

Sonja Utz

Education

- 1996 - 1999 Dr. phil. at Catholic University of Eichstätt, Department of Organizational and Social Psychology
- 1991 - 1996 Diploma in psychology at Catholic University of Eichstätt

Research Experience

- 2014 - today Professor of communication via Social Media at University of Tübingen
- 2013 - today Head of the research lab social media at IWM
- 2012 - 2013 Associate professor for new media at VU University Amsterdam, Department of Communication Science (part-time)
- 2011 - 2013 Associate professor for social media and reputation management at NHL Leeuwarden (part-time)
- 2004 - 2012 Assistant professor for new media at VU University Amsterdam, Department of Communication Science (from November 2011 part-time)
- 2001 - 2004 Assistant Professor at the Department of Organizational and Social Psychology, Chemnitz University of Technology
- 2000 - 2001 post-doc at VU University Amsterdam, Department of Social Psychology
- 1999 - 2000 Research assistant at the Department of Organizational and Social Psychology, Chemnitz University of Technology
- 1996 - 1999 Research assistant at Catholic University of Eichstätt, Department of Organizational and Social Psychology

Academic Functions (Selection)

- Associate Editor Journal of Computer-Mediated Communication (September 2017 - current)
- Vice Chair of Section Media Psychology of the German Association for Psychologists (2013-2017)
- Organisation of The 9th Conference of the Division of Media Psychology, September 2015, Tübingen
- Member of the editorial board of Journal of Media Psychology; Media Psychology
- Reviewer for (among others) Cyberpsychology, Behavior and Social Networking, Human Communication Research, International Journal of Internet Science, Journal of Communication, Journal of Computer-Mediated Communication, Journal

of Experimental Social Psychology, Journal of Personality and Social Psychology, Journal of Media Psychology, New Media and Society, Media Psychology

Third-Party Funding (last 5 years)

- 2018 – 2021 ScienceCampus project *Visual analysis of thematic changes in social media posts [Visuelle Analyse von thematischen Veränderungen in Meldungen (sozialer Medien)]* (€ 216.000) in cooperation with Prof. Dr. Thomas Ertl and Dr. Steffen Koch
- 2017 – 2020 Science Campus Tübingen project *Overcoming cognitive and motivational barriers for networking: contact recommendation systems in professional settings* (€173.000), in cooperation with Prof. Dr. Alexandra Kirsch
- 2016 – 2019 Eurostars project *Dr.Tide: Digital Research Tailoerd Information Detector* (project € 1.008.156; IWM part € 172.194, 1PhD student)
- 2013 – 2017 ERC starting grant *ReDefTie - Redefining tie strength: How social media (can) help us to get non-redundant useful information and emotional support.* € 1.079.457,- EUR
- 2012 – 2015 Eurostars project *InFuSe* (development of an innovative information and communication service which integrates technologies for semantic search and social networking) € 496.351

Awards and Honors

- 2017 Top Paper Award of the Communication and Technology division of the ICA: Tie strength and SNS affordances (Domahidi, Ellison, Utz, & Trepte)
Distinguished Reviewer Award 2016, Journal of Media Psychology
- 2011 Top Paper in the Public Relations division of the ICA: Crisis PR in social media: An experimental study of the effects on organizational crisis responses on Facebook (Kerkhof, Beugel, Beukeboom, & Utz)
- 2010 Award for the Best Empirical Conference Paper – IACM (International Association for conflict management): The good, the bad, and the ugly thing to do when sharing information: Revealing, concealing and lying depend on social motivation, distribution, and importance of information (Steinel, Utz, & Koning)

10 Most Relevant Publications

- Utz, S. & Muscanell, N.L. (2018). Pride, but not envy, mediates the effect of system-generated achievement messages on motivation. *Frontiers in Psychology – Emotion Science*. doi:10.3389/fpsyg.2018.00628
- Levordashka, A. & Utz, S. (2017). Spontaneous trait inferences on social media. *Social Psychological and Personality Science*, 8(1), 93-101. doi: 10.1177/1948550616663803
- Utz, S. & Breuer, J. (2017). The relationship between use of social network sites, online social support, and well-being: Results from a 6-wave longitudinal study. *Journal of Media Psychology*, 29(3), 115-125. doi: 10.1027/1864-1105/a000222
- Utz, S. (2016). Is LinkedIn making you more successful? The informational benefits derived from public social media. *New Media & Society*, 18(11), 2685-2702. doi:10.1177/1461444815604143
- Lin, R. & Utz, S. (2015). The emotional responses of browsing facebook: happiness, envy, and the role of tie strength. *Computers in Human Behavior*, 52, 29-38. doi:10.1016/j.chb.2015.04.064
- Utz, S. (2015). The function of self-disclosure on social networking sites: not only intimate, but also positive and entertaining self-disclosures increase the feeling of connection. *Computers in Human Behavior*, 45, 1-10. doi: 10.1016/j.chb.2014.11.076
- Schultz, F. Utz, S., & Göritz, A. (2011). Is the medium the message? Perceptions of and reactions to crisis communication on twitter, blogs and traditional media. *Public Relations Review*, 37, 20-27.
- Utz, S. & Beukeboom, C.J. (2011). The role of social network sites in romantic relationships: Effects on jealousy and relationship happiness. *Journal of Computer-Mediated Communication*, 16, 511-527.
- Steinel, W., Utz, S., & Koning, L. (2010). The good, the bad and the ugly thing to do when sharing information: Revealing, concealing and lying depend on social motivation, distribution and importance of information. *Organizational Behavior and Human Decision Processes*, 113, 85-96.

Utz, S. (2010). Show me your friends and I will tell you what type of person you are: how own profile, number of friends, and type of friends influence impression formation on social network sites. *Journal of Computer-Mediated Communication*, 15, 314-335

Teaching / Supervisor Experience

Various courses in psychology and communication science for bachelor and master students

Current: Supervision of bachelor and master theses

Lecture in business psychology, research seminar communication and cooperation in organizations