

Curriculum Vitae **Friederike Vinzenz, M.A.**

University of Zurich
Institute of Mass Communication and Media Research
Department of Media Psychology and Effects
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Research Interests

Sustainable Tourism, Tourism and Well-Being, Persuasion and Emotion, Communication Effects, Labeling and Credibility, Consumer Behavior, Advertising Research, Marketing

Research Skills

Methods and statistics

Experimental Research, Survey Research, Eye-Tracking, Multivariate Statistics and Structural Equation Modeling

Management experience in academia

Coordination and lead of the SNF-Project “Intention to book a sustainable hotel” in cooperation with the Institute of Tourism (ITW) of the Lucerne University of Applied Sciences and Arts, under the responsibility of Prof. Dr. Werner Wirth (Head of the Department Media Psychology and Effects)

Education and Academic Employment

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| 02/2015 – present | PhD Student, Research and Teaching Assistant at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland (Prof. Dr. Werner Wirth) |
| 09/2014 – 12/2017 | Project Assistant at the Institute of Mass Communication and Media Research of the SNF-Project “Intention to book a sustainable hotel” in cooperation with the Institute of Tourism (ITW) of the Lucerne University of Applied Sciences and Arts |
| 09/2013 – 02/2015 | Student Research and Teaching Assistant at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland (Prof. Dr. Werner Wirth) |

- 09/2012 – 02/2015 Master of Arts in Social Science at the University of Zurich, Switzerland (Major: Communication Management and Media Research, Minor: Psychology)
Master Thesis: Limitation of the Exemplification Effect: Influence of Pro- and Counter-Attitudinal Majority Opinion and Repeated Information
- 02/2013 – 09/2014 Laboratory and Project Assistant at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland (Prof. Dr. Werner Wirth)
- 09/2009 – 09/2012 Bachelor of Arts in Social Science at the University of Zurich, Switzerland (Major: Media and Communication Science, Minor: Psychology and Political Science)
Bachelor Thesis: Medienwirkung auf Beurteilungsprozesse. Einfluss von Stereotypen und kognitiver Verarbeitung auf die Gefahreinschätzung von sozialen Medien [Media effects on judgements. The influence of stereotypes and its cognitive processing on the risk perception of social media platforms]

Training

Specialist skills

- 06/2016 Structural Equation Models II – Advanced Methods (with STATA and MPlus), Baer Douglas, Global School in Empirical Research Methods (GSERM), June, 20–24, St. Gallen.
- 06/2016 Structural Equation Models I – Introduction (with STATA and MPlus), Baer Douglas, Global School in Empirical Research Methods (GSERM), June, 13–17, St. Gallen.
- 01/2016 Eye Tracking – Experimental Design, Implementation, and Analysis, Anke Huckauf, I. Scott MacKenzie, Andrew Duchowski, and Izabela and Krzysztof Krejtz, ETH Zürich Winter School, January, 17–22, Monte Verità Ascona.
- 02/2014 Structure Equation Modeling (SEM) with R, Ulrich Schroeders, ECPR Winter School 2015, February, 16–19, Bamberg.
- 02/2015 Instruction to R, Thorsten Schnapp and Florian Weiler, ECPR Winter School 2015, February, 13–14, Bamberg.
- 05/2014 Theory of Planned Behavior (TPB) Meets Structural Equation Modeling (SEM), Icek Ajzen and Peter Schmidt, Workshop, May, 21–23, Bergen.

Interdisciplinary competences

- 11/2017 – 12/2017 Führungskompetenzen für Doktorierende [Leadership skills for PhD students], Tobias Heilmann, Class, November/ December, 24, 8, and 14, Zürich.
- 04/2017 Erstellen und Publizieren von Webseiten [Creating and publishing webpages], Francesco Falone, Class, April, 1–8, Zürich.
- 03/2017 – 04/2017 Überzeugend und kompetent präsentieren. Präsentations-training mit Video-Unterstützung [Presenting in a persuasive and competent way. Training for speeches with video recording], Anja Janoschka, Class, March/April, 22 and 5, Zürich.
- 02/2017 – 03/2017 Publish or perish: Designing research for publication, Christina Ljungberg, Class, February/March, 24 and 3, Zürich.
- 01/2017 Job hunting for a non-academic career with PhD: finding opportunities and building applications, Verity Elston, Class, January, 16 and 30, Zürich.
- 09/2016 – 12/2016 Startup Campus CIT Entrepreneurship Training – Module 2: Business Concept. Explore new businesses, Nicolas Berg, Workshop, September – December, Zürich.
- 10/2016 Wirtschafts-Know-how [Economic knowledge], Martin Lutzenberger, Class, October, 13 and 26, Zürich.
- 09/2016 Fit für die Karriere. Strategien für den Einstieg in den ausserakademischen Arbeitsmarkt [Ready for the career. Strategies for the start at the non-academic job marked], Roger Gfrörer, Class, September, 23 and 30, Zürich.
- 05/2016 Fit in Sachen Finanzen für Einsteiger/-innen [Knowledge about finance for beginners], Ruth Imholz Strinati, Class, May, 21, Zürich.
- 04/2016 Gründung kompakt [Foundation concrete], Ruth Imholz Strinati, Class, April, 2, Zürich.
- 01/2015 – 06/2015 Neue Konzepte für den Verwaltungsrat [New approaches for the board of directors], University of St. Gallen, Seminar, January – June, Zürich.
- 02/2014 – 06/2014 Writing your master's thesis: Arts, humanities, social sciences C1-C2, Anna Ekert-Centowska, Class, February – June, Zürich.

Academic Publications

Under review / resubmitted

Vinzenz, F. (under review). The added value of sustainability rating pictograms. *Tourism management*.

Vinzenz, F., Wirth, W., Priskin, J., Ponnappureddy, S., and Ohnmacht, T. (under review). Marketing Sustainable Tourism: The Role of Value Orientation, Well-Being, and Credibility. *Journal of Travel & Tourism Marketing*.

Journal articles

Ponnappureddy, S., Priskin, J., Ohnmacht, T., Vinzenz, F., & Wirth, W. (2017). The Effect of Consumer Scepticism on the Perceived Value of a Sustainable Hotel Booking. *Journal of Tourism and Hospitality*, 6(5), 312–319. doi: 10.4172/2167-0269.1000312

Ponnappureddy, S., Priskin, J., Ohnmacht, T., Vinzenz, F., & Wirth, W. (2017). The influence of trust perceptions on German tourists' intention to book a sustainable hotel: a new approach to analysing marketing information. *Journal of Sustainable Tourism*, 25(7), 970–988. doi:10.1080/09669582.2016.1270953

Book chapters

Vinzenz, F., Wirth, W., Priskin, J., Ponnappureddy, S., and Ohnmacht, T. (in press). Perceived Social–Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services. In T. Ohnmacht, S. Kapasuwan, J. Priskin, and J. Stettler (Eds.), *Contemporary Challenges of Climate Change, Sustainable Tourism Consumption, and Destination Competitiveness* (n.a.). GB: Emerald Group Publishing

Ponnappureddy, S., Priskin, J., Ohnmacht, T., Vinzenz, F., and Wirth, W. (in press). The influence of trust perceptions on German tourists' intention to book a sustainable hotel: a new approach to analysing marketing information. In X. Font, and S. McCabe (Eds.), *Marketing for Sustainable Tourism* (n.a.). London: Taylor & Francis

Working papers / reports

Vinzenz, F. (2018). Abschlussbericht zum SNF-Projekt [Final report on the SNF-project] “Intention to book a sustainable hotel – application and extension of the Theory of Planned Behaviour”. *Final academic report*, SNF project number: 100018_149646.

Priskin, J., Ponnappureddy S., Ohnmacht, T., Vinzenz, F., and Wirth, W. (2015). Identification of common sustainable hotel attributes and corresponding guest perceived personal benefits. Qualitative Research Results for the project “Intention to book a sustainable hotel – application and extension of the Theory of Planned Behaviour”. *ITW Working Paper Series Tourism 001/2015*, Lucerne University of Applied Sciences and Arts. Lucerne.

Presentations

Competitive conference presentations

Vinzenz, F. (under review). *The added value of sustainability rating pictograms*. Paper presented at the Annual Conference of the 7th European Communication Research and Education Association (ECREA), Conference Topic: “Centres and Peripheries: Communication, Research, Translation”, October/November 31–3, Lugano.

Vinzenz, F., Sommer, K., and Wirth, W. (2018, May). *The influence of personal opinion on the exemplification effect*. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Division Information Systems, May 24–28, Prague.

Vinzenz, F. (2017, August). *Perceived Social–Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services*. Paper presented at the 2nd International Conference on Tourism and Business (ICTB), Division Sustainability and Consumer Behaviour, August/September 31–1, Lucerne.

Vinzenz, F., and Wirth, W. (2017, May) *Marketing Sustainable Tourism: The Role of Value Orientation, Well-Being, and Credibility*. Paper presented at the 67th Annual Conference of the International Communication Association (ICA), Division Strategic Environmental Communication and Exploration of Research in Crisis, Risk and Disaster (Pre-Conference), May 25–29, San Diego.

Vinzenz, F., and Wirth, W. (2016, November). *Kommunizierter und wahrgenommener Nutzen von nachhaltigem Konsumentenverhalten. Die Bedeutung von selbstbezogenem und altruistischem Wohlbefinden [Communicated and perceived benefits of consumers' sustainable behavior. The importance of self-referential and altruistic well-being]*. Presentation at the 3rd Annual Conference of the German Communication Association (DGPUK), Division Marketing and Communication, Conference Topic: “Mediaplanung und Zielgruppenforschung: Ansätze, Modelle, Zukunft” [Media planning and target-group research: approaches, models, future], November, 16–18, Münster.

Invited talks

Wirth, W., and Vinzenz, F. (2016, December). *Forschungsgruppe Medienpsychologie und Medienwirkung [Research group media psychology and effects]*. Presentation at the Information Thursday Event (SGD>DO) of Swiss Graphic Designers, hosted by the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland.

Vinzenz, F. (2015, September). *DIE Medien und DIE Nachhaltigkeit [THE media and THE sustainability]*. Presentation at the Summer Seminar of the Initiative of Psychology in Environmental Protection, September, 19–20, Rämismühle.

Teaching

Master's degree level

Autumn 2014 Macht der Gefühle: Affekteinfluss in der politischen Kommunikation [The power of emotions: Influence of affect in political communication], Seminar, University of Zurich, Switzerland.

Bachelor's degree level

Spring 2019 Marketing für nachhaltigen Tourismus, Teil 2 [Marketing sustainable tourism, part 2]. Seminar, University of Zurich, Switzerland.

Autumn 2018 Marketing für nachhaltigen Tourismus, Teil 1 [Marketing sustainable tourism, part 1]. Seminar, University of Zurich, Switzerland.

Autumn 2017 Statistik II – eine anwendungsorientierte Einführung in multivariate Analyseverfahren [Statistics II – a practical introduction to multivariate procedures]. Lecture, University of Zurich, Switzerland.

Autumn 2016 Statistik II – eine anwendungsorientierte Einführung in multivariate Analyseverfahren [Statistics II – a practical introduction to multivariate procedures]. Lecture, University of Zurich, Switzerland.

Spring 2016 Überzeugung durch Wertappelle, Teil 2 [Persuasion by value appraisal, part 2]. Seminar, University of Zurich, Switzerland.

Autumn 2015 Überzeugung durch Wertappelle, Teil 1 [Persuasion by value appraisal, part 1]. Seminar, University of Zurich, Switzerland.

Spring 2015 Prosoziale Kommunikation und ökologisches Verhalten [Communication and environmental friendly behavior]. Lecture, University of Zurich, Switzerland.

Supervised bachelor and master theses

Responsible for and supervision of 16 bachelor theses at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland (Prof. Dr. Werner Wirth).

Bachmann, E. (2016). *Überzeugung durch Wertappelle. Einfluss der persönlichen Werthaltung auf die Wertaktivierung und die Persuasionskraft von Argumenten bezüglich Cannabis-Legalisierung*. [Persuasion by value appraisal. The influence of personal values on value-activation and the impact of arguments regarding cannabis-legalization].

Bai, Indra, and Jörimann, S. (2016). *Vermarktung von Ökotourismus mittels Wertappellen. Experiment zur Wirkung auf Einstellung und Kaufintention*. [Marketing ecotourism by value-appraisal. An experiment on the effect of attitudes and purchase-intention].

- Blum, R. A. (2016). *Einflüsse auf die Attraktivität eines Fernsehwerbespots. Inwiefern lässt sich die Attraktivität eines Werbespots durch Werte im Rahmenprogramm des Fernsehens und den persönlichen Werten eines Menschen beeinflussen?* [Influences on the attractiveness of a television ad. How does value-appraisal of television ads and personal value orientations influence the perceived attractiveness of an ad?].
- Brawand, J. S. (2016). *Wertappelle in der Fernsehwerbung: Die Rolle von persönlicher Einstellung und Wertappellen in Werbespots auf die Wahrnehmung von Werbung.* [Value-appraisal in television advertising: The influence of personal attitudes and value-appraisal on the perception of the advertisement].
- Bühler, K. A. (2016). *Werte im TV-Programm. Einfluss von Werten und der Produktattraktivität auf die Wahrnehmung der Werbung.* [Values in television shows. The influence of values and the attractiveness of a product on the perception of the advertisement].
- Clauderotti, L. (2016). *Die Rolle der Wertaktivierung und der Wertezentralität in Entscheidungsprozessen.* [The role of value-activation and value-centrality in decision-making processes].
- Dietl, N. (2016). *Überzeugung durch Wertappelle: Welche Rolle spielen die Wertaktivierung und die Wertezentralität im Entscheidungsprozess?* [Persuasion by value-appraisal: Which role do value-activation and value-centrality play in the decision-making process?].
- Doka, F. (2016). *Überzeugung durch Wertappelle. Inwiefern verstärkt das Involvement den Einfluss der Stärke eines Wertappells auf die Persuasionskraft von Argumenten?* [Persuasion by value-appraisal. How does involvement influence the persuasiveness of arguments including value-appraisal?].
- Gautschi, S. (2016). *Überzeugung durch Wertappelle: Welche Rolle spielen die Wert-Aktivierung und die Werte-Zentralität im Entscheidungsprozess? Eine Untersuchung mit dem Wert Umwelt im Fokus.* [Persuasion by value-appraisal: The role of value-activation and value-centrality in the decision-making process. An examination of the value 'environment'].
- Haller, J., and Hochstrasser, L. (2016). *Die Effektivität von Matching in werthaltiger Lebensmittelwerbung. Eine empirische Analyse über die Vermarktung von Zwischenverpflegungen mittels Matching der persuasiven Wertappelle.* [The effectiveness of value matching in advertising. An empirical analysis on marketing snacks by value matching].
- Kaufmann, J., and Wassmer, C. (2016). *Natürlich nasch' ich. Eine Experimentalstudie zum Einfluss werthaltiger Werbung auf die Kaufabsicht gesunder Produkte.* [Shure, I nibble. An experimental study on the influence of values in advertising on the purchase-intention of healthy products].

- Köhler, C., and Pfund, M. (2016). *Überzeugung durch Wertappelle bei Kindern. Wie ein Trickfilm den Wert Ehrlichkeit bei Kindern im Alter von neun bis dreizehn Jahren beeinflusst*. [Persuasion by value-appraisal on children. How a cartoon influences the value 'honesty' of children aged between nine and thirteen].
- Lippuner, T. (2016). *Persönliche Werte und mediale Beeinflussung. Value-Frame-Effekte in nicht-ambigen Situationen*. [Value orientations and medial influence. Value-framing-effects in non-ambiguous situations].
- Piritore, V. (2016). *Das Zusammenspiel von Werten und Werbung. Einfluss von werthaltigen medialen Kontexten und persönlicher Einstellungen auf die Wahrnehmung von Werbespots*. [The relation of values and advertising. The influence of values and personal attitudes on the perception of advertisements].
- Tandhika, S. (2016). *Vermarktung von Ökotourismus mittels Wertappellen. Ein Value-Framing Experiment zur Wirkung auf Einstellung und Verhalten*. [Marketing ecotourism by value-appraisal. A value-framing experiment on the effects on attitude and behavior].
- Vogt, S. (2016). *Der Einfluss der Wertaktivierung und der Wertappelstärke auf die Persuasionskraft von Argumenten bezüglich der Cannabis-Legalisierung*. [The influence of value-activation and value-appraisal on the persuasiveness of arguments regarding legalization of cannabis].

Scientific awards

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| September 2017 | Best PhD Student Paper Award at the International Conference on Tourism and Business (ICTB) for the paper "Perceived Social-Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services". |
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Scientific activities

Memberships

- Member of the International Communication Association (ICA)
- Member of the European Communication Research and Education Association (ECREA)
- Member of the German Communication Association (DGPUK)
- Member of the Swiss Association of Communication and Media Research (SGKM)

Reviews

- Vinzenz, F. (2017). Paper reviews for the 2nd International Conference on Tourism and Business (ICTB), August/September 31–1, Lucerne.
- Vinzenz, F. (2017). Paper reviews for the 4th Annual Conference of the German Communication Association (DGPUK), November 23–25, Wien.