

Dr. Phoebe Maares

Curriculum Vitae

Währingerstr. 29 | AT-1090 Vienna | +43- 1-4277-49391
phoebe.maares@univie.ac.at | ORCID: 0000-0002-9518-7132

Education

- 10/2016 – 06/2022 Doctoral Studies in Communication Science,
University of Vienna, Austria
Title: Investigating techno-economic influences on the journalistic field:
Atypical journalistic work in Europe (*pass with distinction*)
Supervisor: Prof. Folker Hanusch
Reviewers: Prof. Sophie Lecheler, Prof. Henrik Örnebring
- 03/2013 – 11/2015 Communication Science Mag. phil (=M.A.)
University of Vienna, Austria
- 09/2009 – 01/2013 Communication Science Bakk. phil (=B.A.)
University of Vienna, Austria

Employment

- Since 09/2022 Research Assistant (Post Doc), University of Vienna
FWF-Project “From Core to Periphery: Boundaries of Journalism”
- 10/2016 – 09/2020 Research Assistant (Prae Doc), University of Vienna, Austria

Publications

Peer-Reviewed Journal Articles

1. **Maares, P.**, Banjac, S., & Nölleke, D. (2023). “The base from which you work and where you are anchored”: Newsrooms as places of community and identity. *Journalism Studies*, 24(13): 1611-1628. doi: 10.1080/1461670X.2023.2241074
2. Nölleke, D., Hanusch, F., & **Maares, P.** (2023). The ambivalence of recognition: How awarded journalists assess the value of journalism prizes. *Journalism*, 24 (7): 1406-1423. doi: 10.1177/14648849221109657
3. **Maares, P.**, & Hanusch, F. (2022). Understanding peripheral journalism from the boundary: A conceptual framework. *Digital Journalism*. doi: 10.1080/21670811.2022.2134045
4. **Maares, P.**, & Hanusch, F. (2022). Interpretations of the journalistic field: A systematic analysis of how journalism scholarship appropriates Bourdieusian thought. *Journalism*, 23(4): 736-754. doi: 10.1177/1464884920959552.
5. Perreault, G., Perreault, M.F., **Maares, P.** (2022). Metajournalistic discourse as a stabilizer within the journalistic field: Journalistic practice in the Covid-19 pandemic. *Journalism Practice*, 16(2-3): 365-383. doi: 10.1080/17512786.2021.1949630
6. Nölleke, D., **Maares, P.**, Hanusch, F. (2022). Illusio and disillusionment. Expectations met or disappointed among young journalists. *Journalism*, 23(2): 320-336. doi: 10.1177/1464884920956820.

7. **Maares, P., Banjac, S., & Hanusch, F.** (2021). The labour of visual authenticity on social media: Exploring producers' and audiences' perceptions on Instagram. *Poetics*, 84: 1-10. doi: 10.1016/j.poetic.2020.101502
8. **Maares, P., Lind, F., & Greussing, E.** (2021). Showing off your social capital: Homophily of professional reputation and gender in journalistic networks on twitter. *Digital Journalism*, 9(4): 500-517. doi: 10.1080/21670811.2020.1835513
9. **Maares, P., & Hanusch, F.** (2020). Exploring the boundaries of journalism: Instagram micro-bloggers in the twilight zone of lifestyle journalism. *Journalism*, 21(2): 262-278. doi: 10.1177/1464884918801400
10. Hanusch, F., Banjac, S., & **Maares, P.** (2020). The power of commercial influences: How lifestyle journalists experience pressure from advertising and public relations. *Journalism Practice*, 14(9): 1029-1046. doi: 10.1080/17512786.2019.1682942
11. Schapals, A. K., **Maares, P., & Hanusch, F.** (2019). Working on the margins: Comparative perspectives on the roles and motivations of peripheral actors in journalism. *Media and Communication*, 7(4): 19-30. doi: 10.17645/mac.v7i4.2374

Book Chapters

1. Nölleke, D., Hanusch, F., **Maares, P., & Löhmann, K.** (2023, *submitted*). Herausforderung von den Rändern des Feldes: Periphere Akteure im Journalismus [Challenges from the field's boundaries. Peripheral actors in journalism]. In T. Hanitzsch, A. Sehl & W. Loosen, (Eds.). *Handbuch Journalismusforschung*.
2. Nölleke, D., **Maares, P., & Banjac, S.** (2023, *accepted*). Von Euphorie und Ernüchterung: Journalistisches Arbeiten aus dem Homeoffice während der COVID-19-Pandemie [Of euphoria and disillusionment: Remote journalistic work during the COVID-19 pandemic]. In I. Henzler, H. Hues, S. Sonnleitner, & U. Wilkens (Eds.) *Extended Views. Gesellschafts- und wirtschaftswissenschaftliche Perspektiven auf die Covid-19-Pandemie*. Cologne, Böhlau.
3. **Maares, P., & Hanusch, F.** (2022). Challenging the tourist gaze? Exploring Majority World countries Instagram influencer practices and the link to citizen travel journalism. In B. Korte & A.K. Sennefelder (Eds.). *Travel / Writing and the media: Contemporary and historical perspectives* (226-246). London, Routledge.
4. Hanusch, F., & **Maares, P.** (2021). News Production. In K. Bruhn Jensen (Ed.). *A Handbook of Media and Communication Research. Qualitative and Quantitative Methodologies* (93-111). London, Routledge.
5. **Maares, P., & Hanusch, F.** (2020). Between 'natural' image and 'eye-catcher moment': On the relevance of visual authenticity for professional Instagram micro-bloggers. [Zwischen ‚natürlichem‘ Bild und ‚Eye-Catcher-Moment‘: Zur Relevanz visueller Authentizität für professionelle Instagram-Mikroblogger*innen]. In C. Brantner, G. Götzenbrucker, K. Lobinger & M. Schreiber (Eds.). *Vernetzte Bilder: Visuelle Kommunikation in Sozialen Medien* (156-173). Cologne, Herbert von Halem.

Other publications

1. **Maares, P.** (*forthcoming*). ‚Eye-catcher moment‘ or yet again the same motif? On visual authenticity of networked travel images. [‘Eye-Catcher-Momente‘ oder immer wieder das gleiche Motiv? Zur visuellen Authentizität vernetzter Reise-Bilder.] *Fotogeschichte. Beiträge zur Geschichte und Ästhetik der Fotografie*.
2. **Maares, P. & Hanusch, F.** (2020). *Use of web-analytics in Austrian journalism*. [Die Nutzung von Web-Analysen im österreichischen Journalismus]. Vienna, University of Vienna, Department of Communication. <https://tinyurl.com/webanalyticsreport>
3. Hanusch, F., Tandoc, E., Jr., Banjac, S., & **Maares, P.** (2017). *Putting audiences first: The role of audience feedback in Australian journalism*. Vienna: University of Vienna, Department of Communication. <https://tinyurl.com/audiencereport>

4. Hanusch, F., Banjac, S., & **Maares, P.** (2016). *Lifestyle journalists in Australia: Roles, influences and transformations*. Vienna, University of Vienna, Department of Communication. <https://tinyurl.com/lifestylereport>
5. **Maares, P.**, & Putz, N. (2016). Dream or nightmare of being free? Professional role and precarity of Austrian freelance journalists. [Der (Alb-)Traum vom Freisein. Berufliche Identität und Prekarisierung von Freien JournalistInnen in Österreich]. *Medien Journal Zeitschrift für Kommunikationskultur*, 1: 43-63. doi: 10.24989/medienjournal.v40i1.36
6. **Maares, P.** (2015). University radio. Content, obstacles, and potentials using the example of Viennese radio campus. [Hochschulradio. Inhalte, Hürden, Potentiale am Beispiel des Wiener Senders Radio Campus.] *Medien Journal Zeitschrift für Kommunikationskultur*, 2: 63-86. doi: 10.24989/medienjournal.v39i2.70

Awards and Honours

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| 05/2019 | Top Student Paper Award of the Journalism Studies Division of the International Communication Association for the conference paper “ <i>Showing off your social capital: Homophily of professional reputation and gender in journalistic networks on twitter.</i> “ (together with Esther Greussing & Fabienne Lind) |
| 01/2015 | Scholarship for academic excellence (Leistungsstipendium nach dem StudFG), University of Vienna, Austria |
| 01/2012 | Scholarship for academic excellence (Leistungsstipendium nach dem StudFG), University of Vienna, Austria |

Funding

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| 12/2020 | Covid-19 non-standard Funding (Covid-19-Sonderförderung)
Daniel Nölleke, Sandra Banjac, Phoebe Maares
Gemeinnützige Privatstiftung Kaiserschild, Austria (TTL € 4.540) |
| 06/2018 | Stipend for research costs (Förderungsstipendium nach dem StudFG),
University of Vienna, Austria (TTL € 1.400) |

Conference Presentations

2023

1. Nölleke, D., **Maares, P.**, Löhmann, K., & Hanusch, F. *On ignorance and indifference: How established and peripheral sports journalists (don't) understand the needs of their audiences*. Conference of the TWG Communication and Sport, November, Prague, Czech Republic.
2. **Maares, P.**, Löhmann, K., Nölleke, D., & Hanusch, F. *Wissenschaftlerin oder Journalist? Ein theoretisches Modell zur ganzheitlichen Untersuchung des wissenschaftsjournalistischen Feldes*. Jahrestagung der FG Wissenschaftskommunikation und Journalistik/Journalismusforschung der DGPK, September, Passau, Germany.
3. Löhmann, K., **Maares, P.**, Nölleke, D., & Hanusch, F. *Competition or complementation? Exploring relational boundary strategies of traditional and peripheral actors*. Future of Journalism Conference, September, Cardiff, UK.
4. **Maares, P.**, Löhmann, K., & Nölleke, D. *Of TikTokers, team media, finance gurus, and the party press: Exploring membership claims of non-traditional journalistic actors*. Future of Journalism Conference, September, Cardiff, UK.

5. Eisele, O., Heidenreich, T., **Maares, P.** *Pics or it didn't happen: Visual communication strategies of EU institutions on social media.* ECPR General conference, September, Prague, Czech Republic
6. **Maares, P.** & Perreault, G. *True crime podcasting. Journalistic epistemology and boundary marking.* 106th AEJMC Annual Convention, August, Washington, D.C., USA.
7. **Maares, P.** *Epistemic practices in a precarious profession.* 106th AEJMC Annual Convention, August, Washington, D.C., USA.
8. **Maares, P.**, Banjac, S., & Nölleke, D. *"The base from which you work and where you are anchored": Newsrooms as places of community and identity.* 73rd conference of the International Communication Association (ICA), May, Toronto, Canada.

2022

9. Nölleke, D., **Maares, P.**, & Banjac, S. *The elimination of coincidence in remote newsrooms. On the relevance of place and unexpected objects for journalistic practice.* Conference of the Journalism Studies Section of the European Communication Research and Education Association (ECREA), June, Utrecht, Netherlands.
10. Maares, P., & Hanusch, F. *A question of belonging: The self-description and claims of authority of political peripheral actors on the edge of the journalistic field.* Conference of the Journalism Studies Section of the European Communication Research and Education Association (ECREA), June, Utrecht, Netherlands.
11. **Maares, P.**, & Hanusch, F. *Understanding peripheral journalism from the boundary: A conceptual framework.* 72th conference of the International Communication Association (ICA), May, Paris, France.

2021

12. Nölleke, D., Hanusch, F., & **Maares, P.** *The ambivalence of recognition: How awarded journalists assess the value of journalism prizes.* Future of Journalism Conference, September, Cardiff, Great Britain.
13. Banjac, S., **Maares, P.**, & Nölleke, D. *Making the home-office work: Journalists' changing work practices and coping strategies during the COVID-19 pandemic.* Future of Journalism Conference, September, Cardiff, Great Britain.
14. **Maares, P.** *Journalistic labour in uncertain times: Theorizing dimensions of journalistic precarity.* Conference of the European Communication Research and Education Association (ECREA), September, virtual.
15. Nölleke, D., **Maares, P.**, & Hanusch, F. *The Eye on the prize - young journalists' assessments of journalism awards in precarious times.* Conference of the European Communication Research and Education Association (ECREA), September, virtual.

2020

16. **Maares, P.**, Banjac, S., & Hanusch, F. *The labour of visual authenticity on social media. Exploring producers' and audiences' perceptions on Instagram.* 70th conference of the International Communication Association (ICA), May, Gold Coast, Australia (virtual conference).
17. **Maares, P.**, Hanusch, F., and Banjac, S. *Pierre Bourdieu and journalism studies: A systematic analysis of how the field appropriates Bourdieusian thought.* 70th conference of the International Communication Association (ICA), May, Gold Coast, Australia (virtual conference).
18. Nölleke, D., & **Maares, P.** *Illusio and disillusionment. Expectations met or disappointed among young journalists.* 70th conference of the International Communication Association (ICA), May, Gold Coast, Australia (virtual conference).

2019

19. Nölleke, D. & **Maares**, P. *Illusio and disillusionment. Expectations met or disappointed among young journalists. [Von Illusio und Desillusio. Erfüllte und enttäuschte Erwartungen preisgekrönter junger Journalist*innen]*. Annual conference of the German Communication Association (DGPK), Journalism Studies Division, September, Eichstätt, Germany.
20. **Maares**, P., Greussing, E., & Lind, F. *Showing off your social capital: Homophily of professional reputation and gender in journalistic networks on twitter*. 69th conference of the International Communication Association (ICA), May, Washington D.C., United States.

2018

21. **Maares**, P. & Hanusch, F. *Between 'natural' image and 'eye-catcher moment': On the relevance of visual authenticity for professional Instagram micro-bloggers. [Zwischen „natürlichem“ Bild und „Eye-Catcher-Moment“: Zur Relevanz visueller Authentizität für professionelle Instagram Mikroblogger*innen]*. Annual conference of the German Communication Association (DGPK), Visual Communication Division. November, Vienna, Austria.
22. **Maares**, P., Greussing, E. & Lind, F. „Welcome to the most arrogant network of the world!” *Journalistic homophily and its effect on public discourse on Austrian Twitter*. Day of Political Science (Tag der Politikwissenschaft), November, Innsbruck, Austria.
23. **Maares**, P. & Hanusch, F. *Twenty years of Bourdieusian thought in journalism scholarship: A comprehensive analysis of field theory in studies of journalism*. Conference of the European Communication Research and Education Association (ECREA), November, Lugano, Switzerland.
24. **Maares**, P. & Banjac, S. *When journalism researchers talk about journalism. Podcasts a medium to make research more accessible. [Wenn Journalismus-Forscher/innen über Journalismus sprechen. Podcasts als Medium um wissenschaftliche Forschung einfach zugänglich zu machen]*. #GanzOhr 18 Congress, September, Vienna, Austria.
25. **Maares**, P. & Hanusch, F. *Exploring the boundaries of journalism: Instagram micro-bloggers in the twilight zone of lifestyle journalism*. 68th Conference of the International Communication Association (ICA), May, Prague, Czech Republic.

2017

26. **Maares**, P. *Involuntary freedom. Economic pressures in Austrian freelance journalism*. Conference of the Journalism Studies Section of the European Communication Research and Education Association (ECREA), March, Odense, Denmark.
27. Hanusch, F., Banjac, S. & **Maares**, P. *The impact of public relations and advertising on journalism in uncertain times: Evidence from a survey of lifestyle journalists*. Conference of the Journalism Studies Section of the European Communication Research and Education Association (ECREA), March, Odense, Denmark.

Teaching

M.Sc. Seminar on Scientific Skills. (Winter 2020/21; Winter 2021/22).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Visual Communication Lecture (Summer 2021; Winter 2021/22; Summer 2022).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Communication Research Practical (Winter 2019/20; Summer 2022).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Practical Course in Statistical Analysis. (Summer 2019; Winter 2019/20).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Practical Course in Quantitative Methods (Summer 2018; Winter 2018/19; Summer 2019; Winter 2019/20).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Communication Research Seminar (Summer 2017; Winter 2017/18; Summer 2018).

University of Vienna, Dept. of Communication, Vienna, Austria

B.A. Practical Course in Media History (Summer 2013 – Winter 2015/16).

University of Vienna, Dept. of Communication, Vienna, Austria

Service to the Profession and Professional Memberships

- Guest editor of Special Issue for *Digital Journalism* on Epistemologies of Digital Journalism Practice, together with Gregory Perreault, Maxwell Foxman, and Valerie Hase.
- Member of the Editorial Board of *Digital Journalism*.
- Top Reviewer 2022 for *Digital Journalism*.
- Vice-chair of the YECREA management team (since Oct. 2022), YECREA representative for the Journalism Studies Section, (2019-2021 together with Sandra Banjac, 2021-2022 sole representative).
- Co-organizer of the YECREA & NeFCA PhD workshop for journalism research students, held in Utrecht June 15, 2022, together with K. Lamot (NeFCA).
- Co-organizer of the YECREA ECR pre-conference virtual workshop *Academic Health and labour*, Sept. 3, 2021, together with V. Anania, S. Banjac, and A. Cuartero.
- Member of International Communication Association (ICA) and European Communication Research and Education Association (ECREA).
- Extended team member of the research platform #YouthMediaLife, University of Vienna.
- Reviewer for *Journalism*, *Digital Journalism*, *Journalism Studies*, *Journalism Practice*, *International Journal of Communication*, *Poetics*, *Media and Communication*, and *Studies in Communication Sciences*. Additional reviewer service for the conferences of the International Communication Association (ICA) and European Communication Research and Education Association (ECREA).
- Co-founder and host of *Beyond the Ivory Tower: Conversations on Journalism* together with Sandra Banjac, which aims to create an accessible conversation about current research in journalism studies.

Further Training

05/2019	2-day R Advanced Workshop. Personnel Development, University of Vienna, Austria
04/2019	5-day Text Analysis in R Workshop, by Wouter van Atteveldt. University of Vienna, Austria
12/2018	5-day Multiple Correspondence Analysis Workshop, by Jörg Blasius. University of Vienna, Austria
03/2017	MaxQDA Training, by Daniel Nölleke. University of Vienna, Austria
05/2017	2-day SPSS Advanced Workshop. Personnel Development, University of Vienna, Austria

Relevant Other Work

03/2021 – 08/2021	Research Assistant (project-based) University of Vienna, Austria
06/2014 – 03/2015	Research Assistant (project-based) University of Vienna, Austria
09/2013 – 12/2013	Research Assistant (project-based) ORF Media Research, Austria
03/2013 – 02/2016	Editor-in-Chief of University Radio Program Radio Campus, Vienna, Austria
10/2011 – 09/2016	Freelance Radio Journalist ORF, Vienna, Austria
04/2011 – 02/2016	Editor and Host of University Radio Program Radio Campus, Vienna, Austria