



University of
Zurich^{UZH}

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:

Adolescents' well-being in a digital world: Challenges for future research

**Patti M. Valkenburg
University of Amsterdam**

Monday, May 6, 2019

16:15-17:15

Room AND 4.06

Why is it that social media use makes some adolescents feel happy while leaving others feeling blue? To answer this and other questions related to adolescents' social media use, Patti Valkenburg and colleagues recently started Project AWeSome (Adolescents' Well-being and Social Media) in the Netherlands. In this presentation, Valkenburg will first discuss some causes of the inconsistency in results reported in earlier studies into the effects of social media, which, in her view, are still too often based on a universal rather than selective media effects paradigm. Then, she will present a novel, person-specific approach to overcome the shortcomings in (her own and others') research, and discuss theoretical and methodological challenges for future (social) media effects research.

Patti M. Valkenburg is a University Distinguished Professor at the University of Amsterdam. Her research interests include the cognitive, emotional, and social effects of media and technologies on children, adolescents, and adults. Her research has been recognized by multiple awards, including an ERC Advanced grant (2009), and the Career Achievement Award by the International Communication Association (ICA, 2016). Valkenburg is a fellow of the ICA, a fellow of the APS, and a fellow of the Dutch Royal Academy of Sciences. She is the author of 160+ academic articles and eight books. Her latest book "Plugged In" was published in 2017 by Yale University Press.

