

Angelica Goetzen

Max Planck Institute for Software Systems | Saarbrücken, Germany

angelicagoetzen@gmail.com

anggoetz.github.io

Education

- | | |
|-------------|---|
| 2015 - 2019 | University of California, Santa Barbara
Bachelor of Arts in Communication and Sociology <ul style="list-style-type: none">Honors & Distinction in the majorThesis: Save It for Later: The Effects of Expected Later Access on the Ability to Recall and Act on Goal-Oriented Information Advisor: Scott Reid |
| 2017 | Yonsei University - Seoul, South Korea
Exchange student in Mass Communication |

Research Interests

Cognition in digital environments, impacts of technology on users, user perceptions of technologies

Research Projects

Published

Ali, M., Goetzen, A., Mislove, A., Redmiles, E., & Sapiezynski, P. (2022). All things unequal: Measuring disparity of potentially harmful ads on Facebook. 6th Workshop on Technology and Consumer Protection (ConPro'22). iee-security.org/TC/SPW2022/ConPro/papers/ali-conpro22.pdf

Goetzen, A., Dooley, S., & Redmiles, E. (2022). Ctrl-Shift: How Privacy Sentiment Changed from 2019 to 2021. Proceedings on Privacy Enhancing Technologies, Volume 2022 (4). doi.org/10.56553/popets-2022-0118

Under Review

Zannettou, S., Nemes-Nemeth, O., Ayalon, O., Goetzen, A., Gummadi, K., Redmiles, E., & Roesner, F. (2022). A Data-Driven Analysis of User Behavior on TikTok using Data Donations.

In Progress

Goetzen, A. & Redmiles, E. A qualitative study exploring the digital labor of content creators.

Ali, M., Goetzen, A., Mislove, A., Redmiles, E., & Sapiezynski, P. A longitudinal study exploring the distribution of & user feelings towards potentially harmful ads on Facebook.

Wang, R., Ayalon, O., & Goetzen, A. Measuring time spent on TikTok against user perceptions using user-donated data.

Work Experience

2021 - Present

Research Associate | Max Planck Institute for Software Systems

- Works closely with group leader Dr. Elissa M. Redmiles and other collaborators on projects about privacy, safety and security online
- Leads literature review, recruitment management, study design, survey writing, quantitative data analysis, and qualitative coding across multiple research projects

2019 - 2021

Media Researcher | SmithGeiger, LLC

- Produced customized reports for clients such as Adobe, NBC, and local TV news stations that presented research project data in engaging ways
- Conducted basic analysis of survey data using SPSS and Microsoft Excel
- Acted as lead investigator for two longitudinal qualitative market research projects involving analyzing diary entries, conducting qualitative interviews, and producing quick turn around reports

2019

Research Assistant | UCSB Department of Communication

- Assisted Dr. Andrew Flanagin and PhD candidate Lew Zi Jian on project investigating the ways access to the Internet affects cognitive self-esteem
- Contributed to the designing of experimental procedures, writing of survey items, pretesting and execution of project

2019

Research Assistant | UCSB Department of Communication

- Assisted then PhD candidate Spencer Nicholls on dissertation project regarding Facebook groups and feelings of personal closeness to peers
- Contributed to development of codebook, coded open-ended survey responses for data analysis, and ran lab sessions with participants

2018

Research Assistant | UCSB Department of Communication

- Assisted Dr. Ziad Matni on project regarding information seeking and social networks
- Conducted literature review and received lessons on coding and content analysis

Awards, Honors and Grants

2019

Steven H. Chaffee Excellence in Research Award

- Nominated by a faculty member of the UCSB Department of Communication for contributions to faculty research projects and achievement with independent project

2019

UCSB Undergraduate Research and Creative Activities Grant

- Awarded \$750 in funding to support independent research project

2017 - 2019

Dean's Honors List (UCSB College of Letters & Sciences)

- Maintained a GPA of 3.75 or higher for the quarters of Fall 2017, Winter 2018, Spring 2018, Fall 2018, Winter 2019, Spring 2019

Organizations

2017 - 2018

Isla Vista Tenants Union

- Served the tenants of Isla Vista by giving informative presentations, providing legal resources, and responding to emergency events in the community

Skills

Proficient: Research study design, Literature review, Survey design, Qualitative data analysis, Paper writing, Qualtrics, Microsoft Office, Adobe Creative Suite

Beginner: Quantitative data analysis, R Statistics, SPSS Statistics