

# Angelica Goetzen

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## Education

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- 2023 - 2025 (Expected)    **University of Amsterdam**  
Master of Science in Social Science, Quantitative research track
- 2015 - 2019    **University of California, Santa Barbara**  
Bachelor of Arts in Sociology and Communication
- GPA: 3.68 | Graduated with Honors & Distinction in the major
  - Thesis: "Save It for Later: The Effects of Expected Later Access on the Ability to Recall and Act on Goal-Oriented Information" advised by Scott Reid & Andrew Flanagin
- 2017    **Yonsei University - Seoul, South Korea**  
Exchange student in Mass Communication

## Research Interests

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Impacts of technology design, use, content on users; user perceptions of technologies; cognition in digital environments

## Research Projects

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### Published

- Gröber, L., Arshad, W., Saeed, S., Goetzen, A., Redmiles, E., Mustafa, M., & Krombholz, K. (2024). **"I chose to fight, be brave, and to deal with it." - Threat Experiences and Security Practices of Pakistani Content Creators.** USENIX Security Symposium '24. *To appear.*
- Ali, M., Goetzen, A., Mislove, A., Redmiles, E., & Sapiezynski, P. (2023). **Problematic Advertising and its Disparate Exposure on Facebook.** USENIX Security Symposium '23. <https://www.usenix.org/system/files/usenixsecurity23-ali.pdf>
- 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](https://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](https://doi.org/10.56553/popets-2022-0118)

### Under Review

- Goetzen, A., Gröber, L., Krombholz, K., & Redmiles, E. **Mapping the Labor of Compensated Digital Content Creation.**
- Goetzen, A., Wang, R., Redmiles, E., Zannettou, S., & Ayalon, O. **Likes and Fragments: Examining Perceptions of Time Spent on TikTok.**
- Zannettou, S., Nemes-Nemeth, O., Ayalon, O., Goetzen, A., Gummadi, K., Redmiles, E., & Roesner, F. **Leveraging Rights of Data Subjects for Social Media Analysis: Studying TikTok via Data Donations.**

## Work Experience

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- 2023 - Present    **Teaching Assistant in Computational Social Science | University of Amsterdam**

- Provides both individualized and classroom support for Bachelors students of Computational Social Science
- Leads seminars on fundamental research and writing skills

2021 - 2023

**Research Associate | Max Planck Institute for Software Systems**

- Leads and collaborates on quantitative and qualitative research on user experiences with digital technology, privacy, and safety online advised by Dr. Elissa Redmiles
- Conducts literature review, recruitment coordination and management, study design, survey writing, quantitative and qualitative data analysis

2019 - 2021

**Media Research Assistant | SmithGeiger Group**

- Interpreted and synthesized data from quantitative surveys, qualitative diary entries and interviews, dial testing, and heat maps to produce customized market research reports for clients such as Adobe, NBC, and local news stations
- Conducted quantitative analysis of nationwide survey data using SPSS and Microsoft Excel
- Led two 3-week longitudinal qualitative market research projects and producing daily insight reports

2019

**Lab 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

**Lab Research Assistant | UCSB Department of Communication**

- Assisted PhD candidate Spencer Nicholls on dissertation project on conceptualizing group ties and belonging on social media
- Contributed to development of codebook, coded open-ended survey responses for data analysis, and ran lab sessions with participants

2018

**Lab 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

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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

## Community Involvement

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2017 - 2018

**Board Member | 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

2016-2017

**Mentor | Student Initiated Recruitment and Retention Committee**

- Provided support to first generation, first-year UCSB student by informing on relevant campus resources, organizations and extracurricular activities, and extending social support

2016-2017

**Community Organizer | Office of the Student Advocate**

- Supported policy analysis and administrative outreach for students in conflict with the university

2015-2016

**Multicultural Awareness Chair | Resident Housing Association**

- Participated in weekly seminars to learn about social issues that affect community members such as racism, ageism, and sexism, and executed 6 events for first-year students living in the Santa Catalina dorms meant to promote topics of diversity and inclusion

## **Skills**

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

**Beginner:** Quantitative data analysis, R Statistics, SPSS Statistics