

Michael Scharkow

02/2026

Johannes-Gutenberg University Mainz
Department of Communication
Jakob-Welder-Weg 12
55128 Mainz, Germany
scharkow@uni-mainz.de

Work experience

Full Professor – Johannes Gutenberg University Mainz *since 10/2019*
Full Professor – Zeppelin University 2017-2019
Research Associate – University of Hohenheim 2010-2017
Senior Project Researcher – University of Münster 2012-2014
Visiting Scholar – Ohio State University 04-05/2012
Research Associate – Berlin University of the Arts 2006-2009
Research & Teaching Assistant – Freie Universität Berlin 2001-2005

Education

Dr. phil. – Communication, Berlin University of the Arts 2011
M.A. – Communication, Political Science, Sociology, Freie Universität Berlin 2006

Grants

Diversity-X: Identifying gender citation gaps in communication research *BMBF*
2022-2024, with Sabine Trepte

Multilevel flows of political communication on Facebook *Fritz Thyssen Foundation*
2020-2023, with Marko Bachl

Young Scholars Network: Temporal dynamics and process models in media effects research *DFG*
2013-2016, with Jens Vogelgesang

EXIST Project: Bayesian Analysis and Reporting Tool - BART *BMWT* 2008-2009, with
Christoph Ehlers, Christoph Meyer zu Kniendorf, Cord Meyer zu Kniendorf, Jens Vogelgesang

Awards & Honors

Top Faculty Paper Award, ICA Mobile Communication Division 2023
Top Faculty Paper Award, ICA Mass Communication Division 2019
CMM Article of the Year, AEJMC Communication Theory and Methodology Division 2016

Top Faculty Paper Award, ICA Communication and Technology Division 2017
Top Faculty Paper Award, ICA Mass Communication Division 2017
Best Submission Award, DGPuK Methods Division 2016
Top Faculty Paper Award, ICA Game Studies Division 2014
Best Submission Award, DGPuK Methods Division 2014
DGPuK Journal Article of the Year, DGPuK 2012
Best MA thesis, Verein der Freunde der Publizistik e.V. 2007

Service

Panel Member, European Research Council, SH3 Panel (since 2022)

Associate Editor, *Journal of Communication* (2018-2022)

Vice Chair, Methods Division of the German Communication Association (2014-2016)

Editorial Board Member for *Journal of Communication*, *Communication Measures and Methods*, *Computational Communication Research*, and *Media Psychology*

Journal articles

Meltzer, C. E., Scharkow, M., & Jürgens, P. (2025). Beyond the Beat: The Representation of Women in Music Videos Across Genres Over Four Decades. *Computational Communication Research*, 7(1), 1. <https://doi.org/10.5117/CCR2025.1.11.MELT>

Schnauber-Stockmann, A., Scharkow, M., Karnowski, V., Naab, T. K., Schlütz, D., & Pressmann, P. (2025). Distinguishing Person-Specific from Situation-Specific Variation in Media Use: A Meta-Analysis. *Communication Research*, 52(2), 143–172. <https://doi.org/10.1177/00936502241262664>

Scharkow, M., & Trepte, S. (2024). National Diversity at Conferences of The International Communication Association. *Annals of the International Communication Association*, 48(1), 17–36. <https://doi.org/10.1080/23808985.2023.2261018>

Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharkow, M. (2023). Gender diversity at academic conferences—the case of the International Communication Association. *Journal of Communication*, 73(6), 601–615. <https://doi.org/10.1093/joc/jqad032>

Hase, V., Boczek, K., & Scharkow, M. (2023). Adapting to Affordances and Audiences? A Cross-Platform, Multi-Modal Analysis of the Platformization of News on Facebook, Instagram, TikTok, and Twitter. *Digital Journalism*, 11(8), 1499–1520. <https://doi.org/10.1080/21670811.2022.2128389>

Schnauber-Stockmann, A., Scharkow, M., & Breuer, J. (2023). Routines and the Predictability of Day-to-Day Web Use. *Media Psychology*, 26(3), 229–251. <https://doi.org/10.1080/15213269.2022.2121286>

Jürgens, P., Meltzer, C. E., & Scharkow, M. (2022). Age and Gender Representation on German TV: A Longitudinal Computational Analysis. *Computational Communication Research*, 4(1). <https://doi.org/10.5117/CCR2022.1.005.JURG>

- Mangold, F., & Scharkow, M. (2022). Metrics of News Audience Polarization: Same or Different? *Communication Methods and Measures*, 16(3), 157–181. <https://doi.org/10.1080/19312458.2022.2085249>
- Mangold, F., Stier, S., Breuer, J., & Scharkow, M. (2022). The overstated generational gap in online news use? A consolidated infrastructural perspective. *New Media & Society*, 24(10), 2207–2226. <https://doi.org/10.1177/1461444821989972>
- Stier, S., Mangold, F., Scharkow, M., & Breuer, J. (2022). Post Post-Broadcast Democracy? News Exposure in the Age of Online Intermediaries. *American Political Science Review*, 116(2), 768–774. <https://doi.org/10.1017/S0003055421001222>
- Winkler, Y., Bachl, M., & Scharkow, M. (2022). Individual users' participation on political Facebook pages. *Journal of Quantitative Description: Digital Media*, 2.
- Shaw, A., Scharkow, M., & Wang, Z. J. (2021). Opening a Conversation on Open Communication Research. *Journal of Communication*, 71(5), 677–685. <https://doi.org/10.1093/joc/jqab033>
- Fähnrich, B., Vogelgesang, J., & Scharkow, M. (2020). Evaluating universities' strategic online communication: How do Shanghai Ranking's top 50 universities grow stakeholder engagement with Facebook posts? *Journal of Communication Management*, 24(3), 265–283. <https://doi.org/10.1108/JCOM-06-2019-0090>
- Mangold, F., & Scharkow, M. (2020). How Do Filtering Choices Impact the Structures of Audience Networks? A Simulation Study Using Data from 26 Countries. *Communication Methods and Measures*, 14(2), 125–144. <https://doi.org/10.1080/19312458.2020.1724274>
- Peter, C., Breuer, J., Masur, P. K., Scharkow, M., & Schwarzenegger, C. (2020). Empfehlungen zum Umgang mit Forschungsdaten in der Kommunikationswissenschaft – AG Forschungsdaten im Auftrag des Vorstands der DGPK. *SCM Studies in Communication and Media*, 9(4), 599–626. <https://doi.org/10.5771/2192-4007-2020-4-599>
- Scharkow, M., Mangold, F., Stier, S., & Breuer, J. (2020). How social network sites and other online intermediaries increase exposure to news. *Proceedings of the National Academy of Sciences*, 117(6), 2761–2763. <https://doi.org/10.1073/pnas.1918279117>
- Trepte, S., Scharkow, M., & Dienlin, T. (2020). The privacy calculus contextualized: The influence of affordances. *Computers in Human Behavior*, 104, 106115. <https://doi.org/10.1016/j.chb.2019.08.022>
- Scharkow, M. (2019). The Reliability and Temporal Stability of Self-reported Media Exposure: A Meta-analysis. *Communication Methods and Measures*, 13(3), 198–211. <https://doi.org/10.1080/19312458.2019.1594742>
- 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>
- Bachl, M., & Scharkow, M. (2017). Correcting Measurement Error in Content Analysis. *Communication Methods and Measures*, 11(2), 1–18. <https://doi.org/10.1080/19312458.2017.1305103>

- Festl, R., Vogelgesang, J., Scharkow, M., & Quandt, T. (2017). Longitudinal patterns of involvement in cyberbullying: Results from a Latent Transition Analysis. *Computers in Human Behavior*, 66, 7–15. <https://doi.org/10.1016/j.chb.2016.09.027>
- Mangold, F., Vogelgesang, J., & Scharkow, M. (2017). Nachrichtennutzung in Deutschland. Eine nutzerzentrierte Repertoireanalyse. *Medien & Kommunikationswissenschaft*, 65(4). <https://doi.org/10.5771/1615-634X-2017-4-704>
- Scharkow, M., & Bachl, M. (2017). How Measurement Error in Content Analysis and Self-Reported Media Use Leads to Minimal Media Effect Findings in Linkage Analyses: A Simulation Study. *Political Communication*, 34(3), 323–343. <https://doi.org/10.1080/10584609.2016.1235640>
- 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). <https://doi.org/10.1177/2056305116634368>
- Scharkow, M. (2016). The Accuracy of Self-Reported Internet Use. A Validation Study Using Client Log Data. *Communication Methods and Measures*, 10(1), 13–27. <https://doi.org/10.1080/19312458.2015.1118446>
- Breuer, J., Scharkow, M., & Quandt, T. (2015). Sore losers? A reexamination of the frustration-aggression hypothesis for colocated video game play. *Psychology of Popular Media Culture*, 4(2), 126–137. <https://doi.org/10.1037/ppm0000020>
- Festl, R., Scharkow, M., & Quandt, T. (2015). The Individual or the Group: A Multilevel Analysis of Cyberbullying in School Classes. *Human Communication Research*, 41(4), 535–556. <https://doi.org/10.1111/hcre.12056>
- Scharkow, M., Festl, R., Vogelgesang, J., & Quandt, T. (2015). Beyond the core-gamer: Genre preferences and gratifications in computer games. *Computers in Human Behavior*, 44, 293–298. <https://doi.org/10.1016/j.chb.2014.11.020>
- 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. *Media Perspektiven*, 5, 250–257.
- Breuer, J., Scharkow, M., & Quandt, T. (2014). Tunnel Vision or Desensitization? The Effect of Interactivity and Frequency of Use on the Perception and Evaluation of Violence in Digital Games. *Journal of Media Psychology*, 26(4), 176–188. <https://doi.org/10.1027/1864-1105/a000122>
- Elson, M., Mohseni, M. R., Breuer, J., Scharkow, M., & Quandt, T. (2014). Press CRTT to measure aggressive behavior: The unstandardized use of the competitive reaction time task in aggression research. *Psychological Assessment*, 26(2), 419–432. <https://doi.org/10.1037/a0035569>
- Scharkow, M., Festl, R., & Quandt, T. (2014). Longitudinal patterns of problematic computer game use among adolescents and adults - a 2-year panel study. *Addiction*, 109(11), 1910–1917. <https://doi.org/10.1111/add.12662>
- Festl, R., Scharkow, M., & Quandt, T. (2013). Militaristic Attitudes and the Use of Digital Games. *Games and Culture*, 8(6), 392–407. <https://doi.org/10.1177/1555412013493498>

- Festl, R., Scharkow, M., & Quandt, T. (2013). Peer Influence, Internet use and Cyberbullying: A Comparison of Different Context Effects among German Adolescents. *Journal of Children and Media*, 7(4), 446–462. <https://doi.org/10.1080/17482798.2013.781514>
- Günther, E., & Scharkow, M. (2013). Recycled media. An automated evaluation of news outlets in the twenty-first century. *Digital Journalism*, 2(4), 524–541. <https://doi.org/10.1080/21670811.2013.850207>
- Hasan, Y., Begue, L., Scharkow, M., & Bushman, B. J. (2013). The more you play, the more aggressive you become: A long-term experimental study of cumulative violent video game effects on hostile expectations and aggressive behavior. *Journal of Experimental Social Psychology*, 49(2), 224–227. <https://doi.org/10.1016/j.jesp.2012.10.016>
- Hayes, A. F., & Scharkow, M. (2013). The Relative Trustworthiness of Inferential Tests of the Indirect Effect in Statistical Mediation Analysis: Does Method Really Matter? *Psychological Science*, 24(10), 1918–1927. <https://doi.org/10.1177/0956797613480187>
- Mahrt, M., & Scharkow, M. (2013). The Value of Big Data in Digital Media Research. *Journal of Broadcasting & Electronic Media*, 57(1), 20–33. <https://doi.org/10.1080/08838151.2012.761700>
- Quandt, T., Breuer, J., Festl, R., & Scharkow, M. (2013). Digitale Spiele: Stabile Nutzung in einem dynamischen Markt. *Media Perspektiven*, 10(2013), 483–492.
- Scharkow, M. (2013). Thematic content analysis using supervised machine learning: An empirical evaluation using German online news. *Quality & Quantity*, 47(2), 761–773. <https://doi.org/10.1007/s11135-011-9545-7>
- Festl, R., Scharkow, M., & Quandt, T. (2012). Problematic computer game use among adolescents, younger and older adults. *Addiction*, 108(3), 592–599. <https://doi.org/10.1111/add.12016>
- Pape, T. von, Quandt, T., Scharkow, M., & Vogelgesang, J. (2012). Nachrichtengeographie des Zuschauerinteresses. *Medien & Kommunikationswissenschaft, Sonderheft Grenzüberschreitende Kommunikation*, 159–182.
- Vogelgesang, J., & Scharkow, M. (2012). Reliabilitätstests in Inhaltsanalysen. *Publizistik*, 57(3), 333–345. <https://doi.org/10.1007/s11616-012-0154-9>
- Quandt, T., Festl, R., & Scharkow, M. (2011). Digitales Spielen – Medienunterhaltung im Mainstream. *Media Perspektiven*, 9, 414–422.
- Scharkow, M., & Vogelgesang, J. (2011). Measuring the Public Agenda using Search Engine Queries. *International Journal of Public Opinion Research*, 23(1), 104–113. <https://doi.org/10.1093/ijpor/edq048>
- Scharkow, M. (2011). Zur Verknüpfung manueller und automatischer Inhaltsanalyse durch maschinelles Lernen. *Medien & Kommunikationswissenschaft*, 59(4), 545–562. <https://doi.org/10.5771/1615-634x-2011-4-545>
- Festl, R., Quandt, T., & Scharkow, M. (2010). Digitales Spielen als mediale Unterhaltung. Eine Repräsentativstudie zur Nutzung von Computer- und Videospielen in Deutschland. *Media Perspektiven*, 11(2010), 515–522.

Scharkow, M., & Vogelgesang, J. (2010). Effects of domestic media use on European integration. *Communications*, 35(1), 73–91. <https://doi.org/10.1515/comm.2010.004>

Suckfüll, M., & Scharkow, M. (2009). Modes of reception for fictional films. *Communications*, 34(4), 361–384. <https://doi.org/10.1515/comm.2009.023>

Book chapters

Bachl, M., & Scharkow, M. (2019). Some suggestions on dealing with measurement error in linkage analyses. In C. Peter, T. Naab, & R. Kühne (Eds.), *Measuring Media Use and Exposure: Recent Developments and Challenges*. Halem.

Scharkow, M., & Bachl, M. (2019). Stable Attitudes and Behaviors as Boundary Conditions of Reinforcing Spirals Models. In P. Müller, S. Geiss, C. Schemer, T. Naab, & C. Peter (Eds.), *Dynamische Prozesse der öffentlichen Kommunikation: Methodische Herausforderungen*. Halem.

Scheu, A., Vogelgesang, J., & Scharkow, M. (2018). Qualitative Textanalyse. Blaupause und Potenziale (teil-)automatisierter Verfahren. In A. Scheu (Ed.), *Auswertung qualitativer Daten*. Springer VS.

Scharkow, M. (2017). Bootstrapping. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0017>

Scharkow, M. (2017). Content Analysis, Automatic. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0043>

Vogelgesang, J., & Scharkow, M. (2017). Bayesian Statistics. In J. Matthes, C. Davis, & R. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. <https://doi.org/10.1002/9781118901731.iecrm0013>

Trepte, S., & Scharkow, M. (2016). Friends and Live-Savers: How Social Capital and Social Support Received in Media Environments Contribute to Well-Being. In L. Reinecke & M. B. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-Being* (pp. 304–316). Routledge.

Bachl, M., & Scharkow, M. (2015). Eine quantitative Bestandsaufnahme von Informationen über Krankheiten auf der deutschsprachigen Wikipedia, 2002-2014. In E. Baumann & M. Hastall (Eds.), *Gesundheitskommunikation im gesellschaftlichen Wandel* (pp. 93–104). Nomos. <https://doi.org/10.5771/9783845264677-93>

Pape, T. von, & Scharkow, M. (2015). Twitter, un media pour la communication transfrontalière des événements locaux? Une approche empirique exploratoire. In V. Goulet & C. Vatter (Eds.), *Grenzüberschreitende Informationsflüsse und Medien in der Großen Region SaarLorLux. La circulation transfrontalière des informations médiatiques dans la Grande Region SaarLorLux* (pp. 105–124). Nomos Verlag. <https://doi.org/10.5771/9783845263274-105>

Scharkow, M., & Vogelgesang, J. (2015). Diagnose und Korrektur von Messfehlern in inhaltsanalytischen Daten. In W. Wirth, K. Sommer, M. Wettstein, & J. Matthes (Eds.), *Qualitätskriterien in der Inhaltsanalyse* (pp. 204–217). Halem.

- Günther, E., & Scharkow, M. (2014). Automatisierte Datenbereinigung bei Inhalts- und Linkanalysen von Online-Nachrichten. In K. Sommer, M. Wettstein, W. Wirth, & J. Matthes (Eds.), *Automatisierung der Inhaltsanalyse* (pp. 111–126). Halem.
- Mahrt, M., & Scharkow, M. (2014). Der Wert von Big Data für die Erforschung digitaler Medien. In R. Reichert (Ed.), *Big Data. Analysen zum digitalen Wandel von Wissen, Macht und ökonomie*. Transcript Verlag. <https://doi.org/10.14361/transcript.9783839425923.221>
- Quandt, T., Festl, R., & Scharkow, M. (2014). Pathologische Formen der Online-Kommunikation: Exzessive Nutzung von Social Media und Online Games. In K. Hurrelmann & E. Baumann (Eds.), *Handbuch Gesundheitskommunikation*. Huber.
- Scharkow, M. (2013). Automatische Inhaltsanalyse. In W. Möhring & D. Schlütz (Eds.), *Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft* (pp. 289–306). Springer VS. https://doi.org/10.1007/978-3-531-18776-1_16
- Domahidi, E., Scharkow, M., & Quandt, T. (2012). Real friends and virtual life? Computer games as foci of activity for social community building. In P. Moy (Ed.), *Communication and community* (pp. 149–169). Hampton Press.
- Vogelgesang, J., & Scharkow, M. (2011). Messung der Publikumsagenda mittels Nutzungsstatistiken von Suchmaschinenanfragen. In O. Jandura, T. Quandt, & J. Vogelgesang (Eds.), *Methoden der Journalismusforschung* (pp. 299–313). Springer VS. https://doi.org/10.1007/978-3-531-93131-9_17
- Bleuel, F., Scharkow, M., Suckfüll, M., & Marks, G. (2010). Form follows function? Eine Onlinesortierstudie zur Rezeption von Filmplakaten. In J. Woelke, M. Maurer, & O. Jandura (Eds.), *Forschungsmethoden für die Markt- und Organisationskommunikation* (pp. 42–60). Halem.
- Scharkow, M. (2010). Crowdsourcing von Inhaltsanalysen im World Wide Web? In N. Jakob, T. Zerback, O. Jandura, & M. Maurer (Eds.), *Methoden der Online-Forschung: Das Internet als Forschungsinstrument und -gegenstand der Kommunikationswissenschaft* (pp. 301–315). Halem.
- Scharkow, M. (2010). Lesen und lesen lassen. Zum State of the Art automatischer Textanalyse. In M. Welker & C. Wunsch (Eds.), *Die Online-Inhaltsanalyse* (pp. 340–364). Halem.
- Scharkow, M. (2008). Mediennutzung und europäische Integration. In E. Aydin, M. Begenat, C. Michalek, J. Schemann, & I. Stefes (Eds.), *Düsseldorfer Forum Politische Kommunikation* (pp. 271–290). LIT.

Monograph

- Scharkow, M. (2012). *Automatische Inhaltsanalyse und maschinelles Lernen [Automatic content analysis and machine learning]*. epubli.