

# CURRICULUM VITAE

## Markus Appel

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Professor (Chair)  
Psychology of Communication and New Media  
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### Education and Academic Positions

Since Apr 2017	Professor and Chair (W3), Psychology of Communication and New Media	University of Würzburg, Germany.
Oct 2013 – March 2017	Professor (W3) of Media Psychology	University of Koblenz-Landau, Germany.
2010-2013	Associate Professor	Johannes Kepler University of Linz, Austria.
Apr-Sep 2010	Visiting Professor	University of Paderborn, Germany.
02/2010	Venia Legendi (Habilitation)	Johannes Kepler University of Linz.
Feb-Apr 2008	Research Fellow	New York University, New York, USA, Steinhardt School of Education.
2005-2010	Assistant Professor	Johannes Kepler University of Linz.
Jan-Mar 2005	Research Fellow	Department of Media Studies, University of Bergen, Norway.
12/2004	Ph.D. (Dr. phil.),	University of Cologne, Germany.
1999-2004	Research Associate and Doctoral Student	Dept. of General and Cultural Psychology, University of Cologne and University of Frankfurt, Germany.
07/1999	Dipl.-Psych. in Psychology (M.A.), Studies in Psychology and Cultural Studies	Humboldt-University Berlin and University of Mainz, Germany.

## Research Grants (most important)

- 2018-2021 German Research Fund (DFG)  
*The role of emotional shifts and event-congruent emotions in narrative persuasion* (PI, together with Tobias Richter, 430.000€ total, 210.000€ Appel)
- 2015-2019 German Research Fund (DFG)  
*Effects and correlates of Internet use: Meta-analytic reviews* (PI, 207.000€)
- 2015-2017 German Federal Ministry of Education and Research (BMBF)  
*The acceptance of humanoid service robots: Experimental investigations including the uncanny valley hypothesis* (PI, 175.000€)
- 2014-2017 EU-IRSES  
*Health Narratives* (Co-PI, PI was Enny Das, Radboud University Nijmegen, The Netherlands, 98.100€ total, 10.100€ Appel)
- 2012-2016 Austrian Research Fund (FWF) and German Research Fund (DFG)  
*Cognitive and emotional processes underlying narrative persuasion* (PI, together with Tobias Richter, then University of Kassel, 320.000€ total, 167.000€ Appel)
- 2012-2014 Austrian National Bank - Anniversary Fund  
*Social identity and cognitive performance among adolescent immigrants in Austria* (PI, 89.660€)

## Professional Activities

Associate Editor

*Human Communication Research* (2018- )

Editorial Board Member

*Human Communication Research* (2017-2018)

*Journal of Communication* (2014-2015)

*Scientific Study of Literature* (2010- )

*Media Psychology* (2012- )

*Journal of Media Psychology* (2015- )

Ad-hoc Reviewer

*American Journal of Media Psychology; Applied Psychology; Basic and Applied Social Psychology; Behavior and Information Technology; BMC Public Health; British Journal of Educational Psychology; Communication Methods and Measures; Communication Monographs; Communication Research; Communications; Computers and Education; Computers in Human Behavior; Current Directions in Psychological Science; Cyberpsychology, Behavior, and Social Networking; Developmental Psychology; Discourse Processes; European Journal of Social Psychology; GAIA-Ecological Perspectives; Health*

*Psychology; Human Communication Research; International Journal of Communication; Journal of Adolescence; Journal of Advertising; Journal of Applied Social Psychology; Journal of Communication; Journal of Community and Applied Social Psychology; Journal of Computer-Mediated Communication; Journal of Educational Psychology; Journal of Experimental Social Psychology; Journal of Media Psychology; Journal of Social and Personal Relationships; Journalism and Mass Communication Quarterly; Learning and Individual Differences; Media Psychology; Medien- und Kommunikationswissenschaft; Poetics; Political Psychology; Psychological Science; Psychologische Rundschau; Psychology and Health; Psychology of Aesthetics, Creativity, and the Arts; Publizistik; Review of Applied Psychology; Social Psychology; Telematics and Informatics; Transactions on Human-Robot Interaction; Zeitschrift für Evaluationsforschung*

#### Reviewer for Funding Organizations

*Swiss National Research Fund (SNF); German Research Fund (DFG); Research Foundation Flanders (FWO); Israel Science Foundation (ISF); Foundation for Polish Science (FNP)*

Reviewer for Promotion Committees in North America, Europe, Asia, and Australia

## Memberships

International Communication Association (ICA)  
International Society for the Empirical Study of Literature (IGEL)  
German Psychological Association (DGPs)  
German Communication Association (DGPuK)

## Journal Publications – SSCI

### In press

- 58 Appel, M. & Weber, S. (in press). Do mass mediated stereotypes harm members of negatively stereotyped groups? A meta-analytical review on media-generated stereotype threat and stereotype lift. *Communication Research*.
- 57 Krause, S. & Appel, M. (in press). Stories and the self: Assimilation, contrast, and the role of being transported into the narrative world. *Journal of Media Psychology*.
- 56 Marker, C., Gnamb, T., & Appel, M. (in press). Exploring the myth of the chubby gamer: A meta-analysis on sedentary video gaming and body mass. *Social Science and Medicine*.
- 55 Tiede, K. & Appel, M. (in press). Reviews, expectations, and the experience of stories. *Media Psychology*.

## 2020

- 54 Appel, M., Izydorczyk, D., Weber, S., Mara, M., & Lischetzke, T. (2020). The uncanny of mind in a machine: Humanoid robots as tools, agents, and experiencers. *Computers in Human Behavior*, *102*, 274-286.
- 53 Appel, M., Marker, C., & Gnambs, T. (2020). Are social media ruining our lives? A review of meta-analytic evidence. *Review of General Psychology*, *24*, 60-74.
- 52 Gnambs, T., Stasielowicz, L., Wolter, I., & Appel, M. (2020). Do computer games jeopardize educational outcomes? A prospective study on gaming times and academic achievement. *Psychology of Popular Media*, *9*, 69-82.

## 2019

- 51 Appel, M., & Gnambs, T. (2019). Shyness and social media use: A meta-analytic summary of moderating and mediating effects. *Computers in Human Behavior*, *98*, 294-301.
- 50 Appel, M., Krisch, N., Stein, J. P., & Weber, S. (2019). Smartphone zombies! Pedestrians' distracted walking as a function of their fear of missing out. *Journal of Environmental Psychology*, *63*, 130-133.
- 49 Appel, M., Marker, C., & Mara, M. (2019). Otakuism and the appeal of sex robots. *Frontiers in Psychology*, *10*:569.
- 48 Appel, M., Schreiner, M., Haffmans, M.-B., & Richter, T. (2019). The mediating role of event-congruent emotions in narrative persuasion. *Poetics*, *77*, 101385.
- 47 Appel, M., Slater, M. D., & Oliver, M. B. (2019). Repelled by virtue? The dark triad and eudaimonic narratives. *Media Psychology*, *22*, 769-794.
- 46 Gnambs, T., & Appel, M. (2019). Are robots becoming unpopular? Changes in attitudes towards autonomous robotic systems in Europe. *Computers in Human Behavior*, *93*, 53-61.
- 45 Isberner, M.-B., Richter, T., Schreiner, C., Eisenbach, Y., Sommer, C., & Appel, M. (2019). Empowering stories: Transportation into narratives with strong protagonists increases self-related control beliefs. *Discourse Processes*, *56*, 575-598.
- 44 Slater, M. D., Oliver, M. B., & Appel, M. (2019). Poignancy and mediated wisdom of experience: Narrative impacts on willingness to accept delayed rewards. *Communication Research*, *46*, 333-354.

## 2018

- 43 Appel, M., Schreiner, C., Weber, S., Mara, M., & Gnambs, T. (2018). Intensity of Facebook use is associated with lower self-concept clarity: Cross-sectional and longitudinal evidence. *Journal of Media Psychology*, *30*, 160-172.
- 42 Gnambs, T., & Appel, M. (2018). Narcissism and social networking behavior: A meta-analysis. *Journal of Personality*, *86*, 200-212.
- 41 Marker, C., Gnambs, T., & Appel, M. (2018). Active on Facebook and failing at school? Meta-analytic findings on the relationship between online social networking activities and academic achievement. *Educational Psychology Review*, *30*, 651-677.

- 40 Oliver, M. B., Raney, A. A., Slater, M. D., Appel, M., Hartmann, T., Bartsch, A., Schneider, F. M., Janicke, S. H., Krämer, N., Mares, M.-L., Vorderer, P., Rieger, D., Dale, K. R., & Das, E. (2018). Self-transcendent media experiences: Taking meaningful media to a higher level. *Journal of Communication, 68*, 380-389.
- 39 Schreiner, C., Appel, M., Isberner M.-B., & Richter, T. (2018). Argument strength and the persuasiveness of stories. *Discourse Processes, 55*, 371-386.
- 38 Slater, M. D., Oliver, M. B., Appel, M., Tchernev, J. M., & Silver, N. A. (2018). Mediated wisdom of experience revisited: Delay discounting, acceptance of death, and closeness to future self. *Human Communication Research, 44*, 80-101.
- 37 Weber, S., Kronberger, N., & Appel, M. (2018). Immigrant students' educational trajectories: The influence of cultural identity and stereotype threat. *Self & Identity, 17*, 211-235.
- 36 Weichhart, G., Stary, C., & Appel, M. (2018). The Digital Dalton Plan: Progressive education as integral part of web-based learning environments. *Knowledge Management & E-Learning, 10*, 25–52.
- 2017**
- 35 Gebbers, T., De Wit, J., & Appel, M. (2017). Transportation into narrative worlds and the motivation to change health-related behavior. *International Journal of Communication, 11*, 4886-4906.
- 34 Gnambs, T. & Appel, M. (2017). Is computer gaming associated with cognitive abilities? A population study among German adolescents. *Intelligence, 61*, 19-28.
- 33 Lischetzke, T., Izydorczyk, D., Hüller, C., & Appel, M. (2017). The topography of the uncanny valley and individuals' need for structure: A nonlinear mixed effects analysis. *Journal of Research in Personality, 68*, 96-113.
- 2016**
- 32 Appel, M., Krause, S., Gleich, U., & Mara, M. (2016). Meaning through fiction: Science Fiction and innovative technologies. *Psychology of Aesthetics, Creativity, and the Arts 10*, 472-480.
- 31 Batinic, B., Appel, M., & Gnambs, T. (2016). Examining individual differences in interpersonal influence: On the psychometric properties of the Generalized Opinion Leadership Scale (GOLS). *Journal of Psychology: Interdisciplinary and Applied, 150*, 88-101.
- 2015**
- 30 Appel, M., Gnambs, T., Richter, T., & Green, M. (2015). The Transportation Scale-Short Form (TS-SF). *Media Psychology, 18*, 243–266.
- 29 Appel, M. & Schreiner, C. (2015). Leben in einer digitalen Welt: Wissenschaftliche Befundlage und problematische Fehlschlüsse. Stellungnahme zur Erwidern von Spitzer (2015). *Psychologische Rundschau, 66*, 119-123.
- 28 Appel, M., Weber, S., & Kronberger, N. (2015). The influence of stereotype threat on immigrants: Review and meta-analysis. *Frontiers in Psychology, 6*:900.
- 27 Gnambs, T., Appel, M., & Kaspar, K. (2015). The effect of the color red on encoding and retrieval of declarative knowledge. *Learning and Individual Differences, 42*, 90-96.

- 26 Gnambs, T., Appel, M., & Oeberst, A. (2015). Color red and risk-taking in online environments. *PLOS ONE*, *10*(7): e0134033.
- 25 Mara, M. & Appel, M. (2015). Science fiction reduces the eeriness of android robots: A field experiment. *Computers in Human Behavior*, *48*, 156-162.
- 24 Mara, M. & Appel, M. (2015). Effects of lateral head tilt on user perceptions of android robots. *Computers in Human Behavior*, *44*, 326-334.
- 23 Weber, S., Appel, M., & Kronberger, N. (2015). Stereotype threat and the cognitive performance of adolescent immigrants: The role of cultural identity strength. *Contemporary Educational Psychology*, *42*, 71-81.

#### 2014

- 22 Appel, M. & Schreiner, C. (2014). Digitale Demenz? Mythen und wissenschaftliche Befundlage zur Auswirkung von Internetnutzung. *Psychologische Rundschau*, *65*, 1-10.
- 21 Appel, M., Stiglbauer, B., Batinic, B., & Holtz, P. (2014). Internet use and verbal aggression: The moderating role of parents and peers. *Computers in Human Behavior*, *33*, 235-241.
- 20 Gnambs, T., Appel, M., Schreiner, C., Richter, T., & Isberner, M.-B. (2014). Experiencing narrative worlds: A latent state-trait analysis. *Personality and Individual Differences*, *69*, 187-192.
- 19 Richter, T., Appel, M., & Calio, F. (2014). Stories can influence the self-concept. *Social Influence*, *9*, 172-188.

#### 2013

- 18 Appel, M. & Mara, M. (2013). The persuasive influence of a fictional character's trustworthiness. *Journal of Communication*, *63*, 912-932.
- 17 Batinic, B. & Appel, M. (2013). Mass communication, social influence, and consumer behavior: Two field experiments. *Journal of Applied Social Psychology*, *43*, 1353-1368.

#### 2012

- 16 Appel, M. & Kronberger, N. (2012). Stereotype threat and the achievement gap: Stereotype threat prior to test taking. *Educational Psychology Review*, *24*, 609-635.
- 15 Appel, M., Holtz, P., Stiglbauer, B., & Batinic, B. (2012). Parents as a resource: Communication quality affects the relationship between adolescents' Internet use and loneliness. *Journal of Adolescence*, *35*, 1641-1648.
- 14 Appel, M. & Maleckar, B. (2012). The influence of paratext on narrative persuasion. Fact, fiction, or fake? *Human Communication Research*, *38*, 459-484.
- 13 Appel, M. (2012). Are heavy users of computer games and social media more computer literate? *Computers & Education*, *59*, 1339-1350.
- 12 Appel, M. (2012). Anti-immigrant propaganda by radical right parties and the intellectual performance of adolescents. *Political Psychology*, *33*, 483-493.
- 11 Appel, M., Gnambs, T., & Maio, G. (2012). A short measure of the need for affect. *Journal of Personality Assessment*, *94*, 418-426.

#### 2011

- 10 Appel, M. (2011). A story about a stupid person can make you act stupid (or smart): Behavioral assimilation (and contrast) as narrative impact. *Media Psychology, 14*, 144-167.
- 9 Appel, M., Kronberger, N., & Aronson, J. (2011). Stereotype Threat impairs ability building: Effects on test preparation among women in science and technology. *European Journal of Social Psychology, 41*, 904-913.
- 8 Holtz, P. & Appel, M. (2011). Internet use and computer gaming predict problem behavior in early adolescence. *Journal of Adolescence, 34*, 49-58.

## 2010

- 7 Appel, M. & Richter, T. (2010). Transportation and need for affect in narrative persuasion. A mediated moderation model. *Media Psychology, 13*, 101-135.
- 6 Bartsch, A., Appel, M. & Storch, T. (2010). Emotions and meta-emotions at the movies. The role of the Need for Affect. *Communication Research, 37*, 167-190.
- 5 Gnambs, T., Appel, M. & Batinic, B. (2010). Color red in web-based knowledge testing. *Computers in Human Behavior, 26*, 1625-1631.

## 2009 and earlier

- 4 Appel, M. (2008). Fictional narratives cultivate just world beliefs. *Journal of Communication, 58*, 62-81.
- 3 Appel, M. (2008). Manche mögen's heiß. Ergebnisse der deutschsprachigen Version eines Instruments zur Erfassung des Emotionsmotivs (need for emotion / need for affect) [Some like it hot. Results of the German language version of an instrument aimed at the assessment of the need for affect/need for emotion]. *Diagnostica, 54*, 2-15.
- 2 Appel, M. & Richter, T. (2007). Persuasive effects of fictional narratives increase over time. *Media Psychology, 10*, 113-134.
- 1 Batinic, B. & Appel, M. (2009). Online-Bewerbungen aus Sicht von Bewerbern und Unternehmen [Online-applications as seen by applicants and companies]. *Zeitschrift für Personalpsychologie, 8*, 14-23.

## Books, Chapters, Proceedings, Articles in Non-SSCI-Ranked Journals

- 24 Appel, M. (Ed.). Die Psychologie des Postfaktischen [The psychology of the post-factual]. Heidelberg: Springer.
- 23 Cohen, J., Appel, M., & Slater, M. (in press). Media, identity, and the self. In M. B. Oliver, A. Raney, & J. Bryant (Eds.), *Media Effects (4<sup>th</sup> edition)*.
- 22 Appel, M. (2016). „Immer online, immer allein?“ – Zu den Auswirkungen des digitalen Wandels. In W. Lenhard (Hrsg.), *Verhaltensstörungen im Jugendalter: Ausgewählte Determinanten und Phänomene* (pp. 58-65). Heidelberg: Springer.

- 21 Appel, M., Weber, S., Krause, S., & Mara, M. (2016). On the eeriness of service robots with emotional capabilities. In *The Eleventh ACM/IEEE International Conference on Human Robot Interaction* (pp. 411-412). IEEE Press.
- 20 Mara, M. & Appel, M. (2015). Roboter im Gruselgraben. Warum uns menschenähnliche Maschinen oft unheimlich sind. *In-Mind* 05/15.
- 19 Appel, M., Mara, M., & Weber, S. (2014). Media and Identity. In M. B. Oliver & A. Raney (Eds.), *Media and Social Life* (pp. 16-29). New York: Routledge.
- 18 Horwath, I., Kronberger, N., & Appel, M. (2014). Similar but different? Cognitive differences in the discussion of women in science and technology. In W. Ernst & I. Horwath, *For Future Innovations: Gender in Science and Technology*. Transcript Verlag. FWF-E-Book-Library: <http://e-book.fwf.ac.at/o:453>
- 17 Appel, M., Richter, T., Mara, M., & Lindinger, C., & Batinic, B. (2013). Whom to tell a moving story? Personality and persuasion profiling in the field of narrative persuasion. In C. P. Haugtvedt & D. Ewoldsen, *Proceedings of the 6th International Conference on Persuasive Technology. ACM Conference Proceedings*.
- 16 Mara, M., Appel, M., Ogawa, H., Lindinger, C., Ogawa, E., Ishiguro, H., & Ogawa, K. (2013). Tell me your story, robot: introducing an android as fiction character leads to higher perceived usefulness and adoption intention. In *Proceedings of the 8th ACM/IEEE international conference on Human-robot interaction* (pp. 193-194). IEEE Press.
- 15 Appel, M., Mara, M., & Odag, Ö. (2012). Persuasion durch Unterhaltungsangebote. In L. Reinecke & S. Trepte (Hrsg.), *Unterhaltung in neuen Medien* (S. 344-360). Köln: von Halem.
- 14 Appel, M. & Jodlbauer, S. (2011). The effects of media violence. In D. Christie (Ed.), *The Encyclopaedia of Peace Psychology* (pp. 621-625). Hoboken: Wiley.
- 13 Appel, M. & Richter, T. (2010). Das Bedürfnis nach Emotionen (need for affect) im Kontext der politischen Kommunikation. In C. Schemer, W. Wirth, & C. Wunsch (Hrsg.), *Politische Kommunikation. Wahrnehmung, Verarbeitung, Wirkung* (S. 115-130). Baden-Baden: Nomos.
- 12 Batinic, B. & Appel, M. (Hrsg.) (2008). *Lehrbuch Medienpsychologie* [Textbook Media Psychology]. Berlin: Springer.
- 11 Appel, M. (2008). Medienvermittelte Stereotype und Vorurteile [Stereotypes and prejudices as media effects]. In B. Batinic & M. Appel (Hrsg.), *Lehrbuch Medienpsychologie* (S. 113-136). Berlin: Springer.
- 10 Appel, M. & Richter, T. (2008). Der Sleeper-Effekt. In N. Krämer, S. Schwan, D. Unz & M. Suckfüll (Hrsg.), *Schlüsselbegriffe der Medienpsychologie* (S. 284-289). Stuttgart: Kohlhammer.
- 9 Appel, M. (2008). Constanze Rossmann: Fiktion Wirklichkeit. Ein Modell der Informationsverarbeitung im Kultivierungsprozess. Wiesbaden: VS. *Publizistik*, 53, 423-424. (Rezension)



- 8 Appel, M. (2008). Andrea Claudia Hoffmann: Kopfkino. Wie Medien unsere Träume erfüllen. Konstanz: UVK. *Medien- und Kommunikationswissenschaft*, 56, 474-475. (Rezension)
- 7 Appel, M. (2007). Persuasion durch Fiktionen: Kurz- und mittelfristige Wirkungen auf (stereotype) Überzeugungen [Persuasion through fiction: Short-term and medium-term effects of (stereotypic) beliefs]. In S. Trepte & E. Witte (Hrsg.), *Sozialpsychologie und Medien: Von Persuasion bis CMC* (S. 60-80). Berlin: Pabst.
- 6 Appel, M. (2007). Some ideas on learning through (micro-) narratives. In M. Lindner & P.A. Bruck (Eds.), *Micromedia and corporate learning. Proceedings of the 3rd International Microlearning Conference* (pp. 142-149). Innsbruck: IU Press.
- 5 Appel, M., Kronberger, N., Wiesner, A. & Batinic, B. (2007). Gender differences in technological sciences as self-fulfilling prophecies: Stereotype Threat in e-learning. In S. Zauchner, K. Siebenhandl, & M. Wagner (Eds.), *Gender in e-learning and educational games* (pp. 85-89). Innsbruck: Studienverlag.
- 4 Appel, M. (2005). *Realität durch Fiktionen. Rezeptionserleben, Medienkompetenz und Überzeugungsänderungen*. Dissertation. Berlin: Logos.
- 3 Appel, M., Koch, E. & Schreier, M. (2003). Biologisches versus soziales Geschlecht: Modelle, Diagnose, Wertung. *Kölner Psychologische Studien*, 8, 1-57.
- 2 Appel, M., Koch, E., Schreier, M. & Groeben, N. (2002). Aspekte des Leseerlebens: Skalenentwicklung. *Zeitschrift für Medienpsychologie*, 14, 149-154.
- 1 Schreier, M. & Appel, M. (2002). Realitäts-Fiktions-Unterscheidungen als Aspekt einer kritisch-konstruktiven Mediennutzungskompetenz. In N. Groeben & B. Hurrelmann (Hrsg.), *Medienkompetenz. Voraussetzungen, Dimensionen, Funktionen* (S. 231-254). Weinheim: Juventa.