

Curriculum Vitae

Jürgen Grimm has been a professor of communication studies at the University of Vienna since 2004. In 1985, he received his PhD from Siegen University with a theoretical and empirical work focused on content analysis regarding media entertainment. From 1984-1988 post-doc research assistant at the DFG-funded research project “Imparting Reality through the Mass Media” at ZUMA (Center for Surveys, Methods and Analyses). He habilitated at Mannheim University in 1998 with a study on violence depiction in TV documentaries and movies and the impact on children and adults. Before he came to Vienna, Grimm taught and researched at several German universities such as Mannheim, Muenster, Augsburg, Duesseldorf, and Siegen. Apart from his teaching activities, he carries out intensive empirical research especially in the area of media effects and on this basis tries to find solutions for practical problems of media professionals. Since 1994, he has been a member of the board of trustees of the "Freiwillige Selbstkontrolle Fernsehen" ("Organization for the Voluntary Self-Regulation of Television"). He is also chairman of the „Association for the Promotion of Media Research" in Austria and Germany. From 2005-2011 he was the director of the Forum for Methods at the Faculty for Social Sciences at Vienna University. At present he is the head of the Forum of Social Sciences within the Centre for Methods. Currently, he is also the leader of several Viennese research projects, e.g. "Media, Patriotism, Integration" in which media images of migrants, the media impact on migrants and non- migrants, and the consequences for exclusion or inclusion within diverse national identities are investigated. He also leads the project “Storytelling and Agenda Setting” which refers to political communication and election campaigns. Grimm has published widely on depictions of media violence, war and crisis journalism, news processing, media entertainment, political communication, broadcasting history and on methodological problems of content analyses and media effect research.

- Born in Karlsruhe, Germany on January 10th, 1954.
- Classical secondary school 1965-1973, advanced school leaving certificate 1973.
- 1973-1978 studies of German Philology and Political Science at Mannheim University.
- October 1979-June 1981 deputy project manager of the project „Media Effects in International Politics“ financed by the Deutsche Forschungsgemeinschaft [*German Research Foundation*] (DFG)headed by Prof. Dr. G.W. Wittkämper in Münster (at ZUMA)
- July 1981-June 1983 scholar of the „Studienstiftung des Deutschen Volkes“ [*German National Academic Foundation*]
- 1983 research assistant at „Zentrum für Umfragen, Methoden und Analysen“ (ZUMA) [*Center for Surveys, Methods and Analyses*] in Mannheim. Focus: Conducting a ZUMA-survey on methodological basic research (concept, survey, statistic evaluation, final report).
- 1985 PhD from Siegen University with a theoretical and empirical work focused on content analysis regarding media entertainment. Assessors: Prof. Dr. Karl Riha, Prof. Dr. Siegfried J. Schmidt.
- January 1984-February 1988 post-doc research assistant at the DFG-funded research project “Imparting of Reality by the Mass Media”, project management Prof. Dr. W. Früh (Munich). Focus: Conveyance of information by the mass media, all aspects of the conducting of scientific research projects (at ZUMA).
- September 1989-December 1990 post-doc research assistant at the „Forschungsstelle für gesellschaftliche Entwicklung“ [*Research Center for Social Development*] (FGE, project management: Prof. Dr. Rudolf Wildenmann) at the University of Mannheim. Focus : Preparation of the Collaborative Research Center “Functions of TV Information”; project management of the research project “Videoclips and Lifeworld”; cooperation in the research project “Image Analysis: Television” in the Media Research Department of the FGE.
- January-June 1991 research assistant at Mannheim University at the Department for Political Science and International Comparative Research (Prof. Dr. Max Kaase). Focus: preliminary studies for a research project on the relation of information and entertainment on TV; Research

- seminar where teaching was combined with applying empirical methods.
- November 1991-December 1994 project management in the DFG-funded research project „The Media: Simulation and Reality” (mentoring by Prof. Dr. Jochen Hörisch) at Mannheim University: Research on the effects of TV media violence and on Reality TV.
 - Habilitation in 1998 at Mannheim University: „Fernsehgewalt. Zuwendungsattraktivität – Erregungsverläufe – sozialer Effekt. Zur Begründung und praktischen Anwendung eines kognitiv- physiologischen Ansatzes der Medienrezeptionsforschung am Beispiel von Gewaltdarstellungen“ [„TV Violence: Attraction, Arousal, Social Effect: Reasoning and Application of the Cognitive- Physiological Approach for Study Media Reception on the Example of Violence Imagery“].
 - April -September 1998 lectureship at the Westfälische Wilhelms-University Münster (Department of Media and Communication Studies).
 - October 1998-December 2002 project manager of the research project “Talkshow Analysis” at Mannheim University.
 - October 1999-April 2001 interim professor of Communication Studies at Augsburg University.
 - November 2001-March 2002 interim professor of Media Studies at Düsseldorf University.
 - April 2002-February 2004 interim professor of Media Studies at Siegen University.
 - October 2003-February 2004 visiting professor at Vienna University.
 - Ranked on the nomination lists in Klagenfurt and Regensburg
 - Since March 2004 professor of Communication Science at Vienna University.

Profession-related memberships and functions:

- Since 1992 member of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK) [German Society for Journalism and Communication Studies]
- Since 2004 member of the Österreichische Gesellschaft für Kommunikationswissenschaft (ÖGK) [*Austrian Society for Communication Studies*]
- Since 2005 member of the International Communication Association (ICA).
- Since February 1994 member of the board of trustees of the *Freiwillige Selbstkontrolle Fernsehen* [*Association for the Voluntary Self-Regulation of Television*] in Berlin. Focus: Development and adjustment of regulation criteria regarding aspects of youth protection and TV programs.
- Since November 1993 chairman of the *Verein zur Förderung der Medienforschung* [*Society for the Promotion of Media Research*]. Members are amongst others: SWR, HR, ZDF, RTL, SAT.1, RTL2, the Association for the Voluntary Self-Regulation of Television, the daily newspaper “Mannheimer Morgen” and the Mannheim Evening Academy.
- Since January 1995 member of the *Freiwillige Selbstkontrolle der Filmwirtschaft* (FSK) [German Film Classification Board].
- Since May 2004 member of the faculty council at Vienna University.
- 2005-2011: director of the Forum for Methods at the social science faculty at Vienna University.
- Since 2012: director of the Forum of Social Sciences within the Center for Methods at Vienna University (formerly Forum for Methods).

Choice of relevant publications and papers:

- Grimm, Jürgen, Werner Früh (1980): Medienwirkungen in der internationalen Politik. [Media effects in international politics] In: ZUMA-Nachrichten [ZUMA-News], Nr.6, S.41ff.
- Grimm, Jürgen, Gerhard W. Wittkämper, Jürgen Bellers, Klaus Wehmeier (1982): Das Interaktionsgeflecht von außenpolitischen Eliten und Presse in Bonn. [The interaction network of foreign policy elites and the press in Bonn] In: Politische Vierteljahresschrift [Political

Quarterly], Jg.23, H.4, S.466f.

- Grimm, Jürgen, J. Bellers, M. Heiks (1982): Methodologische Probleme bei der Analyse von Pressewirkungen auf außenpolitische Entscheidungsprozesse [Methodological problems in analyzing press coverage effects on foreign policy decisionmaking processes]. In: H. Schatz, K. Lange (Hg.), Massenkommunikation und Politik. Aktuelle Probleme und Entwicklungen im Massenkommunikationssystem der Bundesrepublik Deutschland [Mass communication and politics. Current trends and problems in the mass communication system of the Federal Republic of Germany]. – Frankfurt a.M.: Haag+Herchen, S.99-120
- Grimm, Jürgen (1986a): Inhaltsanalyse der Presseberichterstattung zu den deutsch-polnischen Verhandlungen 1969/70 [Content analysis of the press coverage on the German-Polish negotiations 1969/70]. In: G.W. Wittkämper (Hg.), Medienwirkungen in der internationalen Politik [Media effects in international politics], Bd.1 und 2. – Münster: LIT-Verlag, S.501-753
- Grimm, Jürgen (1986b): Unterhaltung - zwischen Utopie und Alltag. Methode und praktische Anwendung der Inhaltsanalyse am Beispiel von Kriminalheftromanen [Entertainment between utopia and every-day life. Methodology and practical application of content analysis using the example of pulp fiction crime novels]. – Frankfurt a.M., Bern, New York: Peter Lang
- Grimm, Jürgen (1986c): Assoziationsstrukturen im Kriminalheftroman - oder die Verwurzelung fiktionaler Konzepte in der Lebenswelt. Ergebnisse einer systematischen Inhaltsanalyse [Association structures in pulp fiction crime novels – or the rootedness of fictional concepts in the lifeworld]. In: Spiel [Game], 5.Jg., S.241-260.
- Grimm, Jürgen, Karin Weinfurter (1988): Zur Nutzung und Wirkung politischer Magazinsendungen. Rezipientenprofile – Verarbeitungsweisen [On use and effect of political TV magazines. Recipients` profiles – modes of processing]. In: H. Kreuzer, H. Schuhmacher (Hg.), Magazine audiovisuell. Politische und Kulturmagazine im Fernsehen der Bundesrepublik Deutschland [Magazines audiovisually. Political and culture magazines on television in the Federal Republic of Germany]. – Berlin: Volker Spiess, S.193-218
- Grimm, Jürgen (1989): Inhaltsanalyse [Content analysis]. In: Jürgen Bellers, Wichard Woyke (Hg.), Methoden zur Erforschung der internationalen Beziehungen [Methods for researching international relations]. – Opladen: Westdeutscher Verlag, S.170-180.
- Grimm, Jürgen (1992a): Die Faszination des Schreckens – Warum Horrorfilme so attraktiv sind [The fascination of fear. Why horror movies are so attractive] . In: Film & Fakten [Film & Facts], Nr.18, S.2-5.
- Grimm, Jürgen (1993b): Der kultivierte Schrecken? Erlebnisweisen von Horrorfilmen im Rahmen eines Zuschauerexperiments [Cultivated fear? Modes of experiencing horror movies in a viewer experiment]. In: Publizistik, Jg.38, H.2, S.206-217
- Grimm, Jürgen (1993c): Vom wahren Schrecken. Schockerlebnisse in der Mediengesellschaft [On true terror. Shocking experiences in the media society] . In: Medien praktisch, Jg.17, H.1 (insgesamt H.65), S.22-27.
- Grimm, Jürgen (1994a): Kinder, Jugend und Medien. Ausgewählte Studien zum internationalen Forschungsstand mit einigen Schlußfolgerungen für den Jugendschutz. Studie im Auftrag der ULR Kiel [Children, adolescents and the media. Selected studies on the international state of research with a few conclusions regarding youth protection. Study commissioned by the ULR Kiel]- Kiel: Malik.
- Grimm, Jürgen (1994b): Infotainment - Ausweg aus der Unterhaltungsgesellschaft? [Infotainment – A way out of the dilemma of the entertainment society?] In: Heidelberger Club für Wirtschaft und Kultur [Heidelberg Club for Economy and Culture] (Hg.), Herausforderung Informationsgesellschaft. Facetten einer Entwicklung [The Challenges of the information society. Facets of a development]. – Hamburg: LIT, S.147-161.
- Grimm, Jürgen (1995): Wirklichkeit als Programm? Zuwendungsattraktivität und Wirkung von Reality TV. [Reality as program? Attraction and effect of reality TV] In: Gerd Hallenberger (Hg.), Neue Sendeformen im Fernsehen. Ästhetische, juristische und ökonomische Aspekte [New TV formats. Aesthetic, legal and economic aspects]. Arbeitshefte Bildschirmmedien 54. –

Siegen: DFG- Sonderforschungsbereich 240, Universität-GH-Siegen, S.79-111.

- Grimm, Jürgen (1996a): Physiological and psychosocial effects of television violence. Between anxiety and aggression. Paper for the 8th Congress of Association of European Psychiatrists. – London, 7-12 July 1996, Section "Psychiatry and the Media", 11 July 1996
- Grimm, Jürgen (1996b): Between anxiety and aggression. Physiological and psychosocial effects of television violence. In: European Psychiatry. Journal of the Association of European Psychiatrists, vol.11/Suppl.4, p.215
- Grimm, Jürgen (1997a): Physiologische und psychosoziale Aspekte der Spielfilmgewalt-Rezeption. TV-Gefühlsmanagement zwischen Angst und Aggressionen [Physiological and psycho-social aspects of TV-violence reception. TV- emotion management between fear and aggression]. In: Medienpsychologie, Jg.9, H.2, S.127-165.
- Grimm, Jürgen (1997b): Informationsleistungen von Medien in Krisenzeiten. Anomalien des Zuschauerhaltens während des Golfkriegs [Information services of the media in times of crises. Anomalies of audience behavior during the Gulf War]. In: Christof Barth, Christian Schröter (Hg.), Radioperspektiven. Strukturen und Programme [Radio perspectives. Structures and programs]. – Baden-Baden: Nomos, S.211-229.
- Grimm, Jürgen (1998a): Medienkitsch als Wertungs- und Rezeptionsphänomen. Zur Kritik des Echtheitsdiskurses [Media kitsch as phenomenon of evaluation and reception. A criticism of the authenticity discourse]. In: Sprache im technischen Zeitalter [Language in the technical age], Okt./Nov., S.302-331.
- Grimm, Jürgen (1998b): Der Robespierre-Affekt. Nichtimitative Wege filmischer Aggressionsvermittlung [The Robespierre-affect. Non-imitative ways of filmic aggression-inducing. In: W. Mahle (Hg.), Kultur in der Informationsgesellschaft [Culture in the information society], AKM-Studien Bd.42. – Konstanz: UVK, S.101-122.
- Grimm, Jürgen (1999a): Titanic – Untergangsmythos zwischen Kitsch und Katharsis [Titanic – the myth of the sinking ship between kitsch and catharsis]. In: Texte, Sonderheft der Zeitschrift „medien praktisch“, Nr.2, S.17-29.
- Grimm, Jürgen (1999b): Fernsehgewalt. Zuwendungsattraktivität – Erregungsverläufe – sozialer Effekt. Zur Begründung und praktischen Anwendung eines kognitiv-physiologischen Ansatzes der Medienrezeptionsforschung am Beispiel von Gewaltdarstellungen. Opladen, Wiesbaden: Westdeutscher Verlag. [TV violence: Attraction, arousal, social effect: Reasoning and application of the cognitive-physiological approach for study media reception on the example of violence imagery]
- Grimm, Jürgen (2001a): Wirklichkeitssplitter im Container. Ergebnisse eines Forschungsprojekts zu ‚Big Brother‘ [Reality fragments in the container. Results of a research project on „Big Brother“]. In: medienheft Nr.15, Dossier: Big Brother: In und Out, 20.3., S.41-56.
- Grimm, Jürgen (2001b): A-Moral, Anti-Moral, zügellose Moral. Zu normativen Aspekten von Daily Talks [A-morality, anti-morality, unrestrained morality. On the normative aspects of daily talks]. In: tv diskurs, Nr.17, Juli, S.50-57.
- Grimm, Jürgen (2002a): Differentiale der Mediengewalt. Ansätze zur Überwindung der Individualisierungs und Globalisierungsfalle innerhalb der Medienwirkungsforschung [Differentials of media violence. Approaches for overcoming the individualization and globalization trap within media effects research]. In: Thomas Hausmanninger, Thomas Bohrmann (Hg.), Mediale Gewalt. Interdisziplinäre und ethische Perspektiven [Media violence. Interdisciplinary and ethical perspectives]. – München: Fink Verlag.
- Grimm, Jürgen (2002b): Die digitale Revolution. Perspektiven der Informationsgesellschaft [The digital revolution. Perspectives of the information society]. In: Anette Mehlhorn (Hg.), Abgestürzt? Theologie und Kirche im Zeitalter elektronischer Informations und Kommunikationstechnologie. [Crashed? Theology and the church in the age of electronic information and communication technology]. – Frankfurt a.M.: Haag+Herchen Verlag, S.13-47.
- Grimm, Jürgen (2004): Krise der Kommunikationsgesellschaft – Folgerungen für die Kommunikationswissenschaft [The crisis of the communication society – Consequences for

- communication studies]. In: Medien Journal, H.3, S.4-17.
- Grimm, Jürgen (2005): Der Krieg und das Medienpublikum. Ergebnisse einer Befragung zum Medienverhalten während des Irak-Kriegs 2003 in Österreich [The war and the media audience. Results of a survey on media behavior during the Iraq war in 2003 in Austria]. In: Medien Journal, H.3, S.46-57. – Grimm, Jürgen (2006a): Super Nannys. Ein TV-Format und sein Publikum [Super Nannies. A TV format and its audience]. – Konstanz: UVK.
 - Grimm, Jürgen, Nora Sells (2006): Vom Guten des Schlechten. Mediale Wirkungen der Tsunami- Katastrophe [Of the good within the bad. Media effects of the tsunami disaster] . In: tv diskurs, Nr.35, Januar, S.46-51.
 - Grimm, Jürgen (2006b): Vom Umgang mit Gefühlen beim Fernsehen: Theoretische Modelle und empirische Befunde. [On dealing with emotions while watching TV: Theoretical models and empirical findings]. In: Burkhardt Krause, Ulrich Scheck (Hg.), Emotions and Cultural Change. Gefühle und kultureller Wandel. – Tübingen: Stauffenburg-Verlag, S.279-299.
 - Grimm, Jürgen (2008a): Medienwirkungsforschung. In: Uwe Sander, Kai-Uwe Hugger, Friederike Gross (Hg.), Handbuch Medienpädagogik. Wiesbaden: VS Verlag, S. 314-327. [Grimm, Jürgen (2008a): Media effect research. In: Uwe Sander, Kai-Uwe Hugger, Friederike Gross (eds.), Handbook Media Pedagogics. Wiesbaden: VS Verlag, p. 314-327.]
 - Grimm, Jürgen (2008b): Physical effects of media content. In: Wolfgang Donsbach (ed.), The Blackwell International Encyclopedia of Communication, vol. V, pp. 3609-3612. Malden, MA: Blackwell.
 - Grimm, Jürgen (2008c): Frustration Aggression theory. In: Wolfgang Donsbach (ed.), The Blackwell International Encyclopedia of Communication, vol.VIII. – Malden, MA: Blackwell, pp.1907-1909.
 - Grimm, Jürgen (2008d) (Ed.): Methoden in der Kommunikationswissenschaft [Methods in communication studies]. Themenheft [Special issue of Media Journal] des Medien Journals, H.2.
 - Grimm, Jürgen, Peter Schmidt, Bernadette Kneidinger, Phillip Winkelkemper (2008e): Individualisierung oder Aggregierung? Zur Anwendung von Strukturgleichungsmodellen im Rahmen der Agenda Setting-Forschung. In: Medien Journal, H.2: Methoden in der Kommunikationswissenschaft, S. 7-52. [Grimm, Jürgen, Peter Schmidt, Bernadette Kneidinger, Phillip Winkelkemper (2008e): Individualization oder aggregation? On employing structural equation models within agenda setting research. In: Media Journal, vol. 2: Methods in Communication Science, p. 7-52.]
 - Grimm, Jürgen (2009a): British edutainment – a model for Europe? Results of an empirical study on Supernanny TV in England, Germany, and Austria. Paper presented at Queen Mary College, January 16th 2009.
 - Grimm, Jürgen (2009b): Journalism at war. A comparison of the 2003 Iraq war coverage in seven European countries and the US. Paper presented at ICA Conference, July 16-17th 2009, University of Melbourne, Australia: 'Journalism in the 21st Century: Between Globalization and National Identity'
 - Grimm, Jürgen (2010a): From reality TV to coaching TV. Elements of theory and empirical findings towards understanding the genre. In: Amir Hetsroni (ed.), Reality TV. Merging the global and the local. New York: Nova Science, pp. 211-258.
 - Grimm, Jürgen, Roland Burkart und Uta Rußmann) (2010b): Wie verständigungsorientiert ist Journalismus? Ein Qualitätsindex am Beispiel der Berichterstattung über Europa im Österreichischen Nationalratswahlkampf 2008 [How communication-oriented is journalism? A quality index on the example of the press coverage on Europe in the Austrian general election campaign 2008]. In: Horst Pöttker, Christian Schwarzenegger (Hg.), Europäische Öffentlichkeit und journalistische Verantwortung [European public and journalistic responsibility]. Köln: Halem, S.256-281.
 - Grimm, Jürgen, Peter Schmidt, Josef Seethaler (2011a): Dimensions of National Identity and

Prejudice. Results of a Panel-Survey on the Influence of the Media on Concepts of Identity and the Forming of Attitudes, Paper at 1st Forum of Social Sciences "Identity – Diversity – Integration", Vienna 12/01 2011.

- Grimm, Jürgen (2011b): Medien als Geschichtsvermittler. Gestaltung und nationale Erfahrung verändern die Verarbeitung [The media as history facilitator. Design and national background change information processing]. In: tv diskurs, Nr.58, 4/2011, S. S.68-75.
- Grimm, Jürgen, Christiane Grill (2012a): Wert der Erinnerung. Wirkungen einer Holocaust-Dokumentation in Deutschland, Österreich und Israel [The value of remembrance. Effects of a Holocaust documentary in Germany, Austria and Israel]. In: tv diskurs, Nr.61, 2/2012, S.76-81.
- Grimm, Jürgen, Roland Burkart (2012b): Professional Communicators in Europe. A Survey on PR and Journalism in Six Countries. Paper for Presentation at the EUPRERA Congress in Istanbul, 22th September 2012.
- Grimm, Jürgen (2012c): Multidimensionale Geschichtsvermittlung. Ein theoretisch-methodisches Konzept zur Untersuchung von Medienwirkungen auf der Basis mediatisierter historischer Stoffe (Multidimensional Impartment of history. A theoretical and methodological concept for measuring media effects on the basis of historical topics - German). In: Medien & Zeit, no.3, pp.30-54.
- Grimm, Jürgen (2012d): Eudaimonistischer Rausch. Kitsch und moralische Glückseligkeit [Eudemonistic ecstasy. Kitsch and moral bliss]. In: Medien & Zeit, no.4, pp.14-23.
- Grimm, Jürgen, Christiane Grill (2013a): How to communicate integration conflicts. Effects of a documentary and a crime series episode about the Turkish minority in Austria. Paper for the International Conference "Ethnicity, Race and Nationalism in European Media and Film: Rights, Responsibilities, Representations", at The University of Manchester, UK, May 2013.
- Grimm, Jürgen, Christiane Grill (2013b): Terrifying images and memory construction. Receptive and persuasive effects of a Holocaust documentary in Austria. Paper for the IAMCR annual conference 2013 "Crises, 'Creative Destruction' and the Global Power and Communication Orders", accepted for the section: History, Dublin, 25-29 June.
- Grimm, Jürgen, Christiane Grill (2013c, in press): Holocaust reception and national identity. Results of a media effects study in Russia. In: Economic and Social Development in Russia. Moscow.

Research projects

- Talk shows: Content and Effect (1998-2002)
- Media, Youth, and Politics (2001-2004)
- International War and Crisis Journalism (2003-2006)
- Conveyance of News in Austria (2004-2006)
- Media, Patriotism, Integration (since 2008)
- Professional Communicators in Europe (since 2007)
<http://profcom.univie.ac.at/>
- Broadcasting History in the Transnational Space (since 2010)
<http://tvgeschichte.univie.ac.at>
- Entertainment-Education (since 2005)
 - Coaching TV (2005-2012)
 - Health Communication (since 2013)
- Storytelling und Agenda Setting (since 2013)