

Lene Heiselberg
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Employment

Assistant Professor

Department of Political Science and Public Management
University of Southern Denmark
Odense M
12. Aug 2019 → 14. Aug 2023

Assistant Professor

Centre for Journalism
University of Southern Denmark
Odense M
12. Aug 2019 → 14. Aug 2023

DR Medieforskning

Research outputs

Arousing the audience: The two-peak structure of drama film trailers

Heiselberg, L., 2020, In : Journal of Scandinavian Cinema.

Psykofysiologiske metoder

Bjørner, T., Due, B. L. & Heiselberg, L., 14. Jan 2019, *Metodekøgebogen: 130 analysemetoder fra humaniora og samfundsvidenskab*. Nielsen, M. F. & Skriver, S. (eds.). U Press, p. 177-179

Nyhedsbrugere med dårlig samvittighed

Heiselberg, L. & Gretlund, T., 2019, 2018: DR Medieforskning.

Tune in to Neuro

Heiselberg, L., 2019, In : Insights. 25

Expanding the toolbox: Researching reception of TV programs with a combination of EDA measurements and self-reports in applied audience research

Heiselberg, L., Dec 2018, In : Participations: Journal of Audience & Reception Studies. 15, 2

How to evaluate emotional experiences in television drama series: Improving viewer evaluations by psychophysiological measurements and self-reports

Heiselberg, L. & Bjørner, T., 5. Sep 2018, *Proceedings of the 36th European Conference on Cognitive Ergonomics, ECCE 2018*. Association for Computing Machinery, 4 p. 15

How to evaluate emotional experiences in television drama series: improving viewer evaluations using a combination of psychophysiological measurements and self-reports

Heiselberg, L. & Bjørner, T., 2. Sep 2018, In : Behaviour and Information Technology. 37, 9, p. 884-893

Following the viewers: Investigating television drama engagement through skin conductance measurements
Gregersen, A., Langkjær, B., Heiselberg, L. & Lyng Wieland, J., Oct 2017, In : *Poetics*. 64, p. 1-13

Seerevaluering af emotionelle oplevelser i fiktionsserier
Heiselberg, L., Jun 2016, Aalborg Universitetsforlag.

Communicating Qualitative Research Findings: The value of the qualitative approach in theory and practice
Heiselberg, L. & Lyng Wieland, J., 2015, *Qualitative methods for Consumer Research: The value of the qualitative approach in theory and practice*. Hans Reitzels Forlag

Radio og stemning
Heiselberg, L., 2013, *Medie- og kommunikationsleksikon*. Agger, G., Schrøder, K., Jauert, P. & Kolstrup, S. (eds.). Samfunds Litteratur

Intelligent design af fokusgrupper
Heiselberg, L., 2008, In : *Mediekultur*. 24, 45

Activities

You Can't Beat the Feeling: How Arousal Generated by Emotional Exemplars Affect the Assessment of Expert Sources
Lene Heiselberg (Guest lecturer)
20. May 2020 → 25. May 2020

Eye tracking and EDA workshop
Lene Heiselberg (Participant)
6. Feb 2020

Foredrag: Fra broadcast- til streaming-æra holdt for tv-produktionsselskaber, fx Discovery Networks, Metronome, TV2-regioner
Lene Heiselberg (Guest lecturer)
15. Jan 2020 → 31. Aug 2020

Qualitative Methods for User Research in Science, Engineering and Medicine
Lene Heiselberg (Guest lecturer), Thomas Bjørner (Guest lecturer)
6. Nov 2019

Centre for Journalism (Organisational unit)
Lene Heiselberg (Member)
7. Oct 2019

Anvendelse af EEG-målinger i undersøgelser af digital journalistik
Lene Heiselberg (Participant)
Jun 2019 → Dec 2019

Det Kvalitative Methodenetværk (External organisation)
Lene Heiselberg (Chairman)
1. Nov 2007