

## Nicolas Ruth

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### MAIN AREAS OF RESEARCH

Development of musical abilities and personality, streaming, music marketing and management, music in media, prosocial music

### ACADEMIC EDUCATION

08/2018 Doctoral degree, Media Communication (Dr. phil)  
Specialisation: Music and media psychology  
Julius-Maximilians-University Wuerzburg, Institute Human-Computer-Media  
Wuerzburg, Germany

10/2012 Master of Arts, Popular Music and Media  
Specialisation: Musicology, media studies, and economics  
University of Paderborn, Germany

09/2010 Bachelor of Arts, Musicology  
Specialisation: Musicology, music education, and economics  
Justus-Liebig-University Giessen, Germany

### RESEARCH EXPERIENCE

Since 05/2019 Research Fellow  
Department of Psychology, Goldsmiths, University of London

11/2012 - Research associate / doctoral student  
03/2019 Julius-Maximilians-University Wuerzburg, Institute Human-Computer-Media,  
Department of Media and Business Communication

03/2014 - Research associate  
08/2014 Externally funded research project on perception of radio host  
Julius-Maximilians-University Wuerzburg, Institute Human-Computer-Media,  
Department of Media and Business Communication

03/2013 - Research associate  
08/2013 Externally funded research project on effects of radio music programmes  
Julius-Maximilians-University Wuerzburg, Institute Human-Computer-Media,  
Department of Media and Business Communication

### RESEARCH FELLOWSHIPS

05/2019 - Feodor Lynen Research Fellowship by the Humboldt Foundation  
04/2021 Project title: Music was my first love? The impact of musical abilities on the  
development of personality

## GRANTS

- 2019 IASPM Travel Grant  
Award to assist with the costs of attending the IASPM conference in Canberra, Australia
- 2018, 2016, DAAD Conference Grants  
2015 Awards to assist with the costs of attending the following conferences: ICA 2018 (Prague, Czech Republic), ICMPC 2016 (San Francisco, USA), IASPM 2015 (Campinas, Brazil)
- 2015 Start-up funding by the Human Dynamic Centre Wuerzburg  
Grant for organizing an interdisciplinary conference

## SCIENTIFIC RESPONSIBILITIES

- Positions Editorial Board of the German Society for the Study of Popular Music (since 2020)  
  
Early Career Researcher Representative for the Department of Psychology, Goldsmiths (since 2019)  
  
Consulting Editor for *Musicae Scientiae* (since 2019)
- Conferences Organization and management of an interdisciplinary conference on music talent shows in Wuerzburg (with Prof. Dr. Holger Schramm, 2015)
- Review committees Media reception and effects division conference (DGPUK); Advertising Communication division conference (DGPUK); SysMus19 – International Conference of Students of Systematic Musicology
- Manuscript peer reviews Psychology of Aesthetics, Creativity, and the Arts; Psychology of Music; *Musicae Scientiae*; Empirical Musicology Review; Psychology of Popular Media Culture; Mobile Media & Communication; International Journal of Psychology

Record of peer reviews: <https://publons.com/researcher/1601967/dr-nicolas-ruth/>

## PUBLICATIONS

- Journals **Ruth, N.** & D. Müllensiefen (2020). Associations between musical preferences and personality in female secondary school students. *Psychomusicology*, online first. <https://doi.org/10.1037/pmu0000267>
- Henning, F. & **Ruth, N.** (2020). Save your artist! Der Einfluss moralischer Appelle von Musikschaffenden auf die Akzeptanz von kostenpflichtigen Musikstreamingdiensten. [Save Your Artist! The Impact of Musicians' Moral Appeal on Acceptance of Paid Music Streaming Services]. *Jahrbuch Musikpsychologie*, 29, e48. <https://doi.org/10.5964/jbdgm.2019v29.48>
- Metcalfe, T. & **Ruth, N.** (2020). Beamer, Benz, or Bentley: Mentions of products in hip hop music. *International Journal of Music Business Research*, 9(1), 41-62. [https://musikwirtschaftsforschung.files.wordpress.com/2020/04/volume-9-no-1-april-2020-metcalfe-ruth\\_end.pdf](https://musikwirtschaftsforschung.files.wordpress.com/2020/04/volume-9-no-1-april-2020-metcalfe-ruth_end.pdf)

**Ruth, N.** & Schramm, H. (2020). Effects of prosocial lyrics and emotional music on emotions, thoughts and behaviour. *Psychology of Music*, online first. <https://doi.org/10.1177/0305735620902534>

Schaubrich, J. & **Ruth, N.** (2019). Der beste DJ aller Zeiten?! – Meta-Rankings auf Basis von Leser\*innen-Umfragen ausgewählter Musikmagazine der elektronischen Tanzmusik von 1991-2017. [Best DJ of all times?! Meta rankings based on electronic music magazine reader's election between 1991-2017]. *Samples*, 17. [http://www.gfpm-samples.de/Samples17/schaubrich\\_ruth.pdf](http://www.gfpm-samples.de/Samples17/schaubrich_ruth.pdf)

**Ruth, N.** (2019). "If you wanna make the world a better place": Influential factors for the effects of songs with prosocial lyrics. *Psychology of Music*, 47, 568–584. <https://doi.org/10.1177/0305735618766687>

**Ruth, N.** (2019). "Where Is The Love?" A content analysis of topics and prosocial behavior in popular music lyrics in Germany from 1954 to 2014. *Musicae Scientiae*, 23, 508–524. <https://doi.org/10.1177/1029864918763480>

**Ruth, N.** (2018). „They Don't Really Care..." – Effects of prosocial media and corresponding media coverage on prosocial behavior. *Musicae Scientiae*, 22, 415-433. <https://doi.org/10.1177/1029864917716735>

**Ruth, N.** & Spangardt, B. (2017). Research trends on music and advertising. *Mediterranean Journal of Communication*, 8, 13-23. <http://dx.doi.org/10.14198/MEDCOM2017.8.2.1>

**Ruth, N.** (2017). „Heal the World“. A field experiment on the effects of music with prosocial lyrics on prosocial behavior. *Psychology of Music*, 45, 298-304. <https://doi.org/10.1177/0305735616652226>

**Ruth, N.**, Spangardt, B., & Schramm, H. (2017). Alternative music playlists on the radio. An experimental study on flow experience and appraisal during the reception of music radio programs. *Musicae Scientiae*, 21, 79-95. <https://doi.org/10.1177/1029864916642623>

**Ruth, N.**, Spangardt, B., & Schramm, H. (2016). „Time for Talents?“ Eine Untersuchung von Erfolgsfaktoren bei Musikcastingshows. [Time for talents? An investigation of success factors of music talent shows]. *Jahrbuch Musikpsychologie*, 26, 166-187. <http://dx.doi.org/10.23668/psycharchives.2823>

Böhm, T., **Ruth, N.**, & Schramm, H. (2016). "Count on Me" – The Influence of Prosocial Music on Cognitive and Affective Aggression. *Psychomusicology*, 26, 279-283. <https://doi.org/10.1037/pmu0000155>

Spangardt, B., **Ruth, N.**, & Schramm, H. (2016) "... and please visit our Facebook page, too!" How Radio Host Personalities Influence Listeners' Interactions with Radio Stations. *Journal of Radio and Audio Media*, 23, 68-94. <https://doi.org/10.1080/19376529.2016.1155710>

**Ruth, N.** & Bullerjahn, C. (2015). Loudness War? Eine experimentelle Untersuchung zum Einfluss übersteigerter Dynamikkompression auf die Rezeption populärer Musik. [Loudness War? An experimental study on the influence of exaggerated dynamic

compression on the perception of popular music]. *Jahrbuch Musikpsychologie*, 25, 92-115. <http://dx.doi.org/10.23668/psycharchives.2831>

Paper  
without p.r.

**Ruth, N.** (in press). Streaming und Social Media. [Streaming and social media]. In R. Großmann & S. Hardjowirogo (Eds.), *Musik und Medien* (Kompendium Musik, vol. 15). Laaber.

**Ruth, N.** (2019). Musik auf Online- und Mobilmedien. [Music on online and mobile media]. In H. Schramm (Ed.), *Handbuch Musik und Medien* (pp. 225-252). 2. Edition. Springer VS. [https://doi.org/10.1007/978-3-658-21899-7\\_9](https://doi.org/10.1007/978-3-658-21899-7_9)

**Ruth, N.** (2018). MuPsych App für Android Smartphones: Eine neue Möglichkeit für music experience sampling. *Jahrbuch Musikpsychologie*, 28, 255-260. <https://doi.org/10.5964/jbdgm.2018v28.23>

Spangardt, B. & **Ruth, N.** (2018). Werbung und Musik. Versuch einer Typologie ihrer Beziehung mit einem Plädoyer für mehr interdisziplinäre Forschung. [Advertising and music]. In L. Grünewald, M. Lücke, M. Rauch & C. Winter (Eds.), *Jahrbuch für Musikwirtschafts- und Musikkulturforschung* (pp. 195-211). Springer. [https://doi.org/10.1007/978-3-658-23773-8\\_10](https://doi.org/10.1007/978-3-658-23773-8_10)

Schramm, H., **Ruth, N.** & Spangardt, B. (2017). The Voice of the Music Industry. Zum Tonträgerabsatz als Funktion von Musikcastingshows. Welche Faktoren erklären das Kaufverhalten der Zuschauer? [Recording revenue as a feature of music talent shows. Which factors explain recipients' consumption?]. In H. Schramm & N. Ruth (Eds.), *Musikcastingshows - Wesen, Nutzung und Wirkung eines populären Fernsehformats* (pp. 225-249). Springer. [https://doi.org/10.1007/978-3-658-17892-5\\_10](https://doi.org/10.1007/978-3-658-17892-5_10)

**Ruth, N.**, Schramm, H. (2017). German Music Talent Shows. In M. Ahlers & C. Jacke (Eds.), *Perspectives on German Popular Music Studies* (pp. 259-264). Ashgate.

Schramm, H. & **Ruth, N.** (2014). „The Voice“ of the music industry. New advertising options in music talent shows. In B. Flath & E. Klein (Eds.), *Advertising and Design. Interdisciplinary Perspectives on a Cultural Field* (pp. 175-190). Transcript.

Books &  
anthologies

Schramm, H. & **Ruth, N.** (Eds.) (2017). *Musikcastingshows – Wesen, Nutzung und Wirkung eines populären Fernsehformats*. [Music talent shows – entity, use and effects of a popular TV format]. Springer.

Schramm, H., Spangardt, B. & **Ruth, N.** (2017). *Musik und Medien*. [Music and media]. („Medienwissen kompakt“ series). Springer.

**Ruth, N.** (2013). Was ist ACTA? Eine Diskurs- und Medienanalyse zum Ursprung des Urheberrechtsstreits. [What is ACTA? A discourse and media analysis regarding the offspring of the Urheberrecht discussion]. Lit.

Complete record: <https://www.nicolasruth.de/files/pubs.pdf>

## CONFERENCE ITEMS

- Conference talks     **Ruth, N.**, Tsigeman, E., Likhanov, M., Kovas, Y. & Müllensiefen, D. (2020). Associations between musical sophistication and personality: Evidence from three countries. Society for Education, Music and Psychology Research (SEMPRE), 09.-11.09.2020, Leeds, UK (online).
- Ruth, N.** (2018). Running Hits. How mobile listeners appraise mood playlists on music streaming services. International Communication Association (ICA), 24.-28.05.2018, Prag, Tschechische Republik.
- Ruth, N.** (2017). Rezeption und Wirkung populärer Musik mit prosozialen Inhalten. [Perception and effects of popular music with prosocial lyrics]. German Musicology Society (GfM), 27.-30.09.2017, Kassel, Germany.
- Ruth, N.** (2016). "Let's start giving" – Effects of prosocial music and corresponding media coverage on prosocial behavior. International Conference on Music Perception and Cognition (ICMPC), 05.-09.07.2016, San Francisco, USA.
- Spangardt, B., **Ruth, N.** & Schramm, H. (2015). Influence of personal traits and musicality on Flow experience during radio reception. European Society for the Cognitive Sciences Of Music (ESCOM), 17.-22.08.2015, Manchester, UK.
- Ruth, N.** (2015). Good music in bad times. A content analysis of norms and values in popular music in times of crisis. International Association for the Study of Popular Music (IASPM), 29.06.-03.07.2015, Campinas, Brasilien.
- Ruth, N.**, Spangardt, B. & Schramm, H. (2013). „Wir ham' gehört, unsere Songs laufen im Radio.“ Zur Programmgestaltung und Auswahl deutsch- und fremdsprachiger Musik im Radio. [On radio music programme design using German songs]. German Association for the Study of Popular Music (ASPM), 22.-24.11.2013, Giessen, Germany.
- Guest talks     **Ruth, N.** (2020). Music was my first love? The influence of musical abilities on the development of personality. University of York, 12.05.2020, online.
- Ruth, N.** (2014). Medienkommunikation und Event-Management. Justus-Liebig-Universität Giessen, 10.06.2013, Giessen, Germany.
- Posters     **Ruth, N.**, MacGregor, C. & Müllensiefen, D. (2020). Associations between personality and musical emotion discrimination in secondary school students. Brain Cognition Emotion Music Conference, 20.-21.05. 2020, Canterbury, UK (online).
- Ruth, N.** (2018). Only Good Vibes. Investigation of the production and reception of mood playlists on music streaming services. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences Of Music (ESCOM), 23.-27.07. 2018, Graz, Austria.
- Böhm, T. & **Ruth, N.** (2015). "You Can Count on Me" – Effects of prosocial music on the affective and cognitive aggression level. European Society for the Cognitive Sciences Of Music (ESCOM), 17.-22.08.2015, Manchester, UK.
- Ruth, N.**, von Georgi, R., Vuong Le, Q., Schatz, J., Wolf, M. & Bullerjahn, C. (2010). Hat das eigentlich noch irgendetwas etwas mit Musik zu tun? – Eine Untersuchung zur Bedeutung der Musik auf die Spielleistung beim Musikspiel Guitar Hero. [Is this

related to the music? An investigation of the importance of music on scoring in the video game Guitar Hero]. German Society for Music Psychology (DGM), 08.-10.10.2012, Wuerzburg, Germany.

Complete record: <https://www.nicolasruth.de/files/talks.pdf>

## **MEDIA COVERAGE OF RESEARCH**

- Radio
- I. Plodroch (2020). Von der Fahrstuhlmusik zum Streaming. Die Überall-Musik. [From elevator music to streaming. The Everywhere Music]. Deutschlandfunk, 31.05.2020.
  - I. Plodroch (2020). In der Krise wird mehr Musik gestreamt denn je. [More music streaming during the covid crisis]. Deutschlandfunk Nova, 21.05.2020.
  - A. Stopp (2016). Wie Radio unseren Musikgeschmack beeinflusst. [How radio influences our musical preferences]. Deutschlandfunk, 01.07.2016.
  - O. Karnik & V. Zander (2016). Sound-Effekte – Die Popmusik und ihre Klangkulturen. [Sound effects – popular music and its sound cultures]. Deutschlandfunk, 20.01.2016.
- Online
- L. Teschers (2018). Musik. Macht. Meinung. – Braucht Deutschland politische Musik? [Music. Power. Opinion. Does Germany need political music?]. YouTube, 23.12.2018.

Links online: <http://www.nicolasruth.de/>

## **TEACHING EXPERIENCE**

- 2020 Co-supervision of 2 Master theses in Music, Mind and Brain, M.Sc., Department of Psychology, Goldsmiths, University of London, UK
- 2012-2019 30 seminars in Media Communication, M.Sc. and B.Sc., Julius-Maximilians-University Wuerzburg, Germany
- 2012-2019 Supervision of 33 theses in Media Communication, M.Sc. and B.Sc., Julius-Maximilians-University Wuerzburg, Germany
- 2011 Tutorial accompanying the lecture by Prof. Dr. Christoph Jacke „Introduction to Popular Music and Media“, University of Paderborn, Germany
- 2009 Tutorial accompanying the seminar by Prof. Dr. André Doebling “Introduction to Musicology”, Justus-Liebig-University Giessen, Germany

Complete record: <https://www.nicolasruth.de/files/teaching.pdf>

## **FURTHER EDUCATION**

- 2020 Data Science Specialization by Johns Hopkins University on Coursera (10 courses)
- 2019 Introduction to longitudinal data analysis using R. Summer School at the University of Manchester, UK
- 2015 Introduction to structural equation models using MPlus. Workshop at the University of Wuerzburg, Germany
- Moderation and mediation analysis. Workshop at the University of Bamberg, Germany

2013 Didactics and methods of teaching popular music in higher education. Workshop at the University of Giessen, Germany

### **FURTHER EXPERIENCES**

2014-2016 Stage management, organisation, and booking: Soundgarden Festival Bad Nauheim, Germany (about 4,000 guests)

2013 Bandcoaching: Bechtolsheimer Hof Würzburg (Youth centre).

2009-2014 Assistant Manager for Mid & West Germany: Booking and organisation of concerts for newcomer bands. Emergenza Festival, worldwide.

Since 2004 Bass player, guitar player and singer: Hazel The Nut, Evil Cavies, and Skatholiken. Over 100 concerts, five studio LPs and two EPs.