Philipp K. Masur

Vrije Universiteit Amsterdam
Department of Communication Science
De Boelelaan 1081 / 1081 HV Amsterdam, NL

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Academic Positions

2025 - present
Associate Professor
Department of Communication Science
Vrije Universiteit Amsterdam, The Netherlands

2023 - present
Managing Director
Digital Media & Behavior Lab
Vrije Universiteit Amsterdam, The Netherlands

2020 - 2025
Assistant Professor
Department of Communication Science
Vrije Universiteit Amsterdam, The Netherlands

2019 - 2020
Postdoctoral Research Associate
Department of Communication
Johannes Gutenberg University Mainz, Germany

2018 - 2019
Visiting Scholar
Department of Communication
Cornell University, Ithaca (NY), USA

2018 - 2019
Postdoctoral Research Associate
Department of Communication
University of Hohenheim, Stuttgart, Germany

2013 - 2018
Research Assistant
Department of Communication
University of Hohenheim, Stuttgart, Germany

Education

2018
Ph.D. in the social sciences (summa cum laude)
University of Hohenheim, Stuttgart, Germany
Communication Science

2012
Magister Artium (equivalent to M.A.)
Johannes Gutenberg University Mainz, Germany
Communication Science, Economics, and Philosophy

2010
Midterm Exam (equivalent to B.A.)
Johannes Gutenberg University Mainz, Germany
Communication Science, Economics, and Philosophy

2009 **Visiting Student**
Macquarie University, Sydney, Australia
Media and Communication Studies

2007 **Higher Education Entrance Qualification**
German Abitur and French Baccalauréat
Alfred-Grosser-Schulzentrum, Bad Bergzabern, Germany

Awards

2025 *Top Faculty Paper Award* at 2025 ICA conference,
Communication and Technology Division
(with Emma Diel)

2020 *Top Faculty Paper Award* at 2020 ICA conference,
Communication and Technology Division
(with Dominic DiFranzo and Natalie N. Bazarova)

2019 *Top Faculty Paper Award* at the 2019 ICA conference,
Communication and Technology Division
(with Sabine Trepte)

2018 *Young Scholars Award* at the 2018 Amsterdam Privacy Conference.
(with Doris Teutsch and Sabine Trepte)

2014 *Top Student Paper Award* at the 2014 ICA conference,
Communication and Technology Division

Grants

2025 Co-PI: Replication Grant – 2026-2028 **€200k**
Netherlands Organization for Scientific Research (NWO)
The Robustness of Fear Appeals: A Multilab Registered Replication Study

2022 PI: Innovation Grant (VENI) – 2022-2026 **€280k**
Netherlands Organization for Scientific Research (NWO)
Bad influence through social media: How online behavioral contagion propagates problematic behaviors and what we can do against it

2019 PI: Symposium Grant – 2019-2022 (with Dmitry Epstein) **€30k**
Minerva Foundation for German-Israeli Science Cooperation
Studying a concept in disarray: Cross-cultural, comparative analysis of digital privacy

Travel Grant by the German Academic Exchange Service **€1.5k**

2018 Collaborator: Study Grant – 2018-2019 (PI: Natalie N. Bazarova) **$6k**
Cornell Center for Social Science
Social Influence in Online Environments: Examining the Effects of Media Literacy, Social Norms, and Design Interventions on Self-Disclosure in Social Media

2015	Travel Grant by the German Academic Exchange Service	**€1.5k**
	Key Personnel: Research Grant – 2015-2017 (PI: Sabine Trepte) Federal Ministry of Education and Research (BMBF) *Privatheit im Wandel* (*The Evolution of Privacy*)	**€258k**
2014	PI: Dissertational Project – 2014-2018 German Society of Online Research *Situational Privacy and Self-Disclosure*	**€500**
	Travel Grant by the German Academic Exchange Service	**€1.5k**

Publications

Monographs

2018 Masur, P. K. (2018). *Situational privacy and self-disclosure: Communication processes in online environments.* Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-319-78884-5

Edited Volume

2023 Trepte, S., & Masur, P. K. (2023). *The Routledge Handbook of Privacy and Social Media.* New York: Routledge.

Journal Articles

2026 Arranz Aldana, A., Ranzini, G., & Masur, P. K. (2026). Love Without Borders: Explaining Why People Interact with National Out-Groups on Tinder. *Media Psychology*, 1–23. https://doi.org/10.1080/15213269.2026.2746371

Masur, P. K., & Parry, D. A. (2026). When Sharing Becomes the Norm: How Disclosure Prevalence and Relational Similarity Shape Social Norms on Social Media. *Technology, Mind, and Behavior*. https://psycnet.apa.org/record/2027-90180-001

Hartmann, T., Masur, P. K., & Schramm, H. (2026). Measuring Parasocial Processing: An Easily-Applicable Short Version of the Parasocial Interaction-Process Scales. *Media Psychology*, 1–26. https://doi.org/10.1080/15213269.2026.2621710

2025 Meier, Y., & Masur, P. K. (2025). Escaping the Digital Panopticon? Longitudinal Effects of Dataveillance Salience Shocks on Privacy Attitudes and Inhibited Behaviors. *Human Communication Research*, *52*(2), 121–132. https://doi.org/10.1093/hcr/hqaf025

Mattis, N., Heitz, L., Masur, P. K., Moeller, J., & van Atteveldt, W. (2025). Nudges for news recommenders: Prominent article positioning increases selection, engagement, and recall of environmental news, but reducing complexity does not. *Journal of Communication*, *75*(6), 437–449. https://doi.org/10.1093/joc/jqaf019

Masur, P. K., & Ranzini, G. (2025). Privacy Calculus, Privacy Paradox, and Context Collapse: A Replication of Three Key Studies in Communication

Privacy Research. *Journal of Communication*, *76*(2), 174–189. https://doi.org/10.1093/joc/jqaf007

Lutz, C., Baruh, L., Quinn, K., Epstein, D., Masur, P. K., & Wilhelm, C. (2025). Comparative approaches to studying privacy: Introduction to the Special Issue. *Social Media + Society*, *11*(2), 1–8. https://doi.org/10.1177/20563051251344460

Masur, P. K., Epstein, D., Quinn, K., Wilhelm, C., Baruh, L., & Lutz, C. (2025). Comparative privacy research: Literature Review, Framework, and Research Agenda. *The Information Society*, *41*(2), 69–90. https://doi.org/10.1080/01972243.2025.2451863

2024

Mattis, N., Masur, P. K., Moeller, J., & van Atteveldt, W. (2024). It ain't easy: Using normatively motivated news diversification to facilitate policy support, tolerance, and political participation. *Information, Communication & Society*, *28*(4), 651–668. https://doi.org/10.1080/1369118X.2024.2423892

Johannes, N., Masur, P. K., Vuorre, M., & Przybylski, A. K. (2024). How should we investigate variation in the relation between social media and well-being? *Meta-Psychology*, *8*, 1–17. https://doi.org/10.15626/MP.2022.3322

Vermeulen, I., Masur, P. K., Beukeboom, C. J., & Johnson, B. K. (2024). Direct replication in experimental communication science: A conceptual and practical exploration. *Media and Communication*, *12*. https://doi.org/10.17645/mac.7971

Mattis, N., Groot Kormelink, T., Masur, P. K., Moeller, J., & van Atteveldt, W. (2024). Nudging news readers: A mixed-methods approach to understanding when and how interface nudges affect news selection. *Digital Journalism*, *13*(9), 1647–1667. https://doi.org/10.1080/21670811.2024.2350464

Zou, W., Purington Drake, A., Masur, P. K., Whitlock, J., & Bazarova, N. N. (2024). Examining learners' engagement patterns and knowledge outcome in an experiential learning intervention for youth's social media literacy. *Computers & Education*, *216*, 105046. https://doi.org/10.1016/j.compedu.2024.105046

2023

Purington Drake, A., Masur, P. K., Bazarova, N. N., Zou, E. W., & Whitlock, J. (2023). The Youth Social Media Literacy Inventory: Development and Validation Using Item Response Theory. *Journal of Children and Media*, *17*(4), 467–487. https://doi.org/10.1080/17482798.2023.2230493

Masur, P. K., Bazarova, N. N., & DiFranzo, D. (2023). The impact of what others do, approve of, and expect you to do: An in-depth analysis of social norms and self-disclosure on social media. *Social Media + Society*, *9*(1), 1–14. https://doi.org/10.1177/20563051231156401

Masur, P. K. (2023). Understanding the Effects of Conceptual and Analytical Choices on 'Finding' the Privacy Paradox: A Specification Curve Analysis of Large-Scale Survey Data. *Information, Communication & Society*, *26*(3), 584–602. https://doi.org/10.1080/1369118X.2021.1963460

2022

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2022). Nudging towards news diversity: A theoretical framework for facilitating diverse news

consumption through recommender design. *New Media & Society*, *26*(7), 3681–3706. https://doi.org/10.1177/14614448221104413

Dogruel, L., Masur, P. K., & Jöckel, S. (2022). Development and validation of an algorithm literacy scale for Internet users. *Communication Methods & Measures*, *16*(2), 115–133. https://doi.org/10.1080/19312458.2021.1968361

2021

Masur, P. K., DiFranzo, D. J., & Bazarova, N. N. (2021). Behavioral Contagion on Social Media: Effects of Social Norms, Design Interventions, and Critical Media Literacy on Self-Disclosure. *PLOS One*, *16*(7), e0254670. https://doi.org/10.1371/journal.pone.0254670

Dienlin, T., Masur, P. K., & Trepte, S. (2021). A longitudinal analysis of the privacy paradox. *New Media & Society*, *25*(5), 1043–1064. https://doi.org/10.1177/14614448211016316

Schemer, C., Masur, P. K., Geiss, S., Müller, P., & Schäfer, S. (2021). The impact of Internet and Social Media Use on Well-Being: A Longitudinal Analysis of Adolescents Across Nine Years. *Journal of Computer-Mediated Communication*, *26*(1), 1–21. https://doi.org/10.1093/jcmc/zmaa014

Masur, P. K., & Trepte, S. (2021). Transformative or Not? How Privacy Violations Experiences Influence Online Privacy Concerns and Online Information Disclosure. *Human Communication Research*, *47*(1), 49–74. https://doi.org/10.1093/hcr/hqaa012

Dienlin, T., Johannes, N., Bowman, N. D., Masur, P. K., Engesser, S., Kümpel, A. S., & … de Vreese, C. (2021). An agenda for open science in Communication. *Journal of Communication*, *71*(1), 1–26. https://doi.org/10.1093/joc/jqz052

Schäwel, J., Frener, R., Masur, P. K., & Trepte, S. (2021). Learning by doing oder doing by learning? Die Wechselwirkung zwischen Online-Privatheitskompetenz und Datenschutzverhalten [engl. Reciprocal effects between online privacy literacy and data protection behavior]. *Medien & Kommunikationswissenschaft*, *69*(2), 221–246. https://doi.org/10.5771/1615-634X-2021-2-221

2020

Masur, P. K. (2020). How online privacy literacy supports self-data protection and self-determination in the age of information. *Media and Communication*, *8*(2), 258–269. https://doi.org/10.17645/mac.v8i2.2855

Bazarova, N. N., & Masur, P. K. (2020). Towards an Integration of Individualistic, Networked, and Institutional Approaches to Online Disclosure and Privacy in a Networked Ecology. *Current Opinion in Psychology*, *36*, 118–123. https://doi.org/10.1016/j.copsyc.2020.05.004

2019

Whitlock, J., & Masur, P. K. (2019). Disentangling the association of screen time with developmental outcomes and well-being: Problems, Challenges, and Opportunities. *JAMA Pediatrics*, *173*(11), 1021. https://doi.org/10.1001/jamapediatrics.2019.3191

Loy, L., Masur, P. K., Schmitt, J. B., & Mothes, C. (2019). Psychological predictors of political Internet use and political knowledge in light of the perceived complexity of political issues. *Information, Communication & Society*, *22*(9), 1733–1750. https://doi.org/10.1080/1369118X.2018.1450886

2018

Masur, P. K. (2018). Mehr als Bewusstsein für Privatheitsrisiken: Eine Rekonzeptualisierung der Online-Privatheitskompetenz als Kombination aus Wissen, Fähig- und Fertigkeiten [engl. It is more than just privacy risk awareness. A reconceptualization of online privacy literacy as a composition of knowledge, abilities, and skills]. *Medien & Kommunikationswissenschaft*, *66*(4), 446–465. https://doi.org/10.5771/1615-634X-2018-4-446

Teutsch, D., Masur, P. K., & Trepte, S. (2018). Privacy in mediated and nonmediated interpersonal communication: How subjective concepts and situational perceptions influence behaviors. *Social Media + Society*, *4*(2). https://doi.org/10.1177/2056305118767134

Trepte, S., Masur, P. K., & Scharkow, M. (2018). Mutual friends' social support and self-disclosure in face-to-face and instant messenger communication. *The Journal of Social Psychology*, *158*(4), 430–445. https://doi.org/10.1080/00224545.2017.1398707

2017

Masur, P. K., Teutsch, D., Dienlin, T., & Trepte, S. (2017). Online-Privatheitskompetenz und deren Bedeutung für demokratische Gesellschaften [engl. Online privacy literacy and its significance for democratic societies]. *Forschungsjournal Soziale Bewegungen*, *30*(2), 180–189. https://doi.org/10.1515/fjsb-2017-0039

Bauer, A. A., Loy, L. S., Masur, P. K., & Schneider, F. M. (2017). Mindful instant messaging: Mindfulness and autonomous motivation as predictors of well-being in smartphone communication. *Journal of Media Psychology*, *29*(3), 159–165. https://doi.org/10.1027/1864-1105/a000225

Masur, P. K., Teutsch, D., & Trepte, S. (2017). Entwicklung und Validierung der Online-Privatheitskompetenzskala (OPLIS) [engl. Development and validation of the online privacy literacy scale]. *Diagnostica*, *63*(4), 256–268. https://doi.org/10.1026/0012-1924/a000179

Dienlin, T., Masur, P. K., & Trepte, S. (2017). Reinforcement or Displacement? The Reciprocity of FtF, IM, and SNS Communication and Their Effects on Loneliness and Life Satisfaction. *Journal of Computer-Mediated Communication*, *22*(2), 71–87. https://doi.org/10.1111/jcc4.12183

2016

Masur, P. K., & Scharkow, M. (2016). Disclosure management on social network sites: Individual privacy perceptions and user-directed privacy strategies. *Social Media + Society*, *2*(1), 1–13. https://doi.org/10.1177/2056305116634368

2015

Trepte, S., Masur, P. K., Scharkow, M., & Dienlin, T. (2015). Privatheitsbedürfnisse verschiedener Kommunikationstypen on- und offline: Ergebnisse einer repräsentativen Studie zum Umgang mit persönlichen Inhalten [engl. Privacy needs of different communication types online and offline: Findings from a representative study on the handling of personal information]. *Media Perspektiven*, 250–257.

2014

Masur, P. K., Reinecke, L., Ziegele, M., & Quiring, O. (2014). The interplay of intrinsic need satisfaction and Facebook specific motives in explaining addictive behavior on Facebook. *Computers in Human Behavior*, *39*, 376–386. https://doi.org/10.1016/j.chb.2014.05.047

Book Chapters

in press

Masur, P. K. (in press). Relational Data and Privacy. In B. McEwan, A. Ramirez, J. Hall, & E. Summer (Eds.), *The Routledge Handbook of Relational and Computer-Mediated Communication*. Routledge.

2026

Masur, P. K. (2026). Privacy Fatigue and Cynicism in the Digital Age: A Close Replication of Choi et al. (2018) and Lutz et al. (2020). In C. Lutz, C. Hoffmann, & A. Tamò-Larrieux (Eds.), *Advancing the Study of Privacy Cynicism, Apathy and Resignation in the Digital Society*. Edward Elgar.

Masur, P. K. (2026). From Traits to States: Situational Dynamics of Privacy Cynicism, Privacy Fatigue and Mistrust. In C. Lutz, C. Hoffmann, & A. Tamò-Larrieux (Eds.), *Advancing the Study of Privacy Cynicism, Apathy and Resignation in the Digital Society*. Edward Elgar.

2023

Masur, P. K. (2023). A situational perspective on privacy on social media. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media* (pp. 54–69). New York: Routledge.

Masur, P. K., Hagendorff, T., & Trepte, S. (2023). Challenges in Studying Social Media Privacy Literacy. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media* (pp. 110–123). . New York: Routledge.

Trepte, S., & Masur, P. K. (2023). Definitions of Privacy. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media* (pp. 3–15). New York: Routledge.

2022

Masur, P. K., Veldhuis, J., & Bij de Vaate, N. (2022). There is no easy answer: How the interaction of content, situation, and person shapes the effects of social media use on well-being. In D. Rosen (Ed.), *The social media debate: Unpacking the social, psychological, and cultural effects of social media* (pp. 187–202). . New York: Routledge.

2021

Masur, P. K. (2021). Digital Communication Effects on Loneliness and Life Satisfaction. In J. Nussbaum (Ed.), *Oxford Research Encyclopedia of Communication*. Oxford University Press. https://doi.org/10.1093/acrefore/9780190228613.013.1129

2019

Masur, P. K. (2019). Capturing situational dynamics: Strength and pitfalls of the experience sampling method. In P. Müller, S. Geiß, C. Schemer, T. Naab, & C. Peter (Eds.), *Dynamische Prozesse der öffentlichen Kommunikation – Methodische Herausforderungen*. Köln: Herbert von Halem. https://doi.org/10.31219/osf.io/vx5ha

2018

Masur, P. K., Teutsch, D., & Dienlin, T. (2018). Privatheit in der Online-Kommunikation [Privacy in online communication]. In W. Schweiger & K. Beck (Eds.), *Handbuch Online-Kommunikation*. Wiesbaden, Germany: Springer.

Masur, P. K. (2018). Selbstoffenbarung in der medial-vermittelten Kommunikation: Eine situative Perspektive [Self-disclosure in mediated communication: A situational perspective]. In: C. Eilders, O. Jandura, H. Bause & D. Frieß. *Vernetzung: Stabilität und Wandel gesellschaftlicher Kommunikation.* Köln: Herbert von Halem Verlag.

2017 Trepte, S., & Masur, P. K. (2017). The need for privacy. In V. Zeigler-Hill & T. K. Shackelford (Eds.), *Encyclopedia of personality and individual differences*. London: Springer. https://doi.org/10.1007/978-3-319-28099-8_540-1

2015 Matzner, T., Masur, P. K., Ochs, C., & von Pape, T. (2015). Self-Data-Protection – Empowerment or burden? In S. Gutwirth, R. Leenes & P. de Hert (Eds.), *Data Protection on the Move*. (pp. 277-305). Springer: Netherlands. https://doi.org/10.1007/978-94-017-7376-8_11

Trepte, S., Teutsch, D., Masur, P. K., Eicher, C., Fischer, M., Hennhöfer, A., Lind, F. (2015). Do people know about privacy and data protection strategies? Towards the "Online Privacy Literacy Scale" (OPLIS). In. S. Gutwirth, R. Leenes & P. de Hert (Eds.). *Reforming European Data Protection Law.* (pp. 333-365). Springer: Netherlands.

Research Reports and Grey Literature

2026 Masur, P. K., Parry, D. A., Veldhuis, J., & Hartmann, T. (2026). *Digitale Kompetenz in Deutschland: Ergebnisse einer repräsentativen Befragung von 1.191 Menschen in Deutschland* [*engl. Digital literacy in Germany: Results of a representative survey of 1,191 people in Germany*]. Vrije Universiteit Amsterdam. https://hdl.handle.net/1871.1/b700a1ee-6b44-418b-b94d-4049fa42d14c

Masur, P. K., Parry, D. A., Veldhuis, J., & Hartmann, T. (2026). *Digitale geletterdheid in Nederland: Resultaten van een representatief onderzoek onder 1181 mensen in Nederland* [*engl. Digital literacy in the Netherlands: Results of a representative survey of 1,181 people in the Netherlands*]. Vrije Universiteit Amsterdam. https://hdl.handle.net/1871.1/c4200b8e-0e41-49ae-8bc2-aeeb6e363a09

2020 Peter, C., Breuer, J., Masur, P. K., Scharkow, M., & Schwarzenegger, C. (2020). Empfehlungen zum Umgang mit Forschungsdaten in der Kommunikationswissenschaft [engl. Recommendations for dealing with research data in communication science]. *SCM – Studies in Communication and Media*, *9*(4), 599–617.

2017 Trepte, S. & Masur, P. K. (2017). Privacy attitudes, perceptions, and behaviors of the German population: Research report. In Friedewald et al. (Eds.), *Forum Privatheit und selbstbestimmtes Leben in der digitalen Welt.* Karlsruhe: Fraunhofer ISI.

2016 Trepte, S. & Masur, P. K. (2016). *Cultural differences in social media use, privacy, and self-disclosure. Research report on a multicultural survey study.* Germany: University of Hohenheim.

2014 Karaboga, M., Masur, P. K., Matzner, T., Mothes, C., Nebel, M., Ochs, C., Schütz, P., Simo Fhom, H. (2014): White Paper Selbstdatenschutz, 2. Auflage. In Zoche et al. (Eds.), *Forum Privatheit und selbstbestimmtes Leben in der digitalen Welt.* Karlsruhe: Fraunhofer ISI.

Preprints

2026 Masur, P. K., Quinn, K., & Epstein, D. (2026). Revisiting the Online Privacy Literacy Scale (OPLIS): Validating a 16- and 12-Item Version for Germany and the US. *SocArXiv.* Retrieved from osf.io/preprints/socarxiv/48gh7_v1

Parry, D. A., & Masur, P. K. (2026). Fleeting Attention While Scrolling: Dwell Time and Exposure in Social Media Feeds. Retrieved from osf.io/preprints/psyarxiv/68nyh_v1

2024 Masur, P. K., & Diel, E. (2024). The Power of Others: A Qualitative Mixed-Method Study of Norm Adoption and Norm Adherence on Social Media. SocArXiv. https://osf.io/preprints/socarxiv/6pc4k

Software

2026 Masur, P. K. & Scharkow, M. (2026). specr: Conducting and Visualizing Specification Curve Analyses (R-package, version 1.1.0). https://CRAN.R-project.org/package=specr

2025 Masur, P. K. (2025). *Travelgram (v3.1.0) – A fully functional clone of Instagram for simulating social media dynamics*. https://github.com/masurp/travelgram_v3.1.0

2024 DiFranzo, D., Bazarova, N. N., Yang, Q., Hui, W., Masur, P. K., Ozanne, M., Beichen, M., Sankaran, A., Zhao, P., Bae, I., & Han, E. (2024). *The Truman Platform: A complete, open-source social media simulation*.

2022 Masur, P. K. (2022). *ggmirt: Plotting functions to extend the package "mirt" for IRT analyses (R-package, version 0.0.0.9000)*. https://github.com/masurp/ggmirt

2020 Masur, P. K. & Scharkow, M. (2020). *specr: Conducting and Visualizing Specification Curve Analyses (R-package, version 1.0.0)*. https://CRAN.R-project.org/package=specr

Conference Papers and Presentations

2026 Masur, P. K., & Parry, D. A. (2026, June). *When Sharing Becomes the Norm: How Prevalence and Similarity Shape Self-Disclosure on Social Media.* Paper presented at the 76th annual conference of the International Communication Association (ICA), 4.-8. June 2026, Cape Town, South Africa.

Parry, D. A., & Masur, P. K. (2026, June). *Fleeting Attention While Scrolling: Empirical Findings and Methodological Reflections on Simulating Social Media.* Paper presented at the 76th annual conference of the International Communication Association (ICA), 4.-8. June 2026, Cape Town, South Africa.

Masur, P. K., & Cai, S. (2026, June). *Can Online Privacy Literacy Boost Beneficial and Reduce Risky Effects of Social Norms on Privacy Behavior?* Paper presented at the 76th annual conference of the International Communication Association (ICA), 4.-8. June 2026, Cape Town, South Africa.

Masur, P. K. (2026, June). *Privacy Fatigue and Cynicism in the Digital Age: A Close Replication of Choi et al. (2018) and Lutz et al. (2020)*. Paper presented at the 76th annual conference of the International Communication Association (ICA), 4.-8. June 2026, Cape Town, South Africa.

Masur, P. K., & Parry, D. A. (2026, February). *When Sharing Becomes the Norm: How Prevalence and Similarity Shape Self-Disclosure on Social Media.* Paper presented at the Etmaal van de Communicatiewetenschap, 5.-6. February 2026, Arnhem, The Netherlands.

Hartmann, T., & Masur, P. K. (2026, February). *Seeing Is Believing? Towards a General Framework of How Modality Affects Belief-Updating.* Paper presented at the Etmaal van de Communicatiewetenschap, 5.-6. February 2026, Arnhem, The Netherlands.

Parry, D. A., & Masur, P. K. (2026, February). *Fleeting Attention While Scrolling: Empirical Findings and Methodological Reflections on Simulating Social Media.* Paper presented at the Etmaal van de Communicatiewetenschap, 5.-6. February 2026, Arnhem, The Netherlands.

2025

Masur, P. K. (2025, September). *Why Replication Matters: Insights from Replicating 10 Online Privacy Studies.* Paper presented at the 14th conference of the media psychology division of the German Psychological Association (DGPs), 11th September 2025, Duisburg, Germany.

Cai, S., & Masur, P. K. (2025, September). *Can Online Privacy Literacy Boost Beneficial and Reduce Risky Effects of Social Norms on Privacy Behavior?* Paper presented at the 14th conference of the media psychology division of the German Psychological Association (DGPs), 11th September 2025, Duisburg, Germany.

Masur, P. K., Quinn, K., & Epstein, D. (2025, July). *Validating a 16- and 12-Item Versions of the Online Privacy Literacy Scale (OPLIS) for Germany and the US.* Paper presented at the 11th conference of the European Survey Research Association (ESRA), Utrecht, NL.

Masur, P. K., & Diel, E. (2025, June). *The Power of Others: A Qualitative Mixed-Method Study of Norm Adoption and Norm Adherence on Social Media.* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, USA. Top Faculty Paper Award of the ICA Communication & Technology Division.

Masur, P. K., Epstein, D., & Quinn, K. (2025, June). *Revisiting the Online Privacy Literacy Scale (OPLIS): Validating a 12-Item Version for Germany and the US.* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, USA.

Hartmann, T., Masur, P. K., & Schramm, H. (2025, June). *Measuring Parasocial Processing: An Easily-Applicable Short Version of the Parasocial Interaction-Process Scales.* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, USA.

Meier, Y., & Masur, P. K. (2025, June). *Escaping the Digital Panopticon? Longitudinal Effects of Dataveillance Salience Shocks on Privacy Attitudes and Inhibited Behaviors.* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, USA.

Arranz, A., Ranzini, G., & Masur, P. K. (2025, June). *Love is love regardless of your background? Explaining why people interact with out-groups on Tinder.* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, USA.

Epstein, D., Masur, P. K., & Quinn, K. (2025, June). *Comparing Apples to Apples: Functional Equivalence in Comparative Privacy Survey Research.* Paper presented

at the 75th annual conference of the International Communication Association (ICA), Denver, USA.

Vermeulen, I., Droog, E., Westerhof, R., Van Wingeren, L., Masur, P. K., & van Huijstee, D. (2025). *The development of NWS-14, a short news literacy scale for The Netherlands.* Paper presented at the Etmaal van de Communicatiewetenschap, 4.-5. February 2025, Bruges, Belgium.

2024

Loy, L. S., Masur, P. K., Spence, A., Tam, K.-P., Wlodarczyk, A., Kirchhoff, S., Kuhlmann, J., Scheuermann, A., Wagner, I., Bertin, P., Carmona, M., Sparkman, D., & Hamer, K. et al. (2024, September). *Global identity and climate protection in light of country-specific climate risks – A cross-cultural comparison in 44 nations.* Paper presented at the congress of the German and Austrian Psychological Association (DGPs/ÖGP), September, Vienna, Austria.

Spence, A. Loy, L, Tam, K-P., Hamer, K., Wlodarczyk, A., Bertin, P., Carmona, M., Sparkman, D., Masur, P. K. et al. (2024, August). *Global identity and action on climate change: If less vulnerable to climate change, will you care more if you feel part of global humanity?* Paper presented at the International Congress of the International Association for Cross-Cultural Psychology (IACCP), Bali, Indonesia.

Mattis, N. M., Heintz, L., Masur, P. K., Moeller, J., & van Atteveldt, W. (2024, June). *Nudging news engagement: Testing the longitudinal effects of nudging on engagement with and learning from environmental news.* Paper presented at the 74th annual conference of the International Communication Association (ICA), June, Gold Coast, Australia.

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2024, June). *It ain't easy: Using normatively motivated news diversification to facilitate policy support, tolerance, and political participation.* Paper presented at the 74th annual conference of the International Communication Association (ICA), June, Gold Coast, Australia.

Beukeboom, C. J., Masur, P. K., & Moen, E. (2024, June). *Stereotype perpetuation by ChatGPT: How Stereotypes are reflected in AI generated texts.* Paper presented at the 74th annual conference of the International Communication Association (ICA), June, Gold Coast, Australia.

Masur, P. K. (2024, March). *The role of privacy cynicism in shaping privacy behavior online: A close replication of Choi et al. (2018) and Lutz et al. (2020).* Paper presented the 69th annual conference of the German Communication Association, 14th March 2024, Erfurt, Germany.

Mattis, N., Heintz, L., Masur, P. K., Moeller, J., & van Atteveld, W. (2024, February). *Nudging news engagement: Testing the longitudinal effects of nudging on engagement with and learning from environmental news.* Paper presented at the Etmaal van de Communicatiewetenschap, 8.-9. February 2024, Rotterdam, Netherlands.

Beukeboom, C. K., Masur, P. K., & Moen, E. (2024, February). *Stereotype perpetuation by ChatGPT: Howstereotypes are reflected in AI generated texts.* Paper presented at the Etmaal van de Communicatiewetenschap 8.-9. February 2024, Rotterdam, Netherlands.

2023

Masur, P. K., & Ranzini, G. (2023, September). *Privacy Calculus, Privacy Paradox, and Context Collapse: A Replication of Three Key Studies in Communication Privacy Research.* Paper presented at the 13th conference of the media psychology division of the German Psychological Association (DGPs), 7th September 2023, Luxembourg.

Diel, E., & Masur, P. K. (2023, September). *The Power of Others: A Qualitative Mixed-Method Study of Norm Adaption and Norm Adherence on Social Media.* Paper presented at the 13th conference of the media psychology division of the German Psychological Association (DGPs), 7th September 2023, Luxembourg.

Mattis, N. M., Masur, P. K., Möller, J., & van Atteveldt, W. (2023, September). *Can news diversification go too far? How different diversification metrics affect tolerance and political participation.* Paper presented at the 13th conference of the media psychology division of the German Psychological Association (DGPs), 8th September 2023, Luxembourg.

Purington Drake, A., Masur, P. K., Bazarova, B., Zou, W. E., & Whitlock, J. (2023, May). *Evaluating the Effect of Social Media TestDrive, an Experiential-Learning Intervention, on Social Media Literacy.* Paper presented at the 73th annual conference of the International Communication Association (ICA), May, Toronto.

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2023, May). *Nudging news readers: Can interface cues facilitate the consumption of current-affairs news?* Paper presented at the 73th annual conference of the International Communication Association (ICA), May, Toronto, Canada.

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2023, February). *Can news diversification go too far? How different diversification metrics affect tolerance and political participation.* Paper presented at the Etmaal van de Communicatiewetenschap 2023, February.

2022

Purington Drake, A., Masur, P. K., Bazarova, B., Zou, W. E., & Whitlock, J. (2022, May). *The Youth Social Media Literacy Scale: Scale Development and Validation Using Item Response Theory.* Paper presented at the 72th annual conference of the International Communication Association (ICA), 26th-30th May, Paris.

Johannes, N., Masur, P. K., Vuorre, M., & Przybylski, A. K. (2022, May). *How should we investigate variation in the relation between social media and well-being?* Paper presented at the 72th annual conference of the International Communication Association (ICA), 26th-30th May, Paris.

Masur, P. K., Epstein, D., Quinn, K., Wilhelm, C., Baruh, L., & Lutz, C. (2022, May). *Introducing the Comparative Privacy Research Network & Framework.* Presentation at the ICA preconference Comparative Privacy and the Literacies of a Networked Age: A Critical Approach", 24th-25th May, Mulhouse (France).

Masur, P. K., Purington, A., Bazarova, B., Zou, W. E., & Whitlock, J. (2022, May). *Development and Validation of the Youth Social Media Scale Using Item Response Theory.* Paper presented at the Etmaal van de Communicatiewetenschap 2022, 10th – 11th Februar, Brussels (virtual

conference). Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2022, February). Breaking the habit: Mitigating source bias in news aggregators with social norms and explanations. Paper presented at the Etmaal van de Communicatiewetenschap 2022, 10th – 11th Februar, Brussels (virtual conference).

Masur, P. K., Purington, A., Bazarova, B., Zou, W. E., & Witlock, J. (2022, February). *The Youth Social Media Literacy Scale: Scale Development and Validation Using Item Response Theory.* Paper presented at the Etmaal van de Communicatiewetenschap 2022, 10th – 11th Februar, Brussels (virtual conference).

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2022, February). *Breaking the habit: Mitigating source bias in news aggregators with social norms and explanations.* Paper presented at the Etmaal van de Communicatiewetenschap 2022, 10th – 11th Februar, Brussels (virtual conference).

2021

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2021, September). *Nudging towards diversity: A theoretical framework for facilitating diverse news consumption through recommender design.* Paper presented at the 12th conference of the division Media Psychology of the German Psychological Association (DGPs), 08th – 10th September, Aachen.

Masur, P. K. (2021, May). *Understanding the Effects of Conceptual and Analytical Choices on 'Finding' the Privacy Paradox: A Specification Curve Analysis of Large-Scale Survey Data.* Paper to be presented at the 71th annual conference of the International Communication Association (ICA), 27th-31th May, Virtual conference.

Masur, P. K., Epstein, D., Quinn, K., Wilhelm, C., Baruh, L., & Lutz, C. (2021, May). *A Comparative Privacy Research Framework.* Paper to be presented at the 70th annual conference of the International Communication Association (ICA), 20th-26th May, Virtual conference.

Mattis, N. M., Masur, P. K., Moeller, J., & van Atteveldt, W. (2021, February). *Nudging towards diversity: A theoretical framework for facilitating diverse news consumption through recommender design.* Paper presented at the 72th annual conference of the International Communication Association (ICA), 26th-30th May, Paris.

2020

Masur, P. K., DiFranzo, D., & Bazarova, N. N. (2020, May). *Behavioral Contagion on Social Media: Effects of Social Norms, Design Interventions, and Critical Media Literacy on Self-disclosure.* Paper presented at the 70th annual conference of the International Communication Association (ICA), 20th-26th May, Virtual conference. Top Faculty Paper Award of the ICA Communication & Technology Division.

Dienlin, T., Johannes, N., Bowman, N. D., Masur, P. K., Engesser, S., Kümpel, A. S., & … de Vreese, C. (2020, May). *An agenda for open science in Communication.* Paper presented at the 70th annual conference of the International Communication Association (ICA), 20th-26th May, Virtual conference.

Meltzer, T., Masur, P. K., Heidenreich, T., & Schemer, C. (2020). *Zur Wirkung von Medien auf die Überschätzung von Immigration* [*The effect of media on*

immigration innumeracy]. Accepted for the annual conference of the German Communication Association (DGPuK), 10.-12. March, München (Germany).

2019

Masur, P. K. (2019, December). *How critical privacy literacy supports informational self-determination in democratic societies.* Paper presented at the workshop "The Politics of Privacy", 6th December, Mainz.

Schäwel, J., Frener, R., Masur, P. K.; & Trepte, S. (2019, November). *Medienkompetenz, Privatheitskompetenz und Datenschutz. Was die Deutschen über Privatheit und Datenschutz im Internet wissen und wie sie sich schützen* [*engl. Media literacy, privacy literacy, and data protection, What Germans know about privacy and data protection online and how they protect themselves*]. Presentation at the Annual conferences of the Forum Privatheit, 29th November, Berlin.

Masur, P. K., DiFranzo, D., & Bazarova, N. N. (2019, September). *Social Influence in Online Environments: Examining the Effects of Social Norms, Design Interventions, and Critical Media Literacy on Self-disclosure in Social Media.* Paper presented at the 11th conference of the division Media Psychology of the German Psychological Association (DGPs), 07th – 08th September, Chemnitz.

Masur, P. K., & Trepte, S. (2019, Mai). *Transformative or not? How experiences of privacy violations influence privacy concerns and privacy behaviors.* Paper presented at the 69th annual conference of the International Communication Association (ICA), 24th –28th May, Washington, DC (USA). Top Faculty Paper Award of the ICA Communication & Technology Division.

Wolfers, L. N., & Masur, P. K. (2019, Mai). *The willingness to self-disclose in online and offline contexts: Trait(s), state and reciprocal influences.* Paper presented at the 69th annual conference of the International Communication Association (ICA), 24th –28th May, Washington, DC (USA).

2018

Teutsch, D.; Masur, P. K. & Trepte, S. (2018, October). *Perceiving the difference – Privacy perceptions in mediated and nonmediated communication settings.* Paper presented at the Amsterdam Privacy Conference (APC), 5th – 7th October, Amsterdam (Netherlands). – *APC Young Scholars Award* –

Masur, P. K., & Burth, E. (2018, September). *Personal and environmental factors of loss of control and withdrawal symptoms: A situational perspective on smartphone addiction.* Presentation at the 51th conference of the German Psychological Association (DGPs), 16.-21. September, Frankfurt a. M. (Germany).

Masur, P. K., Quinn, K., Trepte, S., & Epstein, D. (2018, May). *More than privacy risks awareness: Assessing Internet users' online privacy literacy in Germany and in the USA.* Paper presented at the 68th annual conference of the International Communication Association (ICA), 24th –28th May, Prague (Czech Republic).

Dienlin, T., Masur, P. K., & Trepte, S. (2018, May). *A longitudinal analysis of the privacy paradox.* Paper presented at the 68th annual conference of the International Communication Association (ICA), 24th –28th May, Prague (Czech Republic).

Masur, P. K., Trepte, S., & Wolfers, L. (2018, May). *Mehr als Bewusstsein für Privatheitsrisiken: Eine prozessorientierte Rekonzeptualisierung der Online-Privatheitskompetenz* [*More the privacy risks awareness: A process-oriented*

reconceptualization of online privacy literacy]. Presentation at the annual conference of the German Communication Association (DGPuK), 9th-11th March, Mannheim (Germany).

2017

Masur, P. K. (2017, September). *Rediscovering field theory: Media psychological research from a situational point of view.* Presentation the 10th conference of the media psychology division of the German Psychological Association (DGPs), 07.-08. September, Landau (Germany).

Dienlin, T., Masur, P. K., & Trepte, S. (2017, September). *Privacy concerns decrease self-disclosure on Social Network Sites: A longitudinal analysis of the privacy paradox.* Presentation the 10th conference of the media psychology division of the German Psychological Association (DGPs), 07.-08. September, Landau (Germany).

Masur, P. K., Trepte, S., & Scharkow, M. (2017, May). *Social support and self-disclosure in face-to-face and instant messenger communication.* Paper presented at the 67th annual conference of the International Communication Association (ICA), 25. −29. May, San Diego (USA).

Masur, P. K. (2017, April). *Selbstoffenbarung in der medial vermittelten interpersonalen Kommunikation: Ein situatives Erklärungsmodell* [*engl. Self-disclosure in mediated interpersonal communication: A situational model*]. Presentation at the annual conference of the German Communication Association (DGPuK), 30. March – 01. April, Düsseldorf (Germany).

2016

Masur, P. K., Scharkow, M., & Trepte, S. (2016, September). *Geben und Nehmen: Das Zusammenspiel von Selbstoffenbarungsbereitschaft und sozialer Unterstützung in Online- und Offline-Kontexten* [*engl. Give and take: The interplay of self-disclosure and social support in online and offline contexts*]. Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).

Dienlin, T., Masur, P. K., & Trepte, S. (2016, September). *Displacement or Reinforcement? The Reciprocity of FtF, IM, and SNS Communication and Their Effects on Loneliness and Life Satisfaction.* Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).

Masur, P. K., Klapsia, N. I., Rotfuß, I., & Wernik, I. (2016, September). *Sorry, I have to answer first! The influence of situational and personal factors on individual's instant-messaging behavior.* Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).

Loy, L. S., Bauer, A., Masur, P. K., & Schneider, F. M. (2016, September). *Mindful instant messaging: The interplay of motivation and mindfulness during smartphone communication.* Paper presented at the 50th conference of the German Psychological Association (DGPs), 18.-22. September, Leipzig (Germany).

Dienlin, T., Masur, P. K., & Trepte, S. (2016, June). *Displacement or Reinforcement? The Reciprocity of FtF, IM, and SNS Communication and Their Effects on Loneliness and Life Satisfaction.* Paper presented at the 66th annual

conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).

Loy, L. S., Masur, P. K., Schmitt, J. B., Mothes, C., & Trepte S. (2016, June). *Politically informed in a complex world? Time affluence, information-related self-efficacy, and need for cognition as predictors of political media use and political knowledge.* Paper presented at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).

Loy, L. S., Bauer, A., Masur, P. K., & Schnieder, F. M. (2016, June). *Stressed by smartphone use? The interplay of motivation and mindfulness during instant messaging.* Paper presented at the 66th annual conference of the International Communication Association (ICA), 09.-13. June, Fukuoka (Japan).

Trepte, S., Dienlin, T., & Masur, P. K. (2016, June). *Control: An obsolete paradigm in understanding privacy?* Presentation at the 66th annual conference of the Internactional Communication Association (ICA), 09.-13. June, Fukuoka (Japan).

Enns, L., & Masur, P. K. (2016, May). *Kaufen besorgte Online-Shopper weniger ein? Eine Analyse des Einflusses von Privatheitsbedenken auf die Häufigkeit von Online-Einkäufen* [*engl. The influence of privacy concerns on the frequency of online-shopping*]. Presentation at the annual conference of the German Communication Association (DGPuK), Leipzig (Germany).

2015

Masur, P. K., Dienlin, T., & Scharkow, M. (2015, November). *Vom WhatsApp-Dauernutzer bis zum Facebook-Verweiger: Wie unterscheiden sich Deutsche im Umgang mit Privatheit im Internet?* [*engl. How do Germans differ with regard to online privacy?*]. Paper presented at the conference "Die Zukunft der informationellen Selbstbestimmung" of the Forum Privatheit, 26.-27. November, Berlin (Germany).

Masur, P. K. (2015, November). *WhatsApp oder doch lieber Threema? Privatheits- und Datenschutzerwägungen bei der Auswahl von Online-Kommunikationsmedien* [*engl. WhatsApp or rather Threema? The influence of privacy and data protection concerns on the adoption of online communication media*]. Presentation at the combined annual conference of the divisions computer-mediated communication and sociology of media communication of the German communication association (DGPuK), 5.-7. November, Berlin (Germany).

Masur, P. K. (2015, November). *Konfirmatorische Faktorenanalyse oder Item-Response-Theory-Analyse? Ein Vergleich beider Verfahren bei der Skalenentwicklung* [*engl. Confirmatory factor analysis or item-response-theory analysis? A comparison of both methods for scale construction.*]. Presentation at the annual conference of the method division of the German Communication Association (DGPuK), 25.-26. November, Hohenheim (Germany).

Masur, P. K., Teutsch, D., & Trepte, S. (2015, September). *I am concerned about my privacy, but can I protect it? The moderating role of online privacy literacy.* Presentation at the 9th conference of the media psychology division of the German Psychological Association (DGPs), 10.-11. September, Tübingen (Germany).

Dienlin, T., Masur, P. K., & Trepte, S. (2015, September). *Longitudinal analysis of social support in mediated and non-mediated channels.* Presentation at the 9th

conference of the media psychology division of the German Psychological Association (DGPs), 10.-11. September, Tübingen (Germany).

Masur, P. K., Teutsch, D., & Trepte (2015, May). *How Skilled Are Internet Users When it Comes to Online Privacy and Data Protection? Development and Validation of the Online Privacy Literacy Scale (OPLIS)*. Paper presented at the 65th annual conference of the International Communication Association, 21st-25th May, San Juan (Puerto Rico).

Teutsch, D., Masur, P. K., & Trepte, S. (2015, May). *What Should Users Know About Online Privacy? Towards the Online Privacy Literacy Scale (OPLIS)*. Paper presented at the 65th annual conference of the International Communication Association, 21st-25th May, San Juan (Puerto Rico).

Masur, P., & Trepte, S. (2015, May). *Privatheitseinstellungen und -verhalten im Zeitverlauf: Eine Analyse repräsentativer Befragungsdaten von 2011 und 2014* [*engl. Changes in privacy attitudes and behaviors over time. An analysis of representative survey data from 2011 and 2014*]. Presentation at the annual conference of the German Communication Association (DGPuK), Darmstadt (Germany).

Masur, P., Teutsch, D., & Trepte, S. (2015, May). *Wie kompetent sind deutsche Internetnutzer im Umgang mit Privatheit im Internet? Entwicklung und Validierung der Online-Privatheitskompetenz-Skala* [*engl. How competent are German Internet users with regard to online privacy? Development and validation of the Online Privacy Literacy Scale*]. Paper at the annual conference of the German Communication Association (DGPuK), Darmstadt (Germany).

2014

Masur, P. K., Teutsch, D., & Trepte, S. (2014, October). *Sind Nutzer in der Lage ihre Privatsphäre zu schützen? Eine Analyse der Online-Privatheitskompetenz in Deutschland* [*Are users able to protect their privacy? An analysis of online privacy literacy in Germany*]. Presentation at the conference "Räume und Kulturen des Privaten [engl. Spaces and cultures of privacy]" des DFG-Graduiertenkollegs 1681 "Privatheit", 16th-17th October, Passau (Germany).

Teutsch, D., Masur, P. K., & Trepte, S. (2014, October). *Privacy contexts and reciprocal effects – An empirical validation of Nissenbaum's contextual integrity.* Presentation at the conference "Räume und Kulturen des Privaten [engl. Spaces and cultures of privacy]" des DFG-Graduiertenkollegs 1681 "Privatheit", 16th-17th October, Passau (Germany).

Masur, P. K. (2014, September). *Privat ist (nicht) gleich privat. Der Einfluss subjektiver Wahrnehmung von Privatheit auf Selbstoffenbarung im Social Web* [*engl. Privat is not always private. The influence of subjective privacy perceptions on self-disclosure in the social web*]. Paper presented at the 49th annual conference of the German Psychological Association (DGPs), 21st-25th September 2014, Bochum (Germany).

Teutsch, D., Masur, P. K., & Trepte, S. (2014, September). *Was wissen Nutzer über Privatsphärestrategien und Datenschutz im Internet? Entwicklung einer Skala zur Erfassung von Online-Privatsphärekompetenz* [*What do users know about privacy strategies and data protection on the Internet? Development of a scale to measure online privacy literacy*]. Paper presented at the 49th annual conference of the German Psychological Association (DGPs), 21st-25th September 2014, Bochum (Germany).

Masur, P. K. (2014, May). *The Interplay of Intrinsic Needs and Facebook Specific Motives in Explaining Addictive Behavior on Facebook.* Paper presented at the 64th annual conference of the International Communication Association, 22.-26. May 2014, Seattle (USA). Top Student Paper Award of the ICA Communication & Technology Division.

Trepte, S., Teutsch, D., & Masur, P. K. (2014, January). *Do people know about privacy and data protection strategies? OPLIS: Towards the "Online Privacy Literacy Scale".* Presentation at the 7th international conference "Computers, Privacy & Data Protection", 22.-24. January 2014, Brüssel (Belgien).

2013

Masur, P. K. (2013, September). *Addictive behavior on social network sites: The role of intrinsic needs and motives in explaining Facebook addiction.* Presentation at the 8th. conference of the Media Psychology Division of the German Psychological Association (DGPs), 4.-6. September 2013, Würzburg (Germany).

Keynotes and Invited Talks

2024

Masur, P. K. (2024, March). *Generative AI: What is it? And what are practical and ethical issues?* Invited talk at the Alumni-Event of the Department of Communication Science at the Vrije Universiteit Amsterdam, Netherlands.

2023

Masur, P. K. (2023, August). *Ansteckungsgefahr in sozialen Medien: Warum sich riskante und problematische Verhaltensweisen online schneller verbreiten (engl. Contagion on social media: Why risky and problematic behaviors can spread quickly online).* Invited talk at the Rotary Club Münster, Münster, Germany.

Masur, P. K. (2023, June). *Age differences in online privacy literacy.* Invited talk at the symposium "Digital inequalities in the post-pandemic world" organized by the Centre for Social Informatics at the University of Ljubljana, Slowenia.

Masur, P. K. (2023, February). *The struggle of studying online privacy and self-disclosure: Insights from two survey studies about conceptual problems, measurement issues, effect heterogeneity, and questionable robustness of even the simplest effects.* Invited talk at the Department of Communication and Cognition at Tilburg University, The Netherlands.

2022

Masur, P. K. (2022, October). *Specification and multiverse analyses: One data set, but a thousand ways to analyze it?* Invited talk at the Community for Advanced Methodological Learning (CAMeL) series jointly organized by the Carnegie Mellon University and the University of Pittsburgh, USA.

Masur, P. K. (2022, February). *There is no easy answer: The theoretical and methodological challenges of understanding social media use effects on well-being.* Invited talk at the Institute for Communication Psychology and Media Education at the University of Koblenz-Landau, Germany.

2021

Masur, P. K. (2021, May). *The Future of Privacy Research.* Keynote at the National Seminar "Communication in the Future 2021" at the Universitas Pembangunan Jaya, Jakarta, Indonesia.

Masur, P. K., Epstein, D., Quinn, K., & Wilhelm, C. (2021, Januar). *A comparative privacy research framework.* Invited talk at the Department of Communication at the University of Mainz, Germany.

2020

Masur, P. K., DiFranzo, D., & Bazarova, N. N. (2020, November). *Introducing Truman: Bridging the Lab and the Field.* Invited talk at the Advertising and Communication division of the German Communication Association.

Masur, P. K. (2020, October). *Exploring the multiverse: One data set, but a thousand ways to analyze it?* Invited talk at the Department of Psychology at the University of Keele, United Kingdom.

2019

Masur, P. K. (2019, May). *Situational Privacy and Self-Disclosure.* Invited talk at the conference "Privacy Online – What have we learned so far?" at the University of Hohenheim, 16th – 17th May, Stuttgart.

2018

Masur, P. K. (2018, November). *Are we looking at between- or within-person effects? Disentangling privacy and self-disclosure processes in longitudinal panel designs.* Brown bag talk at the Department of Communication at the Cornell University, Ithaca, NY (USA).

2016

Masur, P. K. (2016, September). *Die Rolle der Online-Privatheitskompetenz: Definitionen, Funktionen und Perspektiven* [*engl. The role of online privacy literacy: Definitions, functions, and perspectives.* Invited talk at the 2nd annual conference of the project "Strukturwandel des Privaten [engl. Transformations of privacy]", 21.-23. September, Frankfurt am Main (Germany).

2015

Masur, P. K. (2015, November). *Privat oder nicht privat? Aktuelle Erkenntnisse der Medienpsychologie zum Thema Online-Privatheit* [*engl. Private or not private? Current findings in media psychology with regard to online privacy.* Presentation at the "Psycho-Tagen 2015 [engl. Psycho-Days]" at the University of Landau, 16. November 2015, Landau (Germany).

2014

Trepte, S., Masur, P. K., & von Pape, T. (2014, October). *Privatheit im Wandel? Eine repräsentative Umfrage und eine Inhaltsanalyse zur Wahrnehmung von Privatheit in Deutschland* [*engl. Does privacy change over time? A representative survey and a content analysis on perceptions of privacy in Germany*]. Presentation at the "Symposium zum Auftakt des Förderschwerpunkts Privatheit", 20. Oktober, Berlin (Germany).

Masur, P. K. (2014, October). *Gefällt mir (nicht): Das Social Web als Spannungsfeld zwischen Selbstoffenbarung und Datenschutz* [*engl. Like (or not): Between self-disclosure and data protection in the social web*]. Invited talk at the "ver.di-Instituts für Bildung, Medien und Kunst", 18. Oktober 2014, Lage-Hörste (Germany).

Masur, P. K. (2014, October). *Total privat oder total egal? Über Datenschutz und Innovation in Zeiten von Smartphone, App und Canvas Fingerprinting* [*engl. Totally private or not? About data protection and innovation in times of smartphones, apps and canvas fingerprinting*]. Discussion panelist at the "Bundeszentrale für politische Bildung [engl. Federal Agency for Civic Education]", 6. Oktober 2014, Berlin (Germany).

Masur, P. K. (2014, September). *Neue soziale Medien – Chancen, Möglichkeiten und Gefahren von Facebook & Co* [*engl. New social media – Opportunities, possibilites and threats of Facebook & co*]. Invited talk at the "Deutsche Hochschule der Polizei [engl. German Police School]", 8. September 2014, Münster (Germany).

Masur, P. K. (2014, June). *Das Ende der Privatsphäre? – Medienpsychologische Aspekte der Privatheit im Internet* [*engl. Is this the end of privacy? Media psychological aspects of privacy on the Internet*]. Invited talk at the "Institut für Förderung publizistisches Nachwuches e.V.", 14. Juni 2014, Goslar (Germany).

Media Mentions, Interviews, and Appearances

2025

NOS (2025, February). *Gaan of blijven? Overstap van WhatsApp naar Signal is dilemma* (*engl. Stay or Go? Switching from WhatsApp to Signal is a Dilemma*). NOS Nieuws. https://nos.nl/artikel/2557235-gaan-of-blijven-overstap-van-whatsapp-naar-signal-is-dilemma

2024

BBC (2024, January). *The European city where selfies are 'awkward'*. BBC Travel. https://www.bbc.com/travel/article/20240115-the-european-city-where-selfies-are-awkward

2023

Psychology Today (2023, April). *Contagion in Relationships: Can You "Catch" Infidelity?* Psychology Today: https://www.psychologytoday.com/us/blog/insight-therapy/202303/contagion-in-relationships-can-you-catch-infidelity

2021

Aftenposten (2021, August). *Du blir ikke deppa av sosiale medier* (*engl. You will not be depressed by social media*). https://rb.gy/tqs9

Newsweek (2021, February). *A moral panic is brewing about Instagram and Video Games*. Don't fall for it. https://shorturl.at/krCE1

Welt am Sonntag (2021, February). *Wie Sie Geheimnissen auf die Schliche kommen* [*engl. How to find out secrets*].

CNN health (2021, February). *US kindergarten kids who act out more likely to be heavy online users later, study says*. https://edition.cnn.com/health/life-but-better/food

2019

CNN (2019, November). *Why we should stop calling it 'screen time' to our kids*. https://cnn.it/3jIXAT7

Healio (2019, September). *Not all screen time negatively affects kids' academic achievement*. https://bit.ly/2HHVDcD

Süddeutsche Zeitung (2019, September). *Es geht nicht nur um die Bildschirmzeit* [*engl. It is not only about 'screentime'*]. https://bit.ly/31PPUID

2017

Stuttgarter Zeitung (2017, January). *Kinderbilder im Netz: Heute süß, morgen endlos peinlich* [*engl. Photo of children on the Internet: Today sweet, tomorrow embarrassing*]. https://bit.ly/3oCliUO

Südkurier (2017, January). *Liebling, ich habe die Kinder gepostet! Warum solche Bilder in den sozialen Medien Risiken bergen* [*engl. Why sharing pictures of children on social media comes with risks*]. https://bit.ly/2HDSrz4

NTV (2017, January). *Wenn Eltern Kinderfotos im Netz posten* [*engl. When parents share photos of their children online*]. https://bit.ly/2JcA6Jz

Hannover Allgemeine Zeitung (2017, January). *Dürfen Eltern Kinderfotos auf Facebook posten?* [*Are parents allowed to share pictures of their children on Facebook?*]. https://bit.ly/3kDIDTK

Schweriner Volkszeitung (2017, January). *Skandal? Facebookseite sammelt Kinderfotos* [*engl. Scandal? Facebookpage collects photos of children*]. https://bit.ly/3kFVDbD

2016

Welzheimer Zeitung (2016, November). *Instagram – Sammelbecken für Selbstdarsteller?* [*engl. Instagram – Only for self-presentation?*]. https://bit.ly/31SRfhT

Saarbrücker Zeitung (2016, January). *Datenschutz – Das große Rätsel* [*engl. Data protection – The big puzzle*]. https://bit.ly/3vZQAbl

2015

ARD (2015, September). *Der Sinneswandel zur Selbstoffenbarung* [*engl. Self-Disclosure*].

ZDF (2015, May). *Leben ohne Facebook* [*engl. Life without Facebook*].

ITespresso (2015, June). *Junge Menschen schützen persönliche Daten im Web besser als Ältere* [*engl. Young people protect their data more compared to older people*]. https://bit.ly/2TzKGML

2014

Deutschlandfunk (2014, August). *Posten ohne Scham? Die Preisgabe des Privaten im Internet* [*Posting without shame? The disclosure of the private online*].

Technology Review/heise online (2014, June). *Skandal! Egal?*

HAZ Sonntag (2014, May). *Viele Menschen erkennen sich wieder – Smartphones, Facebook & Co* [*engl. Many people recognize themselves – Smartphones, Facebook & Co.*].

SR (2014, March). *Selbstoffenbarung im Internet* [*engl. Self-Disclosure on the Internet*].

Hamburger Abendblatt (2014, March). *Soziale Netzwerke: Muss man bei Facebook sein?* [*engl. Social network sites: Do we have to be on Facebook?*]. https://bit.ly/37VJYSn

Teaching Experiences

Courses at the Vrije Universiteit Amsterdam

2026

Computational Analysis of Digital Communication
Lecture and practical sessions, graduate level

Data Science: Visualisation and Analytics in R
Lecture, undergraduate level

2025

Privacy, Self-Disclosure and Big Data
Seminar, graduate level

2024

Computational Analysis of Digital Communication
Lecture and practical sessions, graduate level

Privacy, Self-Disclosure and Big Data
Seminar, graduate level

2023

Computational Analysis of Digital Communication
Lecture and practical sessions, graduate level

	Privacy, Self-Disclosure and Big Data Seminar, graduate level
2022	*Computational Analysis of Digital Communication* Lecture and practical sessions, graduate level
	Privacy, Self-Disclosure and Big Data Seminar, graduate level
	New Media Challenges Lecture, undergraduate level
2021	*Computational Analysis of Digital Communication* Lecture and practical sessions, graduate level
	New Media Challenges Lecture, undergraduate level
	Social Sciences for Society: Networks II Lecture, undergraduate level
	Public Relations and Reputation Management Lecture, undergraduate level
2020	*Marketing and Persuasive Communication* Lecture, undergraduate level
	Marketing Communication and the Consumer Lecture and Seminar, graduate level
	Courses at the Johannes Gutenberg University Mainz
2020	*Statistics using SPSS* Seminar, undergraduate level
	Experimental Methodology Seminar, undergraduate level
2019	*Concepts and Theories of Communication Science* Seminar, undergraduate level
	Reading, Understanding, and Writing Scientific Texts Seminar, undergraduate level
	Survey Methodology Seminar, undergraduate level
	Courses at the University of Hohenheim
2018	*Media Enjoyment* Seminar, graduate level
2017	*Advanced Statistics* Lecture, graduate level
	Advanced Statistics using R Seminar, graduate level
	Media Enjoyment Seminar, graduate level

2016
Advanced Statistics
Lecture, graduate level

Advanced Statistics using R
Seminar, graduate level

2015
Advanced Statistics
Lecture, graduate level

Advanced Statistics using R
Seminar, graduate level

2014
Current Topics in Media Psychology: Online Privacy
Seminar, undergraduate level

2013
Content Analysis and Scale Development: Online Privacy Literacy
Seminar, undergraduate level

Current Topics in Media Psychology: Online Privacy
Seminar, undergraduate level

Current Topics in Media Psychology: Addictive Media Use
Seminar, graduate level

Workshops for Researchers

2024
Into the Multiverse: Specification Curve Analysis Using R
Workshop at the University of Zurich, Switzerland

Replicating the fundamentals of Communication Science (with Anita Eerland, Lisa Vandeberg, Ivar Vermeulen, Marieke Fransen)
Workshop at ESCE 2024 at the Radboud University, Nijmegen

2023
Multiverse and Specification Curve Analysis in R
Workshop at the University of Zurich, Switzerland

2022
Bayesian Statistics in R
Workshop at the Johannes Gutenberg University Mainz, Germany

Data Analysis with R
Introductory R course for the Faculty of Social Sciences
Vrije Universiteit Amsterdam, Netherlands

Preregistering Research: What is it about and why is it important?
Workshop at the Vrije Universiteit Amsterdam, Netherlands

2020
Fundamentals of Test Theories and Scale Development
Workshop at the University of Würzburg, Germany

2019
Data Visualization with R
Workshop at the Department of Communication, Cornell University, USA

2018
Statistical Data Analysis with R
Workshop at the Johannes Gutenberg-Universität Mainz, Germany

Introduction to R (with Frank M. Schneider)
Workshop at the Hochschule für Musik Theater und Medien, Hannover, Germany

2017

Increasing Privacy: Empowerment of Paternalism?
Workshop held at "New Frontiers in Social Media Research – International Summer School 2017", Duisburg, Germany

Analyzing Experience Sampling Data: Multilevel-Analysis with R
Workshop at the University of Rostock, Germany

Introduction to R (with Frank M. Schneider)
Workshop at the University of Erfurt, Germany

Statistical Data Analysis with R
Workshop at the Freie Universität Berlin, Germany

Workshops in Schools

2017

Online Data Protection (with Doris Teutsch)
2-day workshop at the Körschtalschule, Plieningen, Germany

Supervision

PhD Supervision

Martin Baars (2026 – present)
Real Fake: How highly immersive disinformation affects what people believe
co-promoter and daily supervisor, Vrije Universiteit Amsterdam

Arranz, Ainhoa (2023 - present)
Do dating apps contribute to a more diverse society?
co-promoter and daily supervisor, Vrije Universiteit Amsterdam

Frieder Rodewald (2024 - present)
Data Donation and Privacy
co-promoter, University of Mannheim

Mattis, Nicolas (2020 - 2025)
Rethinking News Recommendation Systems
co-promoter and daily supervisor, Vrije Universiteit Amsterdam

Doctoral committee member

Bartol, Jošt (2021 - 2025)
Measuring Information Privacy Concerns
member of doctoral committee, Univerza v Ljubljani

Purington, Amanda (2017 - 2022)
Social Media Literacy Intervention using Social Media TestDrive
member of doctoral committee, Cornell University

Mentoring

Diel, Emma (junior lecturer, 2022-present)
Collaboration in VENI project on *Social Influence on Social Media*
supervisor, Vrije Universiteit Amsterdam

Cai, Sixu (intern, June 2023 – January 2024)
Development of the Extended Online Privacy Literacy Scale
supervisor, Vrije Universiteit Amsterdam

Master theses

Jones, P. (2022); Kragt, H. (2022); van der Hert, F. (2022); Hanoeman, R. R. (2022); Affourtit, V. (2021); Hermans, A. (2021); Van den Deijssel, A. (2021); Heinsius, J. (2021); van Gerner, M. (2021); de Rooij, S. (2021); Jordens, S. (2021); Kitzmann, S. (2018); Kostadinova, D. (2016).

Bachelor theses	Diedrich, A. (2020); Lau, N. (2020); Münch, C. (2020); Löwe, L. (2020); Nguyen, A. (2018); Geiger, A. (2018); Fischer, S. (2018); Reins, S. (2018); Weber, E. (2017); Burth, E. (2017); Stärkel, C. (2016); Weiblen, M. (2015); Enns, L. (2015); Götz, D. (2015); Ortwein, V. (2014); Zeller, N. (2014); Porath, M. (2014).

Teaching, Supervision, and Leadership Certificates

2024	*Leadership and Management Skills* Vrije Universiteit Amsterdam
2023	*Inspired Supervision* (PhD Supervision Course) Learn Academy, Vrije Universiteit Amsterdam
2021	*University Teaching Qualification* (UTQ; Basiskwalificatie Onderwijs) Learn Academy, Vrije Universiteit Amsterdam

Academic Services

Editorial work	Member of the editorial boards of *Mobile Media & Communication*, *Media Psychology*, and *European Journal of Social Psychology*. Editorial assistant for the journal *Media Psychology* (*01/2017 – 12/2018*)
Ad-Hoc Reviewing	Reviewer for *Behaviour & Information Technology; Communication Methods and Measures; Communication Research; Computers in Human Behavior; Current Psychology; CyberPsychology, Behavior and Social Networking; Frontiers in Psychology; Human Communication Research; International Journal of Communication; International Journal of Human-Computer Interaction; Informatics; Information, Communication & Society; Journal of Children and Media; Journal of Communication; Journal of Computer-Mediated Communication; Journal of Media Psychology; Journal of the Association for Information Science and Technology; Mass Communication and Society; Media Psychology; Mobile Media & Communication; Nature Human Behaviour; Nature Scientific Reports; New Media & Society; PLOS One; Perspectives on Psychological Science; Psychological Review; Psychological Science; Psychology & Marketing; Publizistik; Social Media + Society; Social Psychiatry and Psychiatric Epidemiology; Social Science Computer Review; Studies in Communication | Media; Telematics and Informatics; The Journal of Psychology: Interdisciplinary and Applied* Reviewer for international conference, such as *International Communication Association* (ICA); *German Communication Association* (DGPuK) Reviewer of grant proposals submitted to international science foundations: *Fond de la Recherche Scientifique* (FNRS; French Fund for Scientific Research); *Deutsche Forschungsgemeinschaft* (DFG; German Research Foundation), *KU Leuven Research Council* Jury-Member for the Herbert-von-Halem Young Talent Award (*2020-2021*)

Memberships

International Communication Association (ICA)
The Netherlands – Flanders Communication Association (NeFCA)
German Communication Association (DGPuK)
Comparative Privacy Research Network (CPRN, *co-founder*)
Computational Communication Science Amsterdam (CSS Amsterdam)

University committees

Chair of the Research Ethics Review Committee (*2024-present*)
Faculty of Social Sciences, Vrije Universiteit Amsterdam

Member of the Research Ethics Review Committee (*2021-2024*)
Faculty of Social Sciences, Vrije Universiteit Amsterdam

Hiring committee for an Assistant Professor of "Political Communication" (*2022*)
Department of Communication Science, Vrije Universiteit Amsterdam

Admission committee for the M.A. (*2019*)
Department of Communication, Johannes Gutenberg University Mainz

Admission committee for the M.A. (*2014 – 2017*)
Department of Communication, University of Hohenheim

Committee to reform the Master program (*2014-2015*)
Department of Communication, University of Hohenheim

Event Organization

CPRN conference – Online Workshop on "Comparative Privacy Research"
Co-organizer of 4 virtual workshops (*between May 2020 and June 2020*)

CPRN conference – Comparing Fuzzy Things
Co-organizer of an AoIR Satellite Event (*5th October 2021*)

CPRN Conference: Comparative Privacy and the Literacies of a Network Age
Co-organizer of an ICA preconference at Mulhouse, France (*24th-25th May 2022*)

Studying a Concept in Disarray: Cross-Cultural, Comparative Analysis of Privacy
Co-organizer of a Minerva-Gentner Symposium in Jerusalem, Israel (*26th-27th October 2022*)

Software & Languages

Statistic & Programming Languages: R, Python, Javascript
Markup Languages: HTML, CSS
Survey Research: Qualtrics, Questback
Text processing: LaTeX, Markdown

German: Native
English: Full professional proficiency
French: Professional working proficiency
Dutch: Limited working proficiency