

EVALUATION BOARD DECISION ON THE NOMINATION FOR APPOINTMENT TO PROFESSOR

Masaryk University	
Faculty	Faculty of Social Studies
Procedure field	Social Psychology
Applicant	doc. Mgr. et Mgr. Hana Macháčková, Ph.D.
Applicant's home unit, institution	Interdisciplinary Research Team on Internet and Society, Faculty of Social Studies, Masaryk University

Board members

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prof. Mgr. Tomáš Řiháček, Ph.D.
(Masaryk University, Faculty of Social Studies)

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(Faculty of Arts, Palacký University Olomouc)

prof. Brad. J. Bushman, Ph.D.
(The Ohio State University)

Evaluation of the applicant's scholarly/artistic qualifications

Hana Macháčková is a respected member of the academic community at the Faculty of Social Studies, Masaryk University. Her field is social psychology, with a particular focus on the role of digital media and technologies, including their impact on individual and societal well-being. Among the specific topics she has addressed belong online aggression, specifically cyberbullying and online hate with focus on cyberbystanders, the credibility and trustworthiness of online information, digital skills, or online civic engagement. She defended her Ph.D. dissertation *Bystanders' Reactions to Cyberbullying* in 2014, and obtained the title of Associate Professor in 2019 with the habilitation thesis *Cyberaggression in Context: Youth Involvement and Responses*. In addition to her background in psychology, she also holds a Bachelor's degree in Film Studies and a Master's degree in Sociology, demonstrating her broad interdisciplinary orientation and potential.

Hana Macháčková has been extremely successful in obtaining support for her research projects from many national and international grant agencies. Among the most significant are the *EU Kids Online* project, where she served as the Czech national coordinator, and the *Children Online: Research and Evidence (CO:RE)* and *ySKILLS (Youth Skills)* projects, both funded by the European Commission under the Horizon 2020 program. Most recently, she

has launched a project called *Perceived Anonymity in Computer-Mediated Communication* (PACC) within the prestigious ERC CZ scheme, which supports frontier research conducted by internationally recognized scholars.

Hana Macháčková's scientific excellence is evidenced by an extensive publication record, comprising more than 50 articles indexed in the Web of Science—most of them published in the leading journals of her field—along with numerous book chapters and conference papers. Her work has received over 1,100 citations (excluding self-citations), and her current h-index is 18 on Web of Science (29 in Google Scholar). It is important to note that her Google Scholar citations in the past 5 years (since 2020) (h-index=28, i10-index=52) is almost as strong as her cumulative record (h-index=29, i10-index=59). Thus, the trajectory of her citations is dramatically increasing over time.

The international character of Hana Macháčková's work is underscored not only by her numerous international co-authorships but also by her research stays abroad, including a three-month internship at the Technische Universität Berlin (Germany) and shorter research visits at Adam Mickiewicz University in Poznań (Poland) and the London School of Economics and Political Science (UK).

In her current role as Head of the Interdisciplinary Research Team on Internet and Society at Masaryk University, Hana Macháčková has demonstrated strong managerial skills and the ability to take on leadership responsibilities. Her leadership capacity is further evidenced by her coordination of several multi-country research studies and her ability to foster collaboration across disciplines and institutions.

Conclusion: The applicant's scholarly capabilities **meet** the requirements expected of applicants participating in a professor appointment procedure in the field of Social Psychology.

Evaluation of the applicant's pedagogical experience

In addition to her research activities, Hana Macháčková is also deeply committed to teaching, holding appointments in two departments—the Department of Psychology and the Department of Media Studies and Journalism. This dual affiliation once again demonstrates the interdisciplinary scope of her professional activities. She contributes to the teaching of numerous courses across the Bachelor's, Master's, and Doctoral levels. Among the courses she has taught for the longest period are *Propedeutics into Science and Critical Thinking in Psychology* and *Psychology and the Internet*, both of which aptly illustrate her expertise as well as her scientific and methodological proficiency.

Hana Macháčková is a highly sought-after supervisor of student theses. To date, she has supervised 22 Bachelor's theses and 16 Master's theses, the vast majority of which have been successfully defended. Under her supervision, two Ph.D. students have already completed their doctoral studies, and she is currently supervising three more. She actively involves her doctoral students as collaborators in her research projects and serves as an exemplary role model for her doctoral candidates and research team members.

Conclusion: The applicant's pedagogical capabilities **meet** the requirements expected of applicants participating in a professor appointment procedure in the field of Social Psychology.

Evaluation of the applicant as a respected and recognized scholarly or artistic figure in a given field

Throughout her academic career, Hana Macháčková has developed into an original and creative scholar. Her work is characterized by remarkable diligence, systematic thinking, and precision. By systematically focusing on the topic of bystanders in cyberaggression, she ranks among the pioneering researchers in this area. Her dedication to the broader academic and professional community is also evident in her extensive outreach and dissemination activities. Furthermore, she served on the editorial board of *Cyberpsychology: Journal of Psychosocial Research on Cyberspace* and as a senior consultant editor in *Psychology of Violence* and also on the organizational and program committees of international conferences Cyberspace and Workshop on Aggression.

Her commitment to the research community is also reflected in her active involvement in multiple research projects, often in leading roles. Her international recognition as an expert in her field is evidenced also by her numerous international collaborations and the wide citation and referencing of her work.

During her career, Hana Macháčková has received a number of academic awards, the most notable being the *Early Career Award for Distinguished Contributions in Media Psychology*, conferred by Division 46 of the American Psychological Association. Her professional excellence is further reflected in her membership on the Scientific Board of the Faculty of Social Studies, Masaryk University.

Conclusion: The applicant **is** a respected and recognized scholarly figure in her field. The applicant **has** made a significant contribution to the development of her field. The applicant **constitutes** a leading figure in her field of scholarship or research.

Secret vote results

Number of board members	5
Number of votes cast	5
Number of votes in favour	5

Board decision

Based on the outcome of the secret vote and following an evaluation of the applicant's scholarly or artistic qualifications, pedagogical experience and role as a respected and recognized scholarly or artistic figure, the board hereby submits a proposal to the scientific board of the Faculty of Social Studies of Masaryk University to

appoint the applicant professor of Social Psychology.

Brno, November 24th, 2025

prof. Mgr. Tomáš Řiháček, Ph.D.

