



UNIVERSITY OF
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PUBLICATIONS

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1 JOURNAL ARTICLES (PEER-REVIEWED)

Dombrowski, J., & Lux, A. (2024). Pushing towards privacy. Comparing the effectiveness of nudges and boosts for encouraging anonymous browsing. *Journal of Media Psychology*, 36(5), 302-309. <https://doi.org/10.1027/1864-1105/a000433> [OSF: <https://osf.io/8qrwb/>]

Frener, R., **Dombrowski, J.,** & Trepte, S. (2023). Development and validation of the Need for Privacy Scale (NFP-S). *Communication Methods and Measures*, 18(1), 48-71. <https://doi.org/10.1080/19312458.2023.2246014> [OSF: <https://osf.io/wb9vx/>]

Johann, M., Höhnle, L., & **Dombrowski, J.** (2023). Fridays for Future and Mondays for memes: How climate crisis memes mobilize social media users. *Media and Communication*, 11(3), 226-237. <https://doi.org/10.17645/mac.v11i3.6658>

2 BOOK CHAPTERS

Dombrowski, J. (2023). Privacy breaches. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media*. 124–133. Routledge. <https://doi.org/10.4324/9781003244677-14>

Johann, M., & **Dombrowski, J.** (2023). Nudging in der politischen Online-Kommunikation – Wie die Politik Wahlentscheidungen beeinflusst [engl. Nudging in online political communication - How politics influences electoral decisions]. In M. Fuchs & M. Motzkau (Eds.), *Digitale Wahlkämpfe*. 145–162. Springer VS. https://doi.org/10.1007/978-3-658-39008-2_9

Johann, M., & **Wagner, J.** (2020). Neue Debatte, altes Dilemma? Die Herausforderungen des Phänomens »Fake News« für die Unternehmenskommunikation [engl. New debate, old dilemma? The challenges of fake news for corporate communications]. In R. Hohlfeld, M. Harnischmacher, E. Heinke, L. Lehner, & M. Sengl (Eds.), *Fake News und Desinformation: Herausforderungen für die vernetzte Gesellschaft und die empirische Forschung*. 97–111. Nomos. <https://doi.org/10.5771/9783748901334-9>

3 CONFERENCE PROCEEDINGS

Dombrowski, J. (2023). What does it take? Factors determining individual privacy regulation. In M. Hennemann, L. K. Kumkar, L. Kuschel, & B. Steinrötter (Eds.), *Data Disclosure*, 2, 89-103. De Gruyter. <https://doi.org/10.1515/9783111010601>

Wagner, J., Frener, R., & Trepte, S. (2021). Development and validation of the Need for Privacy Scale (NFP-S). In A. M. Rosenthal-von der Pütten, M. Elson, & S. Schiffer (Eds.), *Proceedings of the 12th Media Psychology Conference 2021 (MediaPsych 2021)*. <https://doi.org/10.18154/RWTH-CONV-245940>

4 TALKS

4.1 Conferences

Dombrowski, J., & Trepte, S. (2025, September 11-12). *A new generation of screen time research. Taking users' feelings seriously* [Position Paper]. 14th Conference of the Media Psychology Division (DGPs), Duisburg, Germany.

Dombrowski, J., & Trepte, S. (2025, June 12-16). *Felt time. Mapping the temporalities of digital engagement* [Paper Presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.

Dombrowski, J., & Trepte, S. (2025, June 12-16). *Meta-analytic evidence on the association between control, trust and privacy concerns with social media use, disclosure and protection* [Paper Presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.

Drüppel, K., **Dombrowski, J., & Trepte, S.** (2025, September 11-12). *Short n' sweet? A replication study on the relationship between short-form video use and sustained attention* [Research Talk]. 14th Conference of the Media Psychology Division (DGPs), Duisburg, Germany.

Drüppel, K., **Dombrowski, J., & Trepte, S.** (2025, June 11). *Attention scrollers: Evidence on the relationship between mobile video use and sustained attention* [Research Talk]. 21st Annual ICA Mobile Pre-Conference 2025: Continuities, Ruptures, and New Formations in Mobile Communication, Denver, CO, United States.

Dombrowski, J., & Trepte, S. (2025, March 19-21). *Privatheitsmanagement auf sozialen Medien. Eine Metaanalyse* [engl. Privacy management on social media. A meta-analysis, Research Talk]. 70th Annual Conference of the German Communication Association (DGPUK), Berlin, Germany.

Albrecht, D., & **Dombrowski, J.** (2025, January 22-24). *Stresst du noch oder zockst du schon? Stressbewältigung durch Cozy Gaming* [engl. Are you still stressing or already gaming? Coping with stress through cozy gaming; Research Talk]. Annual Conference of the Division Rezeptions- und Wirkungsforschung (DGPUK), Bamberg, Germany.

Dombrowski, J. & Trepte, S. (2024, September 16-19). *Privacy management on social media: A meta-analysis* [Research Talk]. 53rd Conference of the German Psychology Society (DGPs), Vienna, Austria.

Deiß, D. & **Dombrowski, J.** (2024, January 24-26). *Tragische Einzelfälle oder strukturelles Problem? Wahrnehmung medialer Darstellungen von Partnerschaftsgewalt* [engl. Is it a series of unfortunate events or a structural challenge? Analyzing media depictions of intimate partner violence; Research Talk, Student Best Paper]. Annual Conference of the Division Rezeptions- und Wirkungsforschung (DGPUK), Fribourg, Switzerland. [OSF: <https://osf.io/y5v43/>]

Dombrowski, J. & Lux, A. (2023, September 6-8). *Pushing towards privacy: Comparing the effectiveness of nudges and boosts for encouraging anonymous browsing* [Paper Presentation, JMP Special Selection Panel]. 13th Conference of the Media Psychology Division (DGPs), Esch-sur-Alzette, Luxembourg.

Dombrowski, J. & Trepte, S. (2023, May 25-29). *Understanding the role of communication for managing individual privacy on social media* [Paper Presentation]. ICA's 73rd Annual Conference, Toronto, Ontario, Canada.

Frener, R., **Wagner, J., & Trepte, S.** (2022, September 10-15). *Development and validation of the Need for Privacy Scale (NFP-S)* [Research Talk]. 52nd Conference of the German Psychology Society (DGPs), Hildesheim, Germany.

Wagner, J. (2022, September 10-15). *Predicting privacy regulation behavior on social media* [Research Talk]. 52nd Conference of the German Psychology Society (DGPs), Hildesheim, Germany.

Wagner, J. & Johann, M. (2022, May 26-30). *Nudging: Systematic literature review and research agenda for communication science* [Presentation]. ICA's 72nd Annual Conference, Paris, France.

Wagner, J. (2022, April 6-8). *Predicting privacy regulation behavior on social media* [Presentation]. Privacy 2.0 Tagung der Hans-Böckler-Stiftung, Dresden, Germany.

Wagner, J., Frener R., & Trepte, S. (2021, September 8-10). *Development and validation of the Need for Privacy Scale (NFP-S)* [Research Report]. 12th Conference of the Media Psychology Division (DGPs), Aachen, Germany.

Wagner, J. & Johann, M. (2021, September 6-9). *The trustworthiness of social bots in the context of corporate crises: An experiment among Twitter users* [Presentation]. 8th European Communication Conference (ECREA), virtual.

Frener, R., **Wagner, J.**, & Trepte, S. (2021, May 27-31). *Development and validation of the Need for Privacy Scale (NFP-S)* [Paper Presentation]. ICA's 71st Annual Conference, Denver, CO, United States, virtual.

4.2 Invited Talks

Dombrowski, J. (2026, March 5). *Unechte Darstellung mit echten Problemen? Frauenbilder in Social Media Trends* [engl. *Fake representation with real problems? Portrayals of women in social media trends*]. Dülmen, Germany.

Dombrowski, J. (2025, November 18). *Tradwives auf Social Media. Was können wir aus dem Trend lernen?* [engl. *Tradwives on social media. What can we learn from the trend?*]. Herten, Germany.

Dombrowski, J. (2025, March 13). *Soziale Medien und die Rolle der Frau* [engl. *Social media and the role of women*]. Frauenkulturtage 2025, Marl, Germany.

Wagner, J. (2022, June 27-28). *What does it take? Factors determining individual privacy regulation*. Vectors of Data Disclosure, Munich, Germany.

5 WHITEPAPER/GREY LITERATURE

Betz, E., Hilkert, A., Clara, J., Kruglikow, A., & **Dombrowski, J.** (2024). *Eltern Influencer in Sozialen Netzwerken: Wertvolle Tipps oder bedenkliche Inhalte?*. Universität Hohenheim. <https://doi.org/10.60848/11691>

Certomà, H., Holzschneider, S., Schneider, H., Wehmeier, A. S., & **Dombrowski, J.** (2024). *Sharenting: Wenn Kinderfotos ins Netz gehen*. Universität Hohenheim. <https://doi.org/10.60848/11692>

6 MEDIA CONTRIBUTIONS

Süddeutsche Zeitung (2025, April 24). *Cleantok: Warum gucken Menschen anderen beim Putzen zu?* [engl. *Cleantok: Why do people watch other people clean?*, Print and Online Article]. <https://www.sueddeutsche.de/panorama/cleantok-instagram-cleanfluencer-li.3218150?reduced=true>

Spiegel (2025, January 24). *Melken und Missionieren. Wie Mormonen den Tradwives-Hype auslösten* [engl. *Milking and missionizing. How Mormons started the tradwives hype*, Print and Online Magazine Article]. https://www.spiegel.de/netzwelt/tradwives-auf-instagram-und-tiktok-wie-die-mormonen-den-erfolg-steuern-und-davon-profitieren-a-8fece5f9-59e5-4f7d-a750-0254d92d4678?sara_ref=re-xx-cp-sh

Deutschlandfunk Nova (2025, January 20). *Ständig vergleichen – Wie gehen wir achtsamer damit um?* [engl. *Permanently comparing – How to deal with it in a more mindful way*, Podcast Interview and Online Article]. <https://www.deutschlandfunknova.de/beitrag/gluecklicher-und-schoener-wie-gehen-wir-achtsamer-mit-staendigen-vergleichen-um>

ZDFheute (2024, August 25). „Tradwives“ auf Social Media – Junge Frauen zurück in alte Rollenmuster? [engl. *“Tradwives” on social media - Young women back to old role models?*, Online Newspaper Article]. <https://www.zdf.de/nachrichten/panorama/trend-tradwives-tiktok-social-media-100.html>

Welt (2024, June 5). *Love Bombing, Curving, Phubbing – wie wir beim Dating manipuliert werden.* [engl. *Love bombing, curving, phubbing - how we can be manipulated in dating*; Online Newspaper Article]. <https://www.welt.de/kultur/plus251856098/Lovebombing-Ghosting-Phubbing-Wie-man-beim-Dating-manipuliert-wird.html>

Stimme (2024, April 4). *Stefan Raab kündigt TV-Comeback an: Darum interessieren sich viele Menschen dafür* [engl. *Stefan Raab announces TV comeback: Why many people are interested*; Online Newspaper Article]. <https://www.stimme.de/ueberregional/panorama/nachrichten/kultur/stefan-raab-regina-halmich-box-kampf-tv-comeback-showmaster-art-4906086>

SWR3 (2024, March 21). *Anstupsen auf Facebook* [engl. *Poking on Facebook*; Radio Interview].

Badische Zeitung (2024, March 16). *Stay-At-Home-Girlfriend: Wie Tiktok das Leben als Hausfrau wieder zum Trend macht* [engl. *Stay-at-home girlfriend: How Tiktok is making life as a housewife trendy again*; Print and Online Newspaper Article]. <https://www.badische-zeitung.de/stay-at-home-girlfriend-wie-tiktok-das-leben-als-hausfrau-wieder-zum-trend-macht>

Politsnack – Adenauer Campus (2023, May 16). *Sechs Möglichkeiten, um Nudges in den sozialen Medien zu gestalten* [engl. *Six ways to design nudges on social media*; Blog Article]. <https://www.adenauercampus.de/de/politsnack/detail/-/content/sechs-moeglichkeiten-um-nudges-in-den-sozialen-medien-zu-gestalten-1>

Politsnack – Adenauer Campus (2023, May 9). *Steuerung ohne Bevormundung – Nudging als Instrument politischer Kommunikation* [engl. *Governance without patronization - Nudging as an instrument of political communication*; Blog Article]. <https://www.adenauercampus.de/de/politsnack/detail/-/content/steuerung-ohne-bevormundung-nudging-als-instrument-politischer-kommunikation>

Stuttgarter Zeitung (2023, April 3). *True Crime – Warum uns Morde so faszinieren* [engl. *True crime – Why we are fascinated by murders*; Online Newspaper Article]. <https://www.stuttgarter-zeitung.de/inhalt.faszination-true-crime-warum-wir-morde-so-lieben.af54e3ed-d8da-4e08-b329-afc9977d5667.html?reduced=true>

Südkurier (2023, March 4). *Influencerinnen Lisa und Lena oder Sophia Thiel. Wie viel Beifall macht den Menschen kaputt?* [engl. *Influencer Lisa and Lena or Sophia Thiel - How much applause destroys people?*]. <https://www.suedkurier.de/ueberregional/panorama/influencerinnen-lisa-und-lena-oder-sophia-thiel-wie-viel-beifall-macht-den-menschen-kaputt;art409965,11485769>

Badische Zeitung (2022, December 1). *Putzvideos wischen den Stress weg* [engl. *Cleaning videos wipe away the stress*; Print and Online Newspaper Article]. <https://www.badische-zeitung.de/warum-putzvideos-auf-tiktok-ein-grosser-hit-sind>

Radio Feierwerk (2022, November 15). *Emojis* [Radio Interview].

Hohenlohe Trends (2022, October 21). *Der Blick in den Abgrund* [engl. *A look into the abyss*; Print and Online Magazine Article]. <https://www.yumpu.com/de/document/view/67329481/trends-november22>

Badische Zeitung (2022, August 22). *Der Krimi ist ein Puzzle* [engl. *Crime stories are a puzzle*; Print Newspaper Interview].

MADS (2022, March 14). *Die Psychologie hinter TikTok: Was macht den Erfolg hinter der App aus?* [engl. *The psychology of TikTok – What is the reason for its success*; Online Newspaper Article]. <https://mads.de/die-psychologie-hinter-tiktok-was-macht-den-erfolg-der-app-aus/>

s_innzeit (2022, February 21). *Machen uns Soziale Medien krank?* [engl. *Does social media make us sick*; Podcast Interview]. <https://sinnzeit.podigee.io/>

Bayern 1 (2022, February 19). *Faszination Krimis* [engl. *Fascination crime stories*; Radio Interview].

Augsburger Allgemeine (2022, February 15). *Warum ich WhatsApp, Instagram und Facebook gelöscht habe* [engl. *Why I have deleted WhatsApp, Instagram, and Facebook*; Print and Online Newspaper Article]. <https://www.augsburger-allgemeine.de/panorama/instagram-facebook-konto-loeschen-erfahrungsbericht-id61711576.html>

PRTransfer (2021, April 12). *PR macht glücklich – Lebenszufriedenheit durch interne Kommunikation* [PR makes happy – Well-being through internal communication: Blog Article]. <https://www.prtransfer.de/pr-macht-gluecklich-lebenszufriedenheit/>

PRTransfer (2021, February 3). *Eine Zeit nach Corona – Resilienz von Unternehmen nach dem Wiederaufbau nach Krisen* [engl. *A time after Corona - Resilience of companies after crises*; Blog Article]. <https://www.prtransfer.de/gemeinsam-aus-der-cor-krise-wiederaufbau-nach-der-krise/>

The Hidden Champion (2021). *Marketinggeflüster* [engl. *Marketing Whispers*; Column]. <https://www.thehiddenchampion.de/marketinggefluester/>