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The conference will focus on “Scandals in New Media Environments”. The overarching theme serves a two-fold goal: On the one hand, we want to intensify research on mediated scandals and substantiate our understanding of such forms of scandals and their impact on societies.

For the 3<sup>rd</sup> International Conference in Scandalogy we are pleased to welcome an international group of scholars who present state-of-the-art research on scandals, new media, and their impact on communication in society.

Dr. André Haller (Kufstein University of Applied Sciences)

Dr. Hendrik Michael (University of Bamberg)

Lucas Seeber M. A. (University of Bamberg)

Thursday, April 2<sup>nd</sup>

**18<sup>00</sup>-19<sup>00</sup> GET-TOGETHER**

An der Weberei 5, Foyer

**19<sup>00</sup>-21<sup>00</sup> KEYNOTE**  
**(Room WE5/00.022)**

Fear, Hysteria, Outrage: Communication in  
the Age of Social Media  
*Jan Fleischhauer (FOCUS)*

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Friday, April 3<sup>rd</sup>

**9<sup>00</sup>-10<sup>30</sup> PANEL A // Scandals and Social Media:  
Tweets, Tirades and Tumult**  
(Room WE5/00.043)

How the Soviet Methods of Character  
Attack-based Scandals Thrive in the New  
Media Environment

*Irina Tsukerman (Independent Researcher)*

Social Media Scandal Outrages only  
Social Media? Annegret Kramp-  
Karrenbauer vs. Internet

*Monika Verbalyte (FU Berlin)*

Social Amplification of Scandals: One  
Social Media Effect

*Timothy Coombs, Sherry Holladay  
(Texas A&M University)*

The Case Study of the Pakistani Regional  
Minister's Facebook Livestreaming Gaffe  
*Farah Latif (George Mason University)*

**10<sup>30</sup>-11<sup>00</sup> Coffee Break**

**11<sup>00</sup>-12<sup>30</sup> PANEL B // Scandals and Strategic  
Communication: Risk, Reputation and  
Retaliation** (Room WE5/00.043)

Sex Sells: The Clash between Journalists  
and the Courts over Extra-Marital Affair  
Stories

*Gemma Horton (University of Sheffield)*

An Interactional Theory of Scandal

*Dia Andrews, James Connor  
(University of New South Wales)*

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Friday, April 3<sup>rd</sup>

Scandalizers in the Speakers' Corner  
*Martin Herbers, Dennis Lichtenstein*  
(*Zeppelin University*)

Crisis Communication in the Face of Alleged  
Sexual Harassment  
*Julia Gerhard, Leandro Lachnicht,*  
*Felix Schürholz (University of Düsseldorf)*

12<sup>00</sup>-14<sup>00</sup> **LUNCH**

14<sup>00</sup>-15<sup>30</sup> **PANEL C // Scandal Reporting 2.0.:  
Forms, Functions, and Practices  
in Digital Media** (Room WE5/00.043)

Cross-sectional Scandal Framing Analysis:  
Lessons from an Australian Sporting Racism  
Scandal  
*Dia Andrews, James Connor*  
(*University of New South Wales*)

Italian Newspapers and Corruption Scandals  
Coverage: The Construction of the  
"Parallel Trial"  
*Roberto Mincigrucci, Anna Stanziano*  
(*University of Perugia*)

The Coverage of Glyphosate on Portuguese  
and Spanish Online News under a Pharma-  
ceutical Scandal Approach  
*Hernâni Zão, Helena Lima (University of Porto)*

One Night in Ibiza  
*Rahel Winter (HAW Hamburg)*

15<sup>30</sup>-16<sup>00</sup> **Coffee Break**

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**16<sup>00</sup>-17<sup>30</sup> PANEL D // Scandals, New Media  
and the Historical Perspective**  
(Room WE5/00.043)

Early Modern Sermon and Scandalization?  
*Joachim Werz (University of Frankfurt)*

Ludwig Quidde, Wilhelm II., and the Scandal  
of 1894  
*Florian Krüpe (University of Marburg)*

Having the Last Laugh: Scandalous Character  
Assassination in Comedy in Classical  
Athens and the Current-Day United States  
*Eric Shiraev (George Mason University),  
Martijn Icks (University of Amsterdam)*

Tracking Royal Sex Scandals 1880–2010 –  
A Methodological Experiment  
*Mia-Marie Hammarlin (Lund University)*

**17<sup>30</sup>-18<sup>30</sup> Book Launch ,Scandology<sup>24</sup>**

**19<sup>30</sup> Conference Dinner**  
Kronprinz Bamberg  
Gaustadter Hauptstraße 109, Bamberg

**9<sup>30</sup>-11<sup>00</sup> PANEL E // Political Scandals and  
Digital Publics: Transformations of Power  
and Visibility** (Room WE5/00.043)

Scandalous Tweets: Examining How News  
About Trump's Scandalous Anti-German Utte-  
rances affect Anti-Americanism in Germany  
*Christian von Sikorski*  
*(University of Koblenz-Landau)*

Depreciation of Political Scandal in  
the New Media Environment?  
*Juha Herkman (University of Helsinki)*

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Saturday, April 4<sup>th</sup>

Normalization of Extremist Discourse  
through Talk Scandals by the “Alternative  
für Deutschland”

*Annika Hoffmann (Vrije Universiteit Brussel)*

The Dynamics of Global Scandalization  
*Bastian Kießling, Steffen Burkhardt, Tanja  
Drozdzyński (HAW Hamburg)*

11<sup>00</sup>-11<sup>30</sup> **Coffee Break**

11<sup>30</sup>-13<sup>00</sup> **PANEL F // New Media, Scandals in  
Culture, and Public Protest**

**(Room WE5/00.043)**

Democracy in the Ibiza-Gate Scandal:  
Boundaries in User Comments Sections  
of Austrian News Media

*Roland Holzinger, Lisa Schulze,  
Tales Tomaz (University of Salzburg)*

„All Eyes on Us“: Provocativeness in the  
Israeli SlutWalk Movement and its  
Presumption on Social Media

*Anna Kleiman  
(The Hebrew University of Jerusalem)*

“The Voice Kids” Scandal in Russia:  
How Voiceless Found their Voice

*Galina Lukyanova, Arkadiy Soloviev  
(Saint-Petersburg State University)*

“Blood, Filth and Destruction”: Utilizing  
Scandal Theory for the Analysis of  
Journalistic Practices over Time

*Christina Krakovsky  
(Austrian Academy of Sciences/ University of  
Klagenfurt)*

13<sup>00</sup> **Closing Remarks**

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