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Felicia Loecherbach

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WoS: AAF-7001-2021

EDUCATION

PhD student Communication Science, Vrije Universiteit Amsterdam (VU)   **since 2018**
    NWO-funded project "Tracking the Filter Bubble" supervised by Wouter van Atteveldt, Damian Trilling, Judith Möller

Research Master Communication Science, MSc, University of Amsterdam (UvA)   **2016 — 2018**
    Thesis: "3bij3 – Developing a framework for researching recommender systems and their effects"

Bachelor Communication Science and Philosophy, BA, University of Erfurt   **2013 — 2016**
    Thesis: "Opinion Leadership on Social Network Sites within the framework of the refugee issue"

ACADEMIC AND WORK EXPERIENCE

Participant Summer Institute Computational Social Science (SICSS), Princeton (online)   **2021**

Participant Young Scholars in CSS, Zürich (online)   **2020**
- Presentation: Combining digital traces and survey data to study media effects: A mobile lab approach

Participant NapoKo colloquium political communication, Vienna   **2019**
- Presentation: Tracking the filter bubble – Analyzing the diversity of news consumption and its consequences

Participant Masterclass with Jose van Dijck, Royal Netherlands Institute Rome   **2019**
- Topic: "Social Media and Political Governance: Rome, Italy, Europe"

Participant Workshop "ICT with industry" , Leiden   **2019**
- Project: "Opening the black box of user profiles in content-based recommender systems" with FD Mediagroep ([publication](#))

Pre-Master Program Data Science, University of Amsterdam, GPA 9.5   **2018**

Research internship, with Dr. Damian Trilling, Amsterdam School of Communication Research (ASCoR)   **2017, 2018**
- Development and maintenance of INCA (bundle of scraping and analysis functionalities for social scientists, [GitHub](#))

Graduate Research Assistant, with Dr. Magdalena Wojcieszak, ASCoR   **2017**
- Assisting with study design, data gathering, data analysis and writing up of results on several projects (e.g. [article](#) and [article](#))

Graduate Research Assistant, with Dr. Andreas Schuck, ASCoR   **2016, 2017**
- Project: Media coverage and effects of the UN Climate Change Conference 2015

Student assistant German-American exchange-program SPICE, University of Erfurt   **2015, 2016**

TEACHING

University Teaching Qualification (UTP)   **2021**
- Obtained 150 hour teaching qualification for academic teaching in the Netherlands ([more information](#))

Coordinator and teacher of the course "Automated Content Analysis using Python", VU Winter School   **2020, 2021**
- Based on material by Dr. Damian Trilling: [GitHub](#)

Teacher Bachelor course "Visualization in R", VU, minor digital humanities   **2019, 2020**
- Based on material by Dr. Mariken van der Velden: [Assignments](#) and [Schedule](#)

Organizer graduate class "Introduction to R", VU, graduate school   **2019**
- Based on material by Dr. Wouter van Atteveldt: [GitHub](#)

Skills

Languages	German (native), English (fluent), Dutch (fluent)
Statistical Software	R, STATA, SPSS, Amos
Programming	Python and React (data retrieval, text analysis and NLP, building web applications)
Databases	SQL, ElasticSearch
Markup languages	LaTeX, HTML, CSS
Network analysis tools	Gephi, Netlogo
System administration	Linux, cloud computing, virtual machines

Awards & Funding

Member of Lowlands Science   **2021**
- Science Outreach program, collecting digital trace data with the "DataDonationLab" during the Lowlands festival (event cancelled)

Media Diversity and Transparency in Smart Speakers   **2020**
- Report commissioned by the Landesanstalt für Medien, NRW. Cooperation with TU Dresden (*50,000€*, member of the research team)

Winner Hackathon "Future Recommenders for public service media"   **2020**
- Dutch public broadcaster (NPO) hackathon about designing a diversity-aware recommender system (*3000€*)

Best Poster Award Political Communication Division ICA   **2020**
- Poster "Perceived Control and Satisfaction in News Recommender Systems" with Judith Moeller, Damian Trilling, Wouter van Atteveldt and Natali Helberger

Award Digital Communication Methods Lab University of Amsterdam   **2020**
- Innovative research project focused on mapping the mobile news diet in a mobile lab, together with Judith Moeller, Damian Trilling, and Wouter van Atteveldt (*5,000€*)

Award Digital Communication Methods Lab University of Amsterdam   **2019**
- Innovative research project focused on methodological development, together with Judith Moeller, Damian Trilling, and Wouter van Atteveldt (*4,000€*)

Award best academic presentation Graduate School of Social Sciences, VU   **2019**

External activities & service to profession

Student and early career representative Computational Methods ICA Division   **2021-2023**
- Responsible for facilitating networking between early career scholars in computational communication science within the largest international organization in the field. This involves organizing pre-conferences and other events and building a platform where young scholars can connect and present their work.

Editorial Assistant Journal Computational Communication Research   **Since 2018**
- Open Source Journal dedicated to the promotion of computational work in the field of communication science (website)

Reviewer for:
- *Journals*: New Media & Society, Digital Journalism, Journalism Studies, International Journal of Communication, Media and Communication, Behavior & Information Technology, Journal of Mixed Methods Research, Asian Journal of Communication, Communication and the Public, Computational Communication Research
- *Conferences*: ICA, ECREA, Etmaal, NIAA grants VU Amsterdam

Invited talks:
- Twitter Development (using APIv2, 2021)
- DIGSSCORE Lab Bergen (2020)
- University of Stavanger (2020)
- Diversity Lab University of Bremen (2020)
- Thynk Event (2020)
- Marie Curie Alumni Event (2020)
- University of Koblenz-Landau (2019)

Interviews:
- Radio Swammerdam (2020): Filterbubbles en digital recht *[Filter bubbles and digital law]*
- New Scientist (2021): Wat weet Facebook over jou *[What does Facebook know about you]*
- Deutschlandfunk (2022): Alexa, spiel „Nachrichten": Wie Sprachassistentinnen Informationen auswählen *[Alexa, play the news: How smart assistants select information]*

Other:
- Blogpost: ComCom blog (2020): What it's really like to do a hackathon link
- Member of the 100 Questions Initiative Disinformation Cohort by the GovLab

Peer-Reviewed Publications

Van der Velden, M., & **Loecherbach**, **F.** (2021). Epistemic overconfidence in algorithmic news selection. *Media and Communication*, *9*(4), 182–197.

Loecherbach, **F.**, Welbers, K., Moeller, J., Trilling, D., & Van Atteveldt, W. (2021). Is this a click towards diversity? Explaining when and why news users make diverse choices. *13th ACM Web Science Conference 2021*, 282–290.

Loecherbach, **F.**, Moeller, J., Trilling, D., & van Atteveldt, W. (2020). The unified framework of media diversity: A systematic literature review. *Digital Journalism*, *8*(5), 605–642.

Loecherbach, **F.**, & Trilling, D. (2020). 3bij3–developing a framework for researching recommender systems and their effects. *Computational Communication Research*, *2*(1), 53–79.

Sullivan, E., Bountouridis, D., Harambam, J., Najafian, S., **Loecherbach**, **F.**, Makhortykh, M., Kelen, D., Wilkinson, D., Graus, D., & Tintarev, N. (2019). Reading news with a purpose: Explaining user profiles for self-actualization. *Adjunct Publication of the 27th Conference on User Modeling, Adaptation and Personalization*, 241–245.

Trilling, D., Van De Velde, B., Kroon, A. C., **Loecherbach**, **F.**, Araujo, T., Strycharz, J., Raats, T., De Klerk, L., & Jonkman, J. G. (2018). INCA: Infrastructure for content analysis. *2018 IEEE 14th International Conference on e-Science (e-Science)*, 329–330.

Presentations and Book Chapters

Schuck, A., Wonneberger, A., Meijers, M., & **Loecherbach**, **F.** *Who's afraid of climate change? News coverage of the COP21 paris climate summit and its effects on pro-environmental behavior*. Paper presented at ICA Conference, San Diego. 2017.

Kroon, A., Trilling, D., Fokkens, A., **Loecherbach**, **F.**, Moeller, J., van der Velden, M., & van Atteveldt, W. *Improving automated content analysis with news-specific word embeddings for medium-resourced languages*. Poster presented at the 5th International Conference on Computational Social Science IC2S2, Amsterdam. 2019.

Loecherbach, **F.**, & Trilling, D. *It takes three to tango – the interplay of political press releases, social media and newspapers*. Paper presented at ICA Conference, Washington. 2019.

Loecherbach, **F.**, Moeller, J., Trilling, D., & Van Atteveldt, W. *Perceived control and satisfaction in news recommender systems*. Poster presented at ICA Conference, Gold Coast (virtual). 2020.

Moeller, J., **Loecherbach**, **F.**, Moeller, J., & Helberger, N. *Out of control? Using interactive testing to understand user agency in news recommendation systems*. Paper presented at ICA conference, Denver (virtual). 2021.

Van der Velden, M., & **Loecherbach**, **F.** *News coverage of politics and policies.* Forthcoming in Handbook of Standardized Content Analysis: Applied Designs to Research Fields of Communication Science. 2022.