CURRICULUM VITAE

Markus Appel
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Education and Academic Positions

2010 - present	Associate Professor	Johannes Kepler University of Linz, Austria. Education and Psychology Dept., Media Psychology
April-Sep 2010	Visiting Professor	University of Paderborn, Germany, Developmental and Educational Psychology
02/2010	Venia Legendi (Habilitation) in Psychology.	Johannes Kepler University of Linz
Feb-April 2008	Research Fellow	New York University, New York, USA, Steinhardt School of Education
2005-2010	Research Associate (post-doctoral, tenured)	Johannes Kepler University of Linz, Education and Psychology Dept.
Jan-Mar 2005	Research Fellow	Department of Media Studies and Information Science, University of Bergen, Norway.
12/2004	Ph.D. (Dr. phil.),	University of Cologne, Germany, Department of General and Cultural Psychology,
1999-2004	*Research Associate and Doctoral Student*	Department of General and Cultural Psychology, U of Cologne, and University of Frankfurt, Germany
07/1999	Dipl.-Psych. in Psychology (M.A.), Studies in Psychology and Cultural Studies	Humboldt University of Berlin, and University of Mainz, Germany.

Research Grants

2012-2015   FWF and DFG Joint Research Fund
             Cognitive and emotional processes underlying narrative persuasion (PI,
             together with Tobias Richter, University of Kassel, Germany, 320.000€)

2012-2014   Oesterreichische Nationalbank – Anniversary Fund
             *Social identity and cognitive performance among adolescent immigrants in
             Austria* (PI, 89.660€)

Journal Publications – SSCI

Appel, M. & Mara, M. (in press). The persuasive influence of a fictional character's trustworthiness. *Journal of Communication.*

Batinic, B. & Appel, M. (in press). Mass communication, social influence, and consumer behavior: Two field experiments. *Journal of Applied Social Psychology.*

Richter, T., Appel, M., & Calio, F. (in press). Stories can influence the self-concept. *Social Influence.*

Appel, M. & Kronberger, N. (2012). Stereotype threat and the achievement gap: Stereotype threat prior to test taking. *Educational Psychology Review, 24,* 609-635*.* doi: 10.1007/s10648-012-9200-4

Appel, M., Holtz, P., Stiglbauer, B., & Batinic, B. (2012). Parents as a resource: Communication quality affects the relationship between adolescents' Internet use and loneliness. *Journal of Adolescence, 35,* 1641-1648*.* doi: 10.1016/j.adolescence.2012.08.003

Appel, M. & Maleckar, B. (2012). The influence of paratext on narrative persuasion. Fact, fiction, or fake? *Human Communication Research, 38*, 459-484. doi:10.1111/j.1468-2958.2012.01432.x

Appel, M. (2012). Are heavy users of computer games and social media more computer literate? *Computers & Education, 59*, 1339-1350*.* doi: 10.1016/j.compedu.2012.06.004

Appel, M. (2012). Anti-immigrant propaganda by radical right parties and the intellectual performance of adolescents. *Political Psychology, 33*, 483-493. *doi:* 10.1111/j.1467-9221.2012.00902.x

Appel, M., Gnambs, T., & Maio, G. (2012). A short measure of the need for affect. *Journal of Personality Assessment, 94*, 418-426. doi: 10.1080/00223891.2012.666921

Appel, M. (2011). A story about a stupid person can make you act stupid (or smart): Behavioral assimilation (and contrast) as narrative impact. *Media Psychology, 14,* 144-167.

Appel, M., Kronberger, N., & Aronson, J. (2011). Stereotype Threat impairs ability building: Effects on test preparation among women in science and technology. *European Journal of Social Psychology, 41*, 904-913.

Holtz, P. & Appel, M. (2011). Internet use and computer gaming predict problem behavior in early adolescence. *Journal of Adolescence, 34, 49-58.*

Appel, M. & Richter, T. (2010). Transportation and need for affect in narrative persuasion. A mediated moderation model. Media Psychology, 13, 101-135.

Bartsch, A., Appel, M. & Storch, T. (2010). Emotions and meta-emotions at the movies. The role of the Need for Affect. Communication Research, 37, 167-190.

Gnambs, T., Appel, M. & Batinic, B. (2010). Color red in web-based knowledge testing. Computers in Human Behavior, 26, 1625-1631.

Batinic, B. & Appel, M. (2009). Online-Bewerbungen aus Sicht von Bewerbern und Unternehmen [Online-applications as seen by applicants and companies]. Zeitschrift für Personalpsychologie, 8, 14-23.

Appel, M. (2008). Fictional narratives cultivate just world beliefs. Journal of Communication, 58, 62-81.

Appel, M. (2008). Manche mögen's heiß. Ergebnisse der deutschsprachigen Version eines Instruments zur Erfassung des Emotionsmotivs (need for emotion / need for affect) [Some like it hot. Results of the German language version of an instrument aimed at the assessment of the need for affect/need for emotion]. Diagnostica, 54, 2-15.

Appel, M. & Richter, T. (2007). Persuasive effects of fictional narratives increase over time. Media Psychology, 10, 113-134.

Books, Chapters, Proceedings, Articles in Non-SSCI-Ranked Journals

Appel, M., Mara, M., & Weber, E. S. (in press). Media and Identity. In M. B. Oliver & A. Raney (Eds.), *Media and Social Life*. New York: Routledge.

Appel, M., Richter, T., Mara, M., & Lindinger, C., & Batinic, B. (2013). Whom to tell a moving story? Personality and persuasion profiling in the field of narrative persuasion. In C. P. Haugtvedt & D. Ewoldsen, *Proceedings of the 6th International Conference on Persuasive Technology: Persuasive Technology and Design: Enhancing Sustainability and Health. ACM Conference Proceedings.*

Mara, M., Appel, M., Ogawa, H., Lindinger, C., Ogawa, E., Ishiguro, H., & Ogawa, K. (2013, March). Tell me your story, robot: introducing an android as fiction character leads to higher perceived usefulness and adoption intention. In *Proceedings of the 8th ACM/IEEE international conference on Human-robot interaction* (pp. 193-194). IEEE Press.

Appel, M., Mara, M., & Odag, Ö. (2012). Persuasion durch Unterhaltungsangebote. In L. Reinecke & S. Trepte (Hrsg.), Unterhaltung in neuen Medien (S. 344-360). Köln: von Halem.

Appel, M. & Jodlbauer, S. (2011). The effects of media violence. In D. Christie (Ed.), *The Encyclopaedia of Peace Psychology* (pp. 621-625). Hoboken: Wiley.

Appel, M. & Richter, T. (2010). Das Bedürfnis nach Emotionen (need for affect) im Kontext der politischen Kommunikation. In C. Schemer, W. Wirth, & C. Wünsch (Hrsg.), *Politische Kommunikation. Wahrnehmung, Verarbeitung, Wirkung* (S. 115-130). Baden-Baden: Nomos.

Batinic, B. & Appel, M. (Hrsg.) (2008). *Lehrbuch Medienpsychologie* [Textbook Media Psychology]. Berlin: Springer.

Appel, M. (2008). Medienvermittelte Stereotype und Vorurteile [Stereotypes and prejudices as media effects]. In B. Batinic & M. Appel (Hrsg.), *Lehrbuch Medienpsychologie* (S. 113-136). Berlin: Springer.

Appel, M. & Richter, T. (2008). Der Sleeper-Effekt. In N. Krämer, S. Schwan, D. Unz & M. Suckfüll (Hrsg.), *Schlüsselbegriffe der Medienpsychologie* (S. 284-289). Stuttgart: Kohlhammer.

Appel, M. (2008). Constanze Rossmann: Fiktion Wirklichkeit. Ein Modell der Informationsverarbeitung im Kultivierungsprozess. Wiesbaden: VS. *Publizistik, 53*, 423-424. (Rezension)

Appel, M. (2008). Andrea Claudia Hoffmann: Kopfkino. Wie Medien unsere Träume erfüllen. Konstanz: UVK. *Medien- und Kommunikationswissenschaft, 56*, 474-475. (Rezension)

Appel, M. (2007). Persuasion durch Fiktionen: Kurz- und mittelfristige Wirkungen auf (stereotype) Überzeugungen [Persuasion through fiction: Short-term and medium-term effects of (stereotypic) beliefs]. In S. Trepte & E. Witte (Hrsg.), *Sozialpsychologie und Medien: Von Persuasion bis CMC* (S. 60-80). Berlin: Pabst.

Appel, M. (2007). Some ideas on learning through (micro-) narratives. In M. Lindner & P.A. Bruck (Eds.), *Micromedia and corporate learning. Proceedings of the 3rd International Microlearning Conference* (pp. 142-149). Innsbruck: IU Press.

Appel, M., Kronberger, N., Wiesner, A. & Batinic, B. (2007). Gender differences in technological sciences as self-fulfilling prophecies: Stereotype Threat in e-learning. In S. Zauchner, K. Siebenhandl, & M. Wagner (Eds.), *Gender in e-learning and educational games* (pp. 85-89). Innsbruck: Studienverlag.

Appel, M. (2005). *Realität durch Fiktionen. Rezeptionserleben, Medienkompetenz und Überzeugungsänderungen*. Dissertation. Berlin: Logos.

Appel, M., Koch, E. & Schreier, M. (2003). Biologisches versus soziales Geschlecht: Modelle, Diagnose, Wertung. *Kölner Psychologische Studien, 8*, 1-57.

Appel, M., Koch, E., Schreier, M. & Groeben, N. (2002). Aspekte des Leseerlebens: Skalenentwicklung. *Zeitschrift für Medienpsychologie, 14*, 149-154.

Schreier, M. & Appel, M. (2002). Realitäts-Fiktions-Unterscheidungen als Aspekt einer kritisch-konstruktiven Mediennutzungskompetenz. In N. Groeben & B. Hurrelmann (Hrsg.), *Medienkompetenz. Voraussetzungen, Dimensionen, Funktionen* (S. 231-254). Weinheim: Juventa.

Memberships

Association for Psychological Science (APS)
International Communication Association (ICA)
International Society for the Empirical Study of Literature (IGEL)
German Psychological Association (DGPs)
German Communication Association (DGPuK)

Professional activities

Editorial Board Member

The Scientific Study of Literature (2010 -), *Media Psychology* (2012 -)

Ad-hoc Reviewer for the journals

American Journal of Media Psychology, Basic and Applied Social Psychology, Behavior and Information Technology, Communications, Communication Research, Computers and Education, Computers in Human Behavior, Cyberpsychology, Behavior, and Social Networking, European Journal of Social Psychology, Human Communication Research, Journal of Adolescence, Journal of Advertising, Journal of Communication, Journal of Community and Applied Social Psychology, Journal of Experimental Social Psychology, Journal of Media Psychology, Media Psychology, Medien- und Kommunikationswissenschaft, Psychological Science, Publizistik, Social Psychology (Hogrefe), Zeitschrift für Evaluationsforschung

Reviewer for several organizations, including

Swiss National Research Fund (SNF), German Research Fund (DFG), Research Foundation Flanders (FWO)