / Austrian Society of Communication).