

## CURRICULUM VITAE

# Dr. Katharina Baum



## CONTACT

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**Researchgate:** <https://www.researchgate.net/profile/Katharina-Baum-2>

## RESEARCH INTERESTS

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The Effects of Social Media Use on Well-being

Societal Implications of Social Media Use

Privacy in Digital Environments

Surveys, Experiments, Computational Methods

My research aims to investigate the effects of social media use on individuals, but also on society at large, using survey, experimental, and computational methods. Specifically, I am interested in individual outcomes such as psychological well-being, perceptions, and attitudes toward privacy. In my work, I emphasize not only studying the effects of technology but also how it can be used in ways that are sustainable and enhance users' well-being.

## EDUCATION

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- Since 2023** Postdoctoral Researcher  
**University of Potsdam**, Potsdam, Germany;  
**Weizenbaum Institute for the Networked Society**, Berlin, Germany
- 2018 – 2023** Ph.D. in Information Systems (Magna Cum Laude)  
Title: “Social Networking Sites: Implications for Individual Well-Being and Society”  
Supervisors: Prof. Dr. Hanna Krasnova, Dr. Annika Baumann  
**University of Potsdam**, Potsdam, Germany
- 2014 – 2017** M.Sc. in Economics and Management Science  
Master’s Thesis on time and risk preferences in entrepreneurs  
Focus on behavioral economics, entrepreneurship, statistics  
GPA: 3.4 (=A-), German equivalent: 1.5  
**Humboldt University of Berlin**, Berlin, Germany
- 2015** Exchange semester  
Economics and business administration  
**University of British Columbia**, Vancouver, Canada
- 2010 – 2013** B.A., Communication in Social and Economic Contexts  
Bachelor thesis on data mining as a marketing tool in the context of big data  
GPA: 3.6 (=A-), German equivalent: 1.5  
**University of the Arts**, Berlin, Germany

## RESEARCH STAYS

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October – November 2023	<b>International Computer Science Institute</b> , Berkeley, USA invited by the Usable Security and Privacy Group under Prof. Dr. Serge Egelman
March 2023	<b>Temple University</b> , Philadelphia, USA Fox School of Business, Department for Management Information Systems, invited by Prof. Dr. Jason B. Thatcher
November 2019	<b>Norwegian School of Economics</b> , Bergen, Norway FAIR Centre for Experimental Research on Fairness, Inequality and Rationality, invited by Dr. Stefan Meissner

## PUBLICATIONS

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**Google Scholar:** <https://scholar.google.com/citations?user=azvCyPUAAAAJ&hl=de>

### Under review

- Meythaler\*, A., Baum\*, K., Krasnova, H., Tarafdar, M. Seeing the World through Rose-Colored Glasses: How the Use of Social Networking Sites Influences Users' Perceptions of Wealth Inequality, *first round revision at Journal of the Association for Information Systems (JAIS)* \* Meythaler and Baum contributed equally
- Baum, K., Baumann, A., Batzel, K., The Case of Gender-Specific Medicine: Topics and Information Flow on Twitter, *first round revision at Business & Information Systems Engineering (BISE)*
- Baum, K., Gladkaya, M., Krasnova, H., "Content moderation on Instagram to improve users body image: A pilot study", *under review at Proceedings of the European Conference on Information Systems (ECIS 2024)*

### Published

- Baum, K., Abramova, O., Gladkaya, M., Krasnova, H. (2024). „Objective Social Media Use and Well-Being: An Actual Behavior Study." *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS 2024)*
- Baum, K., Abramova, O., Meißner, S., Krasnova, H. (2023). The effects of targeted political advertising on user privacy concerns and digital product acceptance: A preference-based approach. *Electronic Markets* 33, 46 (2023). DOI: 10.1007/s12525-023-00656-1
- Batzel, K., Baum, K. (2022). "Exploring Information Flow on Twitter: Social Network Analysis on Gender-Specific Medicine." In: *Proceedings of the 28th Americas Conference on Information Systems (AMCIS 2022)*, Minneapolis, USA.
- Baum, K., Meissner, S., & Krasnova, H. (2021). Partisan self-interest is an important driver for people's support for the regulation of targeted political advertising. *PLOS One*, 16(5), e0250506; <https://doi.org/10.1371/journal.pone.0250506>.
- Baum, K., Baumann, A. "Affective Forecasting Errors in the Context of Social Networking Site Use." *Proceedings of the International Conference on Information Systems (ICIS 2021)*, A Virtual AIS Conference.
- Krause, H.-V., Baum, K., Baumann, A., Krasnova, H. (2021) "Unifying the Detrimental and Beneficial Effects of Social Network Site Use on Self-Esteem: A Systematic Literature Review", *Media Psychology*, 24 (1), 10-47, DOI: 10.1080/15213269.2019.1656646
- Baum, K., Köster, A., Krasnova, H., Tarafdar, M. "Living in a World of Plenty? How Social Network Sites Use distorts Perceptions of Wealth Inequality." *Proceedings of the European Conference on Information Systems (ECIS 2020)*, A Virtual AIS Conference.

- Baum, K., Meißner, S., Abramova, O., Krasnova, H. "Do they really care about targeted political ads? Investigation of user privacy concerns and preferences." *Proceedings of the European Conference on Information Systems (ECIS 2019)*, Stockholm, Sweden.

## CONFERENCE PRESENTATIONS

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- Batzel, K., Baum, A. "Exploring Information Flow on Twitter: Social Network Analysis on Gender-Specific Medicine." *Americas Conference on Information Systems (AMCIS 2022)*, Minneapolis, USA, 2022.
- Baum, K., Baumann, A. "Affective Forecasting Errors in the Context of Social Networking Site Use." *Proceedings of the International Conference on Information Systems (ICIS 2021)*, A Virtual AIS Conference, December 2021.
- Baum, K., Köster, A., Krasnova, H., Tarafdar, M. "Living in a World of Plenty? How Social Network Sites Use distorts Perceptions of Wealth Inequality." *European Conference on Information Systems (ECIS 2020)*, A Virtual AIS Conference, June 2020.
- Baum, K., Meißner, S., Abramova, O., Krasnova, H. "Do they really care about targeted political ads? Investigation of user privacy concerns and preferences." *European Conference on Information Systems (ECIS 2019)*, Stockholm, Sweden, June 2019.

## INVITED ACADEMIC TALKS

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- "From privacy concerns to others' perceived manipulation: Targeted political advertisement on social media" (25.05.2022, Hertie School, Berlin, Germany)
- "Targeted Political Advertisement Online - Understanding bipartisan support for restrictions" (05.11.2019, Norwegian School of Economics, Bergen, Norway)

## TEACHING EXPERIENCE

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- "Introduction to Data Science with Python", Master Lecture WS 2021/22, WS 2022/23, WS 2023/24 & Tutorial SS 2020
- "Social Media Research Seminar and Project", Master Seminar, WS 2019, SS2022, SS2023
- „Wissenschaftliche Methodik der Wirtschaftsinformatik“, Bachelor Lecture, SS 2018

## SUPERVISED MASTER'S THESES

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- "Reddit as a New Source for Customer Insights: Identifying Customer Needs from Online User Forums Using Machine Learning", December 2023
- "Examining the communities surrounding different forms of dieting content on YouTube: How much do viewers of healthy and unhealthy content overlap?", July 2023
- "On LinkedIn and the (extended) Halo Effect: The role of racial bias in candidate assessment based on profile recommendations", July 2022
- "Exploring Information Flow and Knowledge Networks on Twitter: Topic Extraction and Social Network Analysis on Gender-Specific Medicine", December 2021
- "The Relationship between Sentiment on Twitter with Share Price Development in the Gaming Industry – a Case Study on Cyberpunk 2077", September 2021
- "The Effects of Social Networking Site Use on Well-Being: A Meta-Analysis", July 201

## ACADEMIC SERVICES

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WI 2024	Track Chair
ICIS 2023	Associate Editor
ICIS 2022	Session Chair

**Reviewer Activities:** Computers in Human Behavior, PLOS One, Internet Research, International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS), Americas Conference on Information Systems (AMCIS), International Conference on Wirtschaftsinformatik (WI), Weizenbaum Conference

## RESEARCH COMMUNICATION

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**2021** "Gleich und Ungleich im Netz – Perspektiven auf den Digital Divide" (11.05.2021, Weizenbaum-Forum, Berlin, Germany)

## PROFESSIONAL EXPERIENCE

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**2016 – 2017** **Max-Planck-Institute for Human Development**, Berlin, Germany  
*Student research assistant in experimental economics*

- Supporting research tasks such as data analysis (e.g., with R, MAXQDA)
- Support in developing and conducting economic experiments

**2017** **Siemens AG, Siemens Management Consulting**, Munich, Germany  
*Internship in management consulting*

- Setting up predictive market models based on client data and external studies

**2012** **Federal Press and Information Office**, Berlin Germany  
*Internship in the press office of the Federal Government Commissioner for Culture and the Media*

- Writing press releases and online articles; Interview with former Chancellor Angela Merkel

## SKILLS

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- **Languages:** German (mother tongue), English (proficient)
- **Programming and statistical analysis:** R, Python, SPSS

Dr. Katharina Baum



Berlin, November 22, 2023