

## 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 04/2021 Substitute Professor for Systematic Musicology, University of Hamburg,  
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 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

- 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

## 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)
- 2015      Start-up funding by the Human Dynamic Centre Wuerzburg  
Grant for organizing an interdisciplinary conference

## SCIENTIFIC RESPONSIBILITIES

- Positions      Representative in the Committee of Teaching, Studies and Academic Reform of the Faculty of Humanities, University of Hamburg (since 2021)
- 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 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. <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

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|------------------|---|
| Conference talks | <p><b>Ruth, N.</b>, Tsigeman, E., Likhanov, M., Kovas, Y. &amp; 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).</p> <p><b>Ruth, N.</b> (2018). Running Hits. How mobile listeners appraise mood playlists on music streaming services. International Communication Association (ICA), 24.-28.05.2018, Prag, Tschechische Republik.</p> <p><b>Ruth, N.</b> (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.</p> <p><b>Ruth, N.</b> (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.</p> <p>Spangardt, B., <b>Ruth, N.</b> &amp; 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.</p> <p><b>Ruth, N.</b> (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.</p> <p><b>Ruth, N.</b>, Spangardt, B. &amp; 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.</p> |
| Guest talks      | <p><b>Ruth, N.</b> (2020). Music was my first love? The influence of musical abilities on the development of personality. University of York, 12.05.2020, online.</p> <p><b>Ruth, N.</b> (2014). Medienkommunikation und Event-Management. Justus-Liebig-Universität Giessen, 10.06.2013, Giessen, Germany.</p>   |
| Posters          | <p><b>Ruth, N.</b>, MacGregor, C. &amp; 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).</p>  |

**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 Spieleistung 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

TikTok	Ruth, N. (since 2020). Musicologist with a need to communicate. <a href="https://www.tiktok.com/@drnickrivers">Tiktok.com/@drnickrivers</a>
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 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**

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 Würzburg, 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.