



University of
Zurich^{UZH}

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:

**“When realizing that Big Brother is watching you:
Research on the intersection of personalized
communication, surveillance & mobile eye tracking.”**

Prof. Dr. Claire Segijn

University of Minnesota

Monday, 25.9., 2023

16:15-17:00, Room TBD

Abstract: This talk will cover Dr. Segijn’s research on the intersection of personalized communication and surveillance. It will cover a new theoretical framework that could guide research questions regarding dataveillance in today’s communication landscape. Finally, the talk will briefly cover pros and cons of different eye-tracking technology to answer questions in communication science.

Dr. Claire M Segijn Claire M. Segijn (Ph.D., University of Amsterdam) is an Associate Professor at the Hubbard School of Journalism and Mass communication and a Mithun Program Fellow in Advertising. Her research focuses on the intended and unintended effects of digital media, including information processing, advertising effects, and ethical ramifications of personalized communication and other forms of online surveillance.

