



UNIVERSITATEA
BABEŞ-BOLYAI



Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft e.V.

Under the Influence:

A Comprehensive Look at Social Media Influencers

October 6-8, 2022

Cluj- Napoca, Romania

CONFERENCE VENUE: Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences (FSPAC 2nd building – Minerilor Street, no. 85, Cluj-Napoca)

ROOMS: T1 and T2

Please note that the time indicated on the schedule is the local time (Bucharest time; Central European Time (CET) plus 1 hour).

Therefore, for the participants from Austria, Belgium, and Germany 10:00 in Cluj-Napoca is 9:00 local time.

For the US participants from Georgia 16:45 in Cluj-Napoca is 9:45 AM local time.

Thursday, October 6th	
18:30 Get together Restaurant <i>Baracca</i> , str. Napoca no. 8A	
Friday, October 7th	
9:30 - 10:00	Registration (FSPAC2, in front of ROOM T1)

<p>10:00 - 10:30</p>	<p>CONFERENCE OPENING Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p>Speakers: Orsolya Hanna Vincze, Vice-dean of the Faculty for Political, Administrative and Communication Science of the Babeş-Bolyai University, Cluj-Napoca</p> <p>Brigitte Naderer, Ludwig-Maximilians-University Munich, Germany, <i>German Communication Association DGPuK Advertising Communication Division</i>, Spokesperson</p> <p>Alice Binder, University of Klagenfurt, Austria, <i>German Communication Association DGPuK Advertising Communication Division</i>, Spokesperson</p> <p>Delia Cristina Balaban, Doctoral School of Communication, Public Relations and Advertising, Babeş-Bolyai University, Cluj-Napoca, local organization team</p>
<p>10:30 - 11:15</p>	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Keynote Assoc. Prof. Liselot Hudders, Ghent University <i>The rosy world of influencer marketing?</i></p>
<p>11:15 - 11:30</p>	<p style="text-align: center;">Coffee break</p>

<p>11:30 - 12:30</p>	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Greenfluencers Moderator: Brigitte Naderer</p> <p><i>The Influence of Green Ads Beyond Brand Outcomes: Beliefs in the Fulfillment of Climate Goals, Environmental Knowledge, and Need for Green Ad Regulations</i></p> <p>Ariadne Neureiter, Helena Knupfer, and Jörg Matthes, University of Vienna</p> <p><i>Follow the Green Life: A Question of What to Gain and What to Lose? The Persuasive Influence of Message Frames and Emotionally Matching Background Music in Audiovisual Environmental Communication on Instagram</i></p> <p>Zoe Olbermann, Fabian Mayer, and Holger Schramm, Julius-Maximilians-University Würzburg (online)</p> <p><i>Does the Content even Count? Effects of Peripheral Social Media Profile Cues on Perceived Greenwashing, Brand Attitudes, and Intentions to Share Fashion Instead of Buying</i></p> <p>Ariadne Neureiter, University of Vienna, Alice Binder, University of Klagenfurt, and Jörg Matthes, University of Vienna</p>
<p>12:30 - 13:30</p>	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Social Media Influencers and Advertising Moderator: Jörg Matthes</p>

	<p><i>Who are Social Media Influencers? From a Theoretical Perspective to an Insight into Communicator- and Recipient-Based Understanding of Social Media Influencers</i></p> <p>Jessica Kühn and Claudia Riesmeyer, Ludwig-Maximilians-University Munich (online)</p> <p><i>Staying in Control: On Marketers' Micromanagement of Influencer Campaigns</i></p> <p>Nils Borchers, University of Tübingen (online)</p> <p><i>Parasocial Relations and Social Media Influencers' Persuasive Power: Exploring the Moderating Role of Product Involvement</i></p> <p>Delia Balaban, Julia Szabolics and Mihai Chirică, Babeş-Bolyai University, Cluj-Napoca</p>
<p>13:30 - 14:30</p>	<p>Lunch break- Cafeteria FSPAC, same building</p>
<p>14:30 - 15:30</p>	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Foodfluencers Moderator: Alice Binder</p> <p><i>Responses to (Un)healthy Advice: Processing and Acceptance of Social Media Personalities' Nutrition Misinformation</i></p> <p>Desirée Schmuck and Darian Harff, KU Leuven</p>

	<p><i>Food & Beverage Cues Promoted by German-speaking Influencers Across Different Social Media Platforms TikTok, YouTube, and Instagram</i></p> <p>Eva Winzer, Medical University of Vienna, Brigitte Naderer, Ludwig-Maximilians-University Munich, Simeon Klein, Medical University of Vienna, Leah Lercher, Medical University of Vienna and Maria Wakolbinger, Medical University of Vienna (online)</p> <p><i>#Fitfoodie: Fitness and Nutrition Influencers and Youth's Behavior Change Over Time</i></p> <p>Heleen Dekoninck and Desirée Schmuck, KU Leuven (online)</p>
<p>15:30 - 16:30</p>	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Misinformation, Politics and Cyber victimization Moderator: Ariadne Neureiter</p> <p><i>Policy, Lifestyle, Fake News? A Content Analysis of Political (Mis-)Information by Influencers</i></p> <p>Darian Harff and Desirée Schmuck, KU Leuven (online)</p> <p><i>Social Media Influencers: Cyberbullying, Coping Mechanisms, and Personality Traits</i></p> <p>Cinzia Pocol and Delia Balaban, Babeş-Bolyai University</p> <p><i>Everybody Votes for „Heimat“: A study to Examine the Affective Influence of Feelings of „Heimat“ on the Persuasive Impact of Political Advertising</i></p> <p>Fabian Mayer and Holger Schramm, Julius-Maximilians-University Würzburg (online)</p>

16:30 - 16:45	Coffee break
16:45 - 17:45	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">The Effects of Advertising Disclosure Moderator: Desirée Schmuck</p> <p><i>How Users Really View Instagram Influencer Posts: Smartphone Eye-Tracking and Bottom-Up Advertising Recognition</i></p> <p>Shuoya Sun, University of Georgia, Bartosz W. Wojdyski, University of Georgia , Jongmin Lee, University of Georgia, Jeffrey Duncan, University of Georgia, Charan Ramachandran, YouTube, Youngji Seo, Temple University, Alexandra Frank, University of Georgia and Charlotte Norsworthy, University of Georgia (online)</p> <p><i>Disclosing Digitally Enhanced Pictures on Branded Posts on Instagram. Is there an Impact on the Advertising Outcomes?</i></p> <p>Meda Mucundorfeanu, Marius Mauer and Delia Balaban, Babeş-Bolyai University</p> <p><i>The Effects of Disclosing Advertising on Instagram and TikTok. A Comparative Perspective.</i></p> <p>Mihai Chirică and Delia Balaban, Babeş-Bolyai University</p>
17:45-18:30	<p>Meeting of the DGPuK, Advertising Division Members only</p>

	<p style="text-align: center;">Virtual venue: https://lmu-munich.zoom.us/j/95110917724?pwd=TDRqVEQwTFZ3UGZhNlFXTXQwK1VFZz09</p>
19:00	<p style="text-align: center;">Gala Dinner & Awards Award Ceremony for Top Abstract Award & DGPuK Advertising Research Fund Restaurant Panoramic Str. Şerpuitoare no. 1, Cluj-Napoca Virtual venue:</p>
<p>Saturday, October 8th</p>	
10:00 - 11:00	<p>Conference venue: FSPAC2, T1 & T2 Virtual venue:</p> <p style="text-align: center;">Filters, Self-Identity and Social Media Moderator: Meda Mucundorfeanu</p> <p><i>Negotiating Young Women's Identity in a Culture of Hyper-Connectivity. Social media Platforms and the Commodified Self</i> Georgiana Udrea and Mădălina Adam, National School for Political and Administrative Studies, Bucharest (online)</p> <p><i>SMI's AR-filter Usage on Instagram and Users' Well-being</i> Sonia Malos, Julia Szambolics and Delia Balaban, Babeş-Bolyai University, Cluj-Napoca</p> <p><i>AR Filter Usage on Instagram and Well-Being Among Romanian Users</i> Andreea Voina, Jessica Petri and Delia Balaban, Babeş-Bolyai University, Cluj-Napoca</p>

11:00 - 11:45	Keynote Assoc. Prof. Nathaniel J. Evans Ph.D., University of Georgia, Athens <i>Leveraging Influencers to Improve Quality of Life: Implications and Insights for Healthy Behaviors and Prosocial Outcomes</i>
11:45 - 12:00	Closing session
12:00 - 13:00	Lunch, T1 and T2

Online registration still possible until 5.10.2022 18:00.
To register send an E-Mail to: delia.balaban@fspac.ro

Online participation costs: 15€