

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 Scholar

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.

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 - Februar 2024

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

Forskningskommunikation 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.

Forskningskommunikation 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

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.

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

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

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 Prulmann-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 Skrubbeltrang Mahnke (Participant)
25 May 2023

It's magic? Making sense of algorithms and AI

Martina Skrubbeltrang Mahnke (Speaker)
23 May 2023

MedieKultur: Journal of media and communication research (Journal)

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

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

Martina Skrubbeltrang Mahnke (Editor)
Mar 2023

Digital Period and Fertility Tracking

Martina Skrubbeltrang Mahnke (Participant)
21 Feb 2023

School of Public Policy, Chiang Mai University

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

Sammenslutningen af Medie- og Kommunikationsforskere i Danmark

Martina Skrubbletrang Mahnke (Organizer), Anette Grønning (Organizer), Julie Mejse Münter Lassen (Organizer), Steffen Damkjær Moestrup (Organizer) & Tem Frank Andersen (Organizer)

17 Nov 2022 → 18 Nov 2022

Digital media practices in Denmark

Martina Skrubbletrang Mahnke (Speaker)

25 Oct 2022

Special panel: Research meets business

Martina Skrubbletrang Mahnke (Participant), Winni Johansen (Participant), Unni From (Participant), Katrine Ninn-Grønne (Participant) & Johanne Mose Entwistle (Participant)

21 Oct 2022

Qualitative data mirroring

Martina Skrubbletrang Mahnke (Speaker) & Sander Andreas Schwartz (Speaker)

29 Apr 2022

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

Martina Skrubbletrang Mahnke (Editor)

Apr 2022

Data practices in Denmark

Martina Skrubbletrang Mahnke (Speaker)

29 Mar 2022

Brug og oplevelser af sundhed.dk

Martina Skrubbletrang Mahnke (Speaker)

10 Mar 2022

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

Martina Skrubbletrang Mahnke (Speaker), Mikka Nielsen (Speaker) & Matilde Lykkebo Petersen (Speaker)

7 Dec 2021

Webinar: Struggling with technology – Examining the case of eHealth

Martina Skrubbletrang Mahnke (Speaker)

7 Oct 2021

Digital health data – The case of Denmark

Martina Skrubbletrang Mahnke (Speaker)

4 May 2021

AoIR Conference 2021 (Event)

Martina Skrubbletrang Mahnke (Editor)

May 2021

Sammenslutningen af medieforskere i Danmark (External organisation)

Martina Skrubbletrang Mahnke (Member)

May 2021 → ...

Mediekultur (Journal)

Martina Skrubbletrang 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 Thorauge (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 Skrubbeltrang Mahnke (Peer reviewer)
2016 → ...

Algorithmic Media

Martina Skrubbeltrang Mahnke (Speaker)
17 Nov 2015

An exploration of the inner dynamics of algorithmic media

Martina Skrubbeltrang Mahnke (Speaker)
22 Sept 2015

Being informed in the digital age?

Martina Skrubbeltrang Mahnke (Speaker)
22 Sept 2015

The socio-technical dynamics within algorithmic media

Martina Skrubbeltrang Mahnke (Speaker)
15 Apr 2013

Prizes

Excellence in Teaching

Mahnke, Martina Skrubbeltrang (Recipient), 2018

Thesis award (Communication management and PR)
Mahnke, Martina Skrubbeltrang (Recipient), 2009

Top rated presentation - ECREA Health Communication Section
Mahnke, Martina Skrubbeltrang (Recipient) & Petersen, Matilde Lykkebo (Recipient), 2022