

## Prof. Dr. Nicolas Ruth

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University of Music and Theatre Munich  
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### MAIN AREAS OF RESEARCH

Digital communication, streaming, music marketing and management, music in media, development of musical abilities and personality, 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 05/2021 Professor for Digital Communication in the Music and Entertainment Industries,  
University of Music and Theatre Munich

04/2021 - Interims Professor for Systematic Musicology, University of Hamburg,  
09/2022 teaching assignments at the University of Paderborn and University Cologne

05/2019 - Research Fellow at the Department of Psychology, Goldsmiths, University of  
03/2021 London, funded through a postdoctoral fellowship of the Humboldt foundation

11/2012 - Research and teaching 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

## GRANTS

Submitted 08/2022	DFG Research Grants Programme S.T.R.E.A.M. – Streaming Technology Research on Effects on Audiences and Music production
2015	Start-up funding by the Human Dynamic Centre Wuerzburg Grant for organizing an interdisciplinary conference

## RESEARCH FELLOWSHIPS

Not commenced	Return Fellowship by the Humboldt Foundation Project title: „... and it'll be my last": Musical development and its influence on wellbeing in adults.
05/2019 - 04/2021	Feodor Lynen Research Fellowship by the Humboldt Foundation Project title: Music was my first love? The impact of musical abilities on the development of personality

## TRAVEL GRANTS

2019	IASPM Travel Grant Award to assist with the costs of attending the IASPM conference in Canberra, Australia
2018, 2016, 2015	DAAD Conference Grants 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)

## SCIENTIFIC RESPONSIBILITIES

Positions	Director of the M.A. programme Digital Communication in the Music and Entertainment Industries, University of Music and Theatre Munich (since 2022)  Representative in the Committee of Teaching, Studies and Academic Reform of the Faculty of Humanities, University of Hamburg (2021-2022)  Editorial Board of the German Society for the Study of Popular Music (since 2020)  Early Career Researcher Representative for the Department of Psychology, Goldsmiths (2019-2020)  Consulting Editor for <i>Musicae Scientiae</i> (2019-2021)
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; <i>Musicae Scientiae</i> ; 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
- MacGregor, C., **Ruth, N.**, & Müllensiefen, D. (2023). Development and validation of the first adaptive test of emotion perception in music. *Cognition and Emotion*, online first.
- Ruth, N.**, Tsigeman, E., Likhanov, M., Kovasa, Y. & Müllensiefen, D. (2023). Personality and engagement with music: results from network modelling in three adolescent samples. *Psychology of Music*, online first.
- Ruth, N.** (2022). Wissenschaftskommunikation auf TikTok: Ein Erfahrungsbericht aus musikwissenschaftlicher Perspektive. [Science communication on TikTok]. Jahrbuch Musikpsychologie, 31. <https://doi.org/10.5964/jbdgm.149>
- Ruth, N.** & Müllensiefen, D. (2021). Survival of musical activities. When do young people stop making music? *PLoS One*, 16(11), e0259105.
- Kalustian, K. & **Ruth, N.** (2021). "Evacuate the Dancefloor": Exploring and Classifying Spotify Music Listening Before and During the COVID-19 Pandemic in DACH Countries. *Jahrbuch Musikpsychologie*, 30.
- 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 Musikschaftern 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. <https://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>

Papers  
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)

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)

**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 Moormann, P. & **Ruth, N.** (Eds.) (in press). *Musik und Internet. Aktuelle Phänomene populärer Kulturen*. [Music and internet. Current phenomena of popular cultures]. Springer.

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.** (2023). Kommunikative Möglichkeiten für Musiker\*innen auf TikTok. Memefication und Performance: Interdisziplinäre Zugänge zur Videoplattform TikTok, 30.-31.03.2023, TU Dresden (Germany).

Eitel, M., **Ruth, N.**, Harrison, P., Frieler, K., Müllensiefen, D. (2021). Perception of chord sequences modelled with prediction by partial matching, voice-leading distance, and pitchclass spectral similarity: A new approach for testing individual differences in harmony perception. International Conference on Music Perception and Cognition (ICMPC-ESCOM), 27.-31.07.2021, Sheffield, UK (online).

Brandon, J. & **Ruth, N.** (2021). Music & Mind: Music and Adolescent Brain Development in the Classroom. Festival of Education, 18.06.2021. London, UK (online).

**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, Czech Republic.

**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, Brazil.

**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

Metcalf, T. & **Ruth, N.** (2022). Data-driven investigation of the cultural evolution of hip hop music from 1979-2010. DGM, 02.-04.09.2022, Würzburg, Germany.

**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, Würzburg, Germany.

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

## MEDIA COVERAGE OF RESEARCH

- TikTok Ruth, N. (since 2020). Musicologist with a need to communicate. [Tiktok.com/@drnickrivers](https://www.tiktok.com/@drnickrivers)
- Podcast Neumann, B. (2023). Web3 and education. Bernhard Neumann Podcast, 22.04.2023.
- Radio Beyer, J. (2021). Jahresrückblicke von Spotify. [Spotify-Wrapped]. Bremen 2, 07.12.2021.
- Von Lieben, M. (2021). Auf die Ohren: Wie wir am meisten von Musik haben. [How we get most from music]. Deutschlandfunk Nova, 22.10.2021.
- I. Plodroch (2020). Von der Fahrstuhlmusik zum Streaming. Die Überall-Musik. [From elevator music to streaming. The Everywhere Music]. Deutschlandfunk, 31.05.2020.
- 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.
- Print Luerweg, F. (2021). Lieder, die verändern. [Songs that change]. *Psychologie Heute*, 12, 68-71.
- Online L. Teschers (2018). Musik. Macht. Meinung. – Braucht Deutschland politische Musik? [Music. Power. Opinion. Does Germany need political music?]. YouTube, 23.12.2018.

Complete record and links: <http://www.nicolasruth.de/>

## TEACHING EXPERIENCE

- Since 2022 Seminars and lectures in Digital Communication in the Music and Entertainment Industries, University of Music and Theatre Munich
- 2021-2022 Supervision of 12 BA and MA theses and 7 seminars in Systematic Musicology, University of Hamburg; teaching assignments at Universities Cologne and Paderborn
- 2020 Co-supervision of 2 Master theses in Music, Mind and Brain, MSc., Department of Psychology, Goldsmiths, University of London, UK
- 2012-2019 Supervision of 33 theses in Media Communication, MSc. and BSc. and 30 seminars in Media Communication, MSc. and BSc., Julius-Maximilians-University Wuerzburg, Germany
- 2011 Tutorial accompanying the lecture by Prof. Dr. Christoph Jacke „Introduction to Popualr 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**

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|------|---|
| 2020 | Data Science Specialication 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**

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|------------|---|
| 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 ogranisation 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. |