

MAIN RESEARCH AREAS AND SCIENTIFIC CONTRIBUTIONS

Suicide prevention research; health communication; media & suicide (Werther and Papageno effects); mental resilience; positive psychology.

Suicide prevention research as it relates to media portrayals and communication about suicide and mental health has been my main working area for 18 years. I have been leading related evaluation research as well as the development of media-specific recommendations for the portrayal of suicide and mental health nationally and internationally. I have been first to describe a suicide-preventive effect of stories of lived experience of suicidal thoughts and feelings and mastery of crisis, the *Papageno effect*. I have guided related content analyses, randomized controlled trials, and population-based studies including time series studies which have been instrumental in international developments in the field.

h-index: 25, cited 3,241 times in total according to *Web of Science*.

EDUCATION AND TRAINING

- 2015–2016 **POSTGRADUATE GENERAL MANAGEMENT PROGRAM**, Executive Academy, Vienna University of Economics and Business (accredited: EQUIS, AMBA & FIBAA).
- April 2013 **HABILITATION** (professorial dissertation) for Public Health, Medical University of Vienna. Dissertation title: Public Health Perspectives on Suicide Risk Factors and Prevention Strategies.
- September 2009 **DOCTOR OF PHILOSOPHY (PH.D.)** Graduation with distinction. Track: Mental Health and Behavioural Medicine (full-time, 4 years). Title of thesis: Suicide Prevention by Collaboration with the Mass Media. Medical University of Vienna (Austria), Center for Public Health, Institute for Medical Psychology.
- June 2009 **MASTER OF PUBLIC HEALTH SCIENCES (M.M.SC.)** Graduation with distinction. Track: Mental Health Promotion and Suicide Prevention (full-time, 2 years).
- September 2005 **DOCTOR OF MEDICINE (M.D.)** Medical University of Vienna (Austria).

POSITIONS AND EMPLOYMENT

- since February 2020 **DEPUTY HEAD** Department of Social and Preventive Medicine.
- since September 2013 **ASSOCIATE PROFESSOR OF PUBLIC HEALTH**, Medical University of Vienna.
- since January 2014 **HEAD OF UNIT SUICIDE RESEARCH & MENTAL HEALTH PROMOTION**, Medical University of Vienna, Center for Public Health.
- July 2011–Nov. 2012 **EPIDEMIC INTELLIGENCE SERVICE OFFICER** (full-time contractor), United States Government, Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control (NCIPC), Division for Injury Response & Division for Violence Prevention, Atlanta, Georgia, USA.
- Oct. 2010–Aug. 2013 **ASSISTANT PROFESSOR**, Medical University of Vienna, Center for Public Health.
- June 2006–Sept. 2010 **UNIVERSITÄTSASSISTENT** [Post-doc], Medical University of Vienna, Center for Public Health, Departments of General Practice and Family Medicine & Medical Psychology.
- June 2006–May 2009 **GUEST RESEARCHER** (full-time), Medical University of Vienna, Center for Public Health, Department of Medical Psychology.

SELECTED OTHER EXPERIENCES

- since January 2021 1st Vice President, International Association for Suicide Prevention (IASP)
- 2019–present Scientific Advisor, American Foundation for Suicide Prevention (AFSP)
- 2019–present Associate Faculty Member, Complexity Science Hub (CSH) Vienna. <https://www.csh.ac.at/researcher/thomas-niederkrotenthaler/>.
- 2019–present Member, International Expert Advisory Committee, National Suicide Prevention Programme for Germany (NaSPro).
- 2018–present Data protection manager, emphCenter for Public Health, Medical University of Vienna
- 2017–2020 Treasurer, International Association for Suicide Prevention (IASP).
- 2017–2021 Co-chair, Working Group for Research on Suicidal Behaviour, German Association for Suicide Prevention (DGS).
- 2015–2017 Co-chair of the Council of National Representatives to the International Association for Suicide Prevention (IASP).
- 2015–present Independent Contractor, United States National Suicide Prevention Evaluation (Life-line chat evaluation).
- November 2015 Invited for hearing, position of Director, Australian Institute for Suicide Research and Prevention within the Griffith Health Group, Brisbane, Australia. Ranked #2 on short list.
- 2014–present Member, Expert Council for the Austrian Suicide Prevention Plan.
- 2014–present Associated Researcher, Karolinska Institutet, Department of Clinical Neuroscience, Division of Insurance Medicine.
- 2010–present Co-chair, Media & Suicide Special Interest Group, International Association for Suicide Prevention. Responsible for enhancing international cooperation in the topic area of suicide and media and for the coordination of symposia/workshop proposals to ESSSB and IASP conferences. Activity report available at <http://iasp.info>.
- 2014–present Academic service: Conflict counselor for personnel of the Medical University of Vienna. Responsible for provision of counseling/mediation related to conflict situations at work.

MOST IMPORTANT PUBLICATIONS

- 1 Niederkrotenthaler T, Till B, Kirchner S, Sinyor M, Braun M, Pirkis J, Tran US, Voracek M, Arendt F, Ftanou M, Kovacs R, King K, Schlichthorst M, Stack S, Spittal MJ. Effects of media stories of hope and recovery on suicidal ideation and help-seeking attitudes and intentions: Systematic review and individual participant data meta-analysis of randomised controlled trials. *Lancet Public Health* 2022; 7: e156–68 DOI: 10.1016/S2468-2667(21)00274-7.
- 2 Niederkrotenthaler T, Tran U, Gould M, Sinyor M, Sumner S, Strauss MJ, Voracek M, Till B, Murphy S, Gonzalez F, Spittal MJ, Draper J. Association of Logic’s Hip Hop Song 1-800-273-8255 with Lifeline Calls and Suicides in the United States: Interrupted Time-Series Analysis. *BMJ* 2021;375:e067726. DOI: 10.1136/bmj-2021-067726.
- 3 Niederkrotenthaler T, Braun M, Pirkis J, Till B, Stack S, Sinyor M, Tran US, Voracek M, Cheng Q, Arendt F, Scherr S, Yip PSF, Spittal MJ. Association between suicide reporting and suicide: Systematic review and meta-analysis. *BMJ* 2020; 8;368:m575. DOI: 10.1136/bmj.m575.
- 4 Niederkrotenthaler T, Till B. Effects of suicide awareness materials on individuals with

- recent suicidal ideation or attempt: Randomized controlled online trial. *British Journal of Psychiatry* 2019 Dec 17;1-8. DOI: 10.1192/bjp.2019.259.
- 5 Niederkrotenthaler T, Stack S, Till B, Sinyor M, Pirkis J, Garcia D, Rockett IRH, Tran U. Suicides in the United States after the Release of 13 Reasons Why: Time series analysis. *JAMA Psychiatry* May 29;76(9):933-940. DOI: 10.1001/jamapsychiatry.2019.0922.
 - 6 Till B, Strauss M, Sonneck G, Niederkrotenthaler T. Determining the Effects of Films with Suicidal Content: A Laboratory Experiment. *British Journal of Psychiatry*. 2015;207(1): 72–78. DOI: 10.1192/bjp.bp.114.152827.
 - 7 Niederkrotenthaler T, Sonneck G. Assessing the Impact of Media Guidelines for Reporting on Suicides in Austria: Interrupted Time Series Analysis. *Australian & New Zealand Journal of Psychiatry*. 2007; 41:419-428. DOI: 10.1027/0227-5910/a000344.
 - 8 Niederkrotenthaler T, Reidenberg DJ, Till B, Gould M. Increasing help-seeking and referrals for individuals at risk for suicide by decreasing stigma—The role of mass media. *American Journal of Preventive Medicine*. 2014;47: S235–43. DOI: 10.1016/j.amepre.2014.06.010.
 - 9 Niederkrotenthaler T, Voracek M, Herberth A, Till B, Strauss M, Etzersdorfer E, Eisenwort B, Sonneck G. Role of media reports in completed and prevented suicide—Werther v. Papageno effects. *British Journal of Psychiatry*. 2010;197:234–243. DOI: 10.1192/bjp.bp.109.074633.
 - 10 Niederkrotenthaler T, Voracek M, Herberth A, Till B, Strauss M, Etzersdorfer E, Eisenwort B, Sonneck G. Role of media reports in completed and prevented suicide—Werther v. Papageno effects. *British Journal of Psychiatry*. 2010;197: 234–243. DOI: 10.1192/bjp.bp.109.074633.

EDITORIAL BOARD MEMBERSHIPS

- 2021–2022 Guest editor in *Frontiers in Psychology* (with Cheng Q and Seko Y). Topic *The Role of Media in Suicide and Self-harm: Cross-disciplinary Perspectives*.
- present Editorial Board Member of the following journals: *Crisis*, *PLOS ONE*, *Suicidology Online*, *Neuropsychiatrie*, *Suizidprophylaxe*. Associate Editor: *BMC Public Health*.

SELECTED REVIEWER FUNCTIONS

- present Reviewer for the following journals: *Journal of the American Medical Association (JAMA)* • *JAMA Psychiatry* • *British Medical Journal (BMJ)* • *American Journal of Psychiatry* • *Journal of Adolescent Health* • *Journal of Affective Disorders* • *European Journal of Public Health* • *Social Psychiatry and Psychiatric Epidemiology* • *Crisis—Journal of Crisis Intervention and Suicide Prevention* • *Brain Injury* • *Criminal Justice and Behavior* • *Injury Prevention* • *Science and Engineering Ethics* • *International Journal of Environmental Research and Public Health*.

SELECTED PROFESSIONAL MEMBERSHIPS

- 2016–present Member of the American Association of Suicidology (AAS).
- 2014–present Member of the European Public Health Association (EUPHA).
- 2010–present Member of the International Academy of Suicide Research (IASR).
- 2009–present Member of the International Association for Suicide Prevention (IASP)
- 2008–present Co-founder & founding chairperson of the Wiener Werkstätte for Suicide Research. <http://www.suizidforschung.at>

SELECTED RESEARCH SUPPORT

- January 2020–
December 2023 PI: Media Campaign to Prevent Suicide: Oregon, April 2019. Vibrant Emotional Health (formerly Mental Health Association of New York City). 492,188.–\$.
The goal of this project was to evaluate the impact of the suicide prevention media campaign scheduled from April 7 – 14, 2019 in Oregon. The campaign promoted the adoption of coping strategies and help-seeking in lieu of suicidal behavior, following best practices as outlined in published recommendations for the reporting of suicide. Overall, the evaluation analyzed the content of the campaign’s media stories (across a broad range of media), the reach and influence of the campaign (by analyzing large-scale social media data from Twitter and Instagram), and the campaign’s impact on several indices of help-seeking behavior and suicide risk in Oregon.
- April 2020–
February 2021 PI: WWTF COVID-19 Rapid Response Funding. Covid-19: Mental Health in Austria. Cov-20-027. WWTF. 49,800.– €. We assessed mental health including suicidal thoughts, depressive symptoms, anxiety and domestic violence in representative samples of the Austrian population in 12 waves in the first pandemic year. We assessed changes in mental health outcomes over time and in relation to periods of lockdowns.
- September 2018–
May 2022 PI: Effects of *It Gets Better* Suicide Prevention Videos Targeting Lesbian, Gay, Bisexual and Questioning Adolescents. Austrian Science Fund, Stand Alone Grant P-30918-B27; 139,700.– €. The project involved a qualitative study and a randomized controlled trial to test the effects of short TV spots delivered by LGBTQ+ persons to support young adolescent LGBTQ+ persons in their coming-out.
- January 2020–
December 2021 PI: Suicide Prevention Public Service Announcements (PSAs) Targeting Adolescents: A Randomized Controlled Trial. Austrian Science Fund, Clinical Research Grant KLI627; 141,203.– €. The project involved the development of suicide prevention PSAs by students 14-17 years of age; interviews with students and a randomized controlled trial to test the effects of the videos.
- Dec. 2016–Sept 2018 Senior mentor (PI: Dr. Mark Sinyor): Impact of Canadian Media Guidelines on Suicide-related Media Reporting and Suicide Death Rates. American Foundation for Suicide Prevention (AFSP) 84,866.–\$
- Dec. 2012–May 2015 PI: Representations and Impact of Suicide-related Websites. Austrian Science Fund, grant P23659; 116,511.– €. The project involved three major components. To evaluate results obtained with suicide-related search terms using Google and Bing search engines in the United States and in Austria; to identify themes and interactions in online communication related to suicide and mental health in both so-called “pro-suicide” and “against-suicide” online threads using content analysis; and to evaluate the effects of suicide prevention websites in a randomized controlled trial.
- June 2006–May 2009 PI: Media Representations of Suicide. Austrian Academy of Sciences (ÖAW). Grant 70036; 276,000.– €. (ad personam : 78,000.– €).

The project involved an assessment of prevalent characteristics of suicide portrayals as published in traditional Austrian print media with content analysis based on media recommendations for suicide reporting, and an evaluation of the possible impact of the recommendations on the quality of reporting and on suicide prevalence.

PRIZES AND AWARDS

- Dec. 2019 Fialka Moser Diversity Award (3rd place), Medical University of Vienna, Austria for project *It Gets Better Suicide Prevention Videos Targeting Lesbian, Gay, Bisexual and Questioning (LGBQ) Adolescents* awarded to my former PhD student Stefanie Kirchner.
- Dec. 2018 Erwin Ringel Award by the Austrian Society for Suicide Prevention (ÖGS).
- Dec. 2012 Hans Rost Prize by the German Association of Suicide Prevention (DGS).
- Oct. 2010 Erwin Ringel Award by the Austrian Society for Suicide Prevention (ÖGS) awarded to the Wiener Werkstätte for Suicide Research.

SELECTED INVITED TALKS

- 1 Niederkrotenthaler T. Invited symposium talk: Media and Suicide: Building the Evidence Base. IASR/AFSP International Summit on Suicide Research. October 15-18, 2023. Barcelona, Spain (scheduled).
- 2 Niederkrotenthaler T. Invited plenary: Media and suicide: The roles of narratives for suicide prevention. 32nd World Congress of the International Association for Suicide Prevention (IASP). September 19-23, 2023. Piran, Slovenia (scheduled).
- 3 Niederkrotenthaler T. Invited plenary: Creative approaches to harnessing positive media potentials for suicide prevention. European Symposium on Suicide and Suicidal Behaviour ESSSB19. August 24-27, 2022. Copenhagen, Denmark.
- 4 Niederkrotenthaler T. Invited symposium. The future of suicide preventive media campaigning: What can we learn from recent large-scale media events? World Congress, International Association for Suicide Prevention. Online, September 23, 2021.
- 5 Niederkrotenthaler T. Invited plenary: Media & suicide. Update on the Papageno effect. American Association of Suicidology, April 23 2021, online.
- 6 Niederkrotenthaler T. Invited keynote: Research Update: Media & Suicide. 5th Suicide & Self-harm Early & Mid-career Researchers' Forum. Suicidal Behaviour Research Laboratory, University of Glasgow, U.K. Online & Glasgow, June 18, 2021.
- 7 Niederkrotenthaler T. Invited plenary: Stories of hope and recovery: Update on the Papageno effect. American Association of Suicidology (AAS), Oregon & Online, April 23, 2021.
- 8 Niederkrotenthaler T. Invited plenary; Suicide-protective media reporting. World Congress of the International Association for Suicide Prevention (IASP), Londonderry, Northern Ireland, September 17-21, 2019.
- 9 Niederkrotenthaler T, Till B. Invited workshop; Sentiment and network analysis of tweets related to Avicii's death. Suicide Research Workshop, Waseda University, Tokyo, January 29, 2019.
- 10 Niederkrotenthaler T. Invited keynote; Suicide prevention: International perspective. Annual Meeting of Suicide Prevention Germany, Berlin, November 16, 2018.
- 11 Niederkrotenthaler T. Invited workshop; Canada's 2nd Forum on Media and Suicide. Sunnybrook Health Sciences Centre, Toronto, November 9, 2018.
- 12 Niederkrotenthaler T, Mittendorfer-Rutz E. Invited plenary lecture: Labour market

marginalization in the context of suicide attempt, mental disorder and migration: Swedish register studies. Conference of the German Association for Suicide Prevention (DGS), September 14-16 2018, Frankfurt, Germany.

- 13 Niederkrotenthaler T. Invited plenary; Suicide and the media. From Werther to Papageno Effects. European Symposium on Suicide and Suicidal Behaviour (ESSSB18), Ghent, September 5-8, 2018.
- 14 Niederkrotenthaler T. Invited lecture: Papageno Effect: Its Progress in Research. Safety 2016, September 18-21, 2016. Tampere, Finland.
- 15 Niederkrotenthaler T. Invited symposium; Media & Suicide. Building the evidence base. IASR conference 2017, Nevada, Nov 5-8, 2017.
- 16 Niederkrotenthaler T. Invited plenary; Papageno effect: its progress in suicide research. 7th Asian-Pacific Regional Conference of the International Association for Suicide Prevention and 40th Japanese Association for Suicide Prevention. Tokyo, May 18-21, 2016.
- 17 Niederkrotenthaler T. Invited lecture; Researching media effects on suicide: What do we know, where are we going? TRIPLE i 2013: Intuition, Imagination and Innovation in Suicidology. May 9–10, 2013; Piran, Slovenia.
- 18 Niederkrotenthaler T. Invited symposium; Not all news related to suicidality may be bad news. International symposium on media and suicide—an interdisciplinary and global perspective. April 11–12, 2013; Stockholm, Sweden.
- 19 Niederkrotenthaler T. Invited symposium; Talking about suicide in the mass media. From harmful to protective effects. In: Symposium I don't want to talk about it! The role of stigma on suicide prevention. Congress of the European Psychiatric Association (EPA). April 6–9, 2013; Nice, France.

CONTACT AND PERSONAL INFORMATION



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