

Dr. Marlene Strehler-Schaaf

CONTACT

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POSITIONS

Research Associate (Post-Doc, since 07/2025)
Johannes Gutenberg University Mainz
Department of Communication

Research Associate (Prae-Doc, 2019 – 2025)
Johannes Gutenberg University Mainz
Department of Communication

Research Assistant (2015 – 2019)
Johannes Gutenberg University Mainz
Department of Communication

EDUCATION

Dr. phil., 2025
Johannes Gutenberg University Mainz
Communication Science
Dissertation: Proteste für Zeitungen, Fernsehen und Insta? Wie Protestbewegungen die Bedeutung öffentlicher Kommunikation einschätzen und sich (nicht) an wahrgenommene Medienlogiken anpassen [Protests for newspapers, TV and Insta? How protest movements assess the importance of public communication and (do not) adapt to perceived media logics]

M.A., 2019
Johannes Gutenberg University Mainz
Communication Science
Thesis: Und jetzt erst recht?! Die (Medien-)Öffentlichkeit als Mobilisierungsfaktor in Tarifauseinandersetzungen. Eine qualitative Studie zu Motiven der Streikbeteiligung [Now more than ever?! The (media) public as a mobilization factor in wage disputes. A qualitative study on motives for strike participation]

B.A.
Johannes Gutenberg University Mainz
Communication Science
Thesis: Hirndoping auf Rezept der Journalisten? Der Einfluss der Medienberichterstattung auf die Bereitschaft von Studierenden, psychoaktive Substanzen zur geistigen Leistungssteigerung einzunehmen [Brain doping on journalists' prescription? The influence of media coverage on the willingness of students to take psychoactive substances to improve mental performance]

AWARDS	2024: Award of the German Society for Journalism and Communication Studies (DGPuK) for the best conference submission by doctoral candidates and students (3rd place) 2019: Master Award for Communication and Media Research for the best thesis 2019 by the Alumni Foundation of the Department of Communication at the University Mainz
MEMBERSHIPS	Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK) [German Communication Association] International Communication Association (ICA) European Communication Research and Education Association (ECREA) Gutenberg Academy Fellows Programme (Associate Member)
ACTIVITIES	Service to the profession Reviewer for the International Communication Association (ICA), German Communication Association [DGPuK], European Communication Research and Education Association [ECREA] Ad-hoc reviewer for the <i>Studies in Communication Media, Medien und Kommunikationswissenschaft, Communications: The European Journal of Communication Research, Media and Communication</i> Organization of the Annual Graduation Ceremony
PUBLICATIONS	Monograph Strehler-Schaaf, M. (2025). <i>Proteste für Zeitungen, Fernsehen und Insta? Wie Protestbewegungen die Bedeutung öffentlicher Kommunikation einschätzen und sich (nicht) an wahrgenommene Medienlogiken anpassen</i>. Springer VS. https://doi.org/10.1007/978-3-658-49959-4 Journal articles Strehler-Schaaf, M.; Viehmann, C. & Quiring, O. (accepted). Faulty news coverage causes bad moods – the impact of media perceptions on the relationship between bad moods and negative negotiation outcomes. <i>Journalism & Mass Communication Quarterly</i>. Schaaf, M., & Quiring, O. (2023). The Limits of Social Media Mobilization: How Protest Movements Adapt to Social Media Logic. <i>Media and Communication</i>, 11(3). doi:https://doi.org/10.17645/mac.v11i3.6635 Schaaf, M. & Viehmann, C. (2022). Media use and protest participation - but what is in-between? The role of different sources of information, media-related perceptions, and political efficacy for protest behavior. <i>Studies in Communication and Media</i>, 11(2), S. 210-239. https://doi.org/10.5771/2192-4007-2022-2-210

Maurer, M., Jost, P., Schaaf, M., Sülflow, M., & Kruschinski, S. (2022). How right-wing populists instrumentalize news media: Deliberate provocations, scandalizing media coverage, and public awareness for the Alternative for Germany (AfD). *International Journal of Press/Politics*.
<https://doi.org/10.1177/19401612211072692>

Working Papers

Schaaf, M., Viehmann, C., Weber, M. & Quiring, O. (2023). *Does media bias fuel the confrontation? How decision-makers perceive news coverage and how this impression shapes their negotiation strategy*. [Working Papers](#) 2301, Gutenberg School of Management and Economics, Johannes Gutenberg-Universität Mainz.