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To examine the hypotheses, we conducted an online survey with $n = 465$ participants recruited via the TikTok channel @doktersex. The collected data were subsequently transformed into a structural equation model and analyzed by using the statistical software RStudio.

TikTok / online sexual education / sexual self-efficacy / sexual shame / sexual health knowledge

Short But Still Valid: Validating Single-Item Measures for Key Media Psychology Constructs for Experience Sampling Research

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With the deeper integration of digital media into everyday life, media psychologists' interest in experience sampling methods (ESMs) has increased. In ESM designs, participants are sent several, short surveys per day, asking them about current/recent experiences. ESM's advantages include being able to assess situational factors and minimize recall problems. Yet, ESM also has disadvantages, most importantly, their intrusiveness in participants' daily lives and the effort required. To reduce effort and increase compliance, constructs are often assessed with one item in ESM studies. Single-item measures, however, are frequently criticized for having lower reliability and validity than multi-item measures. ESM-specific method literature recommends to use only measures that were validated for ESM to guarantee validity. However, there are nearly no validated single-item measures for ESM available. This research project aims to validate one-item measures for key communication science/media psychological constructs.

The project consists of 5 studies. First, we surveyed scholars to identify key constructs for ESM for media psychology/communication science. Based on this, we selected 17 constructs including, for example, online vigilance, entertainment experiences, and heuristic and systematic processing. In a second study, we established the definitional correspondence and comprehensibility of items to identify best-fitting single-items per construct ($N = 106$, content-related validity evidence, preregistration: https://osf.io/uxs63/?view_only=2f1a1b235b7b4ccb9c27be4e368579da). In a third study, we recruited 400 participants via Prolific and asked them about four recent media use situations to test whether the selected single-item measures correlate with the full scales and with other constructs as expected (evidence regarding relationships with criteria, prereg-

istration: https://osf.io/9a4rc/?view_only=5cef436c0aba46cfa417e61a0b88f0f6). In a fourth study, we will develop several vignettes per construct in order to test the single-item measures' situational variability as this is a key requirement for situational measures. The final study will include testing the single-item measures in an ESM study. We will present the results of at least Study 1-4.

Experience sampling / validation / single-items / measurement

What do people watch under adversity? Testing interactions of semantic affinity and coping style using Netflix data donations

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Mood management theory (MMT, Zillmann, 1988) proposes that people use media to cope with stress. When a specific stressor occurs, such as conflict at work, MMT predicts that the similarity of subsequently selected media content with the stressor—semantic affinity—should be low to improve mood (Carpentier, 2020). As such, MMT characterizes media use as a form of avoidance coping, oriented away from the stressor. Approach coping, in contrast, refers to coping efforts oriented towards the stressor (Roth & Cohen, 1986). Applied to media selection, this suggests that rather than avoiding semantic affinity, media users with a tendency for approach coping may choose content that portrays the stressor (Stevens & Dillman Carpentier, 2017). Previous MMT research, however, has largely neglected individual differences in coping styles. Following the MMT perspective, we thus propose a negative relationship between adversity in a specific life domain and selecting media content from that life domain (H1). Extending previous MMT research, we further assume that this relationship is moderated by coping style, with (a) approach coping inverting it and (b) avoidance coping strengthening it (H2).

Methodologically, we improve low external validity of previous research by combining 15 days of diary survey data ($n = 123$ participants) with Netflix data donations ($n = 2,132$ titles). We computationally match Netflix titles with IMDb descriptions and classify prevalence of different life domains (e.g., family, work) through zero-shot classification (Yin et al., 2019), manual content analysis, and genres (Kim & Oliver, 2011). Then,