

## Gerit Götzenbrucker

Gerit B. Götzenbrucker is an Associate Professor and a Privatdozentin at the Department of Communication of the University of Vienna, where in 2006 she was promoted to professor with her publication *Soziale Netzwerke in Unternehmen. Potenziale computergestützter Kommunikation in Arbeitsprozessen*. Her research interests are: the consequences of technology, social media research and intercultural communication. Until 2014, she was coordinator of the Erasmus programme, editorial board member of *Medien Journal*, board member of the ÖGK (Österreichische Gesellschaft für Kommunikationswissenschaft), from 2012 to 2014 deputy head of the Department of Communication, and from 2014 to 2016 deputy dean for the promotion of young staff at the faculty of social sciences of the University of Vienna. Currently, she is a member of the doctoral programme administration of the faculty of social sciences at the University of Vienna. The research programme “Serious Beats” examines the potential of new technologies for the integration of young people with and without migrant backgrounds. In the course of the project, the *positive impact* game “YourTurn! Das Videospiel” (Facebook) was developed and used in an intervention study. In the following project “Sparkling Games”, in a cooperation with the Technical University Vienna, the game-based acquisition of knowledge with regard to the topic “IT and society” was examined. Visual communication is a new focus and expresses itself particularly in research work on body images and affective media effects.