

TOBIAS ROHRBACH

PhD in Communication Research and Political Science
Data scientist, MAS



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27.03.1993

EXPERIENCE

current

Early Post doc researcher | February 2023 – now |

University of Bern

- **Interdisciplinary research project** (with Prof. Silke Adam) in the role of mainstream media content on the spread pandemic-related conspiracy beliefs.
- **Empirical work combining observational and experimental approaches.** My role is to lead survey experiments connecting conspiratorial media content (identified through tracking research) to pandemic-related beliefs and attitudes.

PhD Teaching and Research Assistant

| September 2018 – October 2023 (thesis approved on 12 June, 2023) |

University of Fribourg and University of Amsterdam

- **Research for joint-PhD project titled:** „Media-based mechanisms of gendered evaluations of political candidates“. supervised by Philomen Schönhagen (UniFR), Gijs Schumacher and Daphne van der Pas (UvA)
- **Empirical work with a focus on mixed methods approaches,** combining qualitative approaches (think-aloud paradigms, semi-structured interviews, content analysis) and quantitative (meta-analysis, survey experiments, automated content analysis)

Lecturer in Statistics

| January 2022 – now |

University of Lucerne

- **Developing and teaching** of a BA-level course in Health Sciences titled “Statistics and data visualization in R”

past

Assistant Data Scientist

| July 2021 – August 2022 |

University of Lucerne

- **Large scale processing and text analysis** of large corpora of media coverage and press releases in a Swiss National Science Foundation project on institutional health communication during the pandemic



LANGUAGES

German (First language)

English (C2: Work language)

French (C2: Everyday life language)

Spanish (B2)

Greek (A2: for fun)

IT SKILLS

General information processing

(Microsoft Office, Canva, LaTeX, Illustrator)

Data analysis and visualization

(R, Python, MAXQDA, Atlas.ti, MatLab, SPSS, JASP, gretl, Stata, Inkscape)

Data bases

(S3, SQL, Cassandra, MongoDB)

Machine learning

(Scikit learn, Amazon Comprehend, TensorFlow, e1071, NLTK, SpaCy)

Cloud computing (AWS)

(S3, EC2, Lightsail, Kinesis, Elasticsearch, PythonAnywhere)

EDUCATION

Trilingual Master of Arts (*suma cum laude*: 5.89)
**Communication and media research (90 ECTS) and
gender Studies (30 ETS)**

University of Fribourg | 2016 – 2018 |

Master of Advanced Studies (*grade B*)
Data Science (60 ECTS)

Bern University of Applied Sciences | 2018 – 2021 |

Consisting of (12 ECTS each):

- CAS Data analytics
- CAS Practical machine learning
- CAS Systemic and agile project management
- CAS Big data
- Thesis: "Streaming Gender Differences in Parliamentarians' Twitter Communication"

Bachelor of Arts (*suma cum laude*)
**Communication and media research (90 ECTS: 5.64),
English language and literature (60 ECTS: 5.79) and
Contemporary history (30 ETS: 5.73)**

University of Fribourg | 2013 – 2016 |

GRANTS AND AWARDS

- Best Student-led Paper of the Political Communication Division of the International Communication Association, 2023
- Best Conference Paper award of the Journalism Division of the International Communication Association, 2022.
- Travel grant by Swiss Universities for conducting a joint PhD (CHF 7200.-)
- Research grant by the Swiss Association of Communication and Media Research (SACMR) for the research project "Disciplinary Identity of Swiss Communication and Media Research. A diachronic and synchronic analysis" (CHF 5000.-), 2018.
- Best Masters Promotion of the Faculty of Management, Economics and Social Sciences, University of Fribourg (CHF 3000.-), 2018.

MAIN REFERENCE

See information submitted together with application form.

OTHER ACTIVITIES

**Natural History Museum of
Bern** (May 2022 –)

- **Queer guide:** Tour guide for general public for the exhibition: "Queer – Diversity is in our nature"

CSWM University of Fribourg
(2018 –)

- **President** of Faculty of Management, Economics and Social Sciences. Representation and coordination of the interests of all non-professorial scientific collaborators

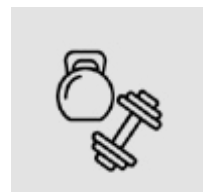
ABQ School Project (2017 – 2021)

- **Standing Committee:** Coordination and supervision of volunteer work and public school contacts
- **Visitor:** Leading regular workshops in public schools on sexual orientation, gender identity, and non-discrimination

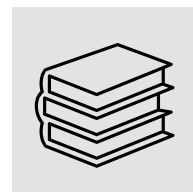
PERSONAL INTERESTS



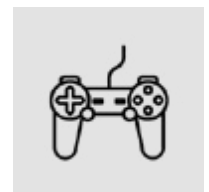
Cooking & Food



Sport



Books



(Video)Games



Horror



Concerts

PUBLICATIONS

Forthcoming work in progress

Rohrbach, T., Schönhagen, P. (in peer review). Gender on the mind? Gender heuristics and rationalizations in candidate evaluations. *Political Psychology*.

Rohrbach T. (in peer review). Are women politicians kind and competent? Disentangling stereotype incongruity in candidate evaluations. *Political Communication*.

Published

Rohrbach, T., Aaldering, L., & Van der Pas, D. (resubmitted after minor revisions). Gender Differences and Similarities in News Media Effects on Political Candidate Evaluations: A Meta-Analysis. *Journal of Communication*, 73(2), 101-112.

Ort, A., **Rohrbach T.**, Diviani, N., & Rubinelli, S. (2023). Covering the crisis: Evolution of key topics and actors in COVID-19 news coverage in Switzerland. *International Journal of Public Health*, 63, 1-9.

Rohrbach, T. (2022). Loud and Negative: Exploring Negativity in Voter Thoughts About Women and Men Politicians. *Politics & Governance*, 10(4), 374-383.

Riedl, A., **Rohrbach, T.** Krakovsky, C. (2022). "I Can't Just Pull a Woman Out of a Hat": A Mixed-Methods Study on Journalistic Drivers of Women's Representation in Political News. *Journalism & Mass Communication Quarterly*, Online First, 1-24.

Oehmer, F., & **Rohrbach, T.** (2022). „Denn grau ist alle Theorie...“ Ein empirisch fundierter Diskussionsbeitrag zur Selbstverständnisdebatte der Kommunikationswissenschaft. *Studies in Communication Sciences*, 22(2), 289–310.

Baumgartner, A., **Rohrbach, T.**, & Schönhagen, P. (2021). ‚If the phone were broken, I'd be screwed‘: media use of people with disabilities in the digital era. *Disability & Society*, 38(1), 73-97.

Rohrbach, T., Fiechtner, S., Schönhagen, P., & Puppis, M. (2020). More Than Just Gender: Exploring Contextual Influences on Media Bias of Political Candidates. *The International Journal of Press/Politics* 25(4), 692-711.

Rohrbach, T., Oehmer, F., & Schönhagen, P. (2017). Ein integratives Modell zur Analyse von Fachidentität in der Kommunikationswissenschaft. Theoretische Entwicklung und eine Fallstudie zu 50 Jahren Kommunikationswissenschaft und Medienforschung in Fribourg. *Medien & Zeit* 32(2), 56-67.

Rohrbach, T. (2017). Schwulenstereotype aus der Ingroup-Perspektive. Eine qualitative Inhaltsanalyse von Gay-Comics. B. Metzler, J. Himmelsbach, D. Bertel, A. Riedl, & L. Möller (Eds.), *Von der Reflexion zur Dekonstruktion? Kategorien, Typen und Stereotype als Gegenstand junger Forschung* (pp. 133-155). Wien: danzig & unfried.

LIST OF RECENT CONFERENCE PRESENTATIONS

2023

- Swiss Political Science Association, Basel (2 presentations)
- Swiss Association for Communication and Media Research, Lucerne (2 presentations)
- International Communication Association, virtual
- International Society of Political Psychology, virtual

2022

- European Communication Conference, Aarhus
- International Communication Association, Paris
- European Conference of Politics and Gender, Ljubljana (1 presentation and section chair)
- International Society of Political Psychology, Athens (1 poster presentation)
- Society for Psychotherapy Research (EU-Chapter), Rome

2021

- Workshop (peer-reviewed): Negative Politics: Leader Personality, Negative Campaigning, and the Oppositional Dynamics of Contemporary Politics, virtual
- Section of German Communication Association "Media, Public Sphere and Gender", Magdeburg
- International Association of Media and Communication Research, virtual
- Gender and Media Matters Conference, virtual
- International Society of Political Psychology, virtual
- International Communication Association, virtual

2020

- German Communication Association (DGPK), Munich (2 presentations)

2019

- Young Political Communication Section of German Communication Association, Wien
- International Association of Media and Communication Research, Madrid
- International Communication Association, Washington D.C. (2 presentations)
- Swiss Association of Communication Research, Lugano