



# Simon Herrmann

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 [github.com/simjhe](https://github.com/simjhe)

## 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 kinds 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

08/2023 – today

## Computational Social Science (M.Sc.)

[Linköping University](#)

- Completed courses on statistics and data science, social network analysis, agent-based modelling, and programming in C#
- Extensive hands-on practice analyzing social scientific data in R
- Current grade point average: A (excellent)

04/2022 – 08/2023

## Informatics and Statistics (B.Sc. – not finished)

[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

10/2018 – 03/2022

## Communication Science and Law (B.A.)

[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)

09/2010 – 05/2018

## General qualification for university entrance

[Christoph-Probst-Gymnasium, Gilching](#)

- Final grade: 1.3 (very good)

# Publications

- Cousseran, L., Lauber, A., Herrmann, S., & Brüggén, 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., & Brüggén, 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., & Brüggén, 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., & Brüggén, 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., & Brüggem, 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)*