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Felicia Loecherbach

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EDUCATION

Postdoctoral Fellow, Center for Social Media and Politics (CSMaP) at New York University (NYU)   **since 2022**

   Research topics: News deserts, misinformation, innovative data collection techniques

PhD Computational Communication Science, Vrije Universiteit Amsterdam (VU), cum laude   **2018 — 2023**

   Supervised by Wouter van Atteveldt, Damian Trilling, Judith Möller

   Dissertation: "Diversity of News Consumption in a Digital Information Environment"

   Cum Laude is the highest distinction possible, top 5%

Research Master Communication Science, MSc, University of Amsterdam (UvA), cum laude, GPA: 8.8   **2016 — 2018**

   Thesis: "3bij3 – Developing a framework for researching recommender systems and their effects" (8.7)

Bachelor Communication Science and Philosophy, BA, University of Erfurt, GPA: 1.2   **2013 — 2016**

   Thesis: "Opinion Leadership on Social Network Sites within the framework of the refugee issue" (1.0)

ACADEMIC AND WORK EXPERIENCE

Participant Workshop Women in Politics, New Orleans   **2022**

Participant International Summer School of Political Communication, Milan   **2022**

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**
- "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 and analysis 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

Teacher of the course "Images as Data"   **2023**
- Part of the Summer School for Women in Political Methodology, Basel

Teacher of the course "Automated Image and Video Analysis"   **2022, 2023**
- Part of the Gesis Fall Seminar. Taught together with Dr. Andreu Casas.

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

Supervision of 5 Bachelor theses in Communication Science, VU   2020

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
System administration	Linux, cloud computing, virtual machines

AWARDS & FUNDING

Member of Lowlands Science   2022
- Science Outreach program, collecting digital trace data with the "DataDonationLab" during the Lowlands festival

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

Editor Special Issue "Participant-centered behavioral traces" at Computational Communication Research   2023
- Together with Lukas Otto and Ericka Menchen-Trevino, I am guest-editing a special issue around participant-centered behavioral traces, expected to be published end of 2023

Member Editorial Board Computational Communication Research   since 2022
- After finishing my term as editorial assistant, I was offered a spot on the editorial board of this open source journal for facilitating computational communication research.

Organizer ICA pre-conference hackathon 'Opening up Communication Science'   2022, 2023
- Member of core organization team for a hackathon pre-conference for ICA 2022 in Paris and ICA 2023 in Toronto as a two day hands-on workshop to encourage open, non-competitive collaboration across communication subfields utilizing computational and "big data" methods (website), last edition with almost 100 attendees

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 events and building a platform where young scholars can connect and present their work.

Editorial Assistant Journal Computational Communication Research   **2018-2022**
- Open Source Journal for computational methods in the field of communication science (website)

Reviewer for:
- *Journals*: New Media & Society, Digital Journalism, Journalism Studies, International Journal of Communication, Harvard Misinformation Review, 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:
- 2023: Weizenbaum Symposium on Critical Stances towards AI, New York City
- 2023: UNESCO Roundtable on World Press Freedom Day, New York, UN Mission of Denmark
- 2023: Warwick Economics Summit
- 2022: GESIS CSS Seminar on Data Donations
- 2022: Workshop Social Media Research The Hague
- 2022: DGPuK workshop on sustainable social media research
- 2021: Twitter Development (using APIv2)
- 2020: DIGSSCORE Lab Bergen, University of Stavanger, Diversity Lab University of Bremen, Marie Curie Alumni Event
- 2019: University of Koblenz-Landau

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]*
- Podcast CCSpod (2022): Why do you write your own software?

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

Otto, L., **Loecherbach**, **F.**, & Vliegenthart, R. (2023). Linkage analysis revised – linking digital traces and survey data. *Communication Methods and Measures*, *0*(0), 1–19.

Araujo, T., Ausloos, J., Van Atteveldt, W., **Loecherbach**, **F.**, Moeller, J., Ohme, J., Trilling, D., Van de Velde, B., De Vreese, C., & Welbers, K. (2022). OSD2F: An open-source data donation framework. *Computational Communication Research*, *4*(2).

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.

Reports, Book Chapters, and Presentations

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. A. C. G., & **Loecherbach**, F. *Content analysis in the research field of political coverage*. Handbook of Standardized Content Analysis: Applied Designs to Research Fields of Communication Science. 2022.

Weidmüller, L., Etzrodt, K., **Loecherbach**, **F.**, Moeller, J., & Engesser, S. *Ich höre was, was du nicht hörst: Medienvielfalt und Transparenz bei Sprachassistenten [I hear something you don't: Media diversity and transparency in smart assistants]*. Report for the German Media Authorities (Landesanstalt für Medien, NRW). 2022.

Moeller, J., **Loecherbach**, **F.**, Moeller, J., & Helberger, N. *Out of control? Using interactive testing to understand user agency in news recommendation systems*. News Quality in the Digital Age. 2023.

Loecherbach, **F.**, & Van Atteveldt, W. *Social media data donation and digital tracking*. Handbook of Computational Social Science. 2023.