

Dr. Sabine Reich

Contact

Centre for Media, Communication and Information Research
University of Bremen
Linzer Str. 4
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Academic Positions

2023	<i>Post-doctoral Researcher</i> Centre for Media, Communication and Information Research University of Bremen
2022	<i>Post-doctoral Researcher</i> Department of Media and Communication Ludwig-Maximilians-Universität Munich (October 2022 to March 2023)
2020	<i>Post-doctoral Researcher</i> Department of Journalism and Communication Research Hanover University for Music, Drama and Media
2019	<i>Post-doctoral Researcher (50% -75%)</i> Department of Journalism and Communication Research Hanover University for Music, Drama and Media (February to December 2019)
2018	<i>Maternity leave (April 2018 to February 2019)</i>
2016	<i>Post-doctoral Researcher / Media, Music, and Gender</i> Department of Journalism and Communication Research Hanover University for Music, Drama and Media (since May 2016)
2013	<i>Visiting Scholar</i> Six months at the Annenberg School for Communication and Journalism, University of Southern California, Los Angeles, CA, USA
2010	<i>Researcher and Lecturer</i> Institute for Media and Communication Studies, University of Mannheim (August 2010 to April 2016)
2008	<i>Visiting Student</i> Ten months at the Edward R. Murrow College of Communication, Washington State University, Pullman, WA, USA

Research Interests

- Gender and political participation
- Media use and effects
- Media and coping with adverse affective states

Education

2016	<i>Dr. phil.</i> , 06.04.2016 Institute for Media and Communication Studies, University of Mannheim Thesis: „A Construal Level Theory Approach to Health Media Effects“, 06.04.2016 Dissertation: summa cum laude Defense: magna cum laude Committee: Prof. Dr. Peter Vorderer and Prof. Dr. Herbert Bless
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2010	M.A. Department for Media and Communication Studies, University of Erfurt Thesis „Narratives in Computer Games“
2007	B.A. Department for Media and Communication Studies, University of Erfurt Thesis „Veränderung stereotyper Wahrnehmung durch Ethno-Soaps. Eine Untersuchung am Beispiel der Serie „Türkisch für Anfänger.“ [Changing Stereotypes through Ethno-Soaps. A Study Using the German Soap “Turkish for Beginners”]
2003	Abitur (<i>Higher Education Entrance Qualification</i>) Hennebergisches Gymnasium „Georg Ernst“, Schleusingen

Academic Service

<i>Editorial work</i>	Editorial Assistant Journal of Media Psychology 2018 – 2021
<i>Conferences</i>	Niemann-Lenz, J., Reich, S., Hefner, D., Reinecke, L. & Klimmt, C. (2018). Computational Communication Science: Towards a strategic roadmap. Conference and Workshop, February 12 th – 15 th 2018, Hannover (Germany). Reich, S., Eckert, K., Rybas, N., Schlütz, D. (2017) „How to Quantify the Unquantifiable - The Methodology of Gender and Intersecting Dimensions of Identity“. 67th annual conference of the International Communication Association, May 25 th , 2017, San Diego.
<i>Reviews</i>	Media Psychology (MP) Journal of Media Psychology (JMP) New Media and Society (NMS) SoSciPanel (https://www.soscisurvey.de/panel/) International Communication Association (ICA), Information Systems Division, Mass Communication Division, Communication and Technology Division, Games Studies IG, Feminist Scholarship Division European Communication Research and Education Association (ECREA) German Psychological Association [Deutsche Gesellschaft für Psychologie (DGPs)], Media Psychology Division German Communication Association, [Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK)], Divisions: Media use and effects
<i>Memberships</i>	German Communication Association, [Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK)], Divisions: Media use and effects, Media, public, and gender, Digital Communication German Psychological Association [Deutsche Gesellschaft für Psychologie (DGPs)], Media Psychology Division International Communication Association (ICA), Divisions: Information Systems, Mass Communication

Awards, Scholarships, and Grants

2021	Best Paper Media use and effects division at the German Communication Association for „Sexism and the gender participation gap in political discussions online“
2017	Distinguished Reviewer 2016 - Journal of Media Psychology

2016	Promising Student Paper – Information Systems Division ICA Ph.D. finishing grant by the post-graduate scholarship program of Baden-Wuerttemberg (Abschlussstipendium der Landesgraduiertenförderung des Landes Baden-Württemberg)
2013	Research scholarship by the German Academic Exchange Service (DAAD) Annenberg School for Communication and Journalism an der University of Southern California, Los Angeles, CA, USA (DAAD Kurzzeitstipendium für einen Forschungsaufenthalt)
2008	Fulbright Scholarship, Washington State University, Pullman, WA, USA

Publications (monographs)

Reich, S. (2016). *A construal level theory approach to health media effects* (Doctoral Dissertation, University of Mannheim). Retrieved from <https://ub-madoc.bib.uni-mannheim.de/41007>

Publications (peer-reviewed)

Reich, S., & Bachl, M. (2023). Do Sexist Comments Hinder Participation in Online Political Discussions?: A Preregistered Experiment. *Journal of Media Psychology*, Advanced online publication. <https://doi.org/10.1027/1864-1105/a000373>

Reich, S., Schneider, F. M., & Zwillich, B. (2023). No Likes – no control? Examining the role of social anxiety and coping deprivation in social media ostracism. *Behaviour & Information Technology*, Advanced online publication. <https://doi.org/10.1080/0144929X.2022.2161938>

Lutz, S., Schneider, F. M., & Reich, S. (2022). Media as Powerful Coping Tools to Recover from Social Exclusion Experiences? A Systematic Review on Need Restoration and Emotion Regulation through Using Media. *Media Psychology*, 1–26. <https://doi.org/10.1080/15213269.2022.2147085>

Fisse, T., Link, E., Schlütz, D., & Reich, S. (2019). Powerfrau und Vorbild? Die Wirkung differenzierter Seriencharaktere auf das Selbstkonzept und die Zukunftsvorstellungen von Rezipientinnen. [Super woman and role model? The effect of differentiated characters in television shows on the viewer's self-concept and possible future selves.] *Publizistik*, 64(4), 427–445. <https://doi.org/10.1007/s11616-019-00534-x>

Kneer, J., Franken, S., & Reich, S. (2019). Not Only for the (Tom-)boys: Gender Variables as Predictors for Playing Motivations, Passion, and Addiction for MMORPGs. *Simulation & Gaming*, 50(1), 44–61. <https://doi.org/10.1177/1046878118823033>

Reinecke L, Klimmt C, Meier A, Reich S, Hefner D, Knop-Huelss K, et al. (2018) Permanently online and permanently connected: Development and validation of the Online Vigilance Scale. *PLoS ONE* 13(10): e0205384. <https://doi.org/10.1371/journal.pone.0205384>

Reich, S., Schneider, F. M., & Heling, L. (2018). Zero Likes – Symbolic interactions and need satisfaction online. *Computers in Human Behavior*, 80, 97–102. <https://doi.org/10.1016/j.chb.2017.10.043>

Schneider, F. M., Zwillich, B., Bindl, M. J., Hopp, F. R., Reich, S., & Vorderer, P. (2017). Social media ostracism: The effects of being excluded online. *Computers in Human Behavior*, 73, 385–393. <https://doi.org/10.1016/j.chb.2017.03.052>

Book Chapters

Hopfe, E., Lessing, F., Willenbrock, G., Bachl, M. & Reich, S. (2022). Genderbasierte Diskriminierung in der Klimawandeldebatte auf Twitter [Genderbased discrimination in the German climate debate on Twitter]. In A. S. Kämpel, C. Peter, A. Schnauber-Stockmann & F. Mangold (Eds.), *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung. Aktuelle Studien und Befunde*.

Reich, S. (2021). A systematic gender perspective on entertainment theory. In P. Vorderer & C. Klimmt (Eds.), *The Oxford handbook of entertainment theory* (S. 81–101). Oxford University Press.

Schneider, F. M., Reich, S., & Reinecke, L. (2017). Methodological challenges of POPC for communication research. In P. Vorderer, D. Hefner, L. Reinecke, & C. Klimmt (Eds.), *Permanently online, permanently connected: Living and communicating in a POPC world* (S. 29–39). New York, NY: Routledge.

Reich, S. & Vorderer, P. (2015). Online games, player experiences. In *The International Encyclopedia of Digital Communication and Society*. Oxford: John Wiley & Sons, Inc. Retrieved from <http://dx.doi.org/10.1002/9781118767771.wbiedcs064>. doi:10.1002/9781118767771.wbiedcs064

Reich, S. & Vorderer, P. (2013). Individual differences in need to belong in users of social networking sites. In P. Moy (Ed.), *Communication and Community* (S. 129-148). New York, NY: Hampton Press.

Reich, S., & Spitzner, F. (2009). Veränderung stereotyper Wahrnehmung durch Ethno-Soaps. Eine Untersuchung am Beispiel der Serie Türkisch für Anfänger [Changing Stereotypes through Ethno-Soaps. A Study Using the German Soap "Turkish for Beginners"]. In T. Petersen & C. Schwender (Eds.), *Visuelle Stereotype* (S. 44–57). Köln: von Halem.

Publications (under review and in preparation)

Reich, S. & Bachl, M. (in preparation). The effect of sexism in political discussion on social media sites – a preregistered repeated measure design.

Reich, S., Scheper, J., & Scherer, H. (in preparation). Baby im Wandel der Zeit: Die Darstellung von Frauen in der populären Musik von 1960 bis 2018.

Reich, S., Kneer, J., Rieger, D. (in preparation). Me(n)tal health – Social identity mediates psychological recovery effects of music listening.

Publications without peer-review

Niemann-Lenz, J., Bruns, S., Hefner, D., Knop-Hülß, K., Possler, D., Reich, S., Reinecke, L., Scheper, J. & Klimmt, C. (2019). Crafting a strategic roadmap for computational methods in communication science: Learnings from the CCS 2018 Conference in Hanover. *International Journal of Communication*, 13 [Special section on Computational Communication Science, ed. von E. Domahidi, J. Yang, J. Niemann-Lenz & L. Reinecke].

Schneider, F. M., Knop, K., Krömer, N., Reich, S., & Weinmann, C. (2014). *Gute Unterhaltung?! Lernen und Bildung mit unterhaltenden Medienangeboten*. In-Mind Magazin, 3. Retrieved from <http://de.in-mind.org/article/gute-unterhaltung-lernen-und-bildung-mit-unterhaltenden-medienangeboten>

Henning, J., Spitzner, F. & Reich, S. (2007). „Türkisch für Anfänger“ - ein raffiniertes Spiel mit ethnischen Klischees? [Turkish for Beginners – Playing With Ethnic Stereotypes?] Migration-Boell.de/Dossier Medien&Diversity. http://www.migration-boell.de/web/diversity/48_1251.asp

Presentations and Posters (peer-reviewed)

Lutz, S., Schneider, F.M., & Reich, S. (2023, January 19-21). Fiktionale Freunde und Feinde als Erste Hilfe bei sozialem Ausschuss? Zwei Experimentalstudien zur Rolle para-/orthosozialer Beziehungen bei der Regeneration des Verbundenheitsbedürfnisses und Wohlbefinden. [Fictional friends and enemies as first aid for social rejects? Two experimental studies on the role of para-/orthosocial relationships in the regeneration of the need for connectedness and well-being.] Paper presented at the annual conference of the Media use and effects division of the German Communication Association (DGPUK), Augsburg. **[3rd in Best Paper Award]**

Reich, S. & Bachl, M. (2022, June 7-9). Sexist incivility: Effects on women's engagement in political discussions online. Paper presented at the annual conference of the Media use and effects division of the German Communication Association (DGPUK), Düsseldorf.

Reich, S. & Bachl, M. (2021, September 8-10). Consequences of sexism in political discussions online. Paper presented at the 12th conference of the media psychology division of the German Psychological Association (DGPs), Aachen.

Lutz, S., Schneider, F., & Reich, S. (2021, September 8-10). Media as powerful coping tools to recover from social exclusion experiences? A systematic review on need restoration and emotion regulation through using media. Paper presented at the 12th conference of the media psychology division of the German Psychological Association (DGPs), Aachen.

Kneer, J., Geroget, E., & Reich, S. (2021, May 27-30). Instagram Use in Time of Coronavirus: when scrolling, keep your well-being in mind. Poster presented at the 71st annual conference of the International Communication Association (virtual).

Scheper, J., Reich, S., & Scherer, H. (2021, April 7-9). Baby im Wandel der Zeit: Die Darstellung von Frauen in der populären Musik von 1960 bis 2018 [Changes in the representation of women in popular music from 1960 to 2018]. Paper presented at the conference for communication research in the DACH region - DACH21, Zürich, Switzerland (virtual).

Reich, S., & Bachl, M. (2021, January 27-29). Sexism and the gender participation gap in political discussions online. Paper presented at the annual conference of the Media use and effects division of the German Communication Association (DGPUK), München (virtual). **[Best Paper Award]**

Schneider, F. M., Reich, S., & Lutz, S. (2020, March 10-12). Mediale Bewältigungsstrategien bei Bedürfnisbedrohung. Ein theoretischer Überblick zum medialen Coping nach sozialem Ausschluss. [Media coping strategies in instances of need threat]. Paper presented at the annual conference of the German Communication Association (DGPUK), München (Germany).

Reich, S. & Kalch, A. (2019, May 24-28). *Music and the popular vote: The effect of pro-tolerance lyrics on political attitudes and the perception of anti-refugee election claims.* Presentation at the 69th annual conference of the International Communication Association (ICA), Washington, D.C.

Knop-Hülß, K., Klimmt, C., Hefner, D., Reich, S., Reinecke, L., Rieger, D. & Vorderer, P. (2018, May 9-11). *Mehr Selbstbestimmung oder mehr Stress? Die Folgen permanenter Online-Verbundenheit in Alltagsepisoden* [More self-determination or more stress. Results of permanent online connection in everyday episodes]. Paper presented at the annual conference of the German Communication Association (DGPUK), Mannheim (Germany).

Reich, S., & Breuer, T. (2017, May 25-29). *Friends with benefits. The mediating role of perceived belongingness and social comparison on positive affect after Facebook usage.* Poster presented at the 67th annual conference of the International Communication Association, San Diego, CA.

Reich, S., Reinecke, L., Hefner, D., Winkler, J., Hopp, F., Knop-Huelss, K., ... Vorderer, P. (2017, May 25-29). *Self-construal, cultural values and everyday life with a smartphone – intercultural differences in being permanently online and connected*. Poster presented at the 67th annual conference of the International Communication Association, San Diego, CA.

Reich, S., Schlink, E., & Vorderer, P. (2017, September 6-8). *IM ostracism — The seen-function as need threat for personally close and distant chat partners alike*. Paper presented at the 10th conference of the media psychology division of the German Psychological Association (DGPs), Landau (Germany).

Reinecke, L., Klimmt, C., Maier, A., Reich, S., Hefner, D., Knop-Huelss, K., ... Vorderer, P. (2017, May 25-29). *Permanently Online and Permanently Connected: Development and Validation of the Online Vigilance Scale*. Presented at the 67th annual conference of the International Communication Association, San Diego, CA.

Reinecke, L., Meier, A., Hefner, D., Reich, S., Rieger, D., Klimmt, C., & Vorderer, P. (2017, March 30 – April 1). *Permanentes Vernetzt-Sein als ‚State of Mind‘: Entwicklung und Validierung einer Skala zur Messung von Online-Vigilanz*. [Permanent connectedness as a state-of-mind: Development and validation an online vigilance scale]. Paper presented at the annual conference of the German Communication Association (DGPK), Düsseldorf (Germany).

Reinecke, L., Meier, A., Klimmt, C., Hefner, D., Reich, S., Rieger, D., & Vorderer, P. (2017, September 6-8). *Permanently on and never switching off? The role of online vigilance as a source of digital stress*. Paper presented at the 10th conference of the media psychology division of the German Psychological Association (DGPs), Landau (Germany).

Zwillich, B., Reich, S., & Schneider, F. M. (2017, May 25-29). *No Likes – No Control. Cyberostracism and Loss of Control in the Socially Anxious*. Presented at the 67th annual conference of the International Communication Association, San Diego, CA, USA.

Reich, S. (2016, June 6-13). *Generally Speaking: Theorizing and Measuring Abstract vs. Concrete Thinking About Mediated Health Messages and its Effects*. Poster presented at the 66th annual conference of the International Communication Association, Fukuoka (Japan).

Reich, S., & Knop-Huelss, K. (2016, June 6-13). *Me(n)tal Health - Social Identity Mediates Psychological Recovery Effects of Music Listening*. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka (Japan).

[Promising Student Paper]

Reich, S., Rieger, D., & Knop-Huelss, K. (2016, September 18-22). *Me(n)tal Health - Social Identity Mediates Psychological Recovery Effects of Music Listening*. Paper presented at the 50th conference of the German Psychological Association (DGPs), Leipzig (Germany).

Schneider, F. M., Zwillich, B., Bindl, M. J., Hopp, F. R., Reich, S., & Vorderer, P. (2016, June 6-13). *Ostracism in the Online World: Applying the Ostracism Online Paradigm to Investigate Social Media Effects*. Presented at the 66th annual conference of the International Communication Association, Fukuoka (Japan).

Zwillich, B., Reich, S., & Schneider, F. M. (2016a, June 6-13). *No Likes – No Control: Cyberostracism and Loss of Control in the Socially Anxious*. Presented at the 66th annual conference of the International Communication Association, Fukuoka (Japan).

Zwillich, B., Reich, S., & Schneider, F. M. (2016b, September 18-22). *No Likes – No Control. Cyberostracism and Loss of Control in the Socially Anxious*. Presented at the 50th conference of the German Psychological Association (DGPs), Leipzig (Germany).

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Heling, L., Reich, S., & Vorderer, P. (2015, May 21-25). *Zero likes – Virtual thumbs down for belongingness and self-esteem*. Poster presented at the 65th annual conference of the International Communication Association, San Juan, PR.

Reich, S. (2015, , May 21-25). *Abstract message construal - A situated cognition approach*. Poster presented at the 65th annual conference of the International Communication Association, San Juan, PR.

Reich, S. (2014, May 22-26). *Impact of mental construal on storage and evaluation of organ donation messages*. Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA.

Reich, S. (2013a, January 24). *A construal level theory approach to health media effects*. Paper presented at the Doctoral workshop of the media use and effects division of the German Communication Association (DGPK), Vienna (Austria).

Reich, S. (2013b, November 21-24). *Abstract and concrete message construal of mediated messages*. Paper presented at the National Communication Association 99th annual convention, Washington, DC.

Reich, S., Hastall, M., & Vorderer, P. (2012, October 24-27). *Individual determinants of media multitasking in university classrooms*. Paper presented at the annual conference European Communication Research and Education Association, Istanbul (Turkey).

Hastall, M., Reich, S., Vorderer, P., & Roth, F. (2012, May 24-28). *Multitasking in University Classrooms: Prevalence, Origins, and Perceived Effects*. Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Reich, S., & Vorderer, P. (2012, May 24-28). *Individual differences in need to belong in users of social networking sites*. Paper presented at the 62nd annual conference of the International Communication Association, May 24th-28th, Phoenix, AZ.

Reich, S. (2011, May 26-30). *Narrative impact and narrative engagement in players of violent video games*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Reich, S., Kalch, A., & Spitzner, F. (2011, November 17-20). *What's the story of this game? The narrative of World of Warcraft in the mind of its users*. Paper presented at the National Communication Association 97th annual convention, New Orleans, LA.

Reich, S. (2010, July 7-11). *The effect of narratives on the moral significance of computer game violence*. Poster presented at IGEL Conference of the International Society for the Empirical Study of Literature and Media, Utrecht (Netherlands).

Hermann, F., Reich, S. & Spitzner, F. (2007, October 11-12). *Veränderung stereotyper Wahrnehmung durch Ethnosoaps* [Changing Stereotypes through Ethno-Soaps]. Paper presented at the Annual conference of the visual communication division of the German communication association (DGPK), Konstanz (Germany).

Invited presentations and workshops

2017

„Bang Bang. I know you want it“ - Ein Themenabend mit Musik und Diskussion zur Selbstdarstellung von Sängerinnen in aktueller Popmusik. [Gender on stage: self-presentation of singers in popular music]. Podiumsdiskussion im Rahmen der Veranstaltung „Gender auf der Bühne“; Hanover University for Music, Drama and Media (November)

„Ich sehe Pimps, Hot Mamas und Aliens – Zur Darstellung von Gender in Musikvideos der Populären Musik der letzten 30 Jahre“ [Gender in popular music videos of the last 30 years]. Vortrag im Rahmen der Veranstaltung „Klang, Visualität, Performance. Intermediale Phänomene in zeitgenössischer Musik“ Hanover University for Music, Drama and Media (June)

	<p>„Kinderzimmer 4.0 – Medienkompetenz bei Eltern und Kindern als Schlüssel für einen selbstbestimmten und verantwortungsvollen Umgang mit neuen Medien“ [Nursery 4.0 - Media literacy for parents and children] Workshop After-Work-Education events by Bildungswerk ver.di (Labour Union), Division Hannover-Hildesheim, Hannover. (May)</p> <p>„Gender in Medienselektion und -wirkung“, Vortrag im Rahmen der Ringvorlesung Gender in Forschung und Lehre [Gender in media selection and effects], Invited talk for the lecture series Gender in Forschung und Lehre [Gender in Education and Teaching], Hanover University for Music, Drama and Media (April)</p>
2011	<p>“Permanently online”. Workshop für die Stiftung der Deutschen Wirtschaft, Heidelberg.</p>

Media coverage

2021	<p>Deutschlandfunk, <i>Corso</i> „Türkisch für Anfänger“ – Wie ist die TV-Show gealtert?“ Retrieved from https://ondemand-mp3.dradio.de/file/dradio/2021/03/15/tuerkisch_fuer_anfaenger_wie_ist_die_tv_show_gealtert_dlf_20210315_1512_cd75a19a.mp3</p>
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Teaching

<p>Summer term 2022</p>	<p>„Ausgewählte Methoden der Medien- und Marktforschung: Das Experiment“ [Selected Methods: Experiment] (Hanover University for Music, Drama and Media, IJK, B.A. 3.-5. Semester)</p> <p>Projektseminar: „Geschlechtergerechte Sprache und Berufswahl“ [Research project „Genderfair language“] (Hanover University for Music, Drama and Media, IJK, Alle Semester Bachelor/Master, gemeinsam mit Prof. Dr. Christoph Klimmt)</p>
<p>Winter term 2021/2022</p>	<p>Vorlesung „Statistik und Datenanalyse 1 in R“, [Lecture: Statistics and data analysis 1 in R] (Hanover University for Music, Drama and Media, IJK, 1. Semester Bachelor, hybrid, gemeinsam mit Anna Freytag, M.A.)</p> <p>Ringvorlesung „Populismus und Medien“, [Lecture series on populism and media] (Hanover University for Music, Drama and Media, IJK, 3.-5. Semester Bachelor, hybrid, gemeinsam mit Anja Dittrich, M.A.)</p>
<p>Summer term 2021</p>	<p>„Frauen und Männer in den Medien“ [Men and women in the media] (Hanover University for Music, Drama and Media, IJK, 2. Semester Bachelor, virtuell)</p>
<p>Winter term 2020/2021</p>	<p>Vorlesung „Statistik und Datenanalyse 1 in R“, [Lecture: Statistics and data analysis 1 in R] (Hanover University for Music, Drama and Media, IJK, 1. Semester Bachelor, virtuell, gemeinsam mit Dr. Julia Niemann-Lenz)</p> <p>Vorlesung „Einführung Rezeptions- und Wirkungsforschung“, [Lecture: Media use and effects] (Hanover University for Music, Drama and Media, IJK, 3. Semester Bachelor, virtuell)</p>
<p>Summer term 2020</p>	<p>Forschungsprojekt Master „Politische Frauen“, [Research project „Political women“](Hanover University for Music, Drama and Media, IJK, 1.-3. Semester Master, virtuell, team teaching with Gastprofessor Marko Bachl)</p>
<p>Winter term 2019/2020</p>	<p>„Einführung Statistik für nicht Kommunikationswissenschaftler/-innen“, [Introduction Statistics] (Hanover University for Music, Drama and Media, IJK, M.A. 1. Semester)</p> <p>„Ausgewählte Methoden der Medien- und Marktforschung: Das Experiment“ [Selected Methods: Experiment] (Hanover University for Music, Drama and Media, IJK, B.A. 3.-5. Semester)</p>

<i>Summer term 2019</i>	„Männer und Frauen in den Medien“ [Men and women in the media] (Hanover University for Music, Drama and Media, IJK, 2. Semester Bachelor)
<i>Winter term 2017/2018</i>	Vorlesung „Statistik und Datenanalyse 1“, [Lecture: Statistics and data analysis 1] (Hanover University for Music, Drama and Media, IJK, 2. Semester Bachelor, team teaching with Katharina Knop-Hülß, M.A.) “Mediennutzung als Identitätsarbeit” [Media use as identity work] (Hanover University for Music, Drama and Media, IJK, 3.-5. Semester Bachelor)
<i>Summer term 2017</i>	Vorlesung „Statistik und Datenanalyse 2“, [Lecture: Statistics and data analysis 2] (Hanover University for Music, Drama and Media, IJK, 2. Semester Bachelor, team teaching with Dr. Julia Niemann-Lenz)
<i>Winter term 2016/2017</i>	„Ausgewählte Methoden der Medien- und Marktforschung: Das Experiment“ [Selected Methods: Experiment] (Hanover University for Music, Drama and Media, IJK, B.A. 3.-5. Semester) „I’m sexy and I know it - Genderstereotype, Bodypride und Emanzipation in populärer Musik und ihre Wirkung“ (Hanover University for Music, Drama and Media, IJK, Master)
<i>Summer term 2016</i>	„Good Girls, Bad Boys - Wirkungsperspektiven auf vorherrschende Genderstereotype in Populärer Musik“ [Research project „Genderstereotypes in popular music“] (Hanover University for Music, Drama and Media, IJK, Master, team teaching with PD. Dr. Daniela Schlütz)
<i>Fall term 2015</i>	„Rambo oder Xena: Soziale Identität in Medienselektion und -wirkung — Geschlecht, Alter, soziale Klasse und Ethnie“ [Social identity in media use and effects research] (University of Mannheim, 3.-5. Semester B.A.)
<i>Spring term 2015</i>	“Introduction entertainment research” (University of Mannheim, English, 1.- 2. Semester B.A., team teaching with Franziska Roth, M.A.) “Music and positive media effects” (University of Mannheim, English, 3.- 5. Semester B.A.)
<i>Fall term 2014</i>	“Persuasion in mass media” (University of Mannheim, English, 3.- 5. Semester B.A.) “Das deutsche Mediensystem und seine aktuellen Debatten zum dualen Rundfunksystem und Netzneutralität” [The German media system] (University of Mannheim, 1. Semester B.A., team teaching with Dipl.-Soz. Madeline Dahl)
<i>Spring term 2014</i>	“Designing experiments for media and communication studies” (University of Mannheim, 2.- 5. Semester B.A.)
<i>Spring term 2013</i>	“Designing experiments for media and communication studies” (University of Mannheim, 2.- 5. Semester B.A.) “Basic readings in media psychology” (University of Mannheim, 2. Semester B.A., team teaching with Prof. Dr. Peter Vorderer)
<i>Fall term 2012</i>	“Das Psychologische Experiment” (2 Kurse, University of Mannheim, 2.- 5. Semester B.A.)
<i>Spring term 2012</i>	“Serious games” (University of Mannheim, 2. Semester B.A., team teaching with Franziska Roth, M.A.)
<i>Fall term 2011</i>	“Neue Medien und das Deutsche Mediensystem” (University of Mannheim, 1. Semester B.A.) “Quantitative Interviews im quasi-experimentellen Design” (University of Mannheim, 2.- 5. Semester B.A.)

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<i>Spring term 2011</i>	“Quantitative Interviews” (University of Mannheim, 2.- 5. Semester B.A., team teaching with Franziska Roth, M.A.) “Narrative effects in different media” (University of Mannheim, 3.- 5. Semester B.A.)
<i>Fall term 2010</i>	“Quantitative Inhaltsanalyse” (University of Mannheim, 3.- 5. Semester B.A.) “Quantitative Interviews” (University of Mannheim, 2.- 5. Semester B.A., team teaching with Franziska Roth, M.A.)
<i>Fall term 2008</i>	„Public Speaking“ (2x, Edward R. Murrow College of Communication, Washington State University Pullman, WA, USA, English, Freshmen)
<i>Spring term 2009</i>	„Public Speaking“ (2x, Edward R. Murrow College of Communication, Washington State University Pullman, WA, USA, English, Freshmen)