

# DR. PHIL. ULRIKE KLINGER

IPMZ - Institute for Mass Communication and Media  
Research  
University of Zurich  
Andreasstrasse 15  
CH-8050 Zurich  
E-Mail: u.klinger@ipmz.uzh.ch

## RESEARCH FOCUS

---

- Communication and IT (societal and cultural implications; digital public sphere)
- Strategic communication and politicians' use of digital media
- Digital media and democratic processes
- Comparative analysis of media structures and media regulation

## PROFESSIONAL EXPERIENCE

---

Since Oct 2009	Senior Research and Teaching Assistant at IPMZ - Institute for Mass Communication and Media Research, Division „Media & Politics“, University of Zurich
Mar 2017-May 2017	Visiting Scholar at the Center for Information Technology and Society CITS, University of California at Santa Barbara UCSB, USA
Sep 2016-Jan 2017	Visiting Professor (“Vertretungsprofessorin”) for Digital Communication, Zeppelin University Friedrichshafen
2016	Member of a PhD adjudication committee, opponent in public PhD defense, Department of Media and Communication at the University of Oslo
2013 – 2015	Managing Director of the research division „Media & Politics“, University of Zurich
2013	Summer Fellow at HIIG - Humboldt Institute for Internet and Society, Berlin (July – September)
2007 - 2009	Research Assistant at the Institute of Political Science, Goethe University Frankfurt am Main, Chair of Comparative Political Science (Prof. Dr. Hans-Jürgen Puhle)
2006-2007	Several months of research visits in Italy (Università degli Studi di Milano, Università degli Studi di Perugia) and Mexico (Colegio de México, Mexico City)
2004 - 2007	Post-Graduate Assistant at the Center for North American Studies (ZENAF), Frankfurt
2004-2005	Post-Graduate Assistant at the Peace Research Institute Frankfurt (PRIF/HSFK), Project Assistant: Phenotypes and Causality of Violence in Latin America
2001-2004	Graduate Assistant at the Center for North American Studies (ZENAF), Frankfurt
2004	Internship and freelance work for the Hertie Foundation, Frankfurt, Project: START (a scholarship program for students with migration background)

2002-2003 Internship at the Friedrich Ebert Foundation in Mexico-City, assistant to the departments of Media, Trade Union Cooperation and Chiapas (October 2002-February 2003)

#### ACADEMIC EDUCATION

---

2010 Dissertation „*Medienmonopole und defekte Demokratien: Pluralismusregulierung und Demokratiequalität in Italien und Mexiko*“ [*Media Monopolies and Defective Democracies. Pluralism Governance and the Quality of Democracy in Italy and Mexico*], Institute of Political Science, Goethe University Frankfurt am Main

2001-2004 Goethe University Frankfurt am Main (Graduate Studies of Political Science, American Studies, History, Social Psychology), Diploma in December 2004  
Thesis: *Problems of Democratic Legitimation in East Germany: Social and Economic Policy Outputs and the Legitimacy of Political Systems.*

1998-2001 Dresden University of Technology (Undergraduate Studies of Political Science, American Studies and Social and Economic History)

#### AWARDS, SCHOLARSHIPS & SHORTLISTINGS (2010-2016)

---

2012 Best Dissertation Award, German Political Science Association (DVPW)  
(Laudatio published in Politische Vierteljahresschrift PVS 4/2012)

2011-2012 Gertrude J. Robinson Mentoring-Program for Post-Doc Researchers, German Association for Communication DGPK

2010-2011 Mentoring-Program for post-doc researchers, University of Zurich

2007 PhD scholarship, Friedrich-Ebert-Foundation (returned)

2007 International Summer School in Political Communication and Electoral Behaviour, Università degli Studi Milano, July 2007

2006-2007 PhD scholarship, Goethe University Frankfurt

2006 Scholarship for field research in Mexico (2 months), German Academic Exchange Service DAAD

2002 Scholarship for internship at Friedrich Ebert Foundation in Mexico-City (3 months)

#### RESEARCH FUNDING (ca. 200.000 CHF)

---

2016 International Short Visits Grant, Swiss National Science Funds SNF (10.500 CHF)  
Visiting Research Scholar, Center for Information Technology and Society (CITS), University of California at Santa Barbara UCSB

2014 Research project with VHW - Bundesverband Wohnen und Stadtentwicklung e.V.: „*Local Communication Spaces and Social Cohesion*“ (principal investigator, with Prof. Otfried Jarren, 120.000 CHF)

2012 Swiss National Science Fund: „*Participatory Online Communication in Swiss Cities*“ (principal investigator, with Prof. Dr. Otfried Jarren, 60.000 CHF)

2009 Series of three panel discussions „*Democracy in Spain and Latin America: Between Visions and Reality*“, cooperation of the Institute of Political Science and the Instituto Cervantes in Frankfurt, Mai-June (10.000 EUR)

2005-2014 Several travel grants from DAAD (German Academic Exchange Service), SAGW (Swiss Academy of Humanities and Social Sciences) and other institutions

## RESEARCH COOPERATIONS

---

2015-2017 Member of the working group "Assessing Big Data" (www.abida.de), WZB – Berlin Social Science Center, funded by the German Federal Ministry of Education and Research (BMBF)

2014-2017 Member of the research network "Values and Norms in Communication Science", funded by German Research Foundation DFG (48.000 EUR)

2014 Member of Program Committee and Co-Organizer (also funding): *International Summer School on Information and Communication Technology For Democracy*, 16-22 March, 2014, New Delhi, India

2007-2009 Associated member EU-research network COST Action 30: „East of West: Setting a New Central and Eastern European Media Research Agenda“

## ORGANISATION OF CONFERENCES AND WORKSHOPS

---

2014 Member of Program Committee and Co-Organizer (also funding): *International Summer School on Information and Communication Technology For Democracy*, 16-22 March, 2014, New Delhi, India

2011 Workshop Director of ECPR Joint Sessions in St. Gallen („After Medialization: How Governments and Parties Communicate and Legitimize Political Action“), 12-17 April 2011

2010 Initiative and Organization of panel discussion „Quality-TV in Crisis? Television between profits and sophistication“, with Ingrid Deltrenre, General Directors of European Broadcasting Union and Götz Mäuser, Vice Chair of Board of Directors ProSieben Sat.1 Media AG and associate at financial investor Permira. 19.05.2010, Universität Zürich

2009 Initiative and organization of a series of three panel discussions "Democracy in Spain and Latin America: Between Visions and Reality", cooperation of the Institute of Political Science and the Instituto Cervantes in Frankfurt, Mai-June, 2009

July 2007 Initiative and Organization of a two-day workshop „Professional Teaching and Publishing for Young Academics“, cooperation of NAPOKO Network of Young Scholars and the International Promotion (PhD) Center, Goethe University Frankfurt.

## FACULTY GOVERNANCE & ADMINISTRATION

---

2015 Member of Annual Academic Report Working Group, IPMZ

2014-2015 Member of Evaluation Working Group, IPMZ

2011-2014 Departmental Mobility Coordinator at IPMZ - Institute for Mass Communication and Media Research (International cooperations, student exchange programs)

2008-2009 Representative of mid-level faculty (non-tenured research and teaching staff) in the search committee for the Chair of Comparative Political Science, Goethe University Frankfurt

- 2008 Member of a Commission to prepare accreditation of BA and MA degree programs
- 2008 Initiative and Organization of a student competition in photography, Department for Social Sciences, Goethe University Frankfurt
- 2007–2008 Elected Representative of mid-level faculty (non-tenured research and teaching staff) in the Board of Directors, Institute of Political Science, Goethe University

#### SERVICES TO THE RESEARCH COMMUNITY

---

- 2016 Member of the ICA Political Communication Division's "Kaid-Sanders Best Article of the Year Award Committee"
- 2008-2011 Chairperson of the young academics network NAPOKO (young academics in political communication research), associated with DVPW (German Political Science Association) and DGPUK (German Communication Association) ([www.napoko.de](http://www.napoko.de), ca. 220 members)
- Ongoing Reviewer for international journals (International Journal Press/Politics; Information, Communication & Society, New Media & Society, European Journal of Political Research, Communications, Sage Open, Policy & Internet, Journal of Latin American Communication Research)
- Reviewer for conferences (Annual conferences of DVPW/DGPUK political communication sections, annual conference of International Communications Association; ECREA, IAMCR, DGPUK)

#### PUBLICATIONS

---

##### BOOKS

Klinger, Ulrike (2011): *Medienmonopole in defekten Demokratien: Media Governance und die Aushandlung von Pluralismus in Italien und Mexiko. [Media Monopolies and Defective Democracies. Pluralism Governance and the Quality of Democracy in Italy and Mexico]*, Baden-Baden: Nomos.

*(Best Dissertation Award 2012, German Political Science Association)*

Klinger, Ulrike (2008): *Die geteilte Republik. Demokratiezufriedenheit und Legitimitätsproduktion in Ostdeutschland. [The Divided Republic. Satisfaction with Democracy and the Production of Legitimacy in East Germany.]*, Saarbrücken: VDM.

##### JOURNAL ARTICLES (PEER REVIEWED)

Klinger, Ulrike & Russmann, Uta (2017): *"Beer is more effective than social media" – Political parties and strategic communication in Austrian and Swiss national elections*. Journal of Information, Technology & Politics, Special Issue "Online Campaigning and Election Outcomes in a European Perspective". (forthcoming)

Klinger, Ulrike, Rösli, Stephan & Jarren, Otfried (2016): *Hype in the City? An Inventory of Participatory Online Communication in Swiss Cities*. Studies in Communication Science. <http://dx.doi.org/10.1016/j.scoms.2016.11.001>

Leupold, Anna, Klinger, Ulrike & Jarren, Otfried (2016): *Imagining the City: How Local Journalism Depicts Social Cohesion*. Journalism Studies. <http://dx.doi.org/10.1080/1461670X.2016.1245111>.

Klinger, Ulrike & Russmann, Uta (2015): *The Sociodemographics of Political Public Deliberation*. In: Communications – The European Journal of Communication Research 40:4, pp. 471–484.

Klinger, Ulrike; Rösli, Stephan & Jarren, Otfried (2015): *To Implement or Not to Implement: Participatory Online Communication in Swiss Cities*. In: International Journal of Communication 9; Special Issue: Qualitative Political Communication, pp. 1926-1946.

Klinger, Ulrike & Svensson, Jakob (2015): *The emergence of network media logic in political communication: A theoretical approach*. In: New Media & Society 17:8, pp. 1241-1257 (published online 2014)

Klinger, Ulrike, Rösli, Stephan & Jarren, Otfried (2015) *Beyond 'Potential': Swiss City Administrations and their use of ICT for Participation* [in Chinese], International Media Industry Review 11, S. 45-73.

Klinger, Ulrike & Russmann, Uta (2014): *Measuring online deliberation in local politics: An empirical analysis of the 2011 Zurich City Debate*. In: International Journal of E-Politics 5:1 Special Issue: E-Deliberation, Political Institutions, Online Political Networks and Public Engagement). pp. 61–77.

Klinger, Ulrike (2014): *Media Governance im interregionalen Vergleich: Informelle Regulierung in Italien und Mexiko. [Media Governance in interregional comparison: informal regulation in Italy and Mexico]* In: Zeitschrift für Vergleichende Politikwissenschaft. 8:1 Supplement, pp. 35–59.

Klinger, Ulrike (2013): *Mastering the Art of Social Media: Swiss Parties, the 2011 National Election and Digital Challenges*. In: Information, Communication and Society 16: 5. S. 717-736.

Klinger, Ulrike (2011): *Democratizing Media Policy: Community Radios in Mexico and Latin America*. In: Journal of Latin American Communication Research. 1:2. o.S.

Czepek, Andrea & Klinger, Ulrike (2010): *Media Pluralism between Market Mechanisms and Control: The German Divide*. International Journal of Communication 4/2010. S. 820-843.

## BOOK CHAPTERS

Jarren, Otfried & Klinger, Ulrike (2017): *Öffentlichkeit und Medien im digitalen Zeitalter: Zwischen Differenzierung und Neu-Institutionalisierung*. In: Gapski, Harald, Oberle, Monika, Stauer, Walter (Eds.) Medienkompetenz – Herausforderung für Politik, politische Bildung und Medienbildung. Bundeszentrale für politische Bildung, Bonn 2017.

Klinger, Ulrike & Svensson, Jakob (2016): *Network Media Logic: Some Conceptual Considerations*, In: Bruns, Axel; Enli, Gunn; Skogerbø, Eli; Larsson, Anders O. & Christensen, Christian (eds): Routledge Companion to Social Media and Politics. New York & London: Routledge: pp. 23-38.

Riesmeyer, Claudia; Zillich, Arne; Geise, Stephanie; Klinger, Ulrike; Müller, Kathrin; Nitsch, Cordula, Rothenberger, Liane & Sehl, Annika (2016): *Werte normen, Normen werten. Theoretische und methodische Herausforderungen ihrer Analyse [Valuing norms, norming values: Theoretical and methodological challenges of their analysis]*, In: Werner, Petra et al (eds.): Verantwortung – Gerechtigkeit – Öffentlichkeit. Normative Perspektiven auf Kommunikation. Konstanz: UVK (in print).

Klinger, Ulrike (2015): *Accountability Mechanisms and the Control of Public Service Media in Europe*, In: Karen Arriaza Ibarra (ed.): Public Service Media and Politics in Europe: Media Relations with the State, the Market and the Public. ECREA Series. London: Routledge. pp. 189-208.

Klinger, Ulrike (2015): *Mastering the art of social media: Swiss parties, the 2011 national election and digital challenges*. In: Gunn Sara Enli & Hallvard Moe (eds): Social Media and Election Campaigns. Key Tendencies and Ways Forward. Abingdon: Routledge (in print) <https://www.routledge.com/products/9781138930469>

Klinger, Ulrike (2012): *Veto Players and the Regulation of Media Pluralism: A New Paradigm for Media Policy Research?* In: Just, Natascha & Puppis, Manuel (eds.): Trends in Communication Policy Research. New Theories, Methods and Subjects. Bristol: Intellect. S. 139-153.

Klinger, Ulrike (2008): *Vom Betrug des Wahlbetrugs: Medienperformanz und die mexikanischen Wahlen 2006*. In: Aydin, Esra et al. (Hrsg): Düsseldorf Forum Politische Kommunikation. Schriftenreihe DFPK Bd. 3. Berlin. S.125-149.

#### BOOK REVIEWS

Klinger, Ulrike (2014): Book Review: Dahlgren, Peter: The Political Web. – Houndmills: Palgrave Macmillan 2013. In European Journal of Communication 29:6, pp. 749-751.

Klinger, Ulrike (2013): Rezension: Potschka, Christian: Towards a market in broadcasting. Communications policy in the UK and Germany. – Houndmills: Palgrave Macmillan 2012. In: Publizistik 1/2013. S. 113-114.

Klinger, Ulrike (2011): Rezension: Politische Inhalte im Internet (Patrick Rademacher, Köln 2010). Rezensionen:Kommunikation:Medien r:m:k.

#### OTHER ARTICLES

Klinger, Ulrike & Jakob Svensson (2014): Vernetzung als Problem: Social Media in der Politik. European Journalism Observatory. Published online 16 December 2014. <http://de.ejo-online.eu/digitales/vernetzung-als-problem-social-media-der-politik>

Klinger, Ulrike (2007): *Voto por Voto, Casilla por Casilla? Democratic Consolidation, Political Intermediation and the Mexican Election of 2006*. ZENAF Arbeits- und Forschungsbericht Nr.1/2007. Zentrum für Nordamerika-Forschung, Frankfurt am Main.

#### CONFERENCE PRESENTATIONS

(with Tobias Keller): Social bots in the public sphere: theoretical, empirical and methodological implications. ECREA Political Communication Section conference, 22-23 November 2017, Zurich.

(with Christian Pentzold): Reading the powerful rhetorics of 'big data' in political discourse. ICA 2017 Pre-conference 'Data and the Future of Critical Social Research', San Diego, 25 May 2017.

Who's afraid of Facebook? Perceptions about Social Media in Europe, Talk at CITS, Center for Information Technology and Society, University of California Santa Barbara, 26 April 2017

Panel: Political Campaigning Beyond Facebook and Twitter: Five European Perspectives, ECREA, 9-12 November 2016, Prague.

(with Jakob Svensson) The End of Media Logics? On Algorithms and Agency. Annual conference of the Digital Communication Section, German Communication Association DGPK. 3-5 November 2016.

Der Aufstieg der Semi-Öffentlichkeit: Ein relationaler Zugang zur Transformation digitaler Kommunikation. Dresdner Symposium „Digitale Revolution in der Demokratie“, 8-9 September 2016.

(with Jakob Svensson) Algorithms, Big Data & the Role of Network Media Logic. ICA Conference 2016 Fukuoka, Japan, 13 June 2016.

Öffentlichkeit als Beziehung – eine relationale Perspektive, Annual conference of the Swiss Association for Communication and Media Research 2016, Fribourg 7-9 April 2016.

*Vom Tahrir-Platz bis zu Pegida: Urbane Bewegungen und Social Media [From Tahrir Square to Pegida: Urban Movements and Social Media]* Workshop „Medien, Stadt, Bewegung: Medienwandel und kommunikative Figurationen des städtischen Lebens“, University of Bremen, 4-5 December 2015.

(with Jakob Svensson) *Network Media Logic and the Structural Changes of Political Communication – Some Conceptual Considerations*. Joint Annual Conference of the Political Communication-Sections of the German Political Science Association DVPW and German Communication Association DGPUK, 19-21 February 2015

*Social media and political communication in Switzerland*. ECREA 2014, Lisbon, Portugal, 12-15 November 2014.

with Uta Russmann) *Who deliberates online? Conference „Civic political engagement and public spheres in the new digital era“*, Centre de recherches politiques de Sciences Po CEVIPOF, Paris, 24-27 June 2014.

*Beyond 'Potential': Swiss City Administrations and their Use of ICT for Participation*. Conference "Smart Cities / e-Government", Shanghai, China, 5-7 June 2014.

(with Uta Russmann): *The Sociodemographics of Political Public Deliberation: How to measure deliberative quality among different user groups*. ICA Conference Seattle, USA, 22-26 May 2014.

(with Melanie Magin & Cornelia Wallner): *Making Norms and Values Visible: Reflections on Media Policy Research*, ICA Conference Seattle, USA, 22-26 May 2014.

(with Stephan Rösli & Otfried Jarren): *Citizen Participation and Political Online Communication: A Case for Qualitative Research Designs*. ICA Preconference: Qualitative Political Communication Research. Seattle, USA, 22 May 2014.

(with Stephan Rösli & Otfried Jarren): *Hype in the City? An Inventory of Participatory Online Communication in Swiss Cities*. Workshop "Comparative Perspectives on Social Media in Political Communication", Conference: Democratic Innovations, Democratic Crises: Is There a Connection? University of Oslo, Norway, 8-9 January 2014.

*Party communication and perceptions about social media: between academic trends and political reality*. ECREA Political Communication Section, Milano, Italy, 19-20 September 2013.

(with Jakob Svensson) *The Emergence of a Network Media Logic in Political Communication: A Theoretical Approach*, ECREA Political Communication Section, Milano, Italy, 19-20 September 2013.

*Social Media are Overestimated" – Political Parties, Communication Strategies and Electoral Campaigns*, IAMCR Conference 2013, Dublin, Ireland, 25-29 June 2013.

(with Uta Russmann) *The Quality of Public Online Participation: How to measure participatory online communication among different user groups*, IAMCR Conference 2013, Dublin, Ireland, 25-29 June 2013.

(with Jakob Svensson) *Network media logic – a theoretical challenge in mediatization studies*, Mediatization and New Media. International research workshop by ECREA TWG Mediatization. University of Copenhagen, Denmark, 15-16 March 2013.

*Ein Tweet macht noch keine Revolution: Ein analytischer Zugang zum Vergleich von Medienwandel und Medienstrukturen in Demokratisierungsprozessen*. Workshop des Netzwerks Medienstrukturen in Jena, 19-20 October 2012.

*High Perceptions, Low Performance: Do Political Parties Fail on Social Media?* ECREA 2012, Istanbul, Turkey, 24-28 October 2012.

*Mastering the Art of Social Media: On Swiss Parties, the 2011 National Election and the Digital Challenges*, ECPR Joint Sessions 2012, Workshop 20: Parties and Campaigning in the Digital Era, Antwerp, Belgium, 10-15 April 2012.

*Mediatisierung und die Ausdifferenzierung von Medienlogiken: Wie Social Media Schweizer Parteien herausfordern.* . Joint Annual Conference of the Political Communication-Sections of the German Political Science Association DVPW and German Communication Association DGPK, Zurich, Switzerland, 9-11 February 2012.

*Manufacturing Media Reforms: Towards a Model of Corporate Influence on Media Policy-Making*, ICA 2011 Conference, Boston, USA, 26-30 May 2011.

*Mediatization in the Age of Online Communication: Still a useful paradigm?* ECPR Joint Sessions, Workshop: After Mediatization: How Parties and Governments legitimize and communicate political action. St. Gallen, Switzerland, 12 -17 April 2011.

*The Limits of Media Power: Why Media Concentration Does Not Impede Fair Electoral Coverage*, ECREA 2010, Hamburg, Germany, 12-15 October 2010.

*Regulating under Influence? Media Concentration and its Effects on Media Policy-Making*, IAMCR Conference Braga, Portugal, 18-22 July 2010.

*Legalizing Community Communication: Mexican Community Radios and their Struggle for Participation and Participative Regulation*, IAMCR-Conference, Braga, Portugal, 18-22 July 2010.

*Veto Players and the Regulation of Media Pluralism: A New Paradigm for Media Policy Research?* Workshop of the ECREA's "Communication Law and Policy" Section: New Directions for Communication Policy Research, Zurich, Switzerland, 6-7 November 2009.

*Media Pluralism between Market Mechanisms and Control: The German Divide*, ECREA Conference, Barcelona, Spain, 25-29 November 2008.

*Challenging Media Power: The Emancipation of Media Policy in the Mexican Democratic Transition*, ICA InterAmericas Council: Congress of the Americas II, Mexico City, 9.-11. October 2008.

*Structural Media Pluralism in Germany: The Broadcast Sector*, COST A30 Conference, Sarajevo, Bosnia and Herzegovina, 5-7 June 2008.

*Machiavellian Rule or Fourth Estate? Challenges and Strategies of Equilibrating Media Concentration in Mexico and Italy*. International Summer School „Political Communication and Electoral Behaviour“, Milano, Italy, 2-9 July 2007.

*Vom Betrug des Wahlbetrugs: Medienperformanz und die mexikanischen Wahlen 2006*, Düsseldorfer Forum Politische Kommunikation, Düsseldorf, Germany, 13-15 April 2007.