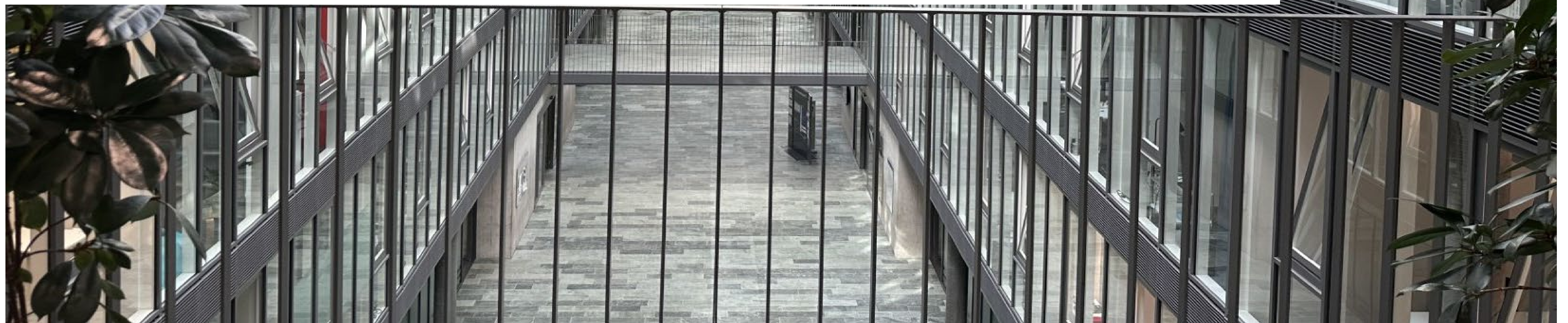




IKMZ Speaker Series

Self-effects of social media expressions on the communicators

Monday, 28 October 2024, 4.15 p.m., room AND-2-02



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Communication**



Teresa Naab is Professor of Digital Communication at the University of Mannheim. She received her PhD from the University of Music, Drama, and Media Hanover and her Venia Legendi from the University of Augsburg. Her research focuses on the use and effects of social media, user interventions against uncivil online content, and in situ measurement of media use.

Abstract

When we express our opinions, we might not only influence others. We might as well influence ourselves. Such impacts of expressions on the communicators themselves are called self-effects. These self-effects are of particular interest in social media communication because users easily contribute information and opinions and interact with content by others. The presentation integrates diverse strands of research and synthesizes mechanisms that can explain self-effects. It presents results of empirical studies testing self-effects in research domains such as political self-concept and individual wellbeing. It considers the influence of feedback that communicators receive on their expressions and positions self-effects as an important complement to traditional effects of media reception.

**Please join us for the second talk of the autumn
semester 2024!**

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