

Karsay, Kathrin

University of Vienna



Her research projects have been supported by various third-party funding partners, including the FWF, FWO, and the City of Vienna. Currently, she is leading research on the representation of mental illness on TikTok and Instagram through the international project AWARE, examining health influencers on social media through her FWF project HISM, and investigating the effectiveness of digital detox apps.

Her research contributions are widely recognized, with publications in leading international peer-reviewed journals such as [Communication Research](#), [Social Media + Society](#), and [Media Psychology](#). Dr. Karsay actively shares her findings at national and international conferences, further enhancing her visibility within the scientific community. Dr. Karsay has garnered several prestigious awards for her research, including a Top Paper Award from the International Communication Association (ICA), an award from the Association for Education in Journalism and Mass Communication (AEJMC), and the prestigious Kyoon Hur Dissertation Award from the Mass Communications division at ICA.

An advocate for active community engagement, Dr. Karsay has served as the elected Secretary for ICA's Mobile Communication Division and sits on the editorial boards of several international journals. Additionally, she is an invited ad hoc reviewer for over 30 top-tier journals across multiple disciplines and regularly reviews for national and international conferences and grant institutions in countries such as Poland, the Netherlands, and Germany.

From September 2021 to August 2023, Dr. Karsay held the position of Tenure Track Assistant Professor for Media and Health Communication at KU Leuven. In September 2023, she returned to the University of Vienna as a Tenure Track Assistant Professor for Entertainment Research.