

Keynotes and Conference Papers since 2010

- Bühling, K. & Pfetsch, B. (2025) Brandmauer gegen rechts? Negative campaigning etablierter Parteien auf Facebook und ihr Umgang mit rechtspopulistischen Herausforderern – Ein Deutsch-Österreichischer Vergleich, Annual Meeting of the Political Communication Section of the DGPUK, University of Innsbruck, Innsbruck, February 27-28 .
- Pfetsch, B. (2024) Debattenkultur in der Politik am Beispiel von TV-Debatten im Wahlkampf: Wirkungen auf das Wahlverhalten? Seminar of the Studienstiftung, University of Mannheim, Mannheim, November 8
- Pfetsch, B. (2024) European Public Sphere under the influence of digital mediatization, politicization and global crises – consequences for theory and methods in political communication. Keynote at the Conference “The new European Public Sphere, the crises and challenges of post-truth”, Catania, Italy, May 30
- Pfetsch, B. (2024) Forschen Sie, Junge Frau – Fragestellungen und Projekte der politischen Kommunikationsforschung seit 1986. Symposium „Information, Netzwerke und digitale Öffentlichkeiten“, FU Berlin, February 29
- Pfetsch, B. (2023) Local movement activism and digital mobilization in environmental conflicts - processes of scaling. Seminar at the Helsinki Institute for Social Sciences and Humanities. Helsinki, October 4
- Pfetsch, B. (2023) The Dialectics of Far-right Publics, Intervention at the International Conference-Workshop Theorizing Publics and the Far-Right: Pushing the Field Forward. Weizenbaum-Institute for the Networked Society, FU Berlin and Viadrina University, Berlin, July 21, 2023
- Pfetsch, B. (2023) Agonistic Democracy and Public Spheres – (Dis)Connected Citizenship in Polarized Societies. Keynote, Barbara Pfetsch, Conference Responsible citizenship: communication, social and democratic transitions, Audincia & Science Po, Paris, June 26
- Pfetsch, B. (2023) AI as a generative technology – perspectives from science and art. Panel discussion at the 5th Weizenbaum Conference, AI, Big Data, Social Media and people on the move. Berlin, June 19
- Pfetsch, B. (2023) Physical locations and digital spaces in environmental conflicts – patterns and issues of scaling in connective movement activism, ICA Annual Conference, Toronto May 26
- Pfetsch, B. (2023) Measuring the Rhetoric of Solidarity: How Civil Society Organizations Negotiate Social Cohesion in Their Public Communication, Presentation at the Helsinki Hub on Emotions, Populism and Polarisation (HEPPSinki), March 27
- Pfetsch, B. (2022) Issue Agendas and Networks on the Right -Does Social Media Communication threaten European Democracy. Helsinki Institute for Social Sciences and Humanities, Keynote, Helsinki, October 6
- Pfetsch, B. (2022) Physical locations and digital spaces – Approaches to tracing geolocation in digital data on Twitter. Helsinki Institute for Social Sciences and Humanities, Brown Bag Seminar, Helsinki, October 3
- Pfetsch, B. (2022) Researching Food – Communication, Mobilisation and Politicization of Food on the Internet. Conference: „Production, Retailing and Consumption of Food Commodity Chains before and after Covid-19“ Humboldt-Universität zu Berlin, June 17
- Pfetsch, B., Heft, A., Benert, V. (2022) Same, same but different. Explaining the issue agendas of right-wing parties in Europe, ICA Annual Conference, Paris, May 29
- Pfetsch, B. (2022) Translocalisation - Spatial Arrangements of the Twittersphere. On-boarding-Spring School CRC 1265 Re-Figuration of Spaces, TU Berlin, (online), May 11
- Pfetsch, B. (2022) Variationen über ein Thema: Die Kanzler-Trielle. Tagung “Im Land der (Schein-) Riesen. Die Bundestagswahl 2021 in der Analyse” , Akademie für Politische Bildung Tutzing, (online), February 5

- Pfetsch, B. (2021) Right Wing Issue Agendas and Networks in Digital Election Campaigns Issue Agendas and Networks on Social Media of Right Wing Parties - Findings from a study of the EU election campaign. Forschungskolloquium der Universität Bern, (online) December 2
- Pfetsch, B., Heft, A., Benert, V. (2021) Same, same but different. Explaining the issue agendas of right-wing parties in Europe, 8th ECREA conference, (online), September 7
- Hepp, A., Pfetsch, B. (2021) Digitalisierung und Demokratie: Herausforderungen für digitale Öffentlichkeiten zwischen etablierten Medienorganisationen und Pionierjournalismus, 16. Mediensymposium Zürich/Luzern „Regulierung, Governance und Medienethik in der digitalen Gesellschaft“, (online), June 10/11
- Pfetsch, B. (2021) Unheilige Allianzen am rechten Rand – Digitale Öffentlichkeiten und die Herausforderungen für die Demokratie in Europa, Konferenz: Digitale Sicherheit im demokratischen Staat, Harnack-Haus der MPG, Berlin, (online), April 23
- Pfetsch, B. (2021) Right Wing Issue Agendas and Networks in Digital Election Campaigns, Lecture at the Institute of Social Sciences, University of Lisbon, Lisbon, (online), March 26
- Pfetsch, B. (2021) Europäische Öffentlichkeit und die Plattform Europas, Weizenbaum Forum, Berlin, (online), February 9
- Pfetsch, B. (2021) The logic of comparative research in the social sciences, Guest lecture in the class for doctoral students: Social Science Methodology, Technische Universität Berlin, Global Center of Spatial Methods for Urban Sustainability, (online), January 12
- Pfetsch, B. (2020) Democracy in Times of Dissonance – Challenges of digital infrastructures in political communication. Keynote at the conference “Unstable democracies: Polarization, populism and disinformation in a hybrid media context”, University of Valencia (online), November 11-13
- Pfetsch, B. (2020) Die Demokratie steht auf dem Spiel! Herausforderungen der politischen Medienkompetenz durch die Digitalisierung, CAIS Themenforum beim 8. Tag der Medienkompetenz des Grimme-Institut: Medienkompetenz der Zukunft: Was sagt die Wissenschaft, (online), September 29
- Pfetsch, B. (2020) Lost in Communication - Institutionen und Öffentlichkeit im digitalen Wandel – Keynote at the Webinar „Lost in Space? Museen in Zeiten pandemischer Digitalität“, Naturkundemuseum Berlin, September 21
- Stoltenberg, D., Pfetsch, B., Waldherr, A. (2020) Ortsspuren in digitalen Daten: Strategien zur Geolokalisierung von Tweets. 40. Jahrestagung der Deutschen Gesellschaft für Soziologie, (online), September 14-18
- Heft, A., Reinhardt, S., Pfetsch, B. (2020) Mobilization and support structures in networks on the political right. Right-wing parties’ digital linkages and user engagements in the context of the 2019 EP election”. 14th ECPR General Conference (online), August 26 -28
- Heft, A., Reinhardt, S., Pfetsch, B. (2020) Transnational mobilization networks on the right? Structures and dynamics in right-wing parties digital linkages and user engagements in the context of the 2019 EP election”. 2020 ISPP Annual Meeting „Polarization, Misinformation, and Entrenched Group Conflict: Harnessing Political Psychology to Find Solutions to Problems New and Old” (online), July 14
- Heft, A., Pfetsch, B., Voskresenskii, V., Benert, V. (2020) Transnationalization of the radical right? A comparative analysis of shared issue agendas during the 2019 EP Election campaign in six countries. ICA 2020 – 70th Annual Conference „Open Communication“ (online), May 20-26
- Heft, A., Reinhardt, S., Pfetsch, B. (2020) Transnational mobilization networks on the political right? A study of structures and dynamics in right-wing parties digital linkages across six countries in the context of the 2019 EP election. ICA 2020 – 70th Annual Conference „Open Communication“ (online), May 20-16
- Pfetsch, B., Knüpfer, C. & Heft, A. (2019) Rechte Netzwerköffentlichkeit - transnationale Interaktionen in digitalen Räumen, 16. Jahrestagung der Deutschen Gesellschaft für Designtheorie und -forschung DGTF, Kunsthochschule Kassel, Kassel, November 15

- Pfetsch, B. (2019) How local is the Digital Public Sphere on Twitter? The Cases of Jerusalem and Berlin (with Daniela Stoltenberg). ICA Annual Conference Washington, D.C., May 26
- Pfetsch, B. (2019) Politische Kultur und Politische Kommunikation in dissonanten Öffentlichkeiten - Zum Zusammenhang von Digitalisierung und Demokratie Vortrag bei der Medienstudierendentagung, FU Berlin, May 17
- Pfetsch, B. (2019) Liberal Democracy in Times of Dissonance, Disconnection and Noise – Implications for Comparative Political Communication Research, Opening Keynote at the International Conference “Comparative Media Studies in Today's World”, Saint Petersburg State University, April 16
- Pfetsch, B. (2019) Digital Dissonance, Disconnection and Noise and what it means for Democracy, Bellwether lecture at the Oxford Internet Institute, Oxford, February 28
- Pfetsch, B. (2018) Fake News als Politische Kommunikationsstrategie - Entstehungsbedingungen und Folgen gezielter Falschinformationen, Lecture Series of the Department of History of the Humboldt Universität zu Berlin, October 22
- Pfetsch, B. (2018) Politische Kommunikation neu denken, Presentation in the Lecture Series Veränderungen der Kommunikation in der Gesellschaft und politische Konsequenzen, Berlin Brandenburgische Akademie der Wissenschaften, Berlin, June 29
- Pfetsch, B. (2018) *Issue Networks, Digital Spaces and Dissonant Public Spheres*, Colloquium at the Department of Communication and Journalism, Hebrew University, Jerusalem, May 15
- Pfetsch, B. (2018) Dissonanzen in Öffentlichkeiten: Perspektiven eines Forschungsprogrammes, Paper presented to Forum Medien und Medienwandel als theoretische und empirische Herausforderung, Department of Communication and Media Research at the University of Zürich, Vitznau, April 6-7
- Pfetsch, B. (2018) Changes in Media, Changes in Communication – Changes in Communication Research? Roundtable at the Symposium of the Department of Communication and Media Research at the University of Zürich, Zürich, March 23
- Pfetsch, B. (2018) Comments on Silvio Waisbord's lecture From the Ministry of Truth to post-truth politics: Populism and the new crisis of public communication, Symposium for Jay Blumler, University of Leeds, Leeds, February 8
- Pfetsch, B. (2018) Fake News als Mittel der Politik – Zu den Auswirkungen gezielter Falschinformation (in den USA), Hospitalhof Stuttgart, January 22, 2018
- Pfetsch, B. (2017) *Political Communication Cultures in Dissonant and Disconnected Public Spheres*, Keynote at the International Symposium “Digital Media, Political Polarization and Challenges to Democracy, Austrian Academy of Sciences, Vienna, September 21-22
- Pfetsch, B. (2017) Theoretical Concepts and Empirical Findings on Transnational Communication in Europe. Lecture at Fudan University, Shanghai, July 4, 2017
- Pfetsch, B. (2017) Political Communication, Civil Society and Online Protest in Western Societies Lecture at Fudan University, Shanghai, July 5, 2017
- Pfetsch, B. (2017) *Medienwandel, Dissonanzen und “Disconnections”*, Paper presented to Forum Medien und Medienwandel als theoretische und empirische Herausforderung, Department of Communication and Media Research at the University of Zürich, Vitznau, April 6-7.
- Adam S. & Pfetsch, B. (with Häussler, T., Maier, D., Miltner, P., Reber, U., Schmid-Petri, H., Waldherr, A. (2017) *Politisches Agenda-Building in Zeiten eines hybriden Mediensystems – ein Vergleich zwischen Ländern und Themen*. Final Workshop of the DFG-Research Unit Political Communication in the Online World, Universität Düsseldorf, March 30.
- Pfetsch, B. (2017). *Comparative Research in political Communication: New media, new boundaries and new challenges*. Presentation to the International Symposium: Political communication at a crossroad: An international encyclopedia, University of Milano, March 17
- Pfetsch, B. (2016). *Dissonant and Disconnected Public Spheres as Challenge for Political Communication Research*. Keynote at the Political Studies Association, Media and Politics Group. 2016 Annual General Conference “Media and Politics in Times of Crisis and Change”, London, LSE, 12-13 December.

- Pfetsch, B., Maier D., Miltner, P. & Waldherr A. (2016). *About Frankenfood and Salmonella: Framing Food Safety in US News Media and Online Issue Networks*, Paper presented to the, 66th Annual Conference of the International Communication Association (ICA), Fukuoka, Japan, June 9-13 June.
- Heft, A., Alfter, B. & Pfetsch B. (2016). *Transnational Journalism Networks as Drivers of Europeanization*, Paper presented to the, 66th Annual Conference of the International Communication Association (ICA), Fukuoka, Japan, June 9-13 June.
- Pfetsch, B. (2016). *Political Communication, Civil Society and Online Protest – The impact of digital media on political mobilization and agenda-setting in democracy*. Keynote at the 4th Congress on Social Communication in the Era of New Technologies, Adam Michiewicz University, Poznan, September 15.
- Maier, D., Waldherr, A., Miltner, P., Jaehnichen, P., & Pfetsch, B. (2015). *Exploring issues in a networked public sphere. Combining hyperlink network analysis and topic modeling*. Paper presented at the 65th Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico, May 21-25.
- Pfetsch, B. (2015a). *Agenda-Building in Food Safety on the Internet in Germany and the United States*. Paper presented at the Round Table in the School of Media and Political Management, George Washington University, Washington, D.C., October 29.
- Pfetsch, B. (2015b). *Die Netzwerköffentlichkeit der Lebensmittelaktivisten*. Paper presented at the Formate des Politischen - Medien und Politik im Wandel, Haus der Bundespressekonferenz, Berlin, November 26.
- Pfetsch, B. (2015c). *Themennetzwerke im Internet und die Rolle von Medien in Agenda-Building-Prozessen - Lebensmittelaktivisten in Deutschland und USA im Vergleich* Paper presented at the Arbeitskreis Neue Soziale Bewegungen, TU Berlin, December 14.
- Pfetsch, B. (2015d). *Europäische Identität, Politisierung und Öffentlichkeit*. Paper presented at the Re-Reading Risse, Seminaris, FU Berlin, December 17.
- Pfetsch, B., Maier, D., Miltner, P., & Waldherr, A. (2015). *Connection for Salience - A comparison between German and US American Issue Networks*. Paper presented at the Jahrestagung der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), Universität Bern, March 13-14.
- Pfetsch, B., Miltner, P., Maier, D., & Waldherr, A. (2015). *Alte und Neue Dynamiken des Agenda-Building in der Online- Welt - Ein Beitrag zur Theoriebildung der politischen Kommunikationsforschung*. Paper presented at the Politische Online-Kommunikation. Voraussetzungen, Facetten und Folgen des strukturellen Wandels politischer Kommunikation, Jahrestagung des AK Politik und Kommunikation der DGPK und DVPW, Düsseldorf, February 20-21.
- Miltner, P., Maier, D., Waldherr, A., & Pfetsch, B. (2014). *Wie flüchtig ist digitale Öffentlichkeit? Empirische Befunde zur Stabilität und Dynamik themenspezifischer Öffentlichkeiten im Internet*. Paper presented at the Jahrestagung der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK), Passau, Germany, May 28-30.
- Miltner, P., Pfetsch, B., Maier, D., & Waldherr, A. (2014). *Grasping issues in a networked public sphere: Strategies to draw and prepare random samples of heterogenous web sources*. Paper presented at the Conference "Political Context Matters: Content Analysis in the Social Sciences, Mannheim, Germany, October 10-11.
- Pfetsch, B. (2014a). *On the Conditionality of Transnational Communication in Europe*. Paper presented at the Final Conference of the SFB Staatlichkeit im Wandel, Panel "Legitimation from below - Citizens' actions, constructions of legitimacy and the conditionality of transnational media communication in Europe, Universität Bremen, Germany, April 3.
- Pfetsch, B. (2014b). *Online-Networks of Challengers in Food Policy - First findings from a comparative study of agenda building*. Paper presented at the Forschungskolloquium des Instituts für Medienwissenschaft der Universität Bern, Bern, Switzerland, May 15.

- Pfetsch, B. (2014c). *Political Communication in Europe - On the Conditionality of a Transnational Public Sphere*. Paper presented at the AI Mercato Forum, Berlin, Germany, May 19.
- Pfetsch, B. (2014d). *Comparing Political Communication Cultures in Europe - Towards a Typology of the Media-Politics Relationship*. Paper presented at the International and interdisciplinary graduate seminar series, University degli Studi di Milano, Milan, Italy, June 27.
- Pfetsch, B. (2014e). *Journalismus in der Falle - zur Wahrnehmung der Medienlogik zwischen politischer Instrumentalisierung und Kommerz*. Paper presented at the Kolloquium in Memoriam Hannes Haase, Universität Wien, Austria, November 28.
- Pfetsch, B. (2014f). *Gibt es eine Europäische Öffentlichkeit? - Über die Bedingungen transnationaler Kommunikation in Europa*. Paper presented at the Impulsreferat bei der Friedrich Ebert Stiftung "Europa im Spiegel der Medien", Stuttgart, Germany, December 12.
- Pfetsch, B., Maier, D., Miltner, P., & Waldherr, A. (2014). *Connection for salience – Old and new media in agenda-building on the Internet*. Paper presented at the ECREA 5th European Communication Conference, Lisbon, Portugal, November 12-15.
- Pfetsch, B. (2013). *Researching Networks of Food Policy and Climate Change*. Paper presented at the Research Seminar of the Class of 2012/13, Center for Advanced Study in the Behavioral Sciences at Stanford University, Stanford/CA, USA, January 30.
- Pfetsch, B., Maier, D., Miltner, P., & Waldherr, A. (2013). *Online Networks of Challengers in Food Policy: A Comparative Study of Structures and Coalitions in Germany, UK, US and Switzerland*. Paper presented at the 7th ECPR General Conference, Bordeaux, France, September 4-7.
- Pfetsch, B. (2012a). *Adverse Side Effects of Political Crisis - Political Communication Culture and Democratic Governance under Stress*. Paper presented at the 3rd International Conference on Democracy as Idea and Practice, Oslo, Norway, January 12-13.
- Pfetsch, B. (2012b). *Demokratiepotentiale des Internets für die politische Bildung*. Paper presented at the Bundeskongress Politische Bildung, Berlin, Germany, May 21.
- Pfetsch, B. (2012c). *Wo steht die Kommunikationswissenschaft in der Sozialwissenschaft? Kommentar zu Hartmut Esser "Grundlagen der erklärenden Sozialwissenschaft"*. Paper presented at the Sommerkolleg für Doktoranden der Forschergruppe "Politische Kommunikation in der Online Welt", Düsseldorf, Germany, July 7.
- Pfetsch, B. (2012d). *Online Communication and Political Debate*. Paper presented at the International Summer School Political Communication and Electoral Behavior, Milan, Italy, July 17.
- Pfetsch, B., & Mayerhöffer, E. (2012). *National or professional? A Typology of Political Communication Cultures across Western Europe*. Paper presented at the ECPR Joint Sessions of Workshops, Antwerp, Belgium, April 11-14.
- Schmid-Petri, H., Häussler, T., Adam, S., Waldherr, A., Miltner, P., Pfetsch, B., & Bennett, W. L. (2012). *Selecting and framing in a digital age: Is online communication of challengers abandoning mass media's logic?* Paper presented at the ECREA 4th European Communication Conference, Istanbul, Turkey, October 24-27.
- Waldherr, A., Häussler, T., Miltner, P., Pfetsch, B., Schmid-Petri, H., Adam, S., . . . Bennett, W. L. (2012). *Comparing apples and oranges: The challenge of measuring online-offline discourse dynamics*. Paper presented at the 62nd Annual Conference of the International Communication Association (ICA), Phoenix, AZ, USA, May 24-28.
- Pfetsch, B. (2011a). *Promise Fulfilled? Comparative Research in Political Communication Systems, Keynote*. Paper presented at the Keynote at the Conference of the ECREA Political Communication Section, Comparing Political Communication across Time and Space, Madrid, Spain, October 20-21.
- Pfetsch, B. (2011b). *Democratic Potentials of Online Communication for political Debate*. Paper presented at the Conference Panel "New Technologies in Communication Process, Warschau, Polen, September 22-23.
- Pfetsch, B. (2011c). *Wie können wir heute unsere Überzeugungen glaubwürdig kommunizieren?* Paper presented at the Kanzelrede am Reformationsfest, Hospitalkirche, Stuttgart, Germany, October 31.

- Pfetsch, B., & Adam, S. (2011). *Media Agenda Building in Online and Offline Media - Comparing Issues and Countries*. Paper presented at the 6th ECPR General Conference, Reykjavik, Iceland, August 25-27.
- Pfetsch, B., Mayerhöffer, E., & Moring, T. (2011). *Political vs. Media Logic or Simply different Worlds? A Typology of Political Communication Cultures across Europe*. Paper presented at the Conference of the ECREA Political Communication Section, Comparing Political Communication across Time and Space, Madrid, Spain, October 20-21.
- Pfetsch, B. (2010). *Medienmacht und politische Kontrolle aus Sicht von Journalisten und Politikern*. Paper presented at the Symposium für Roger Blum, Universität Bern, Switzerland, January 23.