

Johanna Hölzl

PhD candidate in Sociology at the University of Mannheim
researching the quality of new data sources and methods for the social sciences

johanna@hoelzl.email | johanna-hoelzl.github.io

 [johanna-hoelzl](#) |  [johanna-hoelzl](#) |  [0009-0002-4954-2209](#) |  Scholar

EXPERIENCE

University of Mannheim

Research Associate and Adjunct Lecturer

2022 - now

Mannheim, Germany

- Empirical Research Course I and II (Spring and Fall 2023 and 2024)
- Data Collection Exercise Course (Fall 2022, 2023, 2024, and 2025)
- Bachelor Thesis Colloquium and Theses Supervision (Spring 2024, 2025, and 2026)

University of Mannheim and Mannheim Center for European Social Research

Research Associate

2021 - 2023

Mannheim, Germany

- Project "Integration research 2.0" on new data sources in migration and integration research
- Working on the methodological challenges, reliability and validity of Google Trends data

Leibniz-Institut für Bildungsverläufe e.V.

Research Associate

2021

Bamberg, Germany

- ReGes project on refugee's educational trajectories in Germany
- Support in the process of data collection and validation

Leibniz-Institut für Bildungsverläufe e.V.

Student Research Assistant

2015 - 2020

Bamberg, Germany

- ReGes project and other departments
- Support in the process of data collection, data analysis, and paper writing

University of Trento

Internship

2020

Trento, Italy

- Department of Sociology and Social Research
- Data cleaning and harmonization of longitudinal data

European Parliament

Internship

2017

Brussels, Belgium

- Office of Ismail Ertug, MEP
- Support in legislative, administrative, and organizational tasks in two committees

EDUCATION

University of Mannheim

PhD candidate

2021 - now

Mannheim, Germany

- Chair of Social Data Science and Methodology, Supervisor Prof. Florian Keusch
- Dissertation on "What We Can and Cannot Do: The Quality of New Data Sources and Methods in Social Science Research"

University of Bamberg and University of Trento

M.A. Sociology and Laurea Magistrale Sociology and Social Research

2018 - 2021

Bamberg, Germany and Trento, Italy

- Grade: 1.0 (GPA: 4.0), ranked 1st in cohort

University of Bamberg

B.A. Sociology

2014 - 2018

Bamberg, Germany

- Grade: 1.2 (GPA: 3.8)

PUBLICATIONS

- [1] Johanna Hölzl, Florian Keusch, John Collins (2025). **Where You Are Is What You Get! Inconsistencies of Digital Trace Data Across Download Locations**. Manuscript under review in *Social Science Computer Review*. Preprint available on OSF: 10.17605/OSF.IO/CD6RW
- [2] Johanna Hölzl, Florian Keusch, Christoph Sajons (2025). **The (mis)use of Google Trends data in the social sciences — A systematic review, critique, and recommendations**. *Social Science Research* 126:103099. DOI: 10.1016/j.ssresearch.2024.103099
- [3] Johanna Hölzl, Daria Szafran, Florian Keusch (2025). **Digitale Ungleichheiten in Deutschland**. *GESIS Data Archive*. DOI: 10.7802/2915
- [4] Johanna Hölzl, Marie-Lou Sohnius (2023). **Spotify API**. In *APIs for social scientists: A collaborative review*, edited by P. C. Bauer, C. Landesvatter, and L. Behrens.

CONFERENCE PRESENTATIONS, POSTERS, AND INVITED TALKS

General Online Research Conference 2026 (GOR 26) "My (22m) Girlfriend (23f) Comes Home and Does Nothing" — Gendered Perceptions of Paid and Household Labor in Reddit Relationship Discussions over Time (poster presentation)	February 26-27, 2026 Cologne, Germany
11th International Conference on Computational Social Science (IC²S²) Where You Are Is What You Get? Sample Inconsistencies of Digital Trace Data Across Download Locations (poster presentation)	July 21-24, 2025 Norrköping, Sweden
2025 Conference of the European Survey Research Association (ESRA) Where You Are Is What You Get? Sample Inconsistencies of Digital Trace Data Across Download Locations (presentation)	July 14-18, 2025 Utrecht, Netherlands
General Online Research Conference 2025 (GOR 25) Where You Are Is What You Get? Sample Inconsistencies of Google Trends Data Across Download Locations (presentation)	March 31-April 02, 2025 Berlin, Germany
79th Annual Conference of the American Association for Public Opinion Research (AAPOR) Where You Are Is What You Get? Sample Inconsistencies of Google Trends Data Across Download Locations (poster presentation)	May 15-17, 2024 Atlanta, USA
General Online Research Conference 2023 (GOR 23) What do racists google? A systematic approach to selecting and validating Google Trends data using the example of xenophobic attitudes (presentation)	September 20-22, 2023 Kassel, Germany
GESIS course on "Data Science Tools for Survey Researchers" The (mis)use of Google Trends data in the social sciences - A systematic review, critique, and guidelines (invited talk)	August 22, 2023 Mannheim, Germany
2023 Conference of the European Survey Research Association (ESRA) Sustainable Trend or Trending Mayfly? A Systematic Literature Review and Guidelines on Using Google Trends Data for Social Science Research (presentation)	July 17-21, 2023 Milan, Italy
Research Plus by the German Society for Online Research (DGOF) Wonach googeln Rassisten? Chancen und Herausforderungen von Google Trends Daten für die Forschung (invited talk)	June 12, 2023 Mannheim, Germany
78th Annual Conference of the American Association for Public Opinion Research (AAPOR) What do racists google? A systematic approach to selecting and validating Google Trends data using the example of xenophobic attitudes (presentation)	May 10-12, 2023 Philadelphia, USA
MZES Ethnic Diversity Spring Workshop Use of Google Trends Data in Research on Migration and Integration (presentation)	May 30, 2022 Mannheim, Germany

AWARDS

GESS Publication of the Year Award

2025

Graduate School of Economic and Social Sciences (GESS), University of Mannheim

- Awarded for the publication "The (mis)use of Google Trends data in the social sciences A systematic review, critique, and recommendations"
- Endowed with 1000€

ABS² Preis für Abschlussarbeiten

2022

Alumni-Verein der Bamberger Soziologie und Survey-Statistik (ABS² e.V.)

- Awarded the price for the best Master thesis for "Additionally disadvantaged? The effect of technological change on the impact of a migration background on labor market outcomes across Europe"
- Endowed with 200€

COMMUNITY ACTIVITIES AND SERVICE

Peer Review

2022 - now

Conferences and Journals including Social Science Computer Review, Sociological Methods & Research, Social Sciences & Humanities Open, PLOS One, AAPOR, and ESRA



Deputy Equal Opportunities Officer for the Social Sciences

2022 - now

University of Mannheim

Conference Co-Organizer

2025

Mannheim Center for European Social Research

- Hybrid conference on "Novel Data Sources, New Methods and Computational Approaches for Understanding Discrimination and Bias"
- Co-organized with Nicole Schwitter, Daria Szafran, and Johanna Gereke

Organizing Committee Member of DataFest Germany

2024 and 2026

University of Mannheim

- Part of the organizing committee of a Hackathon for ~70 students

Conference Session Organizer

2023

10th ESRA Conference, Milan, Italy

- Session on Applications, Potentials, and Challenges when Using Google Trends in Combination or as Substitute for Surveys
- Co-organized with Florian Keusch

SKILLS

- **Programming Languages:** R, Stata, Python (Basic), SPSS, MAXQDA
- **Software:** Unipark, Latex
- **Languages:** German (Native proficiency), English (Business fluent), French (Fluent), Italian (Basics)