
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 3rd 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 2nd

18⁰⁰-19⁰⁰ GET-TOGETHER

An der Weberei 5, Foyer

**19⁰⁰-21⁰⁰ KEYNOTE
(Room WE5/00.022)**

t.b.a.

Jan Fleischhauer (FOCUS)

Friday, April 3rd

**9⁰⁰-10³⁰ 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 (University of Magdeburg)

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)

10³⁰-11⁰⁰ Coffee Break

**11⁰⁰-12³⁰ 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)*

Friday, April 3rd

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)

12⁰⁰-14⁰⁰ **LUNCH**

14⁰⁰-15³⁰ **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 pharmaceutical
scandal approach
Hernâni Zão, Helena Lima (University of Porto)

One Night in Ibiza
Rahel Winter (HAW Hamburg)

15³⁰-16⁰⁰ **Coffee Break**

**16⁰⁰-17³⁰ 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, Martijn Icks,
(George Mason University)

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

17³⁰-18³⁰ Book Launch ,Scandology²

19³⁰ Conference Dinner
Kronprinz Bamberg
Gaustadter Hauptstraße 109, Bamberg

**9³⁰-11⁰⁰ 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)

Saturday, April 4th

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)*

11⁰⁰-11³⁰ Coffee Break

**11³⁰-13⁰⁰ 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,
(University of St. Petersburg)*

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

Christina Krakovsky (University of Vienna)

13⁰⁰ Closing Remarks
