

Employment

Associate Professor

Department of Communication and Arts
Roskilde University
15 Aug 2020 → present

Artificial Intelligence and Datafied Communication (AIDa)

Roskilde University
10 May 2022 → present

Environmental Humanities

Roskilde University
19 Jan 2024 → present

Centre for Digital Citizenship

Roskilde University
10 Feb 2023 → present

Visiting Assoc. Professor

School for Public Policy, Chiang Mai University, Thailand
Chiang Mai, Thailand
1 Jan 2023 → 1 Jan 2024

PostDoc

University of Copenhagen
København, Denmark
1 Jan 2018 → 1 Jan 2020

PostDoc

IT University of Copenhagen
2300, Denmark
1 Jan 2017 → 1 Jan 2018

External lecturer

DIS Study abroad in Scandinavia
København, Denmark
1 Jan 2015 → 1 Jan 2017

Assistant researcher & course manager

IT University of Copenhagen
2300, Denmark
1 Jan 2015 → 1 Jan 2017

Research outputs

Making sense of audiences in a time of generative AI

Heuser, M., Vulpius, J. & Mahnke, M. S., 19 Jun 2024.

The eco-materiality of digital media: (Towards) A theoretical framework

Mahnke, M. S., 29 Feb 2024.

Blinde vinkler: digitale betalingsplatforme og bæredygtighed

Mahnke, M. S. & Hohnen, P., 2024, *Medier og bæredygtighed*. Anette, G., Birkved, M. & Rasmussen, L. T. (eds.). Syddansk Universitetsforlag, (University of Southern Denmark Media Studies vol. 4).

EP-valgkamp på Facebook: Marts 2024

Birkbak, A., Blach-Ørsten, M. & Mahnke, M. S., 2024, Roskilde: Roskilde Universitet. 8 p. (Digital Media Lab Reports; No. 3, Vol. 1).

EP-valgkamp på Facebook - April 2024

Birkbak, A., Blach-Ørsten, M. & Mahnke, M. S., 2024, Roskilde: Roskilde Universitet. 8 p. (Digital Media Lab Reports; No. 4, Vol. 1).

EP-valgkamp på Facebook - Februar 2024

Birkbak, A., Blach-Ørsten, M. & Mahnke, M. S., 2024, Roskilde: Roskilde Universitet. 7 p. (Digital Media Lab Reports; No. 2, Vol. 1).

EP-valgkamp på Facebook - Maj 2024

Birkbak, A., Blach-Ørsten, M. & Mahnke, M. S., 2024, Roskilde: Roskilde Universitet. 10 p. (Digital Media Lab Reports; No. 5, Vol. 1).

"This changes everything?": Generative AI in organizational communication

Mahnke, M. S., 2024.

Ecological Sustainability: A Blind Spot in the Tech Community?

Mahnke, M. S., Dec 2023.

Forsningskommunikation bør være aktiv dialog fremfor vidensformidling

Mahnke, M. S. & Pedersen, K., 11 Oct 2023, København : Djøf Forlag.

Bruger I AI i jeres kommunikation? Stil jer selv disse syv spørgsmål

Mahnke, M. S. & Karlin, S., 26 Sept 2023, In: KommunikationsForum.

Forsningskommunikation bør være en aktiv dialog fremfor vidensformidling

Pedersen, K. & Mahnke, M. S., 11 Sept 2023, Videnskab.dk.

Productive Uneasiness as a Driver of Knowledge Creation Processes in Humanities-Business Collaborations

Tjørring, L., Mahnke, M. S., Petersen, M. L., Nielsen, M. & Vacher, M., 11 Jul 2023, In: Journal of Business Anthropology. 12, 1, p. 56-77

Embracing Awkwardness: Unfolding Processes of Knowledge Creation Between Health Communication Researchers and Health Professionals

Mahnke, M. S., 28 May 2023.

„Dieser Artikel könnte Sie auch interessieren“: Entwicklung demokratisch verantwortungsvoller Algorithmen in Nachrichtenmedien. Eine dänische Fallstudie

Mahnke, M. S. & Karlin, S., Mar 2023, In: Communicatio Socialis. 56, 1, p. 49-62

Data sense-making and communicative gaps on sundhed.dk

Mahnke, M. S., Petersen, M. L. & Nielsen, M., 2023, In: MedieKultur: Journal of media and communication research. 39, 74, p. 10-28 19 p.

Business Meets the Humanities: The Human Perspective in University-Industry Collaboration

Mahnke, M. S. (ed.), Nielsen, M. (ed.), Tjørring, L. (ed.) & Petersen, M. L. (ed.), 17 Nov 2022, Routledge. 198 p. (Routledge Studies in Management, Organizations and Society).

Digital health technologies as temporal technologies

Mahnke, M. S. & Grønning, A., 17 Nov 2022.

Introduction

Mahnke, M. S., Nielsen, M., Petersen, M. L. & Tjørring, L., 17 Nov 2022, *Business Meets the Humanities : The Human Perspective in University-Industry Collaboration*. Routledge, p. 1-8 8 p. (Routledge Studies in Management, Organizations and Society).

Qualitative data mirroring: A method to study how users shape calculated publics on Facebook

Schwartz, S. A. & Mahnke, M. S., 22 Oct 2022.

The emotional side of digital health data: How patients' cope with digital health journals

Mahnke, M. S. & Petersen, M. L., 20 Oct 2022.

Practices of self-tracking in infertility treatment: How bodily awareness is constituted

Petersen, M. L., Mahnke, M. S. & Nielsen, M., 6 Jul 2022, In: *Qualitative Health Communication*. 1, 2

Anticipating the future of AI: Practitioners' visions, stories and imaginaries

Christensen, E., Gulbrandsen, I. T. & Mahnke, M. S., 2022.

Differing expectations in student-industry collaborations: Towards a value-based framework fostering dialogic ground

Mahnke, M. S. & Pedersen, K., 2022, *Business Meets the Humanities : The Human Perspective in University-Industry Collaboration*. Mahnke, M. A., Nielsen, M., Lykkeboe Petersen, M. & Tjørring, L. (eds.). 1 ed. Routledge, p. 169-182 (Routledge Studies in Management, Organizations and Society).

Qualitative Data Mirroring: A method to study how users shape calculated publics on Facebook

Schwartz, S. A. & Mahnke, M., 2022.

Mapping health: How Danes experience their digital health data

Mahnke, M. S. & Nielsen, M., Oct 2021. 3 p.

Making qualified decisions: How digital health care records affect patients' self-understanding in the treatment process

Mahnke, M. S. & Nielsen, M., 8 Sept 2021.

EHealth platforms as user-data communication: Examining patients' struggles with digital health data

Mahnke, M. S. & Nielsen, M., 1 Sept 2021, In: *Nordicom Review*. 42, s4, p. 45-58 14 p.

Struggling with technology: Perspectives on everyday life

Damkjær, M. S., Gammelby, A. K., Johansen, S. L. & Mahnke, M. S., 1 Sept 2021, In: *Nordicom Review*. 42, s4, p. 1-6 6 p.

Datafying the bodily experience: The case of fertility apps

Mahnke, M. S., Nielsen, M. & Petersen, M. L., Aug 2021.

Facebook Use as a Communicative Relation: Exploring the Relation Between Facebook Users and the Algorithmic News Feed

Schwartz, S. A. & Mahnke, M. S., 19 May 2021, In: *Information, Communication & Society*. 24, 7, p. 1041-1056 16 p.

Digitale møder: Har coronakrisen gjort os til effektive kommunikatører?

Mahnke, M. S., Feb 2021, In: *K O M Magasinet*. 2021, Februar

Hvad nedlukningen har lært os om beslutningsprocesser

Mahnke, M. S., 26 Oct 2020, In: KommunikationsForum.

Health debates on social media: Linking digital health to communication and AI studies

Mahnke, M. S. & Meldgaard Kjær, K., 5 Oct 2020.

Interpreting, negotiating, and engaging in health data on sundhed.dk

Nielsen, M. & Mahnke, M. S., 2019.

Was algorithmische Personalisierungsprozesse prägt: Hin zu einer partizipativen Nutzung von algorithmisch personalisierten Medien

Mahnke, M. S., 2019, In: Communicatio Socialis. 52, 2

Critical relations and calculated publics on Facebook

Mahnke, M. S. & Schwartz, S. A., 1 Nov 2018.

Relating to the world through Facebook

Mahnke, M. S. & Schwartz, S. A., 31 Oct 2018.

"It's magic" – Exploring programmer's and user's narratives on algorithms

Mahnke, M. S., 11 Oct 2018.

Me and the Algorithmic 'Other'—a marriage for life?

Mahnke, M. S., 14 Sept 2018

I – Facebook – World: How people relate to technology and the world through Facebook use

Schwartz, S. A. & Mahnke, M. S., 18 Jul 2018, *Proceedings of the 9th International Conference on Social Media and Society: SMSociety '18*. Gruzdt, A., Jacobson, J., Mai, P., Hemsley, J., Kwon, K. H., Vatrappu, R., Quan-Haase, A., Sloan, L. & Hodson, J. (eds.). New York: Association for Computing Machinery, p. 370-374 5 p.

Book review: John Cheney-Lippold, We are data: Algorithms and the making of our digital selves

Mahnke, M. S., 2018, In: Mobile Media & Communication. 6, 2, p. 288-288 1 p.

"Please leave my newsfeed alone": Exploring user protest against algorithmic personalization

Mahnke, M. S., 2018, *Social Media Materialities and Protest: Critical Reflections*. Mortensen, M., Neumayer, C. & Poell, T. (eds.). London: Routledge, p. 129-141 13 p.

Being informed in the digital age? A communication perspective on information relevance in algorithmic media

Mahnke, M. S., 18 Dec 2017, Universität Erfurt. 213 p.

Everyday struggles with technology

Mahnke, M. S. & Schwartz, S. A., 17 Aug 2017.

Book review: Christopher G. Brinton and Mung Chiang (2017) The Power of Networks: Six principles that connect our lives. Princeton and Oxford: Princeton University Press. 328 pages. ISBN: 9780691170718

Mahnke, M. S., 15 May 2017, In: Science & Technology Studies. 30, 2, p. 80-82 3 p.

#RIPINSTAGRAM: Examining user's counter-narratives opposing the introduction of algorithmic personalization on Instagram

Mahnke, M. S., Grunnet, J. & Tarp, N. T., 3 Apr 2017, In: First Monday. 22, 4

"Knowing what goes on in the world": How Danish students navigate through Facebook's Newsfeed

Mahnke, M. S., 7 Feb 2017

Social Media Use & Political engagement in Denmark: Report 2016
Rossi, L., Schwartz, S. A. & Mahnke, M. S., 10 Mar 2016, 5 p.

Der Algorithmus, bei dem man mit muss? Ein Perspektivwechsel
Mahnke, M. S., 27 Mar 2015, In: *Communicatio Socialis*. 48, 1

Algorithming the Algorithm
Mahnke, M. S., 1 Sept 2014, *Society of the Query Reader: Reflections on Web Search*. Amsterdam, Vol. #9.

Bewegtbildkommunikation im Internet: Eine empirische Studie über die Herausforderungen von Online-Videocontent für die Presse- und Medienarbeit
Mahnke, M. S., 2010, Helios Media GmbH.

Bewegtbildkommunikation im Internet – Herausforderungen für Journalismus und PR: Ergebnisbericht der Bewegtbildstudie 2008
Zerfaß, A., Rau, H., Mahnke, M. S. & Boltze, A., 2008, 55 p.

Activities

Masterclass for Phd students // 1st year

Martina Skrubbeltrang Mahnke (Participant)
8 Dec 2024

Arbejdsgruppe på Kommunikationsfaget om AI i undervisningen

Ida Klitgård (Participant), David Mathieu (Participant), Nicolas Mouton (Participant), Martina Skrubbeltrang Mahnke (Participant), Jørgen Lerche Nielsen (Participant), Sara Dahlman (Participant) & Remzi Ates Gürsimsek (Participant)
21 May 2024 → 31 Aug 2024

Digital sustainability

Martina Skrubbeltrang Mahnke (Speaker) & Pernille Hohnen (Speaker)
2 May 2024

SMiD 2024

Martina Skrubbeltrang Mahnke (Participant)
2 May 2024 → 3 May 2024

Communication and AI in Datafied Societies

Martina Skrubbeltrang Mahnke (Speaker)
5 Mar 2024

Convergence: The International Journal of Research into New Media Technologies (Journal)

Martina Skrubbeltrang Mahnke (Editor), David Mathieu (Editor), Jöelle Swart (Editor) & Pille Prүүлmann-Vengerfeldt (Editor)
2024

ICA 2024 – 74th Annual ICA Conference: Communication and Global Human Rights (Event)

Martina Skrubbeltrang Mahnke (Editor)
Nov 2023

Chinese Internet Research Conference 2023

Martina Skrubbeltrang Mahnke (Participant)
12 Jul 2023

DRAPAC23

Martina Skrubbelttrang Mahnke (Participant)
25 May 2023

It's magic? Making sense of algorithms and AI

Martina Skrubbelttrang Mahnke (Speaker)
23 May 2023

MedieKultur: Journal of media and communication research (Journal)

Martina Skrubbelttrang Mahnke (Editor) & Emma Christensen (Editor)
May 2023 → May 2024

AoIR Conference 2023: 24th annual conference of the Association of Internet Researchers (AoIR) (Event)

Martina Skrubbelttrang Mahnke (Editor)
Mar 2023

Digital Period and Fertility Tracking

Martina Skrubbelttrang Mahnke (Participant)
21 Feb 2023

School of Public Policy, Chiang Mai University

Martina Skrubbelttrang Mahnke (Visiting researcher)
Jan 2023 → Dec 2024

Sammenslutningen af Medie- og Kommunikationsforskere i Danmark

Martina Skrubbelttrang Mahnke (Organizer), Anette Grønning (Organizer), Julie Mejse Mønter Lassen (Organizer), Steffen Damkjær Moestrup (Organizer) & Tem Frank Andersen (Organizer)
17 Nov 2022 → 18 Nov 2022

Digital media practices in Denmark

Martina Skrubbelttrang Mahnke (Speaker)
25 Oct 2022

Special panel: Research meets business

Martina Skrubbelttrang Mahnke (Participant), Winni Johansen (Participant), Unni From (Participant), Katrine Ninn-Grønne (Participant) & Johanne Mose Entwistle (Participant)
21 Oct 2022

Qualitative data mirroring

Martina Skrubbelttrang Mahnke (Speaker) & Sander Andreas Schwartz (Speaker)
29 Apr 2022

AoIR Conference 2022: 23rd annual conference of the Association of Internet Researchers (AoIR) (Event)

Martina Skrubbelttrang Mahnke (Editor)
Apr 2022

Data practices in Denmark

Martina Skrubbelttrang Mahnke (Speaker)
29 Mar 2022

Brug og oplevelser af sundhed.dk

Martina Skrubbelttrang Mahnke (Speaker)
10 Mar 2022

Fertilitet og self tracking - en ny spiller i konsultationen mellem læge og patient

Martina Skrubbeltrang Mahnke (Speaker), Mikka Nielsen (Speaker) & Matilde Lykkebo Petersen (Speaker)
7 Dec 2021

Webinar: Struggling with technology – Examining the case of eHealth

Martina Skrubbeltrang Mahnke (Speaker)
7 Oct 2021

Digital health data – The case of Denmark

Martina Skrubbeltrang Mahnke (Speaker)
4 May 2021

AoIR Conference 2021 (Event)

Martina Skrubbeltrang Mahnke (Editor)
May 2021

Sammenslutningen af medieforskere i Danmark (External organisation)

Martina Skrubbeltrang Mahnke (Member)
May 2021 → ...

MedieKultur (Journal)

Martina Skrubbeltrang Mahnke (Editor)
Apr 2021 → ...

Routledge (Publisher)

Martina Skrubbeltrang Mahnke (Editor), Mikka Nielsen (Editor) & Lise Tjørring (Editor)
Sept 2020 → Jul 2022

Digital Literacy | 2020-2021

Martina Skrubbeltrang Mahnke (Participant)
25 Aug 2020 → 31 May 2021

Nordic Network for Media and Communication Ethics (External organisation)

Martina Skrubbeltrang Mahnke (Member)
2020 → ...

N O R D I C O M Review (Journal)

Martina Skrubbeltrang Mahnke (Editor), Stine Liv Johanson (Editor), Maja Sonne Damkjær (Editor) & Ane Kathrine Lolholm Gammelby (Editorial Board Member)
Oct 2019 → Feb 2021

Mellem techoptimisme og pessimisme i den digitale transformation

Martina Skrubbeltrang Mahnke (Speaker)
30 Jan 2019

International Communication Association (Event)

Martina Skrubbeltrang Mahnke (Peer reviewer)
2019

Struggles with technology as resistance and negotiation

Martina Skrubbeltrang Mahnke (Speaker) & Anne Mette Thorange (Speaker)
15 Nov 2018

Me and the algorithmic 'other'

Martina Skrubbeltrang Mahnke (Speaker) & Sander Andreas Schwartz (Speaker)
8 Sept 2018

Techfestival - Think Tank

Martina Skrubbeltrang Mahnke (Participant)
Sept 2018 → ...

Preparing students for post-fordist working lives

Martina Skrubbeltrang Mahnke (Speaker)
13 Apr 2018

The digitized citizen

Martina Skrubbeltrang Mahnke (Speaker)
23 Nov 2017

Design Thinking for small businesses

Martina Skrubbeltrang Mahnke (Lecturer)
4 Oct 2017

How algorithms challenge what we know

Martina Skrubbeltrang Mahnke (Speaker)
31 Aug 2017

Designing innovative communication concepts

Martina Skrubbeltrang Mahnke (Lecturer)
30 Aug 2017

Everyday struggles with technology

Martina Skrubbeltrang Mahnke (Speaker) & Sander Andreas Schwartz (Speaker)
19 Aug 2017

First Monday (Journal)

Martina Skrubbeltrang Mahnke (Peer reviewer)
2017 → ...

The Informed Citizen in Digital Society

Martina Skrubbeltrang Mahnke (Organizer)
25 Nov 2016

Algorithmic filter bubbles: Myth or serious threat?

Martina Skrubbeltrang Mahnke (Speaker)
13 Jul 2016

Leadership in new digital realities

Martina Skrubbeltrang Mahnke (Consultant)
19 May 2016

External reviewer

Martina Skrubbeltrang Mahnke (Consultant)
Mar 2016 → Apr 2016

Big Data & Society (Journal)

Martina Skrubbelttrang Mahnke (Peer reviewer)

2016 → ...

Algorithmic Media

Martina Skrubbelttrang Mahnke (Speaker)

17 Nov 2015

An exploration of the inner dynamics of algorithmic media

Martina Skrubbelttrang Mahnke (Speaker)

22 Sept 2015

Being informed in the digital age?

Martina Skrubbelttrang Mahnke (Speaker)

22 Sept 2015

The socio-technical dynamics within algorithmic media

Martina Skrubbelttrang Mahnke (Speaker)

15 Apr 2013

Prizes**Excellence in Teaching**

Mahnke, Martina Skrubbelttrang (Recipient), 2018

Thesis award (Communication management and PR)

Mahnke, Martina Skrubbelttrang (Recipient), 2009

Top rated presentation - ECREA Health Communication Section

Mahnke, Martina Skrubbelttrang (Recipient) & Petersen, Matilde Lykkebo (Recipient), 2022