

# Philipp K. Masur

University of Hohenheim  
Department of Media Psychology (540F)  
70599 Stuttgart, Germany

philipp.masur@uni-hohenheim.de, +49 711 459 24792

## Education

2012	Magister Artium in communication science, economics, and philosophy Johannes Gutenberg-Universität Mainz, Germany (US equivalent: Master's degree) Thesis: The Interplay of Intrinsic Need Satisfaction, Usage Motives, and Addictive SNS Usage
2010	Midterm exam in communication science, economics, and philosophy Johannes Gutenberg-Universität Mainz, Germany (US equivalent: Bachelor's degree)
2009	Study abroad, media and communication science Macquarie University, Sydney, Australia
2007	Abitur and Baccalauréat (German and French highschool diploma) Gymnasium im Alfred-Grosser-Schulzentrum, Bad Bergzabern, Germany (US equivalent: Higher education entrance qualification)
2004	Study abroad Belmont Secondary Highschool, Victoria, Canada

## Positions

2013 - current	Research assistant Department of Media Psychology School of Communication, University of Hohenheim, Germany
2010 - 2012	Editorial journalist Department of Politics and Current Affairs ZDF (Second German Television), Mainz, Germany
2010	Project assistant Prime Research, Mainz, Germany

## Teaching

### Courses

- 2015 and 2016 6. Advanced Statistics using R  
Lecture and seminar, graduate level  
School of Communication, University of Hohenheim, Germany
- 2014 5. Self-Disclosure in the Social Web  
Seminar, graduate level  
School of Communication, University of Hohenheim, Germany
4. Media Psychological Aspects of Online Privacy  
Seminar, undergraduate level  
School of Communication, University of Hohenheim, Germany
- 2013 3. Online Privacy Literacy - Content Analysis and Scale Construction  
Seminar, undergraduate level  
School of Communication, University of Hohenheim, Germany
2. Privacy 2.0 - Between Self-Disclosure and Data Protection  
Seminar, undergraduate level  
School of Communication, University of Hohenheim, Germany
- 2013 1. Addictive Usage Patterns on the Internet  
Seminar, graduate level  
School of Communication, University of Hohenheim, Germany

### Workshops

- 2017 Analyzing Experience Sampling Data: Multilevel-Analysis with R  
University of Rostock, Germany
- Introduction to R (with Frank M. Schneider)  
University of Erfurt, Germany
- Statistical Data Analysis with R  
FU Berlin, Germany

## Computing and Data Analytical Skills

Web languages: PHP, HTML, CSS  
Statistic software: R, SPSS  
Applications: Microsoft Office, Adobe Suite, Typo3

## Services

<i>Reviewing</i>	Journal of Communication, New Media & Society, Mobile Media & Communication, Diagnostica, Computers in Human Behavior, CyberPsychology, Behavior and Social Networking, Studies in Communication   Media
<i>Memberships</i>	International Communication Association Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft
<i>University committees</i>	Admission committee for the M.A. (2014 – 2017) University of Hohenheim

## Awards

2014	<i>Top Student Paper</i> at the 64 <sup>th</sup> Annual Conference of the International Communication Association in Seattle, USA
------	---

## Publications

	<b>Journal Articles</b>
2017	<p>7. Masur, P. K., Teutsch, D., Dienlin, T. &amp; Trepte, S. (2017, forthcoming). Online-Privatheitskompetenz und deren Bedeutung für demokratische Gesellschaften [Online privacy literacy and its importance for democratic societies]. <i>Forschungsjournal Soziale Bewegungen</i>.</p> <p>6. Bauer, A., Loy, L., Masur, P. K. &amp; Schneider, F. M. (2017, forthcoming). Mindful instant messaging: The relation between mindfulness and well-being in smartphone communication. <i>Journal of Media Psychology</i>.</p> <p>5. Masur, P. K., Teutsch, D. &amp; Trepte, S. (2017). Entwicklung und Validierung der Online-Privatheitskompetenzskala (OPLIS) [engl. Development and validation of the online privacy literacy scale (OPLIS)]. <i>Diagnostica</i>. Online first. doi:10.1026/0012-1924/a000179</p> <p>4. Dienlin, T., Masur, P. K. &amp; Trepte, S. (2017). Displacement or reinforcement? The reciprocity of FtF, IM, and SNS communication and their effects on loneliness and life satisfaction. <i>Journal of Computer-Mediated Communication</i>, 22(2), 71-87. doi:10.1111/jcc4.12183</p>
2016	<p>3. Masur, P. K &amp; Scharkow, M. (2016). Disclosure Management on Social Network Sites: Individual Privacy Perceptions and User-Directed Privacy Strategies. <i>Social Media + Society</i>, 2(1), 1-13. doi:10.1177/2056305116634368</p>

- 2015 2. Trepte, S., Masur, P. K., Scharnow, M. & Dienlin, T. (2015). Privatheitsbedürfnisse verschiedener Kommunikationstypen on- und offline: Ergebnisse einer repräsentativen Studie zum Umgang mit persönlichen Inhalten. *Media Perspektiven*, 5, 250-257
- 2014 1. Masur, P. K., Reinecke, L., Ziegele, M. & Quiring, O. (2014). The interplay of intrinsic needs and Facebook specific motives in explaining addictive behavior on Facebook. *Computers in Human Behavior*, 39, 376-386. doi:10.1016/j.chb.2014.05.047

### **Book Chapters**

- 2017 4. Masur, P., Teutsch, D., & Dienlin, T. (2017, forthcoming). Privatheit in der Online-Kommunikation [Privacy in online communication]. In Schweiger, W, & Beck, K. (Eds.), *Handbuch Online-Kommunikation [Handbook of online communication]*. Wiesbaden, Germany: Springer VS.
3. Trepte, S. & Masur, P. K. (2017). The need for privacy. In: V. Zeigler-Hill & T. K. Shackelford (Eds.). *Encyclopedia of personality and individual differences*. London: Springer. doi: 10.1007/978-3-319-28099-8\_540-1
- 2015 2. Matzner, T., Masur, P. K., Ochs, C. & von Pape, T. (2015). Self-Data-Protection - Empowerment or burden? In: S. Gutwirth, R. Leenes & P. de Hert (Eds.). *Data Protection on the Move*. (pp. 277-305). Springer: Netherlands. doi:10.1007/978-94-017-7376-8\_11
1. Trepte, S., Teutsch, D., Masur, P. K., Eicher, C., Fischer, M., Hennhöfer, A., Lind, F. (2015). Do people know about privacy and data protection strategies? Towards the "Online Privacy Literacy Scale" (OPLIS). In: S. Gutwirth, R. Leenes & P. de Hert (Eds.). *Reforming European Data Protection Law*. (pp. 333-365). Springer Netherlands. doi:10.1007/978-94-017-9385-8

### **Other Publications and Grey Literature**

- 2017 3. Trepte, S. & Masur, P. K. (2017). Privacy attitudes, perceptions, and behaviors of the German population: Research report. In Friedewald et al. (Eds.), *Forum Privatheit und selbstbestimmtes Leben in der digitalen Welt*. Karlsruhe: Fraunhofer ISI.
- 2016 2. Trepte, S. & Masur, P. K. (2016). *Cultural differences in social media use, privacy, and self-disclosure. Research Report on a multicultural survey study*. Germany: University of Hohenheim.
- 2014 1. Karaboga, M., Masur, P. K., Matzner, T., Mothes, C., Nebel, M., Ochs, C., Schütz, P., Simo Fhom, H. (2014): White Paper Selbstdatenschutz. In Zoche et al. (Eds.), *Forum Privatheit und selbstbestimmtes Leben in der digitalen Welt*. Karlsruhe: Fraunhofer ISI.

## Conference Papers and Presentations

- 2017
26. Masur, P. K., Trepte, S. & Scharnow, M. (2017, May). *Social Support and Self Disclosure in Face to Face and Instant Messenger Communication*. Paper presented at the 67th annual conference of the International Communication Association (ICA), 25<sup>th</sup> -29<sup>th</sup> May, San Diego (USA).
25. Masur, P. K. (2017, April). *Selbstoffenbarung in der medial vermittelten interpersonalen Kommunikation: Ein situatives Erklärungsmodell [engl. Self-disclosure in mediated interpersonal communication: A situational model]*. Presentation at the annual conference of the German Communication Association (DGPK), 30. March - 01. April, Düsseldorf (Germany).
- 2016
24. Masur, P. K., Scharnow, M. & Trepte, S. (2016, September). *Geben und Nehmen: Das Zusammenspiel von Selbstoffenbarungsbereitschaft und sozialer Unterstützung in Online- und Offline-Kontexten [engl. Give and take: The interplay of willingness to self-disclose and social support in online and offline contexts]*. Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).
23. Dienlin, T., Masur, P. K., & Trepte, S. (2016, September). *Displacement or Reinforcement? The Reciprocity of FtF, IM, and SNS Communication and Their Effects on Loneliness and Life Satisfaction*. Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).
22. Masur, P. K., Klapsia, N. I., Rotfuß, I. & Wernik, I. (2016, September). *Sorry, I have to answer first! The influence of situational and personal factors on individual's instant-messaging behavior*. Presentation at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).
21. Loy, L. S., Bauer, A., Masur, P. K. & Schneider, F. M. (2016, September). *Mindful instant messaging: The interplay of motivation and mindfulness during smartphone communication*. Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).
20. Dienlin, T., Masur, P. K., & Trepte, S. (2016, June). *Displacement or Reinforcement? The Reciprocity of FtF, IM, and SNS Communication and Their Effects on Loneliness and Life Satisfaction*. Paper presented at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).
19. Loy, L. S., Masur, P. K., Schmitt, J. B., Mothes, C., & Trepte S. (2016, June). *Politically informed in a complex world? Time affluence, information-related self-efficacy, and need for cognition as predictors of political media use and political knowledge*. Paper presented at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan)

2015

18. Loy, L. S., Bauer, A., Masur, P. K. & Schneider, F. M. (2016, June). *Stressed by smartphone use? The interplay of motivation and mindfulness during instant messaging*. Paper presented at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).
17. Trepte, S., Dienlin, T., & Masur, P. K. (2016, June). *Control: An obsolete paradigm in understanding privacy?* Presentation at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).
16. Enns, L. & Masur, P.K. (2016, May). *Kaufen besorgte Online-Shopper weniger ein? Eine Analyse des Einflusses von Privatheitsbedenken auf die Häufigkeit von Online-Einkäufen [engl. Do concerned online-shoppers buy less? An analysis of the interplay of privacy concerns on the frequency of online-shopping]*. Presentation at the annual conference of the German Communication Association (DGPUK), Leipzig (Germany).
15. Masur, P. K., Dienlin, T. & Scharnow, M. (2015, November). *Vom WhatsApp-Dauernutzer bis zum Facebook-Verweiger: Wie unterscheiden sich Deutsche im Umgang mit Privatheit im Internet? [engl. How do Germans differ with regard to online privacy?]*. Paper presented at the conference „Die Zukunft der informationellen Selbstbestimmung“ of the Forum Privatheit, 26.-27., November, Berlin.
14. Masur, P. K. (2015, November). *WhatsApp oder doch lieber Threema? Privatheits- und Datenschutzerwägungen bei der Auswahl von Online-Kommunikationsmedien [engl. WhatsApp or Threema? The influence of privacy and data protection concerns on the adoption of online communication media]*. Presentation at the combined annual conference of the divisions computer-mediated communication and sociology of media communication of the German communication association (DGPUK), 5.-7., November, Berlin (Germany).
13. Masur, P. K. (2015, September). *Konfirmatorische Faktorenanalyse oder Item-Response-Theory-Analyse? Ein Vergleich beider Verfahren bei der Skalenentwicklung [engl. Confirmatory factor analysis or item-response-theory analysis? A comparison of both methods for scale construction.]* Presentation at the annual conference of the method division of the German Communication Association (DGPUK), 25.-26., September, Hohenheim (Germany).
12. Masur, P. K., Teutsch, D. & Trepte, S. (2015, September). *I am concerned about my privacy, but can I protect it? The moderating role of online privacy literacy*. Presentation at the 9th conference of the media psychology division of the German Psychological Association (DGPs), 10.-11. September, Tübingen (Germany).
11. Dienlin, T., Masur, P. K. & Trepte, S. (2015, September). *Longitudinal analysis of social support in mediated and non-mediated channels*. Paper

presented at the 9th conference of the media psychology division of the German Psychological Association (DGPs), 10.-11. September, Tübingen (Germany).

10. Masur, P. K., Teutsch, D., & Trepte (2015, May). *How Skilled Are Internet Users When it Comes to Online Privacy and Data Protection? Development and Validation of the Online Privacy Literacy Scale (OPLIS)*. Paper presented at the 65th annual conference of the International Communication Association, 21.-25. May, San Juan (Puerto Rico/USA).

9. Teutsch, D., Masur, P. K., & Trepte, S. (2015, May). *What Should Users Know About Online Privacy? Towards the Online Privacy Literacy Scale (OPLIS)*. Paper presented at the 65th annual conference of the International Communication Association, 21.-25. May, San Juan (Puerto Rico/USA).

8. Masur, P. & Trepte, S. (2015, May). *Privatheitseinstellungen und -verhalten im Zeitverlauf: Eine Analyse repräsentativer Befragungsdaten von 2011 und 2014 [engl. Changes in privacy attitudes and behaviors over time. An analysis of representative survey data from 2011 and 2014]*. Presentation at the annual conference of the German Communication Association (DGPuK), 13.-15. May, Darmstadt (Germany).

7. Masur, P., Teutsch, D., & Trepte, S. (2015, May). *Wie kompetent sind deutsche Internetnutzer im Umgang mit Privatheit im Internet? Entwicklung und Validierung der Online-Privatheitskompetenz-Skala [engl. How competent are German Internet users with regard to online privacy? Development and validation of the Online Privacy Literacy Scale]*. Paper presented at the annual conference of the German Communication Association (DGPuK), 13.-15. May, Darmstadt (Germany).

2014

6. Masur, P. K., Teutsch, D. & Trepte, S. (2014, October). *Sind Nutzer in der Lage ihre Privatsphäre zu schützen? Eine Analyse der Online-Privatheitskompetenz in Deutschland [Are users able to protect their privacy? An analysis of online privacy literacy in Germany]*. Paper presented at the conference "Räume und Kulturen des Privaten [engl. Spaces and cultures of privacy]" of the DFG-Graduiertenkollegs 1681 "Privatheit", 16.-17. October, Passau (Germany).

5. Teutsch, D., Masur, P. K. & Trepte, S. (2014, October). *Privacy contexts and reciprocal effects - An empirical validation of Nissenbaum's contextual integrity*. Presentation at the conference "Räume und Kulturen des Privaten [engl. Spaces and cultures of privacy]" of the DFG-Graduiertenkollegs 1681 "Privatheit", 16.-17. October, Passau (Germany).

4. Masur, P. K. (2014, September). *Privat ist (nicht) gleich privat. Der Einfluss subjektiver Wahrnehmung von Privatheit auf Selbstoffenbarung im Social Web [engl. Privat is not always private. The influence of subjective privacy perceptions on self-disclosure in the social web]*. Paper presented at the 49th annual

conference of the German Psychological Association (DGPs), 21.-25. September, Bochum (Germany).

3. Teutsch, D., Masur, P. K. & Trepte, S. (2014, September). *Was wissen Nutzer über Privatsphärestrategien und Datenschutz im Internet? Entwicklung einer Skala zur Erfassung von Online-Privatsphärekompetenz [What do users know about privacy strategies and data protection on the Internet? Development of a scale to measure online privacy literacy]*. Presentation at the 49th annual conference of the German Psychological Association (DGPs), 21.-25. September, Bochum (Germany).

2. Masur, P. K. (2014, May). *The interplay of intrinsic needs and Facebook specific motives in explaining addictive behavior on Facebook*. Paper presented at the 64th annual Conference of the International Communication Association. 22. - 26. May, Seattle (USA).

2013

1. Masur, P. K. (2013, September). *Addictive behavior on social network sites: The role of intrinsic needs and motives in explaining Facebook addiction*. Presentation at the 8th conference of the division Media Psychology of the German Psychological Association (DGPs), 4.- 6. September, Würzburg (Germany).

#### **Invited Talks**

2016

8. Masur, P. K. (2016, September). *Die Rolle der Online-Privatheitskompetenz: Definitionen, Funktionen und Perspektiven [engl. The role of online privacy literacy: Definitions, functions, and perspectives]*. Invited talk given at the 2nd annual conference of the project "Strukturwandel des Privaten [engl. Transformations of privacy]", 21.-23. September, Frankfurt am Main (Germany).

2015

7. Masur, P. K. (2015, November). *Privat oder nicht privat? Aktuelle Erkenntnisse der Medienpsychologie zum Thema Online-Privatheit [engl. Online privacy - Current findings in media psychology]*. Invited talk at the „Psycho-Tagen 2015“ [engl. Psycho-Days] at the University of Landau, 16. November 2015, Landau (Germany).

2014

6. Trepte, S., Masur, P. K. & von Pape, T. (2014, October). *Privatheit im Wandel? Eine repräsentative Umfrage und eine Inhaltsanalyse zur Wahrnehmung von Privatheit in Deutschland [engl. Does privacy change over time? A representative survey and a content analysis on perceptions of privacy in Germany]*. Invited talk given at the symposium of the „Forum Privatheit“, 20. October, Berlin (Germany).

5. Masur, P. K. (2014, October). *Gefällt mir (nicht): Das Social Web als Spannungsfeld zwischen Selbstoffenbarung und Datenschutz [engl. Like it (or not): The social web as an area of tension between self-disclosure and data protection]*. Invited talk at the „ver.di-Institut für Bildung, Medien und Kunst“, 18. October, Lage-Hörste. (Germany).



4. Masur, P. K. (2014, October). *Total privat oder total egal? Über Datenschutz und Innovation in Zeiten von Smartphone, App und Canvas Fingerprinting* [engl. *About data protection and innovation in times of smartphones, apps and canvas fingerprinting*]. Discussion panelist at the „Bundeszentrale für politische Bildung“, 6. October, Berlin (Germany).
3. Masur, P. K. (2014, September). *Neue soziale Medien - Chancen, Möglichkeiten und Gefahren von Facebook & Co* [engl. *New social media - Opportunities, possibilities and threats of Facebook & co*]. Invited talk given at the University of the German Police, 8. September, Münster (Germany).
2. Masur, P. K. (2014, June). *Das Ende der Privatsphäre? - Medienpsychologische Aspekte der Privatheit im Internet* [engl. *Is this the end of privacy? Media psychological aspects of privacy on the Internet*]. Invited talk given at the “Institut für Förderung publizistisches Nachwuchses e.V.”, 14. June, Goslar (Germany).
1. Trepte, S., Teutsch, D. & Masur, P.K. (2014, January). *Do people know about privacy and data protection strategies? OPLIS: Towards the Online Privacy Literacy Scale*. Invited talk given at the 7th International Conference "Computers, Privacy & Data Protection", 22.-24. January, Brussels (Belgium).

## Media Coverage

- |      |  |
|------|--|
| 2016 | 8. Welzheimer Zeitung (2016, November). Instagram – Sammelbecken für Selbstdarsteller? <a href="http://goo.gl/NQMIVY">goo.gl/NQMIVY</a>  |
| 2015 | 7. ARD (2015, September). <i>Der Sinneswandel zur Selbstoffenbarung</i> .<br>6. ZDF (2015, May). <i>Leben ohne Facebook</i> .  |
| 2014 | 5. Deutschlandfunk (2014, August). <i>Posten ohne Scham? Die Preisgabe des Privaten im Internet</i> . <a href="https://goo.gl/DORJYN">https://goo.gl/DORJYN</a><br>4. Technology Review (2014, June). <i>Skandal? Egal</i> . <a href="https://goo.gl/jNscJn">https://goo.gl/jNscJn</a><br>3. HAZ Sonntag (2014, May). <i>Viele Menschen erkennen sich wieder – Smartphones, Facebook &amp; Co</i> . <a href="https://goo.gl/azW8Ot">https://goo.gl/azW8Ot</a><br>2. SR (2014, March). <i>Selbstoffenbarung im Internet</i> .<br>1. Hamburger Abendblatt (2014, March). <i>Soziale Netzwerke: Muss man bei Facebook sein?</i> <a href="https://goo.gl/bb5T3T">https://goo.gl/bb5T3T</a> |