

**1. IfKW Mediengespräch:**  
“Workshop on exemplification”

11. April 2008

**Program**

Studies:

**Christopher Blake (Hannover) & Gregor Daschmann (Mainz):**

Unlearning Exemplification Effects: Does Statistical Education Prevent an Impact of Examples?

**Gregor Daschmann (Mainz) & Christopher Blake (Hannover):**

Validating the Lab – Field Data in Exemplification Research

**Gregor Daschmann (Mainz):**

An Example of Bias? How German Journalists Think About the Use of Exemplars

**Tanja Pfister (München):**

Exemplifications and fear appeals in health communication campaigns

**Inga Huck (München):**

The impact of CRM displays and exemplars on television viewers' judgments

**Inga Huck & Hans-Bernd Brosius (München):**

Masses of exemplars: A contradiction?

**Lettica Hustinx (Nijmegen):**

Exaggerated versus representative exemplification: The moderating role of a persuasive context

Theory:

**Hans Hoeken (Nijmegen):**

And the story goes... Persuasive effects of anecdotes, exemplars, and stories

**Hans-Bernd Brosius (München):**

Towards a more general theory of illustration

**Constanze Rossmann (München):**

Cultivation as a long-term effect of exemplification.