

Raffael Heiss

Universitaetsstrasse 15, 6020 Innsbruck

raffael.heiss@mci.edu

<https://www.raffaelheiss.com/>

EDUCATION

University of Vienna, Department of Communication

2014 – 2018 PhD, dissertation: “Political Actors on Social Media: Outreach, Message Content and Effects” (Supervisor: Jörg Matthes)

University of Milan, Department of Social and Political Sciences

2016 International Summer School of Political Communication

Fudan University, School of Journalism

2010 Exchange program *Media and Communication Management*

University of Vienna

2008 – 2012 MA in Communication Research
MA in Political Science

University of Innsbruck

2005 – 2008 BA in Political Science

PROFESSIONAL

Management Center Innsbruck

Since 2024 Professor, Center for Social & Health Innovation

2018 – 2023 Assistant Professor, Center for Social & Health Innovation

Georgetown University

Fall 2022 Fulbright Visiting Professor, Communication, Culture & Technology

University of Vienna

2014 – 2018 Ph.D. Candidate & uni:docs fellow, Department of Communication

Grayling Austria (market leading PR consultancy in Austria)

2013 – 2014 PR & Public Affairs Consultant

TEACHING

(selection)

Management Center Innsbruck (Since Nov. 2018)

Master program: *International Health & Social Management (IHSM)*

- Global Health Policy
- Research Designs in Public Health
- Biostatistics

Bachelor program: *Nonprofit, Social and Health Care Management*

- Introduction to Communication Research
- Research Methods
- One Health

Georgetown University (WS 2022)

MA program: *Communication culture & Technology*

- “Misinformation and Society”

University of Innsbruck (SS 2019, SS 2020)

Bachelor program: *Political Science*

- “Political Communication & Electoral Research”

University of Vienna (2011-2018)

BA program: *Communication Science*

- “Basic Statistics”
- “Research Praxis in Communication Science”

Other Teaching Responsibilities:

Member of the Program Committee of the Master program “European Health Economics & Management (EU-HEM)”, a joint degree program of Management Center Innsbruck, Erasmus University Rotterdam, University of Oslo and University of Bologna.

GRANT SUPPORT

- 2024 Austrian Science Fund (FWF):** Research grant (~92,000 EUR) for the project “Influencer Communication for Youth Health: A Citizen Science Approach” (lead author and PI)
- 2024 Research Promotion Agency of Lower Austria:** Research grant (360,000 EUR) for the project “Healthy on the web’: Co-creating a tool to identify reliable health information on social media”. (co-author and project lead at MCI, lead beneficiary: University for Continuing Education Krems with Ursula Griebler as PI)

- 2022 Austrian Science Fund (FWF):** Research grant (~350,000 EUR) for the project “Health Influencers on Social Media: Who They Are, What They Post, and How They Affect Adolescents’ Health”. (lead author and PI)
- 2021 The Austrian Research Promotion Agency (FFG):** Research grant (~80,000EUR) for the project “moveeffect”, which developed a “life coach” app for supporting healthy lifestyles in occupational settings. Cooperation with VASCage/Medical University. (co-author, with Claudia Zoller as PI)
- 2021 WHO/European Observatory on Health Systems and Policies:** Research grant (~1,000 EUR) for the project “Response strategies against COVID-19 misinformation”. (PI)
- 2020 Land Tirol (State of Tirol):** Research grant (13,000 EUR) awarded by the Tirol science fund (TWF) for the project "FoodExplorer - A Citizen Science Project to Improve School Food Environments". (lead author and PI)
- 2020 Lebensraum Tirol Holding:** Research grant (260,000 EUR) for the project gesunde.jugend, a prevention program for vascular health in adolescents. Cooperation with VASCage/Medical University. (co-author, with Claudia Zoller as PI)
- 2019 Program Healthy School Tirol:** Research grant (~80,000 EUR) for impact evaluation awarded by the Healthy School Program Tirol, a collaborative initiative by the State of Tirol and public health insurance institutions. (lead author and PI)
- 2018 Austrian Science Fund (FWF):** Research grant (~330,000 EUR) for the project "Social Media and Political Engagement: Mechanisms and Contingencies" (co-author, with Jörg Matthes as PI)
- 2016 Austrian Federal Ministry of Science, Research and Economy:** Research grant (~50,000EUR) for the project "The Political Participation Observer. A Citizen Science Tool for Tracking Political Participation" (Top Citizen Science Initiative). (Lead author, with Jörg Matthes as PI)

Private Scientific Consulting Service:

- 2024 European Parliament:** Consulting grant for an *In-Depth Analysis* titled “How to reduce the impact of disinformation on Europeans' health?” (Senior Expert and co-author, contracted organization: Milieu Law & Policy Consulting)
- 2017 Austrian Broadcasting Cooperation (ORF):** Consulting grant for the project “Top Slicing and Competitive Funds: Government Funding of Public Broadcasting in Europe and Beyond.” (together with K. Karsay)

AWARDS

- 2023 Austrian Health Literacy Alliance:** *Austrian Health Literacy Award 2023* (Category: Research) for the project "Health Literacy of Children & Adolescents in Tyrol."
- 2022 Federal Ministry of Education, Science and Research:** *Ars Docendi - State Prize for Excellent Teaching at Universities: Shortlist Nominee and Recognition Award* in the category of "Learning Outcome-Oriented Teaching and Examination Culture".
- 2022 Fulbright Austria:** Fulbright Grant for Teaching, Research, Career Development, or Institutional Collaboration at Georgetown University in the 2022-23 Fulbright Visiting Scholars Program. Host institution: Georgetown University.
- 2022 International Communication Association:** Top Faculty Paper Award: "The distraction effect. Political and entertainment-oriented content on social media, political participation, interest, and knowledge" (co-authors: Jörg Matthes, Hendrik van Scharrel)
- 2019 University of Vienna:** Dissertation award "Sowi-Doc.Award 2019" (1,500 EUR) from the University of Vienna's Faculty of Social Sciences.
- 2019 Euregio & Forum Alpbach:** Dissertation award "Euregio Young Researchers' Award" (1,000 EUR) received at the annual conference Forum Alpbach.
- 2017 Association for Education in Journalism and Mass Communication (AEJMC):** Top Student Paper Award, AEJMC, Political Communication Interest Group: Heiss R.: "How to respond to right-wing populism? Investigating the effects of three government response strategies on anti-immigrant and anti-government attitudes"
- 2016 University of Vienna:** uni:docs fellowship for the project: "Political Actors on Social Media: Outreach, Message Content and Effects on Young Citizens." uni:docs is an individual fellowship aimed at financing excellent doctoral candidates. The fellowship included a three-year pre-doctoral position (worth ~110,000EUR) and an additional research grant of 18,000EUR.

REFEREEING

Associate Editor: *European Journal of Health Communication*

Guest Editor: *American Behavioral Scientist*. Special Issue "Social Media Influencers: Content and Effects on Citizens' Attitudes and Behavior". Together with: Christian

von Sikorski, Pascal Merz (University of Koblenz-Landau), Kathrin Karsay, and Desirée Schmuck (KU Leuven).

Journal Reviewing Services (selection)

Political Communication, Information Communication & Society, New Media & Society, Journal of Communication, Communication Research, Information & Management, Health Promotion International, Journal of Integrated Care, Patient Education and Counseling, Social Media + Society, Social Science Computer Review, Cyberpsychology Behavior and Social Networking, International Journal of Communication, Journal of Information Technology & Politics, Digital Journalism, European Journal of Political Research, Personality and Individual Differences, Government and Opposition, Human Communication Research, International Journal of Public Opinion Research, Electoral Studies, BMJ Open.

Associations (annual meetings/conferences): International Communication Association (ICA), Association for Education in Journalism and Mass Communication (AEJMC), International Society of Political Psychology (ISPP), European Conference on Health Communication, European Public Health Association (EUPHA), Austrian Public Health Association (ÖGPH).

Evaluator for Research Funding: Czech Science Foundation (GACR)

PUBLICATIONS

Peer reviewed

Heiss, R., Woloshin, S., Dave, S., Engel, E., Gell, S., & Willis, E. (accepted). Medical advice from social media influencers: How to address an emerging public health challenge? The BMJ.

Engel, E., Gell, S., Karsay, K., & Heiss, R. (accepted). Engagement with Influencers as Sources of Health Information and Product Promotions: A Cross-Sectional Survey of Austrian Youth Aged 15–25. Journal of Adolescent Health.

Matthes, J., Binder, A., Vranken, S., Kaňková, J., & Heiss, R. (accepted). Should they really see this? The depiction of alcohol in movies and series targeted at children. Mass Communication and Society.

Heiss, R., Sigge, A. J., Mialon, M., Aastebøl, A. T., Weingartmair, E., et al. (2025). Non-profit organizations as strategic arms of the food and beverage industry: Case studies in Europe. World Nutrition, 16(3), 47–57. <https://doi.org/10.26596/wn.202516347-57>

Voit, S., Heiss, R., & Fouda, A. (2025). Physicians' perspectives on overprescription in Austria: A cross-sectional survey. Journal of Public Health. <https://doi.org/10.1007/s10389-025-02485-2>

- Heiss, R., Leuprecht, E., Zoller, C., Schütze, D., Sahling, F., Schamberger, L., Überall, M., Gell, S., & Griebler, R. (2025). Does school education enhance children's health literacy? *Zeitschrift für Bildungsforschung*, 15, 51–71. <https://doi.org/10.1007/s35834-025-00477-6>
- Binder, A., Naderer, B., Matthes, J., Heiss, R., Spielvogel, I., Forrai, M., Knupfer, H., & Saumer, M. (2025). How healthy and unhealthy food appears in children's movies and series: A comprehensive content analysis. *Journal of Nutrition Education and Behavior*, 57(5), 385–394. <https://doi.org/10.1016/j.jneb.2025.01.012>
- Engel, E., Gell, S., Heiss, R., Karsay, K., & Schmidhofer, J. (2024). “Influencer-Monitor” - Eine Citizen Science Studie mit Jugendlichen zu Gesundheitsinhalten in sozialen Medien [“Influencer-Monitor” - A Citizen Science Study with Adolescents on Health Content in Social Media]. *transfer*, 10, 212-216. <https://doi.org/10.35468/tfs-10-2024-18>
- Nickel, B., Heiss, R., Shih, P., Gram, E. G., Copp, T., Taba, M., Moynihan, R., & Zadro, J. (2024). Social media promotion of health tests with potential for overdiagnosis or overuse: Protocol for a content analysis. *JMIR Research Protocols*, 13, e56899. <https://doi.org/10.2196/56899>
- Heiss, R., Bode, L., Adisuryo, Z. M., Brito, L., Cuadra, A., Gao, P., Han, Y., Hearst, M., Huang, K., Kinyua, A., Lin, T., Ma, Y., Manion, T. O., Roh, Y., Salazar, A., Yue, S., & Zhang, P. (2024). Debunking Mental Health Misperceptions in Short-Form Social Media Videos: An Experimental Test of Scientific Credibility Cues. *Health Communication*. <https://doi.org/10.1080/10410236.2023.2301201>
- Engel, E., Gell, S., Heiss, R., & Karsay, K. (2023). Social media influencers and adolescents' health: A scoping review of the research field. *Social Science & Medicine*. 116387. <https://doi.org/10.1016/j.socscimed.2023.116387>
- Heiss, R., Nanz, A., Knupfer, H., Engel, E., & Matthes, J. (2023). Peer Correction of Misinformation on Social Media: (In)civility, Success Experience and Relationship Consequences. *New Media & Society*. <https://doi.org/10.1177/14614448231209946>
- Heiss, R., Nanz, A., Matthes, J. (2023). Social Media Information Literacy: Conceptualization and Associations with Information Overload, News Avoidance and Conspiracy Mentality. *Computers in Human Behavior*, 148. <https://doi.org/10.1016/j.chb.2023.107908>
- Gell, S., Pejkoč, E., & Heiss, R. (2023). How (Un-)Healthy are Austrian school food environments? Evidence from focus groups and citizen science. *Appetite*, 188. <https://doi.org/10.1016/j.appet.2023.106636>
- Matthes, J., Heiss, R., van Scharrel, H. (2023). The distraction effect: Political and entertainment-oriented content on social media, political participation, interest, and knowledge. *Computers in Human Behavior*, 142. <https://doi.org/10.1016/j.chb.2022.107644>
- Waser, M., Heiss, R., Borena, W. (2022). Factors affecting Children's HPV Vaccination in Austria: Evidence from a Parent Survey. *Human Vaccines & Immunotherapeutics*, 18(7). <https://doi.org/10.1080/21645515.2022.2126251>

- Peonides, M., Knoll, V., Gerstner, N., Heiss, R., Frischhut, M., & Gokani, N. (2022). Food labeling in the European Union: a review of existing approaches. *International Journal of Health Governance*, 27(4), 460–468. <https://doi.org/10.1108/IJHG-07-2022-0072>
- Heiss, R., & Rudolph, L. (2022). Patients as Health Influencers: Motivations and Consequences of Following Cancer Patients on Instagram. *Behaviour & Information Technology*. <https://doi.org/10.1080/0144929X.2022.2045358>
- Reiter, F., Heiss, R., Matthes, J. (2022). Explaining Attitude-Consistent Exposure on Social Network Sites: The Role of Ideology, Political Involvement, and Network Characteristics. *Social Science Computer Review*. <https://doi.org/10.1177/08944393211056224>
- Rothe, D., & Heiss, R. (2022). Link Workers, Activities and Target Groups in Social Prescribing: A Literature Review. *Journal of Integrated Care*, (30)5, 1-11. <https://doi.org/10.1108/JICA-09-2021-0047>
- Heiss, R., Schmuck, D., Matthes, J., Eicher C. (2021). Citizen Science in Schools: Predictors and Outcomes of Participating in Voluntary Political Research. *Sage Open*. <https://doi.org/10.1177/21582440211016428>
- Lee, S., Nanz, A., & Heiss, R. (2021). Platform-dependent Effects of Incidental Exposure to Political News on Political Knowledge and Political Participation. *Computers in Human Behavior*, 127. <https://doi.org/10.1016/j.chb.2021.107048>
- Heiss, R., Naderer, B., & Matthes, J. (2021). Healthwashing in High-Sugar Food Advertising: The Effect of Prior Information on Healthwashing Perceptions in Austria. *Health Promotion International*, 36(4), 1029–1038. <https://doi.org/10.1093/heapro/daaa086>
- Stubenvoll, M., Heiss, R., & Matthes, J. (2021). Media Trust under Threat: Antecedents and Consequences of Misinformation Perceptions on Social Media. *International Journal of Communication*. 15(2021), 2765–2786. <https://ijoc.org/index.php/ijoc/article/view/15410>
- Heiss, R. (2021). How Humorous Posts Influence Engagement With Political Posts on Social Media: The Role of Political Involvement. *Journal of Media Psychology*. <https://doi.org/10.1027/1864-1105/a000297>
- Heiss, R., Gell, S., Röthlingshöfer, E., Zoller, C. (2021). How Threat Perceptions Relate to Learning and Conspiracy Beliefs About COVID-19: Evidence from a Panel Study. *Personality and Individual Differences*. <https://doi.org/10.1016/j.paid.2021.110672>
- Heiss, R. (2020). Fighting Health Infodemics: The Role of Citizen Empowerment. *Eurohealth* 26(3). <https://iris.who.int/bitstream/handle/10665/338919/Eurohealth-26-3-23-25-eng.pdf?sequence=1&isAllowed=y>
- Nanz, A., Heiss, R., & Matthes, J. (2020). Antecedents of intentional and incidental exposure modes on social media and consequences for political participation: A panel study. *Acta Politica*. <https://doi.org/10.1057/s41269-020-00182-4>
- Heiss, R. (2020). The Affective Foundation of Political Opinion Expression on Social Media: A Panel Analysis. *International Journal of Public Opinion Research*. <https://doi.org/10.1093/ijpor/edaa009>

- Matthes, J., Nanz, A., Stubenvoll, M., Heiss R. (2020). Processing News on Social Media. The Political Incidental News Exposure Model (PINE). *Journalism*, 21(8), 1031-1048. <https://doi.org/10.1177/1464884920915371>
- Schmuck, D., Heiss, R., Matthes, J. (2020). Drifting Further Apart? How Exposure to Media Portrayals of Muslims Affects Attitude Polarization. *Political Psychology*. <http://dx.doi.org/10.1111/pops.12664>
- Naderer, B., Heiss, R., & Matthes, J. (2020). The Skilled and the Interested: How Personal Curation Skills Increase or Decrease Exposure to Political Information on Social Media. *Journal of Information Technology & Politics*. <https://doi.org/10.1080/19331681.2020.1742843>
- Binder, A., Heiss, R., Matthes, J. (2020). Dealigned but Mobilized? Insights from a Citizen Science Study on Youth Political Engagement. *Journal of Youth Studies*. <https://doi.org/10.1080/13676261.2020.1714567>
- Sikorski, Ch., Heiss, R., & Matthes, J. (2019). How Political Scandals Affect the Electorate. Tracing the Eroding and Spillover Effects of Scandals with a Panel Study. *Political Psychology*. <https://10.1111/pops.12638>
- Heiss, R., & Matthes, J. (2019). Stuck in a Nativist Spiral: Content, Selection, and Effects of Right-Wing Populists' Communication on Facebook. *Political Communication*. <https://doi.org/10.1080/10584609.2019.1661890>
- Heiss, R. & Matthes, J. (2019). Does Incidental Exposure on Social Media Equalize or Reinforce Participatory Gaps? Evidence from a Panel Study. *New Media & Society*, 21(11-12), 2463–2482. <https://doi.org/10.1177/1461444819850755>
- Heiss, R., Knoll, J., & Matthes, J. (2019). Pathways to political (dis-)engagement: Social media use motivations and the role of incidental and intentional exposure modes in adolescents' political engagement. *Communications - The European Journal of Communication Research*. <https://doi.org/10.1515/commun-2019-2054>
- Heiss, R., & Matthes, J. (2019). Funny cats and politics. Do humorous context posts impede or foster the elaboration of news posts on social media? *Communication Research*. <https://doi.org/10.1177/0093650219826006>
- Heiss, R., von Sikorski, Ch., Matthes, J. (2019). Populist Twitter posts in news stories: Statement recognition and the polarizing effects on candidate evaluation and anti-immigrant attitudes. *Journalism Practice*, 13(6), 742-758. <https://doi.org/10.1080/17512786.2018.1564883>
- Heiss, R., Schmuck, D., & Matthes, J. (2018). What drives interaction in political actors' Facebook posts? Profile and content predictors of user engagement and political actors' reactions. *Information, Communication & Society*, 22(10), 1497–1513. <https://doi.org/10.1080/1369118X.2018.1445273>
- Knoll, J., Matthes, J., & Heiss, R. (2018). The social media political participation model: A goal systems theory perspective. *Convergence*. <https://doi.org/10.1177/1354856517750366>

- Heiss, R., & Matthes, J. (2017). Citizen science in the social sciences: a call for more evidence. *GAIA-Ecological Perspectives for Science and Society*, 26(1), 22-26. <https://doi.org/10.14512/gaia.26.1.7>
- Schmuck, D., Heiss, R., Matthes, J., Engesser, S., & Esser, F. (2017). Antecedents of strategic game framing in political news coverage. *Journalism*, 18(8), 937-955. <https://doi.org/10.1177/1464884916648098>
- Heiss, R., & Matthes, J. (2017). Who 'likes' populists? Characteristics of adolescents following right-wing populist actors on Facebook. *Information, Communication & Society*, 20(9), 1408-1424. <https://doi.org/10.1080/1369118X.2017.1328524>
- Heiss, R., & Matthes, J. (2016). Mobilizing for some: The effects of politicians' participatory Facebook posts on young people's political efficacy. *Journal of Media Psychology*, 28(3), 123. <https://doi.org/10.1027/1864-1105/a000199>

Non-peer reviewed

- Aouati, O., Freguglia, P., Heiss, R., Patras, S., Pavlou, P., Pelsy, F., & Truc, M. (2024). How to reduce the impact of disinformation on Europeans' health (Study requested by the SANT Subcommittee). Policy Department for Economic, Scientific and Quality of Life Policies, Directorate-General for Internal Policies. European Parliament. [https://www.europarl.europa.eu/thinktank/en/document/IPOL_STU\(2024\)754205](https://www.europarl.europa.eu/thinktank/en/document/IPOL_STU(2024)754205)
- Griebler, R., Zoller, C., Leuprecht, E., Schütze, D., Sahling, F., Ecker, S., Heiss, R. (2023): Geko-T - Gesundheitskompetenz von 9- bis 13-jährigen Kindern in Tirol. Ergebnisbericht. <https://jasmin.goeg.at/2891/>
- Falkenbach, M., & Heiss, R. (2021). The Austrian Freedom Party in Government: A Threat to Public Health? In: M. Falkenbach & S. Geer (Eds.), *Populist Radical Right and Health: National Policies and Global Trends*. Wiesbaden: Springer.
- Heiss, R., Waser, M., Falkenbach, M., Eberl, J. M. (2021). How have governments and public health agencies responded to misinformation during the COVID-19 pandemic in Europe? Technical Report for "European Observatory on Health Systems and Policies". Online: <https://eurohealthobservatory.who.int/monitors/hsrm/analyses/hsrm/how-have-governments-and-public-health-agencies-responded-to-misinformation-during-the-covid-19-pandemic-in-europe>
- Heiss, R., Kerschbaumer, L., Zoller, C., Gell, S., Walch, S., Röthlingshöfer, E., & Nesimovic, A. (2021). COVID-19 Social Indicator Survey (SUF edition, V1), AUSSDA Dataverse, <https://doi.org/10.11587/F7CD4D>
- Heiss R., & Matthes, J. (2017). Operationalisierung und Messung. In C. Wagemann, A. Goerres, & M. Siewert, *Handbuch Methoden Politikwissenschaft*. Wiesbaden: Springer. <https://bit.ly/2K106HT>
- Heiss R. (2017). Types of Data. In J. Matthes, R. Potter & C. S. Davis (Eds.), *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell.

PRESENTATIONS

- Voit, S., Heiss, R., & Fouda, A. (2025). Physicians' perspectives on overprescription in Austria: a cross-sectional survey. The 10th Preventing Overdiagnosis Conference, September 3-5, Oxford, UK.
- Gell, S., Engel, E., Heiss, R., & Karsay, K. (2024, November). Uncovering Social Media Influencers' Health Content: A Citizen Youth Science Study. Presentation at the DGpuK Health Communication Conference - Translating Health Communication Research into Policy and Action. Lucerne, Switzerland.
- Gell, S., Heiss, R., & Karsay, K., (2024, November). Do Social Media Influencers' Messages about Mental Issues Affect Young People's Self-Labeling? An Experimental Study. Presentation at the DGpuK Health Communication Conference - Translating Health Communication Research into Policy and Action. Lucerne, Switzerland.
- Engel, E., Gell, S., Heiss, R., & Karsay, K. (2024, November). Engaging with Social Media Influencers' Health Content: Insights from a Cross-Sectional Study with Austrian Youth. Presentation at the DGpuK Health Communication Conference - Insight to Impact: Translating Health Communication Research into Policy and Action. Lucerne, Switzerland.
- Gell, S., Engel, E., Heiss, R., Karsay, K., & Schmidhofer, J. (2024, November). Marketing or health promotion? A citizen science study of social media influencers' health content. Presentation at the 17th European Public Health Conference, November 13-15, Lisbon, Portugal.
- Engel, E., Gell, S., Heiss, R., Karsay, K., & Schmidhofer, J. (2024, November). Influencers as a new source of health information: Insights from an Austrian youth survey . Presentation at the 17th European Public Health Conference, November 13-15, Lisbon, Portugal.
- Voit, S., Heiss, R., & Fouda, A. (2024). Physicians' perceptions and knowledge of overprescription: Findings from a survey in Austria. Accepted presentation at the Annual Conference of the Austrian Public Health Association, October 17-18, Innsbruck, Austria
- Melber, L., Engel, E., & Heiss, R. (2024, October). Social media interventions to address nicotine use among adolescents: A scoping review. Presentation at the 27th ÖGPH Annual Conference, October 17-18, Innsbruck, Austria.
- Engel, E., Gell, S., Karsay, K., & Heiss, R. (2024, October). Social Media Influencers as a New Source of Health Information: Insights from an Austrian Youth Survey. Presentation at the 27th ÖGPH Annual Conference, October 17-18, Innsbruck, Austria.
- Gell, S., Engel, E., Heiss, R., & Karsay, K. (2024, October). Werbung oder Gesundheitsaufklärung? Eine Citizen Science Studie zu den Gesundheitsinhalten von Social Media Influencern. Presentation at the 27th ÖGPH Annual Conference, October 17-18, Innsbruck, Austria.
- Engel, E., Karsay, K., & Heiss, R. (2023, November). Dietary Supplement Presentation on Social Media: A Content Analysis of Influencer Posts Targeted at Austrian Adolescents.

- Presentation to the European Conference on Health Communication (EHC), Nov 15-17, Klagenfurt, Austria
- Gell, S., Pejčovic, E., Heiss, R. (2023, November). How School Food Environments Influence Food Choices: Evidence from Citizen Science and Focus Groups. Presentation at the 16th European Public Health Conference, November 9-11, Dublin.
- Gell, S., Engel, E., Heiss, R., Karsay, K. (2023, November). Challenges and Benefits of Social Media Influencers for Adolescent Health - A Scoping Review. Presentation at the 16th European Public Health Conference, November 9-11, Dublin.
- Heiss, R., Bode, L., Bradshaw, S. R., MacCarthy, M., Porter, E., Engel E., & Gell, S. (2023). Countering Misinformation on Social Media: A Socio-Ecological Response Model. Presentation to the Information Technology, & Politics Division at the Annual Meeting of the American Political Science Association (APSA), August 31 - September 3, Los Angeles, USA.
- Heiss, R. (2023) Health Influencers on Social Media: A Challenge for Overdiagnosis? Invited Keynote Talk. Preventing Overdiagnosis 2023, Aug 14-16, Copenhagen, Denmark.
- Binder, A., Naderer, B., Matthes, J., Heiss, R., Spielvogel, I., Forrai, M., Knupfer, H., & Saumer, M. (2023, August). How healthy and unhealthy food appears in children's movies and series: A comprehensive content analysis. Presentation to the Communicating Science, Health, Environment and Risk Division at the AEJMC Annual Convention, August 7-10, Washington, D.C., USA.
- Binder, A., Naderer, B., Matthes, J., Heiss, R., Spielvogel, I., Forrai, M., Knupfer, H., & Saumer M. (2023, Juli). Wie gesunde und ungesunde Lebensmittel in Filmen und Serien für Kinder vorkommen: eine Inhaltsanalyse. Präsentation auf der Konferenz "Kommunikationswissenschaftliche Tage (KWT)", 4.-6. Juli, 2023, Klagenfurt, Österreich.
- Griebler, R., Zoller, C., Leuprecht, E., Sahling, F., Schütze, D., Heiss, R., & Ecker, S. (2023). Gesundheitskompetenz 9- bis 13-Jähriger in Tirol: Ergebnisse der GeKo-T Studie. Präsentation auf der Konferenz Österreichische Jugendforschungstagung, 22.-24. Juni 2023, Innsbruck.
- Engel, E., Gell, S., Heiss, R., & Karsay, K. (2023). Social Media Influencers and Adolescents' Health: A Scoping Review. Presentation to the Health Communication Division at the 73rd annual conference of the International Communication Association (ICA), May 25-29, Toronto, Canada.
- Heiss, R., Nanz, A., Knupfer, H., Engel, E., & Matthes, J. (2023, May). Civil vs. uncivil correction of misinformation, success experience, and relationship consequences: A three-wave panel study. Presentation to the Communication and Technology Division at the 73rd annual conference of the International Communication Association (ICA), May 25-29, Toronto, Canada.
- Engel, E., Gell, S., Heiss, R., Karsay, K. (2023, May). Social Media Influencers and Adolescents' Health: A Scoping Review. Presented at the Annual conference of the International Communication Association, 25-29 May, Toronto, Canada.

- Ecker, S., Leuprecht, E., Plasch, D., Zoller, C., Heiss, R., Sahling, F., Griebler, R. (2022): Die Gesundheitskompetenz von Kindern messen - ein neues Instrument. Vorläufige Ergebnisse. 7. Konferenz der Österreichischen Plattform Gesundheitskompetenz, 6. Oktober 2022, Online.
- Leuprecht, E., Ecker, S., Plasch, D., Zoller, C., Heiss, R., Sahling, F., Griebler, R. (2022): Wie gesundheitskompetent sind 9- bis 13-jährige Kinder in Tirol? Vorläufige Ergebnisse. 7. Konferenz der Österreichischen Plattform Gesundheitskompetenz, 6. Oktober 2022, Online.
- Heiss, R., Matthes, J., & van Scharrel, H. (2022, May). The distraction effect: Political and entertainment-oriented content on social media, political participation, interest, and knowledge. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
- Heiss, R., Nanz, A., & Matthes, J. (2022, May). Social media literacy: Measurement and associations with information overload, news avoidance and conspiracy mentality. Presentation at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
- Heiss, R., Nanz, A., & Matthes, J. (2022, May). Social media literacy: Measurement and associations with information overload, news avoidance and conspiracy mentality. Presentation to the Communication & Technology Division at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
- Heiss, R., Matthes, J., & van Scharrel, H. (2022, May). The distraction effect. Political and entertainment-oriented content on social media, political participation, interest, and knowledge. Presentation to the Mass Communication Division at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.
- Heiss, R., Karsay, K., Nanz, A. (November, 2021). Who is Experiencing Correction Online? Social Media Use, Knowledge, and Information Overload During the COVID-19 Pandemic. Presentation at the (virtual) European Conference on Health Communication (EHC), November 4-5.
- Sahling, F., Ecker, S., Griebler, R., Zoller C., Gaiswinkler, S., Gell, S., Heiss, R. Röhrling, I., Schmutterer, I., Stern, L. (Oktober, 2021). Erhebungsinstrumente zur Messung von Gesundheitskompetenz bei Kindern & Jugendlichen [Tools for measuring health literacy in children and adolescents]. Vortrag auf der jährlichen Konferenz der Österreichischen Plattform für Gesundheitskompetenz (ÖPGK), 12. Oktober.
- Griebler, R., Zoller C., Ecker, S., Gell, S., Heiss, R., Kerschbaumer, L., Leuprecht, E., Lill-Rastern, B., Röhrling, I., Sahling, F., Schmutterer, I., Stern, L., Fiala-Baumann, B., Bruckmüller, M., Ring-Dimitriou, S., (Oktober, 2021). Ein neuer Fragebogen zur Messung von Gesundheitskompetenz bei Kindern im Alter von 9 bis 13 Jahren: Erfahrungsbericht [A new questionnaire to measure health literacy in children: Lessons learned]. Vortrag auf der jährlichen Konferenz der Österreichischen Plattform für Gesundheitskompetenz (ÖPGK), 12. Oktober.

- Heiss, R. (2021, August). Diet change or climate change? Modelling healthy and sustainable food systems for the future. Guest Lecture at the seminar week of the "European Forum Alpbach", Aug 18 - Sept 3, Alpbach, Austria.
- Lee, S., Nanz, A., & Heiss, R. (2021, August). Platform-dependent effects of incidental exposure to political news on political knowledge and political participation. Presentation to the Political Communication Division at the (virtual) AEJMC Annual Convention, August 4-7.
- Heiss, R., Gell, S., Röthlingshöfer, E., Zoller, C. (2021, July). How Threat Perceptions Relate to Learning and Conspiracy Beliefs About COVID-19: Evidence From a Panel Study. Personality and Individual Differences. Presentation at the (virtual) annual meeting of the International Society of Political Psychology (ISPP), July 11-13.
- Kerschbaumer, L., Gell, S., Nesimovic, A., Röthlingshofer, E., Heiss, R., Zoller, C. (2020, October). Integrating health promotion in schools – local mechanisms and strategies. Presentation at the (virtual) 16th World Congress on Public Health, October 12-16, Rome, Italy.
- Falkenbach, M. & Heiss, R. (2020, October). The Austrian Freedom Party – A Threat to Public Health? Presentation at the (virtual) 16th World Congress on Public Health, October 12-16, Rome, Italy.
- Reiter, F., Heiss, R., & Matthes, J. (2020, August). What explains diverse opinion exposure on social network sites? Investigating the role of ideological extremity, political involvement, and network characteristics. Presentation to the Political Communication Section at the (virtual) ECPR General Conference, August 24-28.
- Heiss, R. & Rudolph, L. (2020, May). Patients as Health Influencers on Social Media: Motivations and Consequences of Following Instagram Bloggers Suffering from Cancer. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
- Heiss, R. (2020, May). Context Matters: The Political Effects of Humorous Social Media Posts in Low and High Involvement Situations. Presentation at the (virtual) 70th annual conference of the International Communication Association (ICA), May 20-26.
- Heiss R. (2020). Politik(er) auf Social Media: Neue Räume für Emotion, Deliberation und Beteiligung? Invited talk at the ÖGB Tirol.
- Gell, S., & Heiss, R. (2020, February). FoodExplorer – A Citizen Science Project to Improve School Food Environments. Invited presentation at the workshop "Health and Wellbeing: Addressing today's Global Paradox", Department of Sport Science, Leopold-Franzens University of Innsbruck, February 6, Innsbruck, Austria.
- Heiss, R., & Rudolph, L. (2019, September). Health Influencer auf Social Media: Motivationen und Konsequenzen des 'Folgens' krebserkrankter Instagram Bloggerinnen. Angenommener Vortrag auf der 5. Konferenz der Österreichischen Plattform Gesundheitskompetenz (ÖPGK), 19. September, St. Pölten, Österreich.
- Heiss, R. (2019, August). Political Actors on Social Media: Content, Selection and Effects. Presentation at the Forum Alpbach (Euregio Young Researchers' Award), August 17, Alpbach, Austria.

- Matthes, J., Nanz, A., Heiss, R., & Stubenvoll, M. (2019, August). Processing news on social media: The political incidental news exposure model. Presentation to the Communication Theory and Methodology Division at the AEJMC Annual Convention, August 7-10, Toronto, Canada.
- Schmuck, D., Heiss, R., & Matthes, J. (2019, August). Drifting Further Apart? How Exposure to Online and Offline News Portrayals of Muslims Affects Attitude Polarization. Presentation at the AEJMC Annual Convention, August 7-10, Toronto, Canada.
- Von Sikorski, Ch., & Heiss, R. (2019, May). How Political Scandals Affect the Electorate. Tracing the Spillover and Eroding Effects of Scandals with a Panel Study. Full paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
- Stubenvoll, M., & Heiss, R. (2019, May). Media Trust under Threat: Antecedents and Consequences of "Fake News" Perceptions on Social Media. Full paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
- Heiss, R., & Matthes, J. (2019, May). Does Incidental Exposure on Social Media Equalize or Reinforce Participatory Gaps? Evidence from a Panel Study. Full paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
- Heiss, R. (2019, May). The Affective Foundation of Political Expression on Social Media: Evidence from a Panel Analysis. Full paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
- Heiss, R., & Naderer, B. (2019, May). "Healthwashing" Uncovered: Health Knowledge Enables the Detection of Inappropriate Health Claims in Food Advertising. Full paper accepted for presentation at the 69th annual conference of the International Communication Association (ICA), May 24-28, Washington D.C., USA.
- Kerschbaumer, L., Heiss, R., Zoller, C., Holzmann, L. (2019, January). Wie kann Tirol rauchfrei(er) werden? Die Gratwanderung zwischen Bevormundung und Anregung. Invited Talk at the "Sounding Board Tirol", organized by the Tiroler Gebietskrankenkasse (TGKK), 24. January, Innsbruck, Austria.
- Heiss, R. (2019, January). Digital Media and Citizen Engagement: Challenges and Opportunities of a High Choice Media Environment. Invited talk at the "Social Media and Politics Forum" organized by the Center of Strategic Studies, University of Jordan, January 21, Amman, Jordan.
- Heiss, R., Naderer, B., & Matthes, J. (2018, December). "Healthwashing" Uncovered: Health Knowledge Enables the Detection of Inappropriate Health Claims in Food Advertising. Paper presented at the Kick-off Meeting Life & Health Science Cluster Tirol, December 3-4, Innsbruck, Austria.
- Heiss, R., von Sikorski, C., & Matthes, J. (2018, August). The Polarizing Effect of a Twitter Post: Investigating the Effects of Highlighted Right-Wing Populist Statements in Political News Coverage. Paper presented at the general conference of the European Consortium for Political Research (ECPR), August 22-25, Hamburg, Germany.

- Heiss, R., Binder, A. Matthes, J., & Sander, D. (2018, June). Are Adolescents Really Disengaged? Investigating the Appeal of Old and New Spaces for Political Participation in a Citizen Science Project. Paper presented at the annual conference of the European Political Science Association (EPSA), June 21-23, Vienna, Austria.
- Heiss, R. (2018, June). Political Actors on Social Media: Benefits and Challenges for Democracy. Invited Talk at the Department of Political Science of the University of Innsbruck, June 19, Innsbruck, Austria.
- Heiss, R. (2018, May). Stuck in a Populist Spiral? Investigating the Relationship Between Citizens' Populist Predispositions and Their Connections to Right-Wing Populists on Facebook Using Panel Data. Full paper accepted for presentation at the 68th annual conference of the International Communication Association (ICA), May 24-29, Prague, Czech Republic.
- Heiss, R. (2018, May). Funny Cats and Politics. Do Humorous Context Posts Impede or Foster the Elaboration of Embedded Political Messages on Social Media? Full paper accepted for presentation at the 68th annual conference of the International Communication Association (ICA), May 24-29, Prague, Czech Republic.
- Naderer, B., Heiss R., Matthes, J. (2018, May). The Skilled and the Interested: Investigating the Interaction Effect of Social Media Literacy and Political Interest on Exposure to Political Content on Social Network Sites. Proposal accepted for presentation at the ICA-Preconference Media Literacy as an Intergenerational Project: Skills, Norms, and Mediation, May 23, Munich, Germany.
- Heiss, R. (2017, October). Citizen Science in den Sozialwissenschaften: Perspektiven und Herausforderungen. Invited talk at the Workshop Citizen Science of the Leibniz-Netzwerk Citizen Science, October 12, Berlin, Germany.
- Heiss R. (2017, August). How to respond to right-wing populism? Investigating the effects of three government response strategies on anti-immigrant and anti-government attitudes. Full paper presentation to the Political Communication Interest Group at the 100th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 9-12, Chicago, Illinois, USA.
- Heiss, R., & Knoll, J. (2017, May). Pathways to political (dis-)engagement: User motivations and the role of incidental and intentional exposure modes in adolescents' political engagement. Full paper presentation at the 67th annual conference of the International Communication Association (ICA), 25-29 May, San Diego, CA, USA.
- Heiss, R., & Schmuck, D. (2017). What drives interaction in political actors' Facebook posts? Profile and content predictors of user engagement and political actors' reactions. Full paper presentation at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, CA, USA.
- Heiss, R. (2016, September). Social media & political campaigning: What drives user engagement? Invited talk at the 4th social media conference "Babel Camp", September 10, Prague, Czech Republic.
- Heiss R. (2016, June). Mobilizing for some. The effects of politicians' participatory Facebook posts on young people's political efficacy. Full paper presentation at the 66th annual

conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.

Knoll J., Matthes J., & Heiss R. (2016, June). The social media participation model: A goal systems theory perspective. Full paper presentation at the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.

Heiss, R., Schmuck, D., Eicher, C., & Matthes, J. (2016, June). Citizen science as a method of data collection: Exploring the predictors of participation among school students. Full paper presentation at Communication Research Methods 2016: Practices & Challenges, pre-conference to the 66th annual conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.

Heiss, R., Schmuck, D., Matthes, J. (2015, December). Introducing “Citizen Science” to communication research: Political experience sampling with high school students. Presentation at the Citizen Science Workshop 2015 of the Department of Communication, University of Vienna, December 11, Vienna, Austria.

Heiss, R., & Schmuck, D. (2015, November). Jugendmobilisierung auf Facebook? Eine inhaltsanalytische Untersuchung zu Jugendansprache und politischen Partizipationsangeboten in der Facebook-Kommunikation österreichischer Politiker/innen [Youth mobilization on Facebook? Youth appeals and calls to action in the Facebook communication of Austrian politicians]. Presentation at the under.docs conference, November 12-14, Vienna, Austria.

Schmuck, D., Heiss, R., & Matthes, J. (2015, August). Antecedents of strategic game framing in political news coverage. Full paper presentation at the Political Communication interest group at the 98th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 6-9, San Francisco, CA, USA.