

DOMINIQUE STEFANIE WIRZ

University of Zurich
Institute of Mass Communication and Media Research
Department of Media Psychology and Effects
Andreasstrasse 15
CH – 8050 Zurich
Switzerland
+ 41 (0)44 635 20 91
d.wirz@ipmz.uzh.ch

RESEARCH INTERESTS

Persuasion, Emotions, Political
Communication, Populism

RESEARCH SKILLS

Experimental Research, Survey
Research, Content Analysis, and
Multivariate Statistics

EDUCATION

- 2013 – present PhD Student at the Institute of Mass Communication and Media Research, Department of Media Psychology and Effects, University of Zurich, Switzerland (Prof. Dr. Werner Wirth)
- 2010 – 2012 Master of Arts in Communication Management and Media Research (Major) and Communication Science (Minor). University of Zurich, Switzerland
- Thesis: How Emotional Media Reports Influence Attitude Formation and Change. Master Thesis. University of Zurich, Switzerland.
- 2006 – 2009 Bachelor of Arts in Communication in Social and Economic Contexts. University of the Arts Berlin, Germany
- Thesis: Sortierstudien als Mittel zur Zielgruppensegmentierung. [Usefulness of Card Sorting Studies for Target Group Segmentation] Bachelor Thesis. University of the Arts Berlin, Germany.

ACADEMIC EMPLOYMENT

- 2013 – present Research & 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)
- 2013-2017 Employed in the NCCR Democracy project “A look into the back box – how populist communication strategies affect citizens’ attitudes” funded by the Swiss National Science Foundation (www.nccr-democracy.uzh.ch)
- 2011-2012 Student Teaching Associate (Prof. Dr. Werner Wirth, Prof. Dr. Gabriele Siegert), University of Zurich, Switzerland

NON-ACADEMIC EMPLOYMENT

- 2011 – 2012 Market Research Assistant, Neue Zürcher Zeitung AG, Zurich, Switzerland
- 2010 – 2011 Concept and Copy Writing, Startbahnwest AG, Zurich, Switzerland
- 2009 – 2010 Internship in Strategic Planning, Scholz & Friends, Hamburg, Germany

PUBLICATIONS

Wirz, D.S. (2018). Persuasion through emotion? An experimental test of the emotion-eliciting nature of populist communication. *International Journal of Communication* 12(2018), 1114-1138.

Wirz, D.S. (2018). *Does Consistency Matter? Perception and Persuasiveness of Value Appeals in Populist Communication*. *SCM Studies in Communication | Media*, 7(1), 59-88.

Müller, P., Schemer, C., Wettstein, M., Schulz, A., Wirz, D. S., Engesser, S., & Wirth, W. (2017). *The Differential Effects of News Coverage on Public Opinion about Populism: Evidence from a Panel Study in four European Countries*. *Journal of Communication*. doi:10.1111/jcom.12337

Schulz, A., Müller, P., Schemer, C., Wirz, D.S., Wettstein, M., & Wirth, W. (2017). *Measuring Populist Attitudes on Three Dimensions*. *International Journal of Public Opinion Research*. doi:10.1093/ijpor/edw037

Wirth, W., Esser, F., Wettstein, M., Engesser, S., Wirz, D., Schulz, A., Ernst, N., Büchel, F., Caramani, D., Manucci, L., Steenbergen, M., Bernhard, L., Weber, E., Hänggli, R., Dalmus, C., & Schemer, C. (2016). *The Appeal of Populist Ideas, Strategies and Styles: A Theoretical Model and Research Design for Analyzing Populist Political Communication*. University of Zurich: Working Paper 88 of the National Centre of Competence in Research (NCCR) on Challenges to Democracy in the 21st Century.

Ryffel, F. A., Wirz, D. S., Kühne, R., & Wirth, W. (2014). *How Emotional Media Reports Influence Attitude Formation and Change: The Interplay of Attitude Base, Attitude Certainty, and Persuasion*. *Media Psychology*, 17(4), 397-419.

PRESENTATIONS

Wirz, D.S., Schulz, A., Wettstein, M., Ernst, N., Schemer, C., Müller, P., & Wirth, W. (2018, February) *Populistische Krisen-Rhetorik: Wie Emotionalisierung und Dramatisierung von populistischen Inhalten deren Wirkung verstärkt [Populist Crisis Rhetoric: How Emotionalization and Dramatization of Populist Content Amplify its Effects]*. Presentation at the Annual Meeting of the Communication and Politics Division of the German Communication Association (DGPUK) in Fribourg.

Schemer, C., Müller, P., Wettstein, M., Schulz, A., Wirz, D. S., Wirth, W. (2017, July). *The Effects of Populist Communication in the News on Populist Attitudes in the Public*. Presentation at the 40th Annual Scientific Meeting of the International Society of Political Psychology (ISPP) in Edinburgh, Scotland.

Wirz, D.S. (2017, May). *Does Consistency Matter? Perception and Persuasiveness of Value Appeals in Populist Communication*. Paper presented at the Annual Conference of the International Communication Association (ICA) in San Diego, USA.

Wirz, D.S. & Wirth, W. (2017, April). *Multiple Stimuli im Experiment – eine Annäherung an die komplexe Medienrealität. [Multiple Stimuli in Experimental Research - Approaching the Complexity of Media Reality.]* Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Chur.

Schulz, A., Wirth, W., Wirz, D. S., Wettstein, M., Müller, P. & Schemer, C. (2017, January). *Die populistische Weltanschauung: Wie Anhänger populistischer Ideen die Medien und das öffentliche Meinungsklima wahrnehmen [The Populist Worldview: How Populist Citizens Perceive Media and Public Opinion]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPUK), Erfurt.

Wirz, D.S. & Wirth, W. (2017, January). *Wirkung inkonsistenter Wertappelle im Kontext rechtspopulistischer Kommunikation. [Effects of Inconsistent Value Appeals in Right-Wing Populist Communication]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPUK), Erfurt.

Wirz, D.S. (2016, June). *Emotional and Persuasive? An Empirical Test of Common Assumptions about Populist Appeals*. Paper presented at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Schulz, A., Wettstein, M., Müller, P., Wirz, D., Schemer, C., & Wirth, W. (2016, June). *News Media Use and Populist Attitudes: Is There an Unholy Alliance?* Presentation at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Ernst, N., Wirz, D.S., Schulz, A., & Engesser, S. (2016, June). *Populist Communication Strategies in News Media in Four European Democracies*. Presentation at the Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan.

Wirz, D.S. (2016, April). *Mit fremden Federn schmücken. Eine Vorstudie zur Rezeption inkonsistenter Werteappelle in der politischen Kommunikation. [Adorning oneself with borrowed plumes. A study about the perception of inconsistent value appeals in political communication.]* Presentation at the Annual Meeting of the Swiss Association of Communication and Media Research (SGKM) in Fribourg.

Schemer, C., Schulz, A., Müller, P., Wirz, D., Wettstein, M., Wirth, W. (2016, April). *Validation of a Populist Attitudes Measure for Public Opinion Surveys*. Presentation at the 5. COST Joint Management Committee & Working Group Meetings and Action Workshop in Cracow, Poland.

Wirz, D.S. (2016, February). *Populismus schürt Emotionen. Ein experimenteller Test einer weit verbreiteten Annahme. [Populism Elicits Emotions. An Experimental Test of a Common Assumption.]* Presentation at the Annual Meeting of the Communication and Politics Division of the German Communication Association (DGPUK) in Munich.

Schulz, A., Müller, P., Wirz, D., Wettstein, M., Schemer, C. & Wirth, W. (2015, August). *Measuring Populist Attitudes as a Multidimensional Concept*. Paper presented at the annual conference of the European Consortium for Political Research (ECPR) in Montréal.

Wirz, D. S., Wettstein, M., Schulz, A., Müller, P., Schemer, C., & Wirth, W. (2015, January). *Die unbeabsichtigte Komplizenschaft von Populisten und Boulevardmedien: Wirkung populistischer Appelle auf Zeitungleser. [The unintentional complicity between populists and tabloid media. Effects of populist communication on newspaper audiences]*. Presentation at the Annual Meeting of the Media Reception and Effects Division of the German Communication Association (DGPUK) in Bamberg.

Wirz, D., Ernst, N., Büchel, F., Schulz, A., Wettstein, M., Engesser, S., Schemer, C., Esser, F. & Wirth, W. (2014, May). *Populism and the Media Forming an Unholy Alliance: An Integrative Framework*. Presentation held at the annual meeting of the International Communication Association (ICA) in Seattle/WA.

Ryffel, F., Wirz, D., Wirth, W., & Kühne, R. (2013, June). *How Emotional Media Reports Influence Attitude Formation and Change*. Paper presented at the Annual Conference of the International Communication Association (ICA) in London.

Peiffer, A., Wirz, D. & von Rimscha, M. B. (2012, April). *Social media in the strategic communication of Swiss athletes*. Paper presented at the 2012 conference of the Swiss Association of Communication and Media Research (SGKM) in Neuchâtel.

INVITED TALKS

Schulz, A. & Wirz, D.S. (2017, October). *Die Untersuchung von Populismus in der Medienpsychologie: Forschungsfragen, Ergebnisse und Herausforderungen [Investigation Populism in Media Psychology: Research Questions, Results and Challenges]*. Colloquium at the Institute of Communication and Media Studies (icmb), University of Berne.

Wirz, D.S. (2016, June). *Emotional and Persuasive? An Empirical Test of Common Assumptions about Populist Appeals*. Presentation at the conference "Populism and Democracy" organized by the NCCR Democracy and the PME/BMU in Zurich.

Schulz, A. & Wirz, D. S. (2015, January). *Populism in the Context of Globalization and Mediatization*. Presentation at the COST network workshop "New Perspectives on Populist Political Communication" in Zurich.

AWARDS

- 2017 Best Paper Award by the Media Effects Division of the German Communication Association (DGPK): The Populist Worldview: How Populist Citizens Perceive Media and Public Opinion Climate (co-authored with A. Schulz, W. Wirth, M. Wettstein, P. Müller, & C. Schemer)
- 2018 Best Paper Award by the Political Communication Division of the German Communication Association (DGPK): Populist Crisis Rhetoric: How Emotionalization and Dramatization of Populist Content Amplify its Effects (co-authored with A. Schulz, M. Wettstein, N. Ernst, C. Schemer, P. Müller, & W. Wirth)
- 2018 Dissertation Award of the Swiss Association of Communication and Media Research (Category A, Sabbatical, CHF 5000.-)

TEACHING

- Spring 2018 Populismus und Medien: Nutzungs- und Wirkungsaspekte [Populism, Media Use, and Media Effects], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
Supervision of one MA thesis
- Autumn 2017 Multivariate Analyseverfahren [Multivariate Data Analysis] Co-Teaching, Lecture Master Level, University of Zurich, Switzerland
- Spring 2017 Medienwirkungen auf Schönheitsideale [Media Effects on Body Images], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
Supervision of two MA theses
- Autumn 2016 Multivariate Analyseverfahren [Multivariate Data Analysis] Co-Teaching, Lecture Master Level, University of Zurich, Switzerland
Supervision of three MA theses
- Spring 2016 Medienwirkungen auf Schönheitsideale [Media Effects on Body Images], Co-Teaching, Seminar, Bachelor Level, University of Zurich, Switzerland
Supervision of six MA theses

- Autumn 2015 Emotionen und Medienwirkungen auf politische Einstellungen, Teil 2 [Emotions and Media Effects on Political Attitudes, Part 2], Co-Teaching, Research Seminar, Master Level, University of Zurich, Switzerland
- Spring 2015 Emotionen und Medienwirkungen auf politische Einstellungen, Teil 1 [Emotions and Media Effects on Political Attitudes, Part 1], Co-Teaching, Research Seminar, Master Level, University of Zurich, Switzerland
- Wirkungen populistischer Kommunikationsstrategien [Effects of Populist Communication Strategies]. Course, Bachelor Level, University of Zurich, Switzerland
- Supervision of one MA thesis
- Autumn 2014 Macht der Gefühle: Affekteinfluss in der politischen Kommunikation [The Power of Emotions: Influence of Affect in Political Communication], Co-Teaching, Seminar, Master Level, University of Zurich, Switzerland
- Spring 2014 Wirkungen populistischer Kommunikationsstrategien [Effects of Populist Communication Strategies]. Course, Bachelor Level, University of Zurich, Switzerland

ACTIVITIES

Member of the International Communication Association (ICA)

Member of the Swiss Association of Communication and Media Research (SGKM) and Speaker of the Division "Audience, Media Use, and Media Effects".

Member of the German Communication Association (DGPUK)

Member of the young scholar network of the division "Media Use and Media Effects" of the DGPUK (NaRezFo)

Member and Treasurer of the peer mentoring group Women in Democracy Studies (WIDE)