

Publications

Kerria Drüppel

Research Associate

Faculty of Business, Economics and Social Sciences | Institute of Communication
Science | Department of Media Psychology

Preprint

Drüppel, K., Dombrowski, J., & Trepte, S. (in prep). *Use it or lose it: The relationship between short-form video use and sustained attention*. PsyArXiv Preprints. https://doi.org/10.31234/osf.io/qbxw4_v1 [OSF: <https://osf.io/bdggf8/>]

Talks

Conferences

Drüppel, K., Dombrowski, J., & Trepte, S. (2026, June 4-8). *Use it or lose it. The relationship between short-form video use and sustained attention* [Paper Presentation]. 76th Annual Conference of the International Communication Association (ICA), Cape Town, South Africa. [OSF: <https://osf.io/bdggf8/>]

Drüppel, K., Renz, R., Kruschinski, S., Paulke, H., Maurer, M., Trepte, S. *A Linkage-Study on Instagram User Engagement with News Content* [Research Talk]. 76th Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

Drüppel, K., Renz, R., Kruschinski, S., Paulke, H., Maurer, M., Trepte, S. (2026, February 4-6). *Liken, Teilen, Kommentieren: Eine Linkage-Studie zur Interaktion mit Nachrichteninhalten und deren Zusammenhang mit Nachrichtenkontakten auf Instagram* [engl. Liking, Sharing, Commenting: A Linkage-Study on Engagement with News Content and it's Relationship with News Exposure on Instagram, Research Talk]. Conference of the DGPUK specialist group Communication & Politics 2026, Hamburg, Germany.

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.

Invited Talks

Drüppel, K. (2023, January 19). *Negative Campaigning im Rahmen der Bundestagswahl 2021* [engl. Negative campaigning in the 2021 federal election; Live Interview]. Conmedia, Stuttgart, Germany.

Media Contributions

SWR3 (2025, June 16). SkinnyTok [Radio Interview].

<https://www.swr3.de/aktuell/nachrichten/skinnyt看-essstoerung-hilfe-betroffene-100.html>

Evangelische Zeitung (2025, April 30). *Popkultur verändert den Blick auf mentale Gesundheit* [engl. Pop culture is changing perceptions of mental health; Online Article]. <https://evangelische-zeitung.de/expertin-so-veraendert-popkultur-den-blick-auf-mentale-gesundheit>

Evangelische Zeitung (2025, April 30). *Mehr Angststörungen – Studie zeigt: Das bringt Aufklärung im Netz* [engl. More anxiety disorders – study shows: This is what online education brings; Online Article]. <https://evangelische-zeitung.de/mehr-angststoerungen-studie-zeigt-das-bringt-aufklaerung-im-netz>

Pausenzeitung (2024, November 11) *Warum TikTok süchtig macht* [engl. Why TikTok is addicting; Print Article]

Kindermedienland (2024, October 7). *Warum extreme Stimmen auf TikTok so erfolgreich sind* [engl. Why extreme voices are so successful on TikTok; Online Article]. <https://www.medienfokus-bw.de/warum-extreme-stimmen-auf-tiktok-so-erfolgreich-sind/>

SWR Aktuell (2024, September 10). *TikTok als "scharfes Schwert" im Wahlkampf? Wieso die Plattform immer mehr in den politischen Fokus rückt.* [engl. TikTok as a "sharp sword" in the election campaign? Why the platform is increasingly becoming the focus of political attention; Online Article]. <https://www.swr.de/swraktuell/baden-wuerttemberg/tiktok-soziale-medien-wahlkampf-afd-100.html>

Zur Sache! Baden-Württemberg (2024, September 9). *Politicians on TikTok* [TV Interview]