Academic CV of Dr. Frank Mangold

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1 Awards and Honors

Top Poster Paper Award, Political Communication Division, 75th Annual Conference of the International Communication Association (ICA), Denver, US, 2025. [Otto, L., Mangold, F., Thomas, F., & Maier, M. (2025). *Stubborn cynics and enlightened skeptics? Disentangling different forms of media distrust and its association with online news consumption*.]

Top Faculty Paper Award, Political Communication Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canda, 2023. [Mangold, F., Schoch, D., & Stier, S. (2024). *More than meets the eye: How ideological selectivity plays out in digital high-choice media environments*.]

Best Paper Award, Annual Conference of the DGPuK Division for Health Communication, Bielefeld, Germany, 2022. [Link, E., Bachl, M., Mangold, F., & Stier, S. (2022). *Die Anfragen an Dr. Google: Verhaltensdaten zum Online-Informationshandeln mit Gesundheitsbezug*.]

Max Gressly and Florian Fleck Scholarship, University of Fribourg, Switzerland, 2021

Top Faculty Paper Award, Mass Communication Division, 69th Annual Conference of the International Communication Association (ICA), Washington, D.C., US, 2019. [Mangold, F., & Scharkow, M. (2019). *The quest of building meaningful audience networks*.]

Young Researcher Paper Award, University of Hohenheim, Hohenheim, Germany, 2019. [Mangold, F., & Bachl, M. (2018). *New news media, new opinion leaders? How political opinion leaders navigate the modern high-choice media environment*.]

Best Article Award, German Communication Association (DGPuK), 2018. [*Mangold, F. (2017). Persönlichkeitsstärke Revisited: Eine Überprüfung der Struktur der Noelle-Neumannschen Skala zum persönlichen Einfluss. Publizistik*.]

Teaching Award, Faculty of Business, Economics and Social Sciences, University of Hohenheim, Hohenheim, Germany, 2018. [Seminar *"Märkte und Zielgruppen"* recognized as an outstanding course (shared 2nd place), summer term 2018]

Teaching Award, Faculty of Business, Economics and Social Sciences, University of Hohenheim, Hohenheim, Germany, 2018. [Seminar *"Marktforschung"* recognized as an outstanding course (shared 2nd place), summer term 2018]

Best Paper Award, Annual Conference of the DGPuK Division for Methods, Mainz, Germany, 2017. [Mangold, F., & Schnauber-Stockmann, A. (2017). *Modellierung von Dynamiken mittels latenter Wachstumskurvenmodelle. Eine methodische Erweiterung am Beispiel der Mediennutzung*.]

Best Paper Award, Annual Conference of the DGPuK Division for Methods, Mainz, Germany, 2017. [Jost, P., Mangold, F., & Jürgens, P. (2017). *Herausforderungen und Potenziale der Nutzung digitaler Beobachtungsdaten auf Facebook unter Berücksichtigung eigendynamischer Prozesse*.]

Best Paper Award, Annual Conference of the DGPuK Division for Methods, Hohenheim, Germany, 2015. [Mangold, F. (2015). *Warum Netzwerkdaten einer Mehrebenenanalyse bedürfen*.]

2 Publications

Peer-Reviewed Journal Articles

Gilsbach, J., Piepenburg, J. G., Mangold, F., Stier, S., & Weiß, B. (2026). Enhancing participation in web tracking studies through monetary incentives: Experimental evidence from an academic data collection infrastructure. *Public Opinion Quarterly, 90*(4), 1315–1342. https://doi.org/10.1093/poq/nfag032

Otto, L., Mangold, F., & Maier, M. (2026). Two forms of media distrust: Cynicism, skepticism, and online news exposure. *Communication Research*. https://doi.org/10.1177/00936502261458955

Möri, M., Mangold, F., & Fahr, A. (2026). *Enriching research of parasocial experiences through better measurement of parasocial processing (PSP): The PSP Short Inventory. Communication Sciences*, *26*(1), 1–26. https://doi.org/10.5167/uzh-292936

Ulloa, R., Mangold, F., Schmidt, F., Gilsbach, J., & Stier, S. (2025). Beyond time delays: How web scraping distorts measures of online news consumption. *Communication Methods & Measures*. https://doi.org/10.1080/19312458.2025.2482538

Bachl, M., Link, E., Mangold, F., & Stier, S. (2024). Search engine use for health-related purposes: Behavioral data on online health information-seeking in Germany. *Health Communication*, *39*(8), 1651–1664. https://doi.org/10.1080/10410236.2024.2309810

Mangold, F. (2024). Improving media trust research through better measurement: An item response theory perspective. *Journal of Trust Research, 14*(1), 8–38. https://doi.org/10.1080/21515581.2023.2229791

Mangold, F., Bachl, M., & Prochazka, F. (2024). How news audiences allocate trust in the digital age. A figuration perspective. *Journalism & Mass Communication Quarterly, 101*(4), 955–980. https://doi.org/10.1177/10776990221100515

Mangold, F., Schoch, D., & Stier, S. (2024). Ideological self-selection in online news exposure: Evidence from Europe and the US. *Science Advances*, *10*(37), eadg9287. https://doi.org/10.1126/sciadv.adg9287

Schmidt, F., Mangold, F., Stier, S., & Ulloa, R. (2024). Facebook as an avenue to news: A comparison and validation of approaches to identify Facebook referrals. *Political Communication*, *41*(6), 921–943. https://doi.org/10.1080/10584609.2024.2342983

Mangold, F., Wieland, M., Stier, S., & Otto, L. (2023). Neue Infrastrukturen für die Messung digitaler Mediennutzung. *Publizistik*, *68*(2), 263–280. https://doi.org/10.1007/s11616-023-00804-9

Mangold, F., & Scharkow, M. (2022). Metrics of news audience polarization. Same or different? *Communication Methods & Measures*, *16*(3), 157–181. https://doi.org/10.1080/19312458.2022.2085249

Mangold, F., Stier, S., & Breuer, J., & Scharkow, M. (2022). The overstated generational gap in online news use? A consolidated infrastructural perspective. *New Media & Society, 24*(10), 2207–2226. https://doi.org/10.1177/1461444821989972

Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2022). Post post-broadcast democracy? News exposure in an age of online intermediaries. *American Political Science Review, 116*(2), 768–774. https://doi.org/10.1017/S0003055421001222

Mangold, F., & Scharkow, M. (2020). How do filtering choices impact the structures of audience networks? A simulation study using data from 26 countries. *Communication Methods & Measures, 14*(2), 125–144. https://doi.org/10.1080/19312458.2020.1724274

Scharkow, M., Mangold, F., Stier, S., & Breuer, J. (2020). How social network sites and other online intermediaries increase exposure to news. *Proceedings of the National Academy of Sciences of the United States of America, 117*(6), 2761–2763. https://doi.org/10.1073/pnas.1918279117

Schnauber-Stockmann, A., & Mangold, F. (2020). Day-to-day routines of media platform use in the digital age. A structuration perspective. *Communication Monographs, 87*(4), 464–483. https://doi.org/10.1080/03637751.2020.1758336

Mangold, F., & Bachl, M. (2018). New news media, new opinion leaders? How political opinion leaders navigate the modern high-choice media environment. *Journal of Communication, 68*(5), 896–919. https://doi.org/10.1093/joc/jqy033

Mangold, F., & Schenk, M. (2018). Die Bedeutung der Beziehungsstärke für die Meinungsführung. Zentrales Konstrukt oder doch vernachlässigbare Randerscheinung? *KZfSS Kölner Zeitschrift für Soziologie und Sozialpsychologie, 70*(1), 1–24. https://doi.org/10.1007/s11577-018-0512-3

Mangold, F. (2017). Persönlichkeitsstärke Revisited. Eine Überprüfung der Struktur der Noelle-Neumannschen Skala zum persönlichen Einfluss. *Publizistik*, *62*(1), 61–82. https://doi.org/10.1007/s11616-016-0308-2

Mangold, F., Vogelgesang, J., & Scharkow, M. (2017). Nachrichtennutzung in Deutschland. Eine nutzerzentrierte Repertoireanalyse. *M&K Medien & Kommunikationswissenschaft, 65*(4), 704–723. https://doi.org/10.5771/1615-634X-2017-4-704

Working Papers

Ramirez, M. A., Mangold, F., & Stier, S. (2026). *GESIS Surf: An open-source infrastructure for privacy-preserving longitudinal web browsing data collection*. arXiv preprint. https://doi.org/10.48550/arXiv.2610.41441

Birkenmaier, L., Daikeler, J., Fröhling, L., Gummer, T., Lechner, C., Lux, V., Schwalbach, J., Sen, I., Silber, H., Weiß, B., Weller, K., Wolf, C., Abel, D., Breuer, J., Dietze, S., Dimitrov, D., Döring, H., Hebel, A., Hochman, O., Jünger, S., Katsanidou, A., Kohne, A., Kunz, T., Mangold, F., Mathiak, B., Piepenburg, J., Pollak, R., Quandt, M., Rammstedt, B., Roßmann, J., Schellhammer, S., Stroppe, A. K., Soldner, F., Stier, S., Wagner, C., Watteler, O., Weiß, J., Zapilko, J., & Ziaja, S. (2024). *Defining and evaluating data quality for the social sciences: Position paper*. GESIS Papers 2024/06. Cologne: GESIS. https://doi.org/10.21241/ssoar.96764

Books

Mangold, F. (2017). *Opinion leadership research revisited. Kernbausteine eines differenzierten und empirisch erhärteten Alternativentwurfs zur klassischen Meinungsführertheorie.* Hohenheim: University of Hohenheim.

Edited Volumes

Kümpel, A., Peter, C., Schnauber-Stockmann, A., & Mangold, F. (Eds.). (2022). *Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung. Aktuelle Studien und Befunde*. Baden-Baden: Nomos.

Weber, P., Mangold, F., Hofer, M., & Koch, T. (Eds.). (2019). *Meinungsbildung in der Netzöffentlichkeit. Aktuelle Studien zu Nachrichtennutzung, Meinungsaustausch und Meinungsbeeinflussung in Social Media*. Baden-Baden: Nomos.

Book Chapters / Contributions of Edited Volumes

Breuer, J., Stier, S., Lukito, J., Mangold, F., Wieland, M., & Radovanović, D. (2025). *Overview of ethical considerations when working with digital behavioral data*. In D. Radovanović, M. Zens, J. Breuer, K. Weller, & C. Wagner (Eds.), *GESIS Guides to Digital Behavioral Data* (Vol. 14). Cologne: GESIS – Leibniz Institute for the Social Sciences. https://www.gesis.org/fileadmin/admin/Dateikatalog/pdf/guides/14_Breuer_et_al._Overview_Ethics_DBD.pdf

Mangold, F., & Stier, S. (2025). *Overview of work with web tracking data*. In D. Radovanović, M. Zens, J. Breuer, K. Weller, & C. Wagner (Eds.), *GESIS Guides to Digital Behavioral Data* (Vol. 23). Cologne: GESIS – Leibniz Institute for the Social Sciences. https://doi.org/10.60762/ggdbd25023.1.0

Jost, P., Mangold, F., & Jürgens, P. (2019). Herausforderungen und Potenziale der Nutzung digitaler Beobachtungsdaten auf Facebook. Eine longitudinale Perspektive. In P. Müller, S. Geiß, C. Schemer, T. Naab & C. Peter (Eds.), *Dynamische Prozesse in der öffentlichen Kommunikation. Methodische Herausforderungen* (pp. 73–101). Cologne: Halem.

Weber, P., & Mangold, F. (2019). Konsequenzen des Wandels öffentlicher Kommunikation. In P. Weber, F. Mangold, M. Hofer & T. Koch (Eds.) (2019), *Aktuelle Studien zu Nachrichtennutzung, Meinungsaustausch und Meinungsbeeinflussung in Social Media*. (pp. 7–15). Baden-Baden: Nomos.

Bachl, M., & Mangold, F. (2018). Gesundheitsbezogene Informationsrepertoires. Ein nutzerorientierter Ansatz zur Analyse der Informationsnutzung im Gesundheitskontext. In C. Lampert & M. Grimm (Eds.), *Gesundheitskommunikation als transdiziplinäres Forschungsfeld* (pp. 81–92). Baden-Baden: Nomos.

Schnauber, A., & Mangold, F. (2018). Medien als sozialer Zeitgeber. In C. Wilhelm, N. Podschuweit, M. Hofer & T. Koch (Eds.), *Medienwahl. Aktuelle Konzepte, Befunde und methodische Zugänge* (pp. 53–70). Baden-Baden: Nomos.

Mangold, F. (2017). Mplus. In J. Matthes, C. Davis & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Hoboken: John Wiley & Sons.

Schenk, M., & Mangold, F. (2013). Stratifizierte und segmentierte Opinion Leadership. In K. Imhof, R. Blum, H. Bonfadelli & O. Jarren (Eds.), *Stratifizierte und segmentierte Öffentlichkeit* (Reihe Mediensymposium, pp. 249–262). Wiesbaden: Springer VS.

Schenk, M., & Mangold, F. (2011). Entscheider, Meinungsführer und Qualitätsmedien. Die Bedeutung der Qualitätspresse für Entscheidungsträger in Wirtschaft und Gesellschaft. In R. Blum, H. Bonfadelli, K. Imhof & O. Jarren (Eds.), *Krise der Leuchttürme öffentlicher Kommunikation* (Reihe Mediensymposium, pp. 249–262). Wiesbaden: Springer VS.

Data / Software

Binder, B., Linzbach, S., Mangold, F., & Schmidt, F. (2025). *ALLBUS 2023 – DBD Add-On* [Data set]. https://doi.org/10.4232/1.14453

Schoch, D., Clemm von Hohenberg, B., Mangold, F., & Stier, S. (2023). *webtrackR: Preprocessing and analyzing web tracking data* (R package version) [Software]. https://cran.r-project.org/web/packages/webtrackR/index.html

3 Presentations

Conference Presentations

Gilsbach, J., & Mangold, F. (2026, October). *Beyond overlap measures: Modeling news audience fragmentation from digital behavioral data.* Annual Conference of the DGPuK Division for Methods, Cologne, Germany.

Gilsbach, J., Reinelt, L., Baldzuhn, C., Kleinen-von Königslöw, K., & Mangold, F. (2026, March). *Modeling digital news audience fragmentation with dynamic two-mode networks.* Networks, Communication, and Culture in Online and Offline Worlds Conference, Mannheim, Germany.

Gilsbach, J. & Mangold, F. (2026, January). *Beyond overlap measures: Modeling news audience fragmentation from digital behavioral data*. Annual Conference of the DGPuK's Section on Methods in Journalism and Communication Science, GESIS - Leibniz-Institute for the Social Sciences, Cologne, Germany.

Mangold, F., Gilsbach, J., Stier, S., Piepenburg, J., & Weiß, B. (2025, September). *From recruitment to digital behavioral data: A methodological evaluation of participation bias in web tracking using the GESIS Panel.dbd.* Annual Conference of the DGPuK Division for Methods, Salzgitter, Germany.

Ulloa, R., Mangold, F., Schmidt, F., Gilsbach, J., & Stier, S. (2025, July). *Beyond time delays: How web scraping distorts measures of online news consumption*. International Conference on Computational Social Science (IC2S2), Norrköping, Sweden.

Otto, L., Mangold, F., Thomas, F., & Maier, M. (2025, June). *Stubborn cynics and enlightened skeptics? Disentangling different forms of media distrust and its association with online news consumption.* Political Communication Division, 75th Annual Conference of the International Communication Association (ICA), Denver, US.

Zerrer, P., Merten, L., Stier, S., Mangold, F., Puschmann, C., & Kulshrestha, J. (2025, June). *Beyond devices: The multifaceted nature of online news environments***.** Mobile Communication Division, 75th Annual Conference of the International Communication Association (ICA), Denver, US.

Stier, S., Schmidt, F., & Mangold, F. (2024, June). *Breaking structural inequalities? Exposure to political news within Facebook*. 14th Annual Conference of the European Political Science Association (EPSA). Cologne, Germany.

Weiß, B., Piepenburg, J., Hebel, A., Stier, S., Mangold, F., Gilsbach, J., & Latocha, L. (2024, November). *Comparing probability- and nonprobability-based recruitment for survey and digital behavioral data collections: The new GESIS Panel.dbd Digital Behavioral Data Sample.* MethodsNET Conference, Louvain, France.

Weiß, B., Piepenburg, J., Hebel, A., Stier, S., Mangold, F., Gilsbach, J., & Latocha, L. (2024, April). *Comparing probability- and nonprobability-based recruitment approaches for survey and digital behavioral data collections: Preliminary analyses among different selection steps.* 16th Workshop of Panel Surveys in German-Speaking Countries, Mannheim, Germany.

Gilsbach, J., Piepenburg, J., Mangold, F., Stier, S., & Weiß, B. (2024, February). *The influence of conditional and unconditional incentives on the willingness to participate in web tracking studies*. GOR 24: Conference of General Online Research (GOR), Cologne, Germany.

Gilsbach, J., Piepenburg, J., Mangold, F., Stier, S., & Weiß, B. (2023, July). *The influence of pre- and post-paid incentives on the willingness to participate in web tracking studies.* Conference of the European Survey Research Association, Mailand, Italy.

Mangold, F., & Stier, S. (2023, May). *A garden of forking paths? How analytical decisions impact web-tracking results on selective exposure and media effects*. Computational Methods Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Mangold, F., Schoch, D., & Stier, S. (2023, May). *More than meets the eye: How ideological selectivity plays out in digital high-choice media environments.* Political Communication Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Bachl., M., Link, E., Mangold, F., & Stier, S. (2023, May). *Paging doctor Google: Using behavioral data to investigate online health information-seeking*. Health Communication Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Moeri., M., Mangold, F., & Fahr, A. (2023, May). *Measuring parasocial processing. Development and validation of a short scale to measure parasocial processing during media use*. Communication Science and Biology Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Otto, L., Mangold, F., Wieland, M., & Stier, S. (2023, May). *How good are passive measures? Validating tracking and sensing methods in communication research* (organized panel). Computational Methods Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Schmidt, F., Mangold, F., Ulloa, R., & Stier, S. (2023, May). *Facebook as an avenue to news: A comparison and validation of approaches to identify Facebook referrals*. Computational Methods Division, 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Mangold, F., Otto., & Wieland, M. (2023, May). *Forschungssoftware für die Mediennutzungsmessung: Akteure, Tools, Zielgruppen. Workshop zur Vernetzung von Entwickler*innen und Anwender*innen*. Annual Conference of the German Communication Association (DGPuK), Bremen, Germany.

Forray, E., Jansen, A., Mangold, F., & Vogelgesang, J. (2023, May). *Wandel der Mediennutzung und der Medienrepertoires von Müttern im Zeitverlauf.* Annual Conference of German Communication Association (DGPuK), Bremen, Germany.

Weiß, B., Piepenburg, J., Hebel, A., Mangold, F., Gilsbach, J., Stier, S., & Latocha, L. (2023, March). *Establishing a new infrastructure for collecting survey and digital behavioral data within the GESIS Panel.* 15th Workshop of Panelsurveys in German-speaking Countries, Berlin, Germany.

Link, E., Bachl., M., Mangold, F., & Stier, S. (2022, November). *Die Anfragen an Dr. Google: Verhaltensdaten zum Online-Informationshandeln mit Gesundheitsbezug*. Annual Conference of the Health Communication Division of German Communication Association (DGPuK), Bielefeld, Germany.

Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2021, September). *Post post-broadcast democracy? News exposure in the age of online intermediaries*. Virtual Conference of German Online Research (GOR).

Mangold, F., & Bachl, M. (2021, May). *Changing news media, changing opinion leadership? How political opinion leaders engage with the modern news ecology*. Political Communication Division, 71st Annual Conference of the International Communication Association (ICA), Denver, US.

Mangold, F., & Scharkow, M. (2021, May). *Metrics of news audience polarization. Same of different?* Political Communication Division, 71st Annual Conference of the International Communication Association (ICA), Denver, US.

Mangold, F., & Vogelgesang, J., & Scharkow, M. (2021, May). *Audience preference and news use in an age of choice. A news orientation perspective.* Mass Communication Division, 71st Annual Conference of the International Communication Association (ICA), Denver, US.

Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2020, August). *Do online intermediaries increase the frequency and diversity of news exposure? Cross-country evidence from web tracking and survey*. General Conference of the European Consortium for Political Research, Innsbruck, Austria.

Mangold, F., & Bachl, M. (2019, May). *All or nothing at all? How today's recipients allocate trust across information channels*. Mass Communication Division, 69th Annual Conference of the International Communication Association (ICA), Washington D.C., US.

Mangold, F., & Geber, S. (2019, May). *Saving opinion leaders from retirement. Fresh perspectives on a classic concept* (organized panel). Mass Communication Division, 69th Annual Conference International Communication Association (ICA), Washington D.C., US. [Respondent: Particia Moy, University of Washington, US. Presenters: Shirley S. Ho, Nanyang Technological University, Singapore; Brian Weeks, University of Michigan, US; Thomas Friemel, University of Zurich, Switzerland; Sandra Gonzales-Bailon, Annenberg School of Communication, University of Pennsylvania, US]

Mangold, F., & Scharkow, M. (2019, May). *The quest of building meaningful audience networks*. Mass Communication Division, 69th Annual Conference of the International Communication Association (ICA), Washington D.C., US.

Jost, P., Maurer, M., Mangold, F., & Jürgens, P. (2018, November). *Reactions to news media posts on Facebook as indicators of public opinion*. 7th Conference of the European Communication Research and Education Association (ECREA), Lugano, Switzerland.

Mangold, F. (2018, June). *The elite model of opinion leadership. Testing validity across European countries and topic areas.* 71st Annual Conference of the World Association for Public Opinion Research (WAPOR), Marrakech, Morocco.

Mangold, F., & Bachl, M. (2018, May). *New news media, new opinion leaders? How opinion leaders navigate the modern high-choice media environment*. Political Communication Division, 69th Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.

Mangold, F. (2018, April). *After collecting the media use data. Falling back or moving ahead*? Annual Conference of the Swiss Association of Communication and Media Research (SGKM), Lugano, Switzerland.

Jost, P., Mangold, F., & Jürgens, P. (2017, September). *Herausforderungen und Potenziale der Nutzung digitaler Beobachtungsdaten auf Facebook unter Berücksichtigung eigendynamischer Prozesse*. Annual Conference of the DGPuK Division for Methods, Mainz, Germany.

Mangold, F., & Schnauber-Stockmann, A. (2017, September).). *Modellierung von Dynamiken mittels latenter Wachstumskurvenmodelle. Eine methodische Erweiterung am Beispiel der Mediennutzung*. Annual Conference of the DGPuK Division for Methods", Mainz, Germany.

Bachl, M., & Mangold, F. (2017, May). *Health information repertoire. A user-centered perspective on the selection of health information sources in the general population*. Health Communication Division, 67th Annual Conference of the International Communication Association (ICA), San Diego, US.

Schnauber-Stockmann, A., & Mangold. F. (2017, May). *From temporal to social rhythms. Day-to-day media platform usage and its meaning for society*. Mass Communication Division, 67th Annual Conference of the International Communication Association (ICA), San Diego, US.

Mangold, F., & Bachl, M. (2017, January*). Meinungsführung in fragmentierten und differenzierten Medienlandschaften. Eine nutzerorientierte Repertoireperspektive*. Annual Conference of the DGPuK Division for Reception and Effects Research, Erfurt, Germany.

Schnauber-Stockmann, A., & Mangold, F. (2017, January). *Zeit als sozialer Taktgeber der Mediennutzung*. Annual Conference of the DGPuK Division for Reception and Effects Research, Erfurt, Germany.

Bachl, M., & Mangold, F. (2016, November). *Gesundheitsbezogene Informationsrepertoires. Ein nutzerorientierter Ansatz zur Analyse der Informationsnutzung im Gesundheitskontext*. Annual Conference of the DGPuK Division for Health Communication, Hamburg, Germany.

Mangold, F. (2016, November). *The personal and social roots of generalized opinion leadership*. 6th Conference of European Communication Research and Education Association (ECREA), Prague, Czech Republic.

Vogelgesang, J., Mangold, F., & Scharkow, M. (2016, November). *Mapping individualized media repertoires. An integrative analytical framework*. 6th Conference of European Communication Research and Education Association (ECREA), Prague, Czech Republic

Mangold, F., & Schenk, M. (2016, April). *Die tatsächliche Stärke der schwachen (und starken) Beziehungen. Eine Neubetrachtung des Zusammenhangs zwischen der Beziehungsstärke und der Meinungsführerschaft in persönlichen Kommunikationsnetzwerken*. Presentation at the Annual Conference of the Swiss Association of Communication and Media Research (SGKM), Fribourg, Switzerland.

Mangold, F. (2015, September). *Warum Netzwerkdaten einer Mehrebenenanalyse bedürfen.* Annual Conference of the DGPuK Division for Methods, Hohenheim, Germany.

Mangold, F., & Schenk, M. (2014, September). *Are opinion leaders multipliers? On the part played by opinion leaders in the formation of public opinion.* 67th Annual Conference of the World Association for Public Opinion Research (WAPOR), Nice, France.

Mangold, F., & Schenk, M. (2014, September). *Media exposure and communications networks as moderators of economic crises' individual outcomes: The part played by mass media and personal communications in the transpiration of economic phenomena*. 67th Annual Conference of the World Association for Public Opinion Research (WAPOR), Nice, France.

Mangold, F., & Schenk, M. (2013, August). *Communications networks as mediators of economic crises' individual outcomes: The part played by mass media and personal communications in the transpiration of economic phenomena*. Conference of the European Sociological Association (ESA), Turin, Italy.

Niemann, J., Mangold, F., & Schenk, M. (2013, June). *Need to belong, social norms and self-efficacy as predictors of social networking site usage.* Communication and Technology Division, 63rd Annual Conference of the International Communication Association (ICA), London, UK.

Mangold, F., & Schenk, M. (2013, May). *On the relation between media exposure, peer expertise and opinion leadership: A reassessment utilizing a multilevel social-network perspective*. 66th Annual Conference of the World Association for Public Opinion Research (WAPOR), Boston, USA.

Mangold, F., & Schenk, M. (2013, April). *Transdisziplinäre Werbewirkungsforschung als Chance – und Herausforderung*. Annual Conference of the Swiss Association of Communication and Media Research (SGKM), Winterthur, Switzerland.

Mangold, F., & Schenk, M. (2012, June). *On the gap between advertising effect research's theory and methodology – and narrowing it by a multilevel perspective*. Advertising Research Temporary Working Group, European Communication Research and Education Association (ECREA), Tübingen, Germany.

Mangold, F., & Schenk, M. (2011, June). *Applying a multilevel perspective in persuasion research*. Conference of the European Survey Research Association (ESRA), Lausanne, Switzerland.

Schenk, M., & Mangold, F. (2010, October). *Stratifizierte und segmentierte Opinion Leadership*. Media Symposium, Zurich, Switzerland.

Invited Talks

Mangold, F. (2025, February). *How social media and other online intermediaries impact exposure to news and political information*. Workshop of the Overcoming Multilevel INformation Overload (OMINO) Consortium, GESIS – Leibniz Institute for the Social Sciences, Cologne, Germany.

Mangold, F., & Piepenburg, J. (2025, January). *Linking surveys and web tracking data for social science research: New research opportunities through the GESIS Panel.dbd.* Meet the Experts: GESIS Online Talks on Social Science Methods and Research Data, GESIS – Leibniz Institute for the Social Sciences, Mannheim, Germany. https://www.gesis.org/fileadmin/admin/Dateikatalog/Veranstaltungen/MeetTheExperts/20250123_MeetTheExperts_Mangold.pdf

Weiß, B., Piepenburg, J., Hebel, A., Stier, S., Mangold, F., Gilsbach, J., & Latocha, L. (2024, December). *Comparing probability- and nonprobability-based recruitment for survey and digital behavioral data collections: The new GESIS Panel.dbd Digital Behavioral Data Sample.* Mannheim Research Colloquium on Survey Methods (MaRCS), Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany.

Weiß, B., Piepenburg, J., Hebel, A., Stier, S., Mangold, F., Gilsbach, J., & Latocha, L. (2024, December). *Die nutzendenzentrierte Erhebung von digitalen Verhaltensdaten: Ein Vergleich*

zwischen probabilistischen und nicht-probabilistischen Rekrutierungsansätzen am Beispiel des GESIS Panel.dbd. Symposium on the Retirement of Prof. Dr. Michael Wagner, University of Cologne, Cologne, Germany.

Gilsbach, J., Piepenburg, J., Mangold, F., Weiß, B., & Stier, S. (2024, March). *Quality improvement or disruption of participant behavior?* WEB DATA OPP, Universitat Pompeu Fabra, Barcelona, Spain.

Mangold, F. (2023, June). *Encapsulating trust and distrust of news media through perceptions of information quality*. Workshop "Information Quality and Trust" (Prof. Marianne Kneuer, Prof. Lance Bennett, Prof. Gerhard Fettweis), Technische Universität Dresden, Dresden, Germany.

Mangold, F. (2021, October). *Digital traces = digital sphere? Zur Integration von Verhaltensspurdaten und 'klassischer' Erhebungsmethoden bei der Analyse von öffentlicher Kommunikation und Meinungsbildung*. University of Fribourg, Fribourg, Switzerland.

Mangold, F., & Bachl, M. (2019, October). *Repertoire perspectives on media use and political communication: Applications and methodological challenges*. Political Communication Research Group (Dr. Adam Shehata, Prof. Jesper Strömbäck), University of Gothenburg, Gothenburg, Sweden.

Mangold, F. (2018, March). *Facebook Emotions: Potenziale und Herausforderungen für die Marktkommunikation und -forschung*. Research plus, German Society for Online Research (DGOF), Mannheim, Germany.

Mangold, F. (2018, May). *Nachrichtenrepertoires und Meinungsführung*. Media Students' Conference, Stuttgart, Germany.

Schenk, M., & Mangold, F. (2011, September). *Die Analyse von Werbewirkungen mittels Mehrebenenmodellen*. Spiegel Market Research, Hamburg, Germany.

Mangold, F., & Schenk, M. (2011, March). *Darstellung des Glücksspiels in der Medienberichterstattung*. Gambling Symposium, Stuttgart, Germany.

Schenk, M., & Mangold, F. (2011, January). *Wirkung der Kinowerbung*. Cinemaxx Cinema Summit, Berlin, Germany.

Schenk, M., & Mangold, F. (2009, April). *Soziale und psychologische Determinanten des Konsums von Luxusmarken*. Working Group of Owner-Managed Marketing and Communications Agencies (AiW), Stuttgart, Germany.

4 Third-Party Funded Projects

Understanding the Societal and Scientific Challenge of Digital News Audience Fragmentation

(2025–2028, with Katharina Kleinen-von Königslöw)

Project no. 552234710, Deutsche Forschungsgemeinschaft (DFG)

https://gepris.dfg.de/gepris/projekt/552234710?language=en

5 Workshops Conducted

Web Tracking: From Raw Data to Defensible Analysis, 5th DiMES Workshop, Berlin, 2026.

Working with Web Tracking Data: From Raw Traces to Research Design, GESIS – Leibniz Institute for the Social Sciences, Cologne, 2026 [as part of the Annual Conference of the DGPuK Methods Division]

From Best Practice to Best Evidence: Measurement in the Field of Health Communication, University of Hohenheim, 2021 [as part of the Annual Conference of the DGPuK Division for Health Communication]

Multilevel Analyses with R and lme4, University of Fribourg, Switzerland, 2021 [as part of the Max Gressly and Florian Fleck Scholarship at the Department of Communication and Media Research]

Classical Test Theory, Confirmatory Factor Analysis, and Item Response Theory (with R and Mplus), Hanover University of Music, Drama and Media, 2021 [as part of staff training at the Institute for Journalism and Communication Research]

Structural Equation Models with R and lavaan, Johannes Gutenberg University Mainz, 2017 [as part of the Research Unit "Media Convergence"; conducted with Jens Vogelgesang]

Structural Equation Models with AMOS, University of Münster, 2017 [as part of the Research Training Group "Trust and Communication in a Digitized World" conducted with Jens Vogelgesang]

Mediation and Moderation Analysis, University of Münster, 2017 [as part of the DFG Research Training Group "Trust and Communication in a Digitized World"; conducted with Marko Bachl]

Multilevel Analyses with R and lme4, Johannes Gutenberg University Mainz, 2016 [as part of the Research Unit "Media Convergence"; conducted with Michael Scharkow]

Mediation and Moderation Analysis, University of Zurich, 2016 [as part of the NCCR Research Project "Effects of Populist Communication – A Look into the Black Box"; conducted with Marko Bachl]

Mediation and Moderation Analysis, University of Bamberg, 2015 [as part of the Annual Conference of the DGPuK Division for Reception and Effects Research; conducted with Marko Bachl]

Mediation and Moderation Analysis, Hanover University of Music, Drama and Media, 2014 [as part of the Annual Conference of the DGPuK Division for Reception and Effects Research; conducted with Marko Bachl]

6 Professional Services and Activities

Conference Organization

- Annual Conference of the DGPuK Division for Methods, GESIS – Leibniz Institute for the Social Sciences, Cologne, September 30–October 2, 2026: *Computational Challenges and Opportunities in the Measurement of Media Use and Effects*
- Annual Conference of the DGPuK Division *Reception and Effects Research*, University of Hohenheim, January 26–28, 2018: *Meinungsbildung in der Netzöffentlichkeit*

Editorial Board Memberships

2019 – 2021 Studies in Communication | Media (SCM)

Reviewer Activities

- Communication Methods & Measures
- Communication Research
- Communication Theory
- Communications – The European Journal of Communication
- Comparative Political Studies
- Computational Communication Research
- Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK)
- EPJ Data Science
- European Research Council (ERC)
- Frontiers in Psychology
- IC2S2
- Information, Communication & Society
- International Communication Association (ICA)
- International Journal of Communication
- International Journal of Press / Politics
- International Journal of Public Opinion Research
- Journal of Communication
- Journal of Media Psychology
- Journal of Quantitative Description: Digital Media
- Journal of Trust Research
- Journalism Studies
- Mass Communication & Society
- Media Psychology
- Medien & Kommunikationswissenschaft
- New Media & Society
- Political Communication
- Political Science Research and Methods
- Proceedings of the National Academy of Sciences
- Public Opinion Quarterly
- Social Science Computer Review
- Studies in Communication | Media (SCM)
- Studies in Communication Sciences

Activities within DGPuK

2021 - 2022 Initiation and development of the *mindline media Award* to support early career researchers

2019 – 2021 Co-Speaker of the Division for Reception and Effects Research

Memberships

- German Communication Association (DGPuK)
- International Communication Association (ICA)