

Jaroslava Kaňková

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 ORCID |  LinkedIn |  Bluesky

ACADEMIC EXPERIENCE

- Postdoctoral Researcher** Since 12/2025
Advertising & Media Psychology Research Group, Department of Communication, University of Vienna Vienna, Austria
- Predoctoral Researcher** 12/2022 - 11/2025
Advertising & Media Psychology Research Group, Department of Communication, University of Vienna Vienna, Austria
- Visiting Predoctoral Fellow** 04/2025 - 06/2025
The Center of Media Psychology & Social Influence, School of Communication, Northwestern University Chicago, Illinois, USA
 - Recipient of the Short-Term Grant Abroad (KWA) of the University of Vienna
 - Supervisor: Dr. Nathan Walter
- Research Assistant** 07/2022 - 11/2022
Advertising & Media Psychology Research Group, Department of Communication, University of Vienna Vienna, Austria
 - Research project: EU Horizon 2020 Project: Social inclusion with Citizen Social Science (YouCount)
 - Supervisor: Univ.-Prof Dr. Jörg Matthes
- Research Assistant** 07/2018 - 11/2018
Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University Prague, Czechia
 - Research project: Czech YouTubers' language with regard to phraseology
 - Supervisor: PhDr. Soňa Schneiderová, PhD

EDUCATION

- Ph.D. (Dr.) - Communication Science** 02/2023 - 10/2025
Faculty of Social Sciences, University of Vienna Vienna, Austria
 - Dissertation title: *With great power comes great responsibility: Misleading health messaging by social media influencers – Characteristics, effects, and countering strategies*
 - Supervisor: Univ.-Prof Dr. Jörg Matthes
 - Reviewers: Univ.-Prof Dr. Desiree Schmuck, Univ.-Prof Dr. Sebastian Scherr
 - Graduated with distinction (Summa cum laude; Complete study average: 1.00)
- Master of Science (MSc) - Communication Science** 10/2020 - 10/2022
Faculty of Social Sciences, University of Vienna Vienna, Austria
 - Thesis: *Mapping the COVID-19 anti-vaccination communities on Facebook in the Czech Republic*
 - Graduated with honours (Complete study average: 1.22)
- Bachelor (Bc.) - Media and Communication Studies** 10/2017 - 07/2020
Faculty of Social Sciences, Charles University Prague, Czechia
 - Thesis: *Interventions of the food industry and current perception of low-fat diet in the Czech Republic*
 - Graduated with honours (Complete study average: 1.09)

TEACHING EXPERIENCE

- UE METH: STADA Statistical Data Analysis** 2023W, 2024S, 2025S, 2026S
Univesity of Vienna, Austria
- UE METH: QUANTI Quantitative Data Collection** 2023W, 2024S, 2026S
Univesity of Vienna, Austria
- Cyberpsychology** 2025W, 2026S, 2026W
IES Abroad Vienna, Austria
- SE BASE: Bachelor Seminar** 2026S, 2026W
Univesity of Vienna, Austria
- PS FOPRAX: PS Research Practice** 2024W, 2026W
Univesity of Vienna, Austria

SKILLS

- **Language skills:** Czech (native), Slovak (fluent), English (fluent), German (intermediate)
- **Statistical programs:** IBM SPSS (proficient), R/R Studio (proficient), MAXQDA (proficient), G*Power (basics)

PUBLICATIONS AND SUBMISSIONS

J=JOURNAL PUBLICATION, S=IN SUBMISSION

- [S] Binder A., Stevic, A., **Kaňková, J.** & Matthes, J. (accepted). AI on dating apps: Links between usage frequency, self-efficacy, self-esteem, and willingness to use AI. Manuscript submitted for publication in *Telematics & Informatics*.
- [J] **Kaňková, J.**, & Matthes, J. (2026) **A dangerous bond? Identification with social media influencers and the effects of mental health misinformation and overgeneralized messaging.** *Media Psychology*. DOI: 10.1080/15213269.2026.2689932
- [J] **Kaňková, J.**, Vranken, S., Matthes, J., Lazić, A., Hodzic, S., Seki, M., Kawano, Y., Ito, A., Sakagami, Y., & Iwakuma, M. (2026) **Is generative AI your new therapist? A cross-cultural model of generative AI affordances, trust, use intentions, and willingness to attend in-person therapy.** *SSM - Mental Health*, 9, 100630. DOI: 10.1016/j.ssmmh.2026.100630
- [J] Matthes, J., Reinhardt, A., Hodzic, S., **Kaňková, J.**, Binder, A., Bojic, L., Maindale, H. L., Paraschiv, C. & Ryome, K. (2026). **Predicting the intention to use generative AI for health information: Comparative survey model.** *Journal of Medical Internet Research*, 28, e75648. DOI: 10.2196/75648
- [J] Matthes, J., Binder, A., Vranken, S., Heiss, R., & **Kaňková, J.** (2026). **Should they really see this? The depiction of alcohol in movies and series targeted at children.** *Mass Communication and Society*. DOI: 10.1080/15205436.2025.2610666
- [J] **Kaňková, J.**, & Matthes, J. (2026) **Think twice, scroll once: Encouraging critical reflection as a shield against health misinformation and overgeneralized messaging by social media influencers.** *Computers in Human Behavior*, 177, 108896. DOI: 10.1016/j.chb.2025.108896
- [J] **Kaňková, J.**, Vranken, S., & Matthes, J. (2025) **A double-edged sword: Exploring associations between engagement with mental health content by social media influencers and psychological well-being.** *Cyberpsychology: Journal of Psychosocial Research on Cyberspace* 19(5), Article 2. DOI: 10.5817/CP2025-5-2
- [J] Reinhardt, A., Matthes, J., Hodzic, S., **Kaňková, J.**, Bojic, L., Maindale, H. L., Paraschiv, C. & Ryome, K. (2025). **Who trusts AI for health information? A cross-national survey on individual trust determinants in four European countries.** *Health Communication*. DOI: 10.1080/10410236.2025.2601265
- [J] **Kaňková, J.**, Binder, A., & Matthes, J. (2025) **It's true, but still harmful: Examining the effects of overgeneralized health messages by social media influencers using two pre-registered experiments.** *Journal of Health Communication*. DOI: 10.1080/10810730.2025.2566712
- [J] Vranken, S*, **Kaňková, J.***, & Matthes, J. (2025). **Artificial Influencers, artificial designs? A systematic review of experimental research on virtual influencers.** *Telematics & Informatics*, 102, 102327. DOI: 10.1016/j.tele.2025.102327
*shared first authorship
- [J] **Kaňková, J.**, Stevic, A., Binder, A., & Matthes, J. (2025) **Time to BeReal! Exploring users' well-being in relation to the duration of BeReal use.** *New Media & Society*. DOI: 10.1177/14614448251317689
- [J] **Kaňková, J.**, Binder, A., & Matthes, J. (2025). **Health-related communication of social media influencers: A scoping review.** *Health Communication*, 40(7). DOI: 10.1080/10410236.2024.2397268
- [J] **Kaňková, J.**, Binder, A., & Matthes, J. (2024) **Helpful or harmful? Navigating the impact of social media influencers' health advice: Insights from health expert content creators.** *BMC Public Health*, 24, 3511. DOI: 10.1186/s12889-024-21095-3
- [J] **Kaňková, J.**, & Boomgaarden, H. G., (2024). **Mapping the COVID-19 anti-vaccination communities on Facebook in Czechia.** *Central European Journal of Communication*, 16(34), 186-208. DOI: 10.1080/10410236.2024.2397268
- [J] **Kaňková, J.**, Saumer, M., Neureiter, A., Darovskikh, S., Shargina, E., & Matthes, J. (2023) **"I am young, why should I vaccinate?" How empathetic and aggressive communication on social media impact young adults' attitudes toward COVID-19 vaccination.** *Frontiers in Public Health*, 11, 1190847. DOI: 10.3389/fpubh.2023.1190847
- [S] Matthes, J., **Kaňková, J.**, Meerson, R., & Binder, A. (under review). Beyond blind faith: A theoretical model of critical trust in generative AI (CRUST). Manuscript submitted for publication in *Journal of Communication*.
- [S] **Kaňková, J.**, Lazić, A., Vranken, S., Matthes, J., Seki, M., Kawano, Y., Ito, A., Sakagami, Y., & Iwakuma, M. (under review). Feeling guilty for asking AI about your health? Predictors of GenAI use guilt and health information seeking in Austria and Japan. Manuscript submitted for publication in *Digital Health*.

- [C] Matthes, J., **Kaňková, J.**, Meerson, R., & Binder, A. (2026, August). *Beyond blind faith: A theoretical model of critical trust in generative AI (CRUST)*. Presentation to the Communication Theory and Methodology (CTAM) division at the AEJMC 109th Annual Conference, August 5-8, New Orleans, LA, USA.
- [C] **Kaňková, J.**, Lazić, A., Vranken, S., Matthes, J., Seki, M., Kawano, Y., Ito, A., Sakagami, Y., & Iwakuma, M. (2026, August). *Feeling guilty for asking AI about your health? Predictors of GenAI use guilt and health information seeking in Austria and Japan*. Presentation to the Communicating Science, Health, Environment and Risk (ComSHER) division at the AEJMC 109th Annual Conference, August 5-8, New Orleans, LA, USA.
- [C] Matthes, J., Vranken, S., **Kaňková, J.**, Lazić, A., Seki, M., Kawano, Y., Ito, A., Sakagami, Y., & Iwakuma, M. (2026, July). *What leads to trust in generative AI for health? Cross-country evidence on playful and information-seeking use*. Presentation at the 9th Health Communication International Conference and PhD Symposium (MHM 2026), July 18-19, Beijing, China.
- [C] **Kaňková, J.** & Matthes, J. (2026, June). *Think twice, scroll once: Encouraging critical reflection as a shield against health misinformation and overgeneralized messaging by social media influencers*. Presentation to the Health Communication Division at the 76th annual conference of the International Communication Association (ICA), June 4-8, Cape Town, South Africa.
- [C] Binder A., Stevic, A., **Kaňková, J.** & Matthes, J. (2026, June). *AI on dating apps: Links between usage frequency, self-efficacy, self-esteem, and willingness to use AI*. Presentation to the Mobile Communication Division at the 76th annual conference of the International Communication Association (ICA), June 4-8, Cape Town, South Africa.
- [C] **Kaňková, J.** & Matthes, J. (2026, June). *A dangerous bond? Identification with social media influencers and the effects of mental health misinformation and overgeneralized messaging*. Presentation to the Mass Communication Division at the 76th annual conference of the International Communication Association (ICA), June 4-8, Cape Town, South Africa.
- [C] **Kaňková, J.**, Vranken, S., Matthes, J., Lazić, A., Hodzic, S., Seki, M., Kawano, Y., Ito, A., Sakagami, Y., & Iwakuma, M. (2026, June). *Is ChatGPT your new therapist? A cross-cultural model of generative AI affordances, trust, use intentions, and willingness to attend in-person therapy*. Presentation to the Communication & Technology Division at the 76th annual conference of the International Communication Association (ICA), June 4-8, Cape Town, South Africa.
- [C] Vranken, S., **Kaňková, J.** & Matthes, J. (2025, August). *Artificial Influencers, artificial designs? A systematic review of experimental research on virtual influencers*. Presentation to the Communication Theory and Methodology Division at the AEJMC 108th Annual Conference, August 7-10, San Francisco, CA, USA.
- [C] Matthes, J., Reinhardt, A., Hodzic, S., **Kaňková, J.**, Binder, A., Bojic, L., Maindale, H. L., Paraschivf, C. & Ryome, K. (2025, August). *Predicting the intention to use generative AI for health information: Comparative survey model*. Presentation to the Communicating Science, Health, Environment, and Risk Division at the AEJMC 108th Annual Conference, August 7-10, San Francisco, CA, USA.
- [C] **Kaňková, J.**, Binder, A., & Matthes, J. (2025, June). *It's true, but still harmful: Examining the effects of overgeneralized health messages by social media influencers*. Presentation to the Health Communication Division at the 75th annual conference of the International Communication Association (ICA), June 12-16, Denver, CO, USA.
- [C] **Kaňková, J.**, Vranken, S., & Matthes, J. (2025, June). *A double-edged sword: Exploring associations between engagement with mental health content by social media influencers and psychological well-being*. Presentation to the Information Systems Division at the 75th annual conference of the International Communication Association (ICA), June 12-16, Denver, CO, USA.
- [C] **Kaňková, J.**, Binder, A., & Matthes, J. (2024, August). *Exploring dark side of social media influencers' health advice: Insights from health expert content creators*. Presentation to the Communicating Science, Health, Environment, and Risk Division at the AEJMC Annual Convention, August 8-11, Philadelphia, PA, USA.
- [C] **Kaňková, J.**, Binder, A., & Matthes, J. (2024, August). *Health-related communication of social media influencers: A scoping review*. Presentation to the Communicating Science, Health, Environment, and Risk Division at the AEJMC Annual Convention, August 8-11, Philadelphia, PA, USA.
- [C] **Kaňková, J.**, Stevic, A., Binder, A., & Matthes, J. (2024, June). *Time to BeReal! Exploring users' well-being in relation to the duration of BeReal use*. Presentation to the Mobile Communication Division at the 74th annual conference of the International Communication Association (ICA), June 20-24, Gold Coast, Australia.
- [C] Matthes, J., Binder, A., Vranken, S., Heiss, R., & **Kaňková, J.** (2023, May). *Should they really see this? The depiction of alcohol in movies and series targeted at children*. Presentation to the Health Communication Division at the 73rd annual conference of the International Communication Association (ICA), May 25-29, Toronto, Canada.
- [C] **Kaňková, J.**, Deng R., Shargina, E. (2022, October). *Nationalistic media reporting in the age of COVID-19: A comparison of COVID-19 vaccine coverage in China, Russia and Czechia*. Presentation to the Journalism Studies Division at the 9th European Communication Conference (ECREA), October 19-22, Aarhus, Denmark.

- [C] **Kaňková, J., Darovskikh, S., Shargina, E., Saumer, M., Neureiter, A., Matthes, J.** (2022, May). *"I am young, why should I vaccinate?" How empathetic and aggressive communication on social media impact young adults' attitudes toward COVID-19 vaccination.* Presentation to the Health Communication Division at the 72nd annual conference of the International Communication Association (ICA), May 26-30, Paris, France.

GRANTS

- **Postdoctoral Research Fund of the Department of Communication, University of Vienna** 2026
€2,500
 - Project title: *Too Nice to Be Helpful? Investigating the Effects of Sycophancy of GenAI Tools on Problem-Solving Skills*
- **University of Vienna's V2K Strategic Partnership Grant for Collaborations with Kyoto University** 2025
€8,000
 - Project title: *Empowering Health: Use of Generative AI to Enhance Citizen Well-being in Japan and Austria*
 - CO-PI (PI: Jörg Matthes)
- **Eurasia-Pacific Uninet program of the OeAD-GmbH** 2025
€16,000
 - Project title: *Media Literacy in the Age of Generative AI – Comparing Austria and Mongolia*
 - CO-PI (PI: Jörg Matthes)
- **Short-Term Grant Abroad (KWA) of the University of Vienna** 2024
€2,600
 - Student grant to support research visit at Northwestern University, USA

AWARDS

- **Top Theory Paper at AEJMC Annual Convention** 2026
August 5-8, New Orleans, LA, USA
 - Title: *Beyond Blind Faith: A Theoretical Model of Critical Trust in Generative AI (CRUST)*
 - Co-authors: Jörg Matthes, Rinat Meerson & Alice Binder
- **2026 Abby Prestin Dissertation of the Year Award** 2026
June 4-8, Cape Town, South Africa
 - Awarded by the Health Communication Divisions of International Communication Association (ICA) and National Communication Association (NCA)
- **Top Method Paper at AEJMC Annual Convention** 2025
August 8-10, San Francisco, CA, USA
 - Title: *Artificial Influencers, Artificial Designs? A Systematic Review of Experimental Research on Virtual Influencers*
 - Co-authors: Sofie Vranken & Jörg Matthes

PEER REVIEW

- **Reviewer for the Institutional Review Board, Department of Communication, University of Vienna:** 2026
- **Conference of the International Communication Association:** 2021 - 2025
- **Conference of the Association for Education in Journalism and Mass Communication:** 2025 - 2026
- **Health Communication:** 2024 - 2026
- **European Journal of Health Communication:** 2025 - 2026
- **Communication Theory:** 2026
- **Journal of Broadcasting & Electronics:** 2026
- **Human Communication Research:** 2026