

Dr. phil. Lars Guenther

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Academic Curriculum Vitae

Qualification Summary

Postdoctoral Research Associate at Stellenbosch University, South Africa, and at Friedrich Schiller University Jena, Germany, with 7 years of experience working in research projects on science and health communication, funded by the German Research Foundation (DFG) and the National Research Foundation (NRF) South Africa. Expertise in qualitative and quantitative research designs, data collection, data analysis, and scientific writing. Doctoral thesis entitled "The coverage of (un)certainty: Science journalists' perceptions and reporting on scientific evidence"; the doctoral process was completed in January 2015.



Work Experience

Postdoctoral Research Associate (2015–present)

Centre for Research on Evaluation, Science and Technology (CREST), Stellenbosch University, South Africa

- Postdoctoral Fellow and Vice Project Leader at the first research chair for science communication in Africa (funded by the South African Research Chair Initiative)
- Qualitative and quantitative data collection: full sample content analysis on science, health, and technology coverage in South African newspapers using an automated content analytic software (as part of the MACAS project by Martin Bauer), representative survey with the South African population regarding their attitudes towards science and technology, qualitative interviews with rural publics regarding perceptions of science, several target group-specific surveys (e.g., on controversial scientific and medical topics)
- Helping supervising the research chair's PhD candidates
- Training in qualitative data analysis with ATLAS.ti
- Lecturer of modules in the first online course on "Science Communication" in Africa
- Assistance in developing a Master specialization program on "Public Science Engagement"
- Lecturer of "Science and its Publics" (July 2017)

Research Assistant (2010–2015)

Institute of Communication Research (IfKW), Friedrich Schiller University, Jena, Germany

- Research Assistant and Vice Project Leader in three research projects funded by the German Research Foundation (DFG) focusing on “Science and the General Public” (DFG funded special priority program)
- Qualitative and quantitative data collection: interviews with science and health journalists, full sample content analyses on health and science issues in newspapers and on television, experiments with recipients, representative telephone survey with science and health journalists
- Managed several student assistants and employees of laboratories such as Gesellschaft für Konsumforschung (GfK, a market research institute) and the CATI-laboratory of Friedrich Schiller University Jena, Germany
- Extensive training in scientific writing and quantitative data analyses
- Lecturer for Media Theories, Media Effects, and Media Analysis
- Supervision of 15 Bachelor and 13 Master theses
- Dissertation entitled “The coverage of (un)certainty: Science journalists’ perceptions and reporting on scientific evidence”; process completed in January 2015

Journalistic Work Experience (2002-2010)

Several German media companies

- Freelancer for several daily newspapers
- Journalistic internships at regional newspapers (BILD Thüringen, BILD Frankfurt), a local radio station (Antenne Thüringen), a public broadcasting television station (Kinderkanal von ARD/ZDF), and the biggest German news agency dpa (Deutsche Presse-Agentur)

Academic Education

Doctor of Philosophy

Friedrich Schiller University Jena, Germany; Final grade: summa cum laude

Magister Artium in Communication Research (major), German Literature and Modern History (minors)

Friedrich Schiller University Jena, Germany; Final grade: 1.6

Awards, Bursaries and Special Activities

- Top Student Paper Award in Journalism Studies (ICA Annual Conference 2016 in Fukuoka, Japan)
- Knowledge, Interchange and Collaboration (KIC) award of the National Research Foundation (NRF) South Africa

- Bursaries of the Erice International School of Science Journalism and the Centre for Research on Evaluation, Science and Technology (CREST) at Stellenbosch University
- Elected spokesperson of doctoral candidates of the science communication group of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK)
- Part of the organizing committee of the 2nd (international) conference of the science communication group of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK) in January 2015 in Jena, Germany
- Following this conference, experience as a publisher of an edited volume

Skills

Computer: SPSS, AMOS, QDA Minor, ATLAS.ti, Microsoft Office

Languages: German (native), English (fluent), French (basic), Spanish (basic)

Memberships

- Public Communication of Science and Technology (PCST)
- International Communication Association (ICA)
- European Communication Research and Education Association (ECREA)
- German Association for Communication Research (DGPuK)

Monographs and Bibliographies

- Guenther, L. (2017). *Evidenz und Medien. Journalistische Wahrnehmung und Darstellung wissenschaftlicher Ungesicherheit [Evidence and media. Journalistic perception and representation of scientific uncertainty]*. Wiesbaden: VS.
- Ruhrmann, G., Kessler, S. H., & Guenther, L. (2016). *Wissenschaftskommunikation zwischen Risiko und (Un)Gesicherheit [Science communication between risks and (un)certainty]*. Baden-Baden: Nomos.
- Ruhrmann, G., & Guenther, L. (2014). Risk communication. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press.
- Guenther, L., Ruhrmann, G., & Milde, J. (2011). *Pandemie: Wahrnehmung der gesundheitlichen Risiken durch die Bevölkerung und Konsequenzen für die Risiko- und Krisenkommunikation [Pandemic: Public perceptions of health risks and implications for risk and crisis communication]*. Berlin: Forschungsforum Öffentliche Sicherheit.

Peer-reviewed Journal Articles

- Guenther, L., Bischoff, J., Löwe, A., Marzinkowski, H., & Voigt, M. (2017). Scientific evidence and science journalism: Analysing the representation of (un)certainty in German print and online media. *Journalism Studies* (accepted).

- Joubert, M., & Guenther, L. (2017). In the footsteps of Einstein, Sagan and Barnard: Identifying South Africa's most visible scientists. *South African Journal of Science* (accepted).
- Guenther, L., & Joubert, M. (2017). Science communication as a field of research: Identifying trends, challenges and gaps by analysing research papers. *Journal of Science Communication*, 16(1), 1-19.
- Guenther, L., & Kessler, S. H. (2017). Changing epistemological beliefs: Television presentations and their influence on conceptions about the nature of knowledge and knowing. *Communications: The European Journal of Communication Research* (accepted).
- Guenther, L., & Weingart, P. (2017). Promises and reservations towards science and technology among South African publics: A culture-sensitive approach. *Public Understanding of Science* (online before print).
- Kessler, S. H. & Guenther, L. (2017). Eyes on the frame: Explaining people's online searching behavior in response to TV consumption. *Internet Research*, 27(2), 303-320.
- Goedeke Tort, M. N., Guenther, L., & Ruhrmann, G. (2016). Von kriminell bis willkommen. Wie die Herkunft über das mediale Framing von Einwanderern entscheidet. *Medien & Kommunikationswissenschaft*, 64(4), 497-517.
- Maze, K., Barnett, M., Botts, E. A., Stephens, A., Freedman, M., & Guenther, L. (2016). Making the case for biodiversity in South Africa: Re-framing biodiversity communication. *African Biodiversity and Conservation*, 64(1), 1-8.
- Weingart, P., & Guenther, L. (2016). Science communication and the issue of trust. *Journal of Science Communication*, 15(5), 1-11.
- Guenther, L., & Weingart, P. (2016). A unique fingerprint? Factors influencing attitudes towards science and technology in South Africa. *South African Journal of Science*, 112(7/8), 129-132.
- Maier, M., Milde, J., Post, S., Guenther, L., Ruhrmann, G., & Barkela, B. (2016). Communicating scientific evidence: Scientists', journalists' and audience expectations and evaluations regarding the representation of scientific uncertainty. *Communications: The European Journal of Communication Research*, 41(3), 239-264.
- Rosen, C.*, Guenther, L.*, & Froehlich, K.* (2016). The question of newsworthiness: A cross-comparison among science journalists' selection criteria in Argentina, France, and Germany. *Science Communication*, 38(3), 328-355. (* = equal contribution)
- Guenther, L., & Ruhrmann, G. (2016). Scientific evidence and mass media: Investigating the journalistic intention to represent scientific uncertainty. *Public Understanding of Science*, 25(8), 927-943.
- Guenther, L., Froehlich, K., & Ruhrmann, G. (2015). (Un)Certainty in the news: Journalists' decisions on communicating the scientific evidence of nanotechnology. *Journalism and Mass Communication Quarterly*, 92(1), 199-220.
- Ruhrmann, G.*, Guenther L.*, Kessler, S. H., & Milde, J. (2015). Frames of scientific evidence: How journalists represent (un)certainty of molecular medicine in science television programs. *Public Understanding of Science*, 24(6), 681-696. (* = equal contribution)

- Guenther, L., Froehlich, K., Milde, J., Ruhrmann, G., & Heidecke, G. (2015). Effects of valenced media frames of cancer diagnoses and therapies: Quantifying the transformation and establishing of evaluative schemas. *Health Communication, 30*(11), 1055-1064.
- Kessler, S. H. & Guenther, L. (2015). On- oder Off-Sprecher? Zur Glaubwürdigkeit verschiedener Evidenzquellen in TV-Wissenschaftsmagazinen [On- or off-camera speaker? Measuring the credibility of various sources of evidence in science TV programs]. *Studies in Communication / Media, 4*(2), 176-188.
- Kessler, S. H., Guenther, L., & Ruhrmann, G. (2014). Die Darstellung epistemologischer Dimensionen von evidenzbasiertem Wissen in TV-Wissenschaftsmagazinen. Ein Lehrstück für die Bildungsforschung [The representation of epistemological dimensions of evidence-based knowledge in science TV programs. A lesson for education research]. *Zeitschrift für Erziehungswissenschaft, 17*(4), 119-139.
- Guenther, L., & Ruhrmann, G. (2013). Science journalists' selection criteria and depiction of nanotechnology in German media. *Journal of Science Communication, 12*(3), 1–17.
- Kessler, S.H., & Guenther, L. (2013). Depicted epistemological dimensions in science coverage: How science television programs represent knowledge of molecular medicine. *Journal of International Scientific Publications, Media and Mass Communication, 2*, 272-290

Articles in Manuals and Conference Proceedings

- Guenther, L. (2017). Homeostasis and novelty as concepts for science journalism: A re-interpretation of the selection and depiction of scientific issues in the media. In L. Avraamidou, & P. Katz (Eds.), *Teaching science to fulfill basic needs: homeostasis and novelty*. Rotterdam: Sense Publishers (accepted).
- Guenther, L., Joubert, M., & Weingart, P. (2017). Bridging the gap – mapping science, health and technology coverage in South Africa. In M. Bauer, P. Pansegrau, & R. Shukla (Eds.), *The cultural authority of science – Comparing across Europe, India, China, Americas and Africa*. London: Routledge (accepted).
- Ruhrmann, G., & Guenther, L. (2017). Medizin- und Gesundheitsjournalismus [Medical and health journalism]. In C. Rossmann, & M. R. Hastall (Eds.), *Handbuch Gesundheitskommunikation [Manual on health communication]* (pp. 1-12). Wiesbaden: Springer.
- Fränzel, J., Guenther, L., & Ruhrmann, G. (2016). Evidenzsensibler Journalismus? Über die Wahrnehmung und Darstellung wissenschaftlicher Ungesicherheit von Medizinjournalisten [Evidence-sensitive journalism? Health journalists' perceptions and reporting on scientific uncertainty]. In A.-L. Camerini, R. Ludolph, & F. Rothenfluh (Eds.), *Gesundheitskommunikation als transdisziplinäres Forschungsfeld [Health communication as a transdisciplinary research field]* (pp. 29-41). Baden-Baden: Nomos.
- Reifegerste, D., Kessler, S. H., & Guenther, L. (2016). Bewegt durch Bilder? Der Einfluss von Aufmerksamkeit und Hintergrundmotiv In A.-L. Camerini, R. Ludolph, & F. Rothenfluh

- (Eds.), *Gesundheitskommunikation als transdisziplinäres Forschungsfeld [Health communication as a transdisciplinary research field]* (pp. 131-141). Baden-Baden: Nomos.
- Ruhrmann, G., & Guenther, L. (2016). Katastrophen- und Risikokommunikation [Communication about catastrophes and risks]. In H. Bonfadelli, B. Fähnrich, C. Lühje, J. Milde, M. Rhombert, & M. S. Schäfer (Eds.), *Forschungsfeld Wissenschaftskommunikation [Science communication as a research field]* (pp. 297-314). Wiesbaden: Springer VS.
 - Guenther, L., & Ruhrmann, G. (2016). Zukunftstechnologien und Medien - Wie (in)transparent kommunizieren Journalisten wissenschaftliche Ungesicherheit? [Emerging technologies and media – how (in)transparent do science journalists communicate scientific uncertainty?]. In P. Werner, L. Rinsdorf, T. Peil, & L.-D. Altmeppen (Eds.), *Verantwortung, Gerechtigkeit, Öffentlichkeit [Responsibility, justice, public]* (pp. 125–136). Konstanz: UVK.
 - Ruhrmann, G., Kessler, S. H., & Guenther, L. (2016): Zwischen fragiler und konfligierender Evidenz: Wissenschaftskommunikation zwischen Risiko und (Un)Sicherheit [Between uncertain and conflicting evidence: Science communication between risks and (un)certainty]. In: G. Ruhrmann, S. H. Kessler, & L. Guenther (Eds.), *Wissenschaftskommunikation zwischen Risiko und (Un)Sicherheit [Science communication between risks and (un)certainty]* (pp. 10-38). Köln: Herbert von Halem.
 - Kessler, S. H., Reifegerste, D., & Guenther, L. (2016). Die Evidenzkraft von Bildern in der Wissenschaftskommunikation. In: G. Ruhrmann, S. H. Kessler, & L. Guenther (Eds.), *Wissenschaftskommunikation zwischen Risiko und (Un)Sicherheit [Science communication between risks and (un)certainty]* (pp. 171-192). Köln: Herbert von Halem.
 - Guenther, L., Bader, C., Kessler, S. H., & Ruhrmann, G. (2015). Journalistische Wahrnehmung und Darstellung von (Un)Sicherheiten, Risiken und Chancen von Zukunftstechnologien [Journalistic perception and coverage of (un)certainities, risks, and benefits of emergent technologies]. In H. Bonfadelli, S. Kristiansen & M. S. Schäfer (Eds.), *Wissenschaftskommunikation im Wandel [Science communication in a flux]* (pp. 205–231). Baden-Baden: Nomos.
 - Guenther, L. (2014). The Science-Gatekeeper. A systematization of science journalists' selection criteria. In PCST (Ed.), *Proceedings of PCST 2014*.
 - Milde, J., Guenther, L., & Ruhrmann, G. (2014). Journalists' perceptions and reporting on scientific uncertainty and risks of nanotechnology. In PCST (Ed.), *Proceedings of PCST 2014*.
 - Ruhrmann G., & Guenther, L. (2014). Medienberichterstattung über Gesundheitsrisiken [Media coverage of health risks]. In K. Hurrelmann & E. Baumann (Eds.), *Handbuch Gesundheitskommunikation [Manual on health communication]* (pp. 184–194). Bern: Huber.
 - Guenther, L., Milde, J., Ruhrmann, G., & Heidecke, G. (2013). Das Thema Krebs und die Medien: Über die Wirkung von Medienframes auf Rezipienten [The topic of cancer and the media: On the effect of media frames on news recipients]. In C. Rossmann & M. Hastall (Eds.), *Medien und Gesundheitskommunikation: Befunde, Entwicklungen, Herausforderungen. [Media and health communication: research trends and challenges]* (pp. 49–64). Baden-Baden: Nomos.

Conference presentations

- Guenther, L., Bischoff, J., Löwe, A., Marzinkowski, H., & Voigt, M. (2017). Scientific evidence and science journalism: Analyzing the representation of (un)certainty in German print and online media. Paper presented at the 67th Annual Conference 2017 of the International Communication Association (ICA) in San Diego (USA), May.
- Kessler, S. H., & Guenther, L. (2017). Use of the Internet in Response to TV consumption: Applying framing theory to explaining people's online searching behavior. Paper presented at the 67th Annual Conference 2017 of the International Communication Association (ICA) in San Diego (USA), May.
- Weingart, P., Guenther, L., & Meyer, C. (2017). Wissenschaft ist überall, nur keiner weiß Bescheid: Über kulturelle Nähe und Distanz zur Wissenschaft. Paper presented at the 1st Conference of the Group Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK) in Landau (Germany), April.
- Guenther, L., Joubert, M., & Weingart, P. (2016). Bridging a gap? Mapping the science coverage of South African newspapers. Paper presented at the 66th Annual Conference 2016 of the International Communication Association (ICA) in Fukuoka (Japan), June.
- Guenther, L., Rosen, C., & Froehlich, K. (2016). A question of newsworthiness: Identifying and reasoning the common selection criteria of science writers from Argentina, France, and Germany. Paper presented at the 66th Annual Conference 2016 of the International Communication Association (ICA) in Fukuoka (Japan), June.
- Guenther, L., & Ruhrmann, G. (2016). Scientific evidence and mass media: Investigating the journalistic intention to represent scientific uncertainty. Paper presented at the 66th Annual Conference 2016 of the International Communication Association (ICA) in Fukuoka (Japan), June.
- Guenther, L., & Kessler, S. H. (2016). Epistemological dimensions on screen: The role of television presentations in changing conceptions about the nature of knowledge and knowing. Paper presented at the 66th Annual Conference 2016 of the International Communication Association (ICA) in Fukuoka (Japan), June.
- Goedeke Tort, M. N., Guenther, L., & Ruhrmann, G. (2016). Frames im Einwanderungsdiskurs: Zur Bedeutung der Herkunft von Einwanderern in der Berichterstattung deutscher Tageszeitungen. Paper presented at the 61st Annual Conference of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK) in Leipzig (Germany), April.
- Milde, J., & Guenther, L. (2016). Was Journalisten denken und Rezipienten wollen. Eine Fallstudie zu Erwartungen und Bewertungen an die Berichterstattung über die wissenschaftliche Evidenz der Nanotechnologie. Paper presented at the 61st Annual Conference of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK) in Leipzig (Germany), April.
- Guenther, L., & Ruhrmann, G. (2016). Scientific evidence and the media: Investigating the journalistic intention to represent scientific uncertainty. Paper presented at the 14th

International Public Communication on Science and Technology Conference (PCST) in Istanbul (Turkey), April.

- Rosen, C., Guenther, L., & Froehlich, K. (2016). Global or local? A qualitative comparison of science journalists' selection criteria in Argentina, France, and Germany. Paper presented at the 14th International Public Communication on Science and Technology Conference (PCST) in Istanbul (Turkey), April.
- Bischoff, J., Kötter, M., Löwe, A., Marzinkowski, H., Voigt, M., & Guenther, L. (2016). Evidenz und (falsche) Ausgewogenheit im Wissenschaftsjournalismus: Eine Analyse der Wissenschaftsberichterstattung deutscher Printmedien on- und offline. Paper presented at the 3rd Conference of the Ad hoc Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Dresden (Germany), February.
- Reifegerste, D., Rossmann, C., Kessler, S. H., & Guenther, L. (2015). Prävention mit Bildern. Die Anwendung gesundheitspsychologischer Theorien in der visuellen Kommunikation. Paper presented at the Fachgruppentagung Visuelle Kommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Erfurt (Germany), November.
- Fränzel, J., Guenther, L., & Ruhrmann, G. (2015). Evidenzsensibler Journalismus? Über die Wahrnehmung und Darstellung wissenschaftlicher Ungesicherheit von Medizinjournalisten. Paper presented at the 3rd Conference of the Ad-Hoc-Gruppe Gesundheitskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Lugano (Switzerland), November.
- Reifegerste, D., Kessler, S. H., & Guenther, L. (2015). Bewegt durch Bilder? Der Einfluss von Aufmerksamkeit und Hintergrundmotiv. Paper presented at the 3rd Conference of the Ad-Hoc-Gruppe Gesundheitskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Lugano (Switzerland), November.
- Guenther, L., Bader, C., & Ruhrmann, G. (2015). Scientific (un)certainly of life sciences in the media: Adapting a reasoned action approach to explaining journalistic depiction behavior. Paper presented at the Annual Conference of the International Association for Media and Communication Research (IAMCR) in Montreal (Canada), July.
- Kessler, S. H., & Guenther, L. (2015). Eyes on the frame: Eye tracking the framing effects on laypeople's online behavior. Paper presented at the Annual Conference of the International Association for Media and Communication Research (IAMCR) in Montreal (Canada), July.
- Guenther, L., Bader, C., & Ruhrmann, G. (2015). Berichterstattung über Zukunftstechnologin: Wie (in)transparent kommunizieren Journalisten über Unsicherheiten und Risiken? Paper presented at the 60th Annual Conference of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Darmstadt (Germany), May.
- Kessler, S. H., Reifegerste, D., & Guenther, L. (2015). Die Evidenzkraft von Bildern in der Wissenschaftskommunikation. Paper presented at the 2nd Conference of the Ad hoc Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK) in Jena (Germany), January.

- Blumstengel, A., Dau, F., Dittrich, A., Hildebrandt, D., Rosset, M., Schaaf, L., Thomisch, P., Kessler, S. H., & Guenther, L. (2015). Activation and accessibility framing effects on laypeople's online behavior. Paper presented at the 2nd Conference of the Ad hoc Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) in Jena (Germany), January.
- Guenther, L., Milde, J., & Ruhrmann, G. (2014). Journalists' perceptions and reporting on scientific uncertainty and risks of nanotechnology: Results from interviews and a content analysis. Paper presented at the 64th Annual Conference 2014 of the International Communication Association (ICA) in Seattle (USA), May.
- Guenther, L. (2014). The Science-Gatekeeper: A systematization of science journalists' selection criteria. Paper presented at the 13th International Public Communication on Science and Technology Conference (PCST) in Salvador (Brazil), May.
- Milde, J., Guenther, L., & Ruhrmann, G. (2014). Journalists' perceptions and reporting on scientific uncertainty and risks of nanotechnology. Paper presented at the 13th International Public Communication on Science and Technology Conference (PCST) in Salvador (Brazil), May.
- Guenther, L. (2014). The coverage of (un)certainty: Science journalists' perceptions and reporting on scientific evidence. Paper presented at the 1st Conference of the Ad-Hoc-Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) in Zürich (Schweiz), January.
- Froehlich, K., & Guenther, L. (2014). Das Selbstverständnis deutscher Wissenschaftsjournalisten – eine Untersuchung des Rollenbildes aus handlungstheoretischer Perspektive. Paper presented at the 1st Conference of the Ad-Hoc-Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) in Zürich (Schweiz), January.
- Milde, J., Guenther, L., & Ruhrmann, G. (2014). Journalistische Wahrnehmung und Berichterstattung über wissenschaftliche Unsicherheit und Risiken der Nanotechnologie. Paper presented at the 1st Conference of the Ad-Hoc-Gruppe Wissenschaftskommunikation of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK) in Zürich (Schweiz), January.
- Ruhrmann, G., Guenther, L., & Froehlich, K. (2013). Scientific evidence of nanotechnology: Understanding science journalists' depiction behavior. Paper presented at the DFG-Workshop Strategic functions of (un)certainty claims in public communication of science in Jülich (Germany), June.
- Guenther, L., Ruhrmann, G., & Ermentraut, B. (2013). (Un)Certainty in the news: Journalists' decisions on communicating the scientific evidence of nanotechnology. Paper presented at the International Association for Media and Communication Research (IAMCR) 2013 Conference in Dublin (Ireland), June.
- Guenther, L., & Ruhrmann, G. (2013). Science journalists' selection criteria and their depiction of nanotechnology and its (un)certainty in German media. Paper presented at the 63rd Annual Conference 2013 of the International Communication Association (ICA) in London (England), June.

- Guenther, L., Milde, J., Ruhrmann, G., & Heidecke, G. (2012). Medizinische Therapie- und Diagnoseverfahren in der Bewertung von TV-Zuschauern. Eine Framing-Analyse zum Thema Krebs. Paper presented at the Conference of the Network Medien- und Gesundheitskommunikation in München (Germany), March.
- Retzbach, A., Marschall, J., Maier, M., & Guenther, L. (2012). Effects of exposure to certain or uncertain scientific evidence in science TV-shows. Paper presented at the PSCT (Public Communication of Science and Technology) Conference. Florence (Italy), April.
- Ruhrmann, G., Milde, J., & Guenther, L. (2011). Framing scientific evidence of molecular medicine in science TV-shows. Paper presented at the DFG-NSF Conference "Public Understanding and Public Engagement with Science. New York (USA), June.
- Guenther, L., Milde, J., & Ruhrmann, G. (2011). The impact of cancer therapy media presentation on the audience: A framing analysis. Paper accepted for the 2011 National Conference on Health Communication, Marketing, and Media. Atlanta (USA), August.
- Milde, J., Guenther, L., & Ruhrmann, G. (2011). Framing scientific evidence in German science TV-shows. Paper presented at the 61st Annual Conference 2011 of the International Communication Association (ICA) in Boston (USA), May.
- Guenther, L., Milde, J., Ruhrmann, G., & Bockelmann, J. (2010). Representation of scientific evidence in science TV-shows. Paper presented at the 3rd European Communication Conference (ECREA) in Hamburg (Germany), October.

Academic teaching

Friedrich Schiller University, Jena, Germany

- Bachelor seminar "Communication and Media Theories" (2011/2012; 2014/15; 2015)
- Bachelor seminar "Media Effects" (2014)
- Master seminar "Media Analysis" (2014; 2014/15; 2015; 2015/16)

Stellenbosch University, Stellenbosch, South Africa

- Module "Science Communication as a Research Field" in an online short course on Science Communication (2016)
- Master seminar "Science and its Publics" taught in July 2017