

Education

- 2022–25* **Ph.D., Communication Science, University of Vienna**
Emotional Misinformation (EMOMIS) is a joint project of the [Computational Communication Science Lab](#) (Annie Waldherr, Jula Lührling) and the [Complexity Science Hub](#) (Hannah Metzler, David Garcia, Apeksha Shetty), funded by the WWTF Vienna.
- 2029–22 **M.Sc. (research), Communication Science, University of Amsterdam**
Thesis: “Citizen-Driven Disinformation Campaigns: The Disruptive Interplay of Digital Media Ecologies and Individual Susceptibility” supervised by Dr. Michael Hameleers (Excellent, graded 8.5)
- 2015–18 **B.A., German Literature and Language (major) & Communication and Media (minor), University of Bremen**
Thesis: “Provoking, revising, denying – Calculated ambivalence used as strategy for right-wing populist communication in Germany’s Bundestag election battle 2017” supervised by Prof. Dr. Ingo Warnke (Distinction, graded 1,0)

Research Experience

- 2022– Junior Fellow, [Complexity Science Hub](#)
- 2021–22 Research Assistant, [CSH](#), (Supervisor: [Dr. Hannah Metzler](#))
- 2020–21 Student Assistant, [ASCoR](#), (Supervisor: [Prof. Dr. Judith Möller](#))

Publications

 [Google Scholar](#)

† → Equal contribution

Journal Articles

Lührling, J., Metzler, H., Lazzaroni, R. M., Shetty, A., & Lasser, J.
(2025). Best practices for source-based research on misinformation and news trustworthiness using newsguard. 5. <https://doi.org/10.51685/jqd.2025.003>

*Expected.

Lühring, J., Hameleers, M., Humprecht, E., & Möller, J. (2024). Trust in a digital world. the roles of media trust and ordinary citizen cues in online disinformation's credibility. *Medien & Kommunikationswissenschaft*, 3/2024(72), 1-16. <https://www.doi.org/10.5771/1615-634X-2024-3-297>

Lühring[†], J., Shetty[†], A., Koschmieder, C., Garcia, D., Waldherr, A., & Metzler, H. (2024). Emotions in misinformation studies: Distinguishing affective state from emotional response and misinformation recognition from acceptance. 9(1). <https://doi.org/10.1186/s41235-024-00607-0>

Hameleers, M., Humprecht, E., Möller, J., & **Lühring**, J. (2021). Degrees of deception: The effects of different types of COVID-19 misinformation and the effectiveness of corrective information in crisis times. *Information, Communication & Society*, 26(9), 1699-1715. <https://doi.org/10.1080/1369118X.2021.2021270>

Working papers

Lühring, J., Garcia, D., Waldherr, A., Shetty, A., & Metzler, H. (2024). Causal effects of misinformation on online discussions. *In prep.*

Presentations

Talks

Lühring, J. (2024a, June). Effects of misinformation on online discussions. *Invited talk at the Friday Talk Series* (complexity science hub, vienna). [[Slides](#)].

Lühring, J. (2024b, May). Effects of source trustworthiness on online discussions. *2024 COMPTExT Meeting* (Amsterdam, Netherlands). [[Slides](#)].

Lühring, J. (2024c, July). Emotional misinformation diffusion: Mapping socio-affective dynamics in the digital information ecosystem. *Invited talk at the Emotional Speech Workshop* (Ruhr-Universität Bochum, Germany). [[Slides](#)].

Lühring, J. (2024d). Misinformation und fake news in den sozialen medien: Einblicke in die interdisziplinäre forschungslage. *VHS Urania Schwerpunkt Demokratie*. [[Slides](#)].

Lühring, J., Shetty, A., Koschmieder, C., Garcia, D., Waldherr, A., & Metzler, H. (2023, May). Measuring emotions in misinformation studies. *73rd Annual ICA Conference* (Toronto, Canada).

Teaching

University of Vienna

2024 Guest lecturer, Misinformation in den Sozialen Medien [[Slides](#)]
(CODE VO SOME B)

Academic Advising

Undergraduate

2023 Nele Hapig, University of Konstanz, Master's thesis

Academic Service

Journal Reviewer

2024 The International Journal of Press/Politics
2023 Social Media + Society

Other Experience

2020–21 Elected board member, [JEF Deutschland](#), Berlin
2019 Communications manager, [Talking Europe](#), Berlin
2018 Project manager of a theater festival, [Theater Bremen](#), Bremen

Last updated: January 16, 2025