# Simon Herrmann

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## Work Experience

*04/2022 – 08/2023*

**Research Fellow**
JFF – Institute for Media Research and Media Education, Munich

- Conducted multiple quantitative studies researching the German-speaking population's media competencies and use of artificial intelligence
- Responsible for the data analysis strategy as well as the publication of the study results in several articles
- Data analysis and -visualization with the use of R and Python (plotly library)

*02/2021 – 03/2022*

**Student Research Assistant**
JFF – Institute for Media Research and Media Education, Munich

- Literature search and summarizing the state of research
- Writing up and visualization of statistical results

*09/2020 – 01/2021*

**Working Student Content Writing and SEO**
Digital Loop GmbH, Munich

- Wrote advertising texts for all kind of channels for customers of different industries
- Worked closely with the web analytics team to optimize web content based on business intelligence findings
- Gained insights in different marketing and web analytics technologies

*12/2019 – 08/2020*

**Working Student Digital Marketing and Sales**
Allianz Deutschland, Munich

- Supported the maintenance of online sales channels

# Education

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| *08/2023 – today* | **Computational Social Science (M.Sc.)**<br>Linköping University |

- Completed courses on regression analysis, discrete choice models and social network analysis
- Currently enrolled in courses on agent-based modelling, web scraping and programming in C#
- Extensive hands-on practice analyzing social scientific data in R
- Current grade point average: A (excellent)

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| *04/2022 – 08/2023* | **Informatics and Statistics (B.Sc. – not finished)**<br>Ludwig Maximilian University of Munich |

- Started as a second-degree program out of personal interest in computer science and statistics
- Participated mainly in courses on statistical programming with R

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| *10/2018 – 03/2022* | **Communication Science and Law (B.A.)**<br>Ludwig Maximilian University of Munich |

- Final grade: 1.44 (very good)
- Bachelor's thesis on the topic of: "Flagging Fake News on Twitter. The Influence of warning labels on the Intention to Retweet or Like a Twitter Post" (Quantitative study)

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| *09/2010 – 05/2018* | **General qualification for university entrance**<br>Christoph-Probst-Gymnasium, Gilching |

- Final grade: 1.3 (very good)

# Publications

- Cousseran, L., Lauber, A., Herrmann, S., & Brüggen, N. (2023). Compass: Artificial intelligence and competence 2023. Attitudes, actions and competence development in the context of AI. Munich: kopaed. https://doi.org/10.5281/ZENODO.10058587

- Herrmann, S., Lauber, A., Cousseran, L., & Brüggen, N. (2023). Compass: Artificial intelligence and competence 2022. User types of interaction with AI. Munich: kopaed. https://doi.org/10.5281/ZENODO.8245676

- Herrmann, S., Cousseran, L., Tausche, S., Pfaff-Rüdiger, S., & Brüggen, N. (2023). Compass: Artificial intelligence and competence 2022. Media use and attitudes towards AI. Munich: kopaed. https://doi.org/10.5281/ZENODO.6900551

- Schober, M., Lauber, A., Bruch, L., Herrmann, S., & Brüggen, N. (2022). "What I like comes to me". Young people's competencies in using algorithmic recommendation systems. Munich: kopaed. https://doi.org/10.5281/ZENODO.7437429

- Pfaff-Rüdiger, S., Herrmann, S., Cousseran, L., & Brüggen, N. (2022). Compass: Artificial intelligence and competence 2022. Knowledge and action in the context of AI. Munich: kopaed. https://doi.org/10.5281/ZENODO.6668912

*(All publication titles were translated from German into English)*