

Philipp K. Masur

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Department of Communication Science
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Education

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| 2018 | Dr. rer. soc. (Ph.D in the social sciences)
University of Hohenheim, Stuttgart
Communication Science |
| 2012 | Magister Artium (M.A.)
Johannes Gutenberg University Mainz
Communication Science, Economics, and Philosophy |
| 2010 | Midterm Exam (B.A.)
Johannes Gutenberg University Mainz
Communication Science, Economics, and Philosophy |

Academic Appointments

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|--------------------------|---|
| 2020 -
<i>present</i> | Assistant Professor of Persuasive Communication
Department of Communication Science, Vrije Universiteit Amsterdam |
| 2019 -
2020 | Postdoctoral Research Associate
Department of Communication, Johannes Gutenberg University Mainz |
| 2018 -
2019 | Postdoctoral Research Associate
Department of Communication, University of Hohenheim, Stuttgart |
| 2013 -
2018 | Research Assistant
Department of Communication, University of Hohenheim, Stuttgart |

Study Visits Abroad

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| 09/2018 -
02/2019 | Visiting Scholar
Department of Communication, Cornell University (Ithaca, NY, USA) |
| 08/2009 -
03/2010 | Visiting Student in Communications
Macquarie University, Sydney (NSW, Australia) |

Awards

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| 2020 | <i>Top Faculty Paper Award</i> at 2020 ICA conference, Communication and Technology division.
(with Dominic DiFranzo and Natalie N. Bazarova) |
| 2019 | <i>Top Faculty Paper Award</i> at the 2019 ICA conference, Communication and Technology Division.
(with Sabine Trepte) |
| 2018 | <i>Young Scholars Award</i> at the 2018 Amsterdam Privacy Conference.
(with Doris Teutsch and Sabine Trepte) |
| 2014 | <i>Top Student Paper Award</i> at the 2014 ICA conference, Communication and Technology Division. |

Research and Travel Grants

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| 2019 | <i>Studying a concept in disarray: Cross-cultural, comparative analysis of digital privacy</i> (2019-2021, Co-PI with Dmitry Epstein)
Minerva Foundation for German-Isreali Science Cooperation: €30,000
Travel Grant by the German Academic Exchange Service: ~ €1.500 |
| 2018 | <i>Social Influence in Online Environments: Examining the Effects of Media Literacy, Social Norms, and Design Interventions on Self-Disclosure in Social Media</i> (2018, collaborator, PI: Natalie Bazarova)
Cornell Center for Social Science: \$6.000 |
| 2015 | Travel Grant by the German Academic Exchange Service: ~ €1.500 |
| 2014 | <i>Dissertational Project</i> (2014-2018, PI)
German Society of Online Research: €500.
Travel Grant by the German Academic Exchange Service: ~ €1.500 |

Publications**Monographs**

- 2018 Masur, P. K. (2018). *Situational Privacy and Self-Disclosure: Communication processes in Online Environments*. Cham, Switzerland: Springer International Publishing.

Journal Articles

- 2020 Bazarova, N. N. & Masur, P. K. (2020). Towards an Integration of Individualistic, Networked, and Institutional Approaches to Online Disclosure and Privacy in a Networked Ecology. *Current Opinion in Psychology*, 36, 118-123. <https://doi.org/10.1016/j.copsyc.2020.05.004>
- Masur, P. K. (2020). How online privacy literacy facilitates self-data protection and supports informational self-determination in the age of information. *Media and Communications*, 8(2), 258-269. <https://doi.org/10.17645/mac.v8i2.2855>
- Dienlin, T., Johannes, N., Bowman, N. D., Masur, P. K., Engesser, S., Kümpel, A. S., ... de Vreese, C. (2020). An agenda for open science in Communication. *Journal of Communication*. <https://doi.org/10.1093/joc/jqz052>
- 2019 Whitlock, J. & Masur, P. K. (2019). Disentangling the association of screen time with developmental outcomes and well-being: Problems, challenges, and opportunities. *JAMA Pediatrics*, 173(11), 1021-1022. doi:10.1001/jamapediatrics.2019.3191
- Loy, L., Masur, P. K., Schmitt, J. B. & Mothes, C. (2019). Psychological predictors of political Internet use and political knowledge in light of the perceived complexity of political issues. *Information, Communication & Society*, 22(9), 1733-1750. doi:10.1080/1369118X.2018.1450886
- 2018 Masur, P. K. (2018). Mehr als Bewusstsein für Privatheitsrisiken: Eine Rekonzeptualisierung der Online-Privatheitskompetenz als Kombination aus Wissen, Fähig- und Fertigkeiten [engl. It is more than just privacy risk awareness. A reconceptualization of online privacy literacy as a composition of knowledge, abilities, and skills]. *Medien & Kommunikationswissenschaft*, 66(4), 446 – 465. <https://doi.org/10.5771/1615-634X-2018-4-446>
- Teutsch, D., Masur, P. K. & Trepte, S. (2018). Privacy in mediated and nonmediated interpersonal communication: How subjective concepts and situational perceptions influence behaviors. *Social Media + Society*, 4(2), 1-14. doi:10.1177/2056305118767134

- Trepte, S., Masur, P. K. & Scharnow, M. (2018). Mutual friends' social support and self-disclosure in face-to-face and instant messenger communication. *The Journal of Social Psychology, 158*(4), 430-445. doi: 10.1080/00224545.2017.1398707
- 2017 Masur, P. K., Teutsch, D., Dienlin, T. & Trepte, S. (2017). Online-Privatheitskompetenz und deren Bedeutung für demokratische Gesellschaften [Online privacy literacy and its significance for democratic societies]. *Forschungsjournal Soziale Bewegungen, 30*(2), 180-189.
- Bauer, A. A., Loy, L. S., Masur, P. K. & Schneider, F. M. (2017). Mindful instant messaging: Mindfulness and autonomous motivation as predictors of well-being in smartphone communication. *Journal of Media Psychology, 29*(3), 159-165. doi: 10.1027/1864-1105/a000225
- Masur, P. K., Teutsch, D. & Trepte, S. (2017). Entwicklung und Validierung der Online-Privatheitskompetenzskala (OPLIS) [engl. Development and validation of the online privacy literacy scale]. *Diagnostica, 63*, 256-268. doi:10.1026/0012-1924/a000179
- Dienlin, T., Masur, P. K. & Trepte, S. (2017). Displacement or reinforcement? The reciprocity of FtF, IM, and SNS communication and their effects on loneliness and life satisfaction. *Journal of Computer-Mediated Communication, 22*(2), 71-87. doi:10.1111/jcc4.12183
- 2016 Masur, P. K. & Scharnow, M. (2016). Disclosure management on social network sites: Individual privacy perceptions and user-directed privacy strategies. *Social Media + Society, 2*(1), 1-13. doi:10.1177/2056305116634368
- 2015 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 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

- 2019 Masur, P. K. (2019). Capturing situational dynamics: Strength and pitfalls of the experience sampling method. In: Müller, P., Geiß, S., Schemer, C., Naab, T.; & Peter, C. (Eds.), *Dynamische Prozesse der öffentlichen Kommunikation – Methodische Herausforderungen*. Köln: Herbert von Halem.

- 2018 Masur, P., Teutsch, D., & Dienlin, T. (2018). Privatheit in der Online-Kommunikation [Privacy in online communication]. In Schweiger, W, & Beck, K. (Eds.), *Handbuch Online-Kommunikation*. Wiesbaden, Germany: Springer.
- Masur, P. K. (2018). Selbstoffenbarung in der medial-vermittelten Kommunikation: Eine situative Perspektive [Self-disclosure in mediated communication: A situational perspective]. In: C. Eilders, O. Jandura, H. Bause & D. Frieß. *Vernetzung: Stabilität und Wandel gesellschaftlicher Kommunikation*. Köln: Herbert von Halem Verlag.
- 2017 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 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
- 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
- Research Reports and Grey Literature**
- 2020 Peter, C., Breuer, J., Masur, P. K. Scharnow, M., & Schwarzenegger, C. (2020). *Empfehlungen zum Umgang mit Forschungsdaten in der Kommunikationswissenschaft [engl. Recommendations for dealing with research data in communication science]*. Publication of the German Communication Association.
- 2017 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 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 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.

Preprints

- 2019 Dienlin, T., Masur, P. K. & Trepte, S. (2019). A longitudinal analysis of the privacy. Preprint available at: SocArXiv.
<https://doi.org/10.31235/osf.io/fm4h7>

Software

- 2020 Masur, P. K. & Scharkow, M. (2020). *specr: Conducting and Visualizing Specification Curve Analyses (R-package, version 0.2.1)*. <https://CRAN.R-project.org/package=specr>

Conference Papers and Presentations

- 2020 Masur, P. K., DiFranzo, D. & Bazarova, N. N. (2020, May). *Behavioral Contagion on Social Media: Effects of Social Norms, Design Interventions, and Critical Media Literacy on Self-disclosure*. Paper presented at the 70th annual conference of the International Communication Association (ICA), 20th-26th May, Virtual conference.

Dienlin, T., Johannes, N., Bowman, N. D., Masur, P. K., Engesser, S., Kümpel, A. S., ... de Vreese, C. (2020, May). *An agenda for open science in Communication*. Paper presented at the 70th annual conference of the International Communication Association (ICA), 20th-26th May, Virtual conference.

Meltzer, T., Masur, P. K., Heidenreich, T. & Schemer, C. (2020). *Zur Wirkung von Medien auf die Überschätzung von Immigration [The effect of media on immigration innumeracy]*. Accepted for the annual conference of the German Communication Association (DGPuK), 10.-12. March, München (Germany).

- 2019 Masur, P. K. (2019, December). *How critical privacy literacy supports informational self-determination in democratic societies*. Paper presented at the workshop "The Politics of Privacy", 6th December, Mainz.

Schäwel, J., Frener, R., Masur, P. K.; & Trepte, S. (2019, November). *Medienkompetenz, Privatheitskompetenz und Datenschutz. Was die Deutschen über Privatheit und Datenschutz im Internet wissen und wie sie sich schützen [engl. Media literacy, privacy literacy, and data protection, What Germans know about privacy and data protection online and how they protect themselves]*. Presentation at the Annual conferences of the Forum Privatheit, 29th November, Berlin.

Masur, P. K., DiFranzo, D. & Bazarova, N. N. (2019, September). *Social Influence in Online Environments: Examining the Effects of Social Norms, Design Interventions, and Critical Media Literacy on Self-disclosure in Social Media*. Paper presented at the 11th conference of the division Media Psychology of the German Psychological Association (DGPs), 07th – 08th September, Chemnitz.

Masur, P. K. & Trepte, S. (2019, Mai). *Transformative or not? How experiences of privacy violations influence privacy concerns and privacy behaviors*. Paper presented at the 69th annual conference of the International Communication Association (ICA), 24th -28th May, Washington, DC (USA).

Wolfers, L. N. & Masur, P. K. (2019, Mai). *The willingness to self-disclose in online and offline contexts: Trait(s), state and reciprocal influences*. Paper presented at the 69th annual conference of the International Communication Association (ICA), 24th -28th May, Washington, DC (USA).

2018

Teutsch, D.; Masur, P. K. & Trepte, S. (2018, October). *Perceiving the difference – Privacy perceptions in mediated and nonmediated communication settings*. Paper presented at the Amsterdam Privacy Conference (APC), 5th – 7th October, Amsterdam (Netherlands).

Masur, P. K. & Burth, E. (2018, September). *Personal and environmental factors of loss of control and withdrawal symptoms: A situational perspective on smartphone addiction*. Presentation at the 51th conference of the German Psychological Association (DGPs), 16.-21. September, Frankfurt a. M. (Germany).

Masur, P. K., Quinn, K., Trepte, S. & Epstein, D. (2018, May). *More than privacy risks awareness: Assessing Internet users' online privacy literacy in Germany and in the USA*. Paper presented at the 68th annual conference of the International Communication Association (ICA), 24th -28th May, Prague (Czech Republic).

Dienlin, T., Masur, P. K., & Trepte, S. (2018, May). *A longitudinal analysis of the privacy paradox*. Paper presented at the 68th annual conference of the International Communication Association (ICA), 24th -28th May, Prague (Czech Republic).

Masur, P. K., Trepte, S. & Wolfers, L. (2018, May). *Mehr als Bewusstsein für Privatheitsrisiken: Eine prozessorientierte Rekonzeptualisierung der Online-Privatheitskompetenz [More the privacy risks awareness: A process-oriented reconceptualization of online privacy literacy]*. Presentation at the annual

- conference of the German Communication Association (DGPUK), 9th-11th March, Mannheim (Germany).
- 2017 Masur, P. K. (2017, September). *Rediscovering field theory: Media psychological research from a situational point of view*. Presentation the 10th conference of the media psychology division of the German Psychological Association (DGPs), 07.-08. September, Landau (Germany).
- Dienlin, T., Masur, P.K., & Trepte, S. (2017, September). *Privacy concerns decrease self-disclosure on Social Network Sites: A longitudinal analysis of the privacy paradox*. Presentation the 10th conference of the media psychology division of the German Psychological Association (DGPs), 07.-08. September, Landau (Germany).
- Masur, P. K., Trepte, S. & Scharkow, 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), 25th -29th May, San Diego (USA).
- 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 (DGPUK), 30. March - 01. April, Düsseldorf (Germany).
- 2016 Masur, P. K., Scharkow, 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).
- 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).
- 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).
- 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).

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).

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)

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).

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).

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).

2015

Masur, P. K., Dienlin, T. & Scharnow, M. (2015, November). *Vom WhatsApp-Dauernutzer bis zum Facebook-Verweigerer: 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.

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).

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).

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).

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).

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).

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).

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).

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

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" of the DFG-Graduiertenkollegs 1681 "Privatheit", 16.-17. October, Passau (Germany).

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).

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).

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).

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

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

- 2019 Masur, P. K. (2019, May). *Situational Privacy and Self-Disclosure*. Invited talk at the conference “Privacy Online – What have we learned so far?” at the University of Hohenheim, 16th – 17th May, Stuttgart.
- 2018 Masur, P. K. (2018, November). *Are we looking at between- or within-person effects? Disentangling privacy and self-disclosure processes in longitudinal panel designs*. Invited talk at the Department of Communication at the Cornell University, Ithaca, NY (USA).
- 2016 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 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 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).
- 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).
- 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).
- 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).

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).

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 Mentions

- 2019
- CNN (2019, November). *Why we should stop calling it 'screen time' to our kids.*
 - Healio (2019, September). *Not all screen time negatively affects kids' academic achievement.*
 - Süddeutsche Zeitung (2019, September). *Bildschirmnutzung muss Kindern nicht schaden [engl. Screen time does not have to harm children].*
- 2017
- Stuttgarter Zeitung (2017, Januar). *Keine Kinderfotos im Netz posten [engl. Don't post photos of children online].*
- 2016
- Welzheimer Zeitung (2016, November). *Instagram – Sammelbecken für Selbstdarsteller? [engl. Instagram – Only for self-presentation?]*
 - Saarbrücker Zeitung (2016, Januar). *Datenschutz – Das große Rätsel [engl. Data protection – The big puzzle].*
- 2015
- ARD (2015, September). *Der Sinneswandel zur Selbstoffenbarung [engl. Self-Disclosure].*
 - ZDF (2015, May). *Leben ohne Facebook [engl. Live without Facebook].*
- 2014
- Deutschlandfunk (2014, August). *Posten ohne Scham? Die Preisgabe des Privaten im Internet [Posting without shame? The disclosure of the private online].*
 - Technology Review/heise online (2014, June). *Skandal! Egal?*

HAZ Sonntag (2014, May). *Viele Menschen erkennen sich wieder – Smartphones, Facebook & Co* [engl. *Many people recognize themselves – Smartphones, Facebook & Co.*].

SR (2014, March). *Selbstoffenbarung im Internet* [engl. *Self-Disclosure on the Internet*].

Hamburger Abendblatt (2014, March). *Soziale Netzwerke: Muss man bei Facebook sein?*[engl. *Social network sites: Do we have to be on Facebook?*].

Teaching Experiences

Courses at the Vrije Universiteit Amsterdam

2020 *Marketing and Persuasive Communication*
Lecture, undergraduate level

Marketing Communication and the Consumer
Lecture and Seminar, graduate level

Courses at the Johannes Gutenberg University Mainz

2020 *Statistics using SPSS*
Seminar, undergraduate level

Experimental Methodology
Seminar, undergraduate level

2019 *Concepts and Theories of Communication Science*
Seminar, undergraduate level

Reading, Understanding, and Writing Scientific Texts
Seminar, undergraduate level

Survey Methodology
Seminar, undergraduate level

Courses at the University of Hohenheim

2018 *Media Enjoyment*
Seminar, graduate level

2017 *Advanced Statistics*
Lecture, graduate level
Advanced Statistics using R
Seminar, graduate level

- Media Enjoyment*
Seminar, graduate level
- 2016 *Advanced Statistics*
Lecture, graduate level
- Advanced Statistics using R*
Seminar, graduate level
- 2015 *Advanced Statistics*
Lecture, graduate level
- Advanced Statistics using R*
Seminar, graduate level
- 2014 *Current Topics in Media Psychology: Online Privacy*
Seminar, undergraduate level
- 2013 *Content Analysis and Scale Development: Online Privacy Literacy*
Seminar, undergraduate level
- 2013 *Current Topics in Media Psychology: Online Privacy*
Seminar, undergraduate level
- Current Topics in Media Psychology: Addictive Media Use*
Seminar, graduate level
- Workshops for Researchers**
- 2020 *Fundamentals of test theories and scale development*
Workshop at the University of Würzburg, Germany
- 2019 *Data Visualization with R*
Workshop at the Department of Communication, Cornell University
- 2018 *Statistical Data Analysis with R*
Workshop at the Johannes Gutenberg-Universität Mainz, Germany
- Introduction to R (with Frank M. Schneider)*
Workshop held at the conference “Computational Communication Science: Toward a Strategic Roadmap”
Hochschule für Musik Theater und Medien, Hannover, Germany
- 2017 *Increasing Privacy: Empowerment of Paternalism?*
Workshop held at “New Frontiers in Social Media Research – International Summer School 2017”, Duisburg, Germany
- Analyzing Experience Sampling Data: Multilevel-Analysis with R*
Workshop at the University of Rostock, Germany

Introduction to R (with Frank M. Schneider)
Workshop at the University of Erfurt, Germany

Statistical Data Analysis with R
2-day workshop at the Freie Universität Berlin, Germany

Workshops in Schools

2017 *Online Data Protection* (with Doris Teutsch)
2-day workshop at the Körschtalschule, Plieningen, Germany

Thesis Supervision

Bachelor theses Diedrich, A. (2020); Lau, N. (2020); Münch, C. (2020); Löwe, L. (2020);
Nguyen, A. (2018); Geiger, A. (2018); Fischer, S. (2018); Reins, S. (2018);
Weber, E. (2017); Burth, E. (2017); Stärkel, C. (2016); Weiblen, M. (2015);
Enns, L. (2015); Götz, D. (2015); Ortwein, V. (2014); Zeller, N. (2014); Porath,
M. (2014).

Master theses Kitzmann, S. (2018); Kostadinova, D. (2016).

Academic Services

Editorial work Editorial board member
- Mobile Media & Communication
- Media Psychology”
Editorial assistant
- Media Psychology (01/2017 – 12/2018)

Ad-Hoc Reviewing Reviewer for national and international journals:
– Journal of Communication
– Journal of Computer-Mediated Communication
– New Media & Society
– Social Media + Society
– Mobile Media & Communication
– International Journal of Communication
– Communication Methods and Measures
– Information, Communication & Society
– Psychological Science
– Perspectives on Psychological Science

- Media Psychology
- Journal of Media Psychology
- Computers in Human Behavior
- The Journal of Psychology: Interdisciplinary and Applied
- CyberPsychology, Behavior and Social Networking
- Journal of the Association for Information Science and Technology
- Behavior & Information Technology
- Telematics and Informatics
- Informatics
- Studies in Communication | Media

Reviewer for national and international conferences:

- Annual Conference of the International Communication Association
- Annual Conference of the German Communication Association
- Annual conference of diverse divisions of the German Communication Association (Digital Communication, Methods, Media Use and Effects)

Memberships International Communication Association
German Communication Association

University committees Admission committee for the M.A. (2019)
Department of Communication, Johannes Gutenberg University Mainz

Admission committee for the M.A. (2014 – 2017)
Department of Communication, University of Hohenheim

Committee to reform the Master program (2014-2015)
Department of Communication, University of Hohenheim

Professional Experience

09/2010 - **Editorial Journalist**
09/2012 Department of Politics and Current Affairs, ZDF, Mainz

04/2010 – **Project Assistant**
09/2010 Prime Research, Mainz