

Prof.dr. habil. Delia Cristina Balas (Balaban)
Recent Publications

2025

Gross, E.C. & Balaban, D.C. (2025) The Effectiveness of Education Intervention on Countering Disinformation. The Moderating Role of Intellectual Humility. *Media and Communication*, 13, art 9109.
<https://doi.org/10.17645/mac.9109>

Heinrich, J., Szambolics, J., & Balaban, D. C. (2025). The role of immersion and social interaction in online live events: an experimental approach. *Journal of Policy Research in Tourism, Leisure and Events*, 1–17.
<https://doi.org/10.1080/19407963.2025.2494253>

Broasca, A., Mucundorfeanu, M., & Balaban, D.C. (2025). Between Authonomy and Control: Influencer-Marketing Relations and Campaign Development. *Romanian Journal of Communication and Public Relations*.
<https://doi.org/10.21018/rjcpr.2024.3.651>

Balaban, D.C., Mucundorfeanu, M., Szambolics, J., & Amrhein, C. (2025). Examining the immediate and delayed impact of immersive media on the effectiveness of social media influencer advertising: An experimental approach, *Computers in Human Behavior Reports*, 19, 10078. <https://doi.org/10.1016/j.chbr.2025.100781>.

Jörg Haßler, Melanie Magin, Uta Russmann, Anna-Katharina Wurst, Delia Cristina Balaban, Paweł Baranowski, Jakob Linaa Jensen, Simon Kruschinski, Georgios Lappas, Sara Machado, Martina Novotná, Silvia Marcos-García, Ioannis Petridis, Anda Rožukalne, Annamária Sebestyén and Felix-Christopher von Nostitz (2025). Weaponizing Wedge Issues: Strategies of Populism and Illiberalism in European Election Campaigning on Facebook. *Media and Communication*, 13, 10718.
<https://doi.org/10.17645/mac.10718>

Reinikainen, H., Borchers, N., Mucundorfeanu, M., & Balaban, D.C. (2025). Wanted: Social Media Campaign Support! A Principal-Agent Study on the Management of Influencer Colaboration by Political Parties in Three Countries. *Journal of Communication Management*, <https://doi.org/10.1108/JCOM-01-2025-0030>

Mucundorfeanu, M. & Balaban, D.C. (2025) Suspicious minds: Adolescents' inferences of manipulative intent in retouched influencer ads. *Acta Psychologica*, 261, 105780,
<https://doi.org/10.1016/j.actpsy.2025.105780>.Acta Psychologica

2024

Articles

Balaban, D.C., Farkas, X., & Stoica, M. (2024). Campaigning for European and National Elections. A Cross-Country Comparison between Germany, Hungary, and Romania. *Central European Journal of Communication*, 17(4(38)), 429-446 . [https://doi.org/10.51480/1899-5101.17.4\(38\).727](https://doi.org/10.51480/1899-5101.17.4(38).727)

Balaban, D.C., Mustatea, M., & Frunzaru, V. (2024). Understanding the Motivations of Young Adults to Engage in Privacy Protection Behavior While Setting Up Smartphone Apps. A Cross-Country Comparison between Romania and Germany, *Social Media + Society*, <https://doi.org/10.1177/20563051241298446>

Balaban, D. C., Mucundorfeanu, M., & Naderer B. (2024). Short and Long-Term Impact of the Frequency of Social Media Influencers' Sponsored Posts on Attitudinal and Behavioral Outcomes. *Journal of Marketing Communications*, <https://doi.org/10.1080/13527266.2024.2413916>

Mucundorfeanu, M., Balaban, D. C., & Mauer, M. (2024). Exploring the effectiveness of digital manipulation disclosures for Instagram posts on source credibility and authenticity of social media influencers. *International Journal of Advertising*, 1–31. <https://doi.org/10.1080/02650487.2024.2381973>

Balaban, D.C., Macova, A., Burai, K, Grechanaya, T, and Gerguri, D. (2024). A Comparative Perspective on Negative Campaigning in National Election Campaigns in Central and Eastern European Countries. *Politics and Governance*, 12. Article 8098, [journal in Q2](#)

Vincze, O.H., & Balaban. D.C. (2024). The Evolution of Crisis Frames in the Institutional Communication of the European Commission (2003–2022), *Media and Communication*, 12: 1-19. <https://doi.org/10.17645/mac.7778> [journal la acea data in Q2](#)

Amrhein Christof & Balaban, Delia Cristina (2024). The effectiveness of 360° videos for environmental communication. Exploring the impact of different types of storytelling, *Computers in Human Behavior Reports*, 100368, <https://doi.org/10.1016/j.chbr.2024.100368>.

Book chapter

Delia Cristina Balaban (2024). Comunicarea guvernamentala pe retelele sociale. In Paul Dobrescu si Florin Zeru (editori). *Comunicarea guvernamentala în România. O abordare strategică* (pp. 51-71), Bucuresti: Tritonic.

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Bene, M., Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2023). Populism in Context: A Cross-Country Investigation of the Facebook Usage of Populist Appeals During the 2019 European Parliament Elections. *The International Journal of Press/Politics*, 0(0). <https://doi.org/10.1177/19401612231196158> [journal in Q1, ranked](#)

Szambolics, J., Malos, S., and Balaban, D.C. (2023). Adolescents' Augmented Reality Filter Usage on Social Media, Developmental Process, and Well-Being, *Media and Communication*, Volume 11, Issue 4, ahead of print. <https://doi.org/10.17645/mac.v11i4.7016>

Zeru, F., Balaban, D.C. and Bargaoanu, A. (2023). Beyond Self-Presentation. An Analysis of the Romanian Governmental Communications on Facebook. *Transylvanian Review of Administrative Sciences*, Issue No. 70 E/October. <http://dx.doi.org/10.24193/tras.70E.8>

2022

Articles:

Evans, N.J., Balaban, D.C., Naderer, B., and Mucundorfeanu, M. (2022). How the Impact of Social Media Influencer Disclosures Changes over Time. Discounting Cues and Exposure Level Can Affect Consumer Attitudes and Purchase Intention. *Journal of Advertising Research*. DOI: 10.2501/JAR-2022-023

Balaban, D.C., Szambolics J., and Chirică, M. (2022). Parasocial relations and social media influencers' persuasive power. Exploring the moderating role of product involvement, *Acta Psychologica*, [Volume 230](#), October 2022, 103731, <https://doi.org/10.1016/j.actpsy.2022.103731>

Bene, M., Magin, M., Jackson, D., Lilleker, D.G., Balaban, D.B., Baranowski, P., Hassler, J., Kruschinski, S. and Russman, U. (2022). The Polyphonic Sounds of Europe: Users' engagement with parties' European-focused Facebook posts during the 2019 EP Election. *Politics and Governance* 10(1), 108-120. <https://doi.org/10.17645/pag.v10i1.4700>

Vincze, H.O. and Balaban, D.C. (2022). Between Conflict and Solidarity: Pandemic Media Coverage of Romanian Intra-EU Labour Migrants, *Media and Communication*, Volume 10, Issue 2, Pages 265-275. <https://doi.org/10.17645/mac.v10i2.5014>

Balaban, D. C. and Szambolics, J. (2022). A Proposed Model of Self-Perceived Authenticity of Social Media Influencers, *Media and Communication*, 10(1), 235-246. <https://doi.org/10.17645/mac.v10i1.4765>

Balaban, D. C., Mucundorfeanu M., and Muresan, L.I. (2022), Adolescents' Understanding of the Model of Sponsored Content of Social Media Influencer Instagram Stories, *Media and Communication*, 10(1), 305-316. <https://doi.org/10.17645/mac.v10i1.4652>

Book chapters:

Darren G. Lilleker, Márton Bene, Delia Cristina Balaban, Vicente Fenoll, and Simon Kruschinski (2022). Populism, Its Prevalence, and Its Negative Influence on Democratic Institutions in Dolors Palau-Sampio, Guillermo López García, and Laura Iannelli, *Contemporary Politics, Communication, and the Impact on Democracy*, pp. 153-170, DOI: 10.4018/978-1-7998-8057-8.ch009

2021

Articles:

Balaban, D.C., Mucundorfeanu M., and Naderer, B., (2021) The Role of Trustworthiness in Social Media Influencer Advertising: Investigating Users' Appreciation of Advertising Transparency and Its Effects. In *Communications: The European Journal of Communication Research*, online first December 17, 2021 <https://doi.org/10.1515/commun-2020-0053>

Balaban, D.C. and Huțuleac, V., (2021). Public Measures to Deal with the Negative Effects of intra EU Migration. Case Study: the Suceava County, Romania, *TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE*, 62E/2021, 5-21. 10.24193/tras.62E.1

Balaban, D. C. and Mustățea, M., Privacy Concerns in Mobile Communication. A User's Perspective. *Philobiblon*, XXVI, 1, 101-114. 10.26424/philobib.2021.26.1.06

Nedelcu, D. and Balaban, D.C. (2021). The Role of Source Credibility and Message Credibility in Fake News Engagement. Perspectives from an Experimental Study. *Journal of Media Research*, 14, 3(41), 42-62. 10.24193/jmr.41.3

Book chapters:

Lilleker D.G. and Balaban D.C. (2021) Populism on Facebook. In: Haßler J., Magin M., Russmann U., Fenoll V. (eds) Campaigning on Facebook in the 2019 European Parliament Election. Informing, Interacting with, and Mobilising Voters. p. 267-282. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-73851-8_17

Balaban D.C., Stoica M.S., Mucundorfeanu M. (2021) Romania: Internal Affairs Set the Agenda of the 2019 EP Election Campaign. In: Haßler J., Magin M., Russmann U., Fenoll V. (eds) Campaigning on Facebook in the 2019 European Parliament Election. Informing, Interacting with, and Mobilising Voters. p.187-200, Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-73851-8_12

Balaban, D. C., Mogoş, A., and Hamlin R.: Higher Education and Europeanization. Case Study: International Incoming Students at Babeş-Bolyai University, in Georgiana Udrea and Loredana Vladu (eds), Patterns of Europeanization in Central and Eastern Europe, Bucharest: Comunicare.ro, p. 53-62.

Balaban, D. C., Social media influencerii și rolul lor în publicitate, in Delia Cristina Balaban & Julia Szabolcs, Social media influencerii și rolul lor publicitar, Editura Tritonic, București, 2021.

2020

Articles:

Vincze, Orszolya Hanna, Meza Radu, and Balaban, Delia Cristina, Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective, *Easter European Politics and Societies: and Culture*, Online 28 February 2020. <https://doi.org/10.1177/0888325419890665>

Balaban, Delia Cristina, Iancu, Ioana, Mustăţea, Maria, Pavelea, Anișoara and Culic, Lorina (2020), What Determines Young People to Follow Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions, *Romanian Journal of Communication and Public Relations*, 22, 3 (51), p.5-19. <https://doi.org/10.21018/rjcp.2020.3.306>

Balaban, Delia Cristina (2020), News Sharing During the COVID-19 Pandemic, *Revista de Filosofie Aplicată*, vol.2, special issue (Summer 2020) p.177-188. <http://filosofieaplicata.ro/index.php/filap/article/view/71>

Balaban, Delia Cristina and Racz Roberta (2020), Social Media Influencer Advertising versus Advertising on Social Media Account of a Brand. Evidence from an Experimental Design, *Journal of Media Research*, vol 13, 3(38), p. 45-54. DOI: 10.24193/jmr.38.3 <https://www.mrjournal.ro/docs/R2/38jmr0.pdf>

Palade, Ioana, and Balaban, Delia Cristina (2020), An Analysis of COVID-19– Related Fake News from Romania. A Pilot Qualitative Study, *Journal of Media Research*, Vol. 13 Issue 2(37), p. 27- 43. DOI: 10.24193/jmr.37.2

Balaban, Delia Cristina, and Spoaller, Dorin Francisc (2020), How social comparison on Instagram affects well-being. Perspectives from a study conducted during lockdown, *Studia UBB Ephemerides*, LXV 2, p.5-19. DOI:10.24193/subbeph.2020.2.01

Book chapters:

Roiban, Laura Adriana, Balaban, Delia Cristina and Julia Szabolics, The Romanian presidency of the Council of the European Union and the country's image. Results from a content analysis of the international media, in Cristina Hintea, Bianca Radu, and Raluca Suci (eds). *Collaborative Governance, Trust Building and Community Development, Conference Proceedings Transylvanian International Conference in Public Administration*, Cluj-Napoca: Accent Publishing House, 2020, p.407-414

Delia Cristina Balaban, Understanding Populism. Views from Romanian Politicians and Journalists, in Agnieszka Stepinska (ed.), *Populist Political Communication across Europe: Contexts and Contents*, Peter Lang, Berlin, 2020, p.57-70.

Palade, Ioana and Balaban, Delia Cristina, Fake News. Health Related Fake News and HPV Related False Information, in Balaban, Delia Cristina, Hosu, Ioan and Voina, Andreea Nicoleta (eds.) *Communication. It's about platforms*, Cluj-Napoca: Accent Publishing House, 2020, p. 48-60.