



Lore Hayek

Curriculum Vitae

Education

- 2009 – 2016 **Political Science (Specialisation: Political communication)**, *Universität Innsbruck*.
Doctor of Philosophy
- 2008 – 2009 **Social Research Methods**, *London School of Economics and Political Science*.
Master of Science (With Merit)
- 2001 – 2007 **Political Science**, *Universität Innsbruck*.
Magistra der Philosophie (Master)

Doctoral thesis

Title *The design of political parties: Poster advertising in Austrian national election campaigns, 1945-2013*

Description Election posters have been present in Austrian campaigns for longer than any other campaign medium, yet they have been studied only sporadically. This study examines communication through posters on indicators such as personalisation and negative campaigning. Quantitative content analysis shows that posters as long-lasting means of communication have proven to be suitable for the examination of long-term trends in political communication. The results provide a basis for future cross-country or cross-media comparisons.

Work experience

- since 04/2017 **Postdoc researcher**, DEPARTMENT OF POLITICAL SCIENCE, *Universität Innsbruck*.
- 2016 – 2017 **Project coordinator LIFE-ClimAct**, CLIMATE ALLIANCE TIROL, *Innsbruck*.
2016 **Lecturer „Free Research“**, DESIGN AKADEMIE BERLIN.
- 2011 – 2017 **Lecturer „Statistik für PolitikwissenschaftlerInnen“**, UNIVERSITÄT INNSBRUCK.
- 2013 – 2015 **Campaign Strategist**, P8 MARKETING, *Innsbruck*.
- 2012 – 2013 **Campaign Strategist**, DIE TIROLER GRÜNEN (GREEN PARTY), *Innsbruck*.

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2009 – 2012 **Junior Researcher**, AUTNES – ÖSTERREICHISCHE NATIONALE WAHLSTUDIE, Universität Innsbruck.

Research interests

Campaign communication, political advertising, elections, quantitative methods

Selected Publications

- 2018 Gatt, Sabine/Hayek, Lore/Huemer, Christian: Societal relevance of graduating in political science in Austria, in: *Austrian Journal of Political Science* 47(3) (accepted).
- 2016 Hayek, Lore: Design politischer Parteien: Plakatwerbung in österreichischen Wahlkämpfen. Wien/Münster: LIT Verlag.
- 2012 Hayek, Lore: Plakatwahlkampf. Personalisierung in österreichischen Wahlkämpfen, in: Fritz Plasser (Hrsg.): *Erfolgreich wahlkämpfen. Massenmedien und Wahlkampagnen in Österreich*, Wien: facultas.
- 2012 Lengauer, Günther/Hayek, Lore: Machen Inserate den Ton, in: Fritz Plasser (Hrsg.): *Erfolgreich wahlkämpfen. Massenmedien und Wahlkampagnen in Österreich*, Wien: facultas.

Conference Presentations

- 2018 Hayek, Lore/Mayrl, Manuel: Migration matters: The Austrian migration regime in the media during election time, at: *18. Internationale Migrationskonferenz*, Köln.
- 2017 Hayek, Lore: Negative campaigning in Austrian election campaigns, 1945-2017, at: *Tag der Politikwissenschaft*, Graz.
- 2017 Hayek, Lore: Are Posters going Negative? Negative Advertising in Austrian Election Campaigns, 1945-2013, at *ECPR General Conference*, Oslo.
- 2011 Hayek, Lore: Marketing the Candidate – Personalization in Austrian National Election Campaigns, 1945-2008, at: *ECREA Political Communication Section Conference: Comparing Political Communication Across Time and Space*, Madrid.
- 2010 Hayek, Lore: Visual Communication in Election Campaigns: Personalization and Image-Text-Relations. An Analysis of Election Posters in the 2008 Austrian National Election Campaign, at: *The International Conference on the Image*, Los Angeles.

Computer Skills

MS Office, L^AT_EX, SPSS, Stata, LISREL, Keynote, Adobe Photoshop, Adobe Premiere

Languages

German	native	
English	proficient	C2
French	intermediate	B1/B2
Spanish	intermediate	B1
Italian	basic	A2

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Russian **basic**
Dutch **basic**

A1
A1