



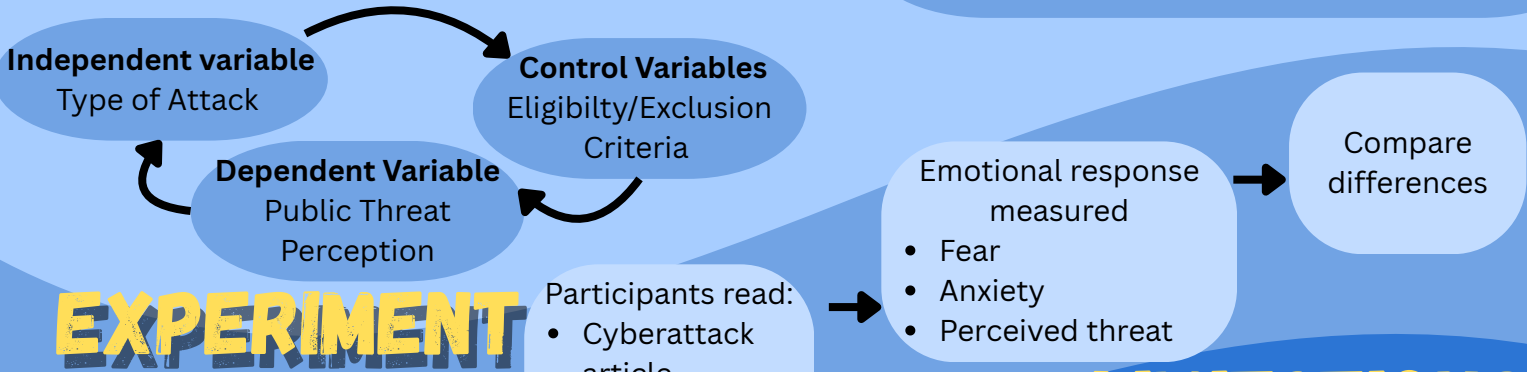
Cognitive Impact of Media Exposure on Threat Perception

INTRODUCTION

- Society is confronted with both, conventional armed + increasingly cyberattacks
 - Cyberattacks can disrupt hospitals, transport, telecommunications, and public services without visible physical violence
- **Research Gap:** Comparison of cyberattacks and conventional armed attacks = underexplored
- **Research Question:** *How does media exposure to cyberattacks, compared to conventional attacks, influence public threat perception?*

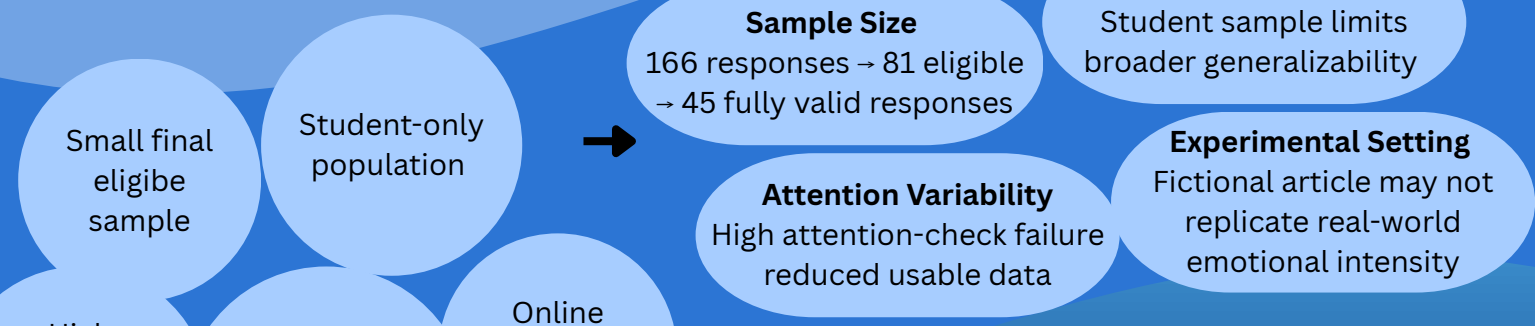
METHODOLOGY

- Quantitative experimental survey design using Qualtrics
- Participants: university-level students
- Within-subject comparison: participants read both a cyberattack article and a conventional armed attack article
 - Fictionally written in a realistic journalistic style
- **Expert Consultation:** Prof. Dr. Sally Wyatt
 - Improving methodological validity



EXPERIMENT

Participants complete baseline survey → Participants read:
 • Cyberattack article
 • Armed attack article



LIMITATIONS

CONCLUSION

- **Cognitive Processing**
Visible vs. abstract threats
- **Emotional Activation**
Fear and anxiety as mediators
- **Experimental Contribution**
Direct comparison closing literature gap