

Stanford



Ruth Elisabeth Appel

- Ph.D. Student in Communication, admitted Autumn 2019
- Masters Student in Computer Science, admitted Autumn 2023
- 📄 Curriculum Vitae available Online

Bio

HONORS AND AWARDS

- SAP Stanford Graduate Fellowship in Science and Engineering, Stanford University (09/2019 - present)
- Research Fellowship, Siegel Family Endowment (09/2022 – 07/2023)
- PhD Research Fellowship, Stanford Center on Philanthropy and Civil Society (09/2022 - 06/2023)
- Summer Collaborative Research Fellowship, Stanford Impact Labs (06/2022 - 09/2022)
- American Democracy Fellowship, Stanford Center for American Democracy (02/2020 – 01/2021)
- Student Fellowship, German Academic Scholarship Foundation (01/2014 - 06/2019)

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Member, Society for Personality and Social Psychology (SPSP) (2019 - present)

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

Ruth Appel combines insights and methods from psychology, political science and computer science to develop and evaluate evidence-based personalized interventions to promote the social good. She is particularly passionate about preventing the spread of misinformation, encouraging political participation, promoting wellbeing and mental health, and addressing ethical challenges related to new technologies. Her current research projects include the 2020 Facebook Election Research Project and an online game to combat vaccine misinformation. She has also written about the ethics and privacy implications of new technologies.

Professional

WORK EXPERIENCE

- User Experience Research Intern - Google LLC (6/2020 - 9/2020)
- Associate in Research in the Health Division - Duke University, Center for Advanced Hindsight (2/2019 - 6/2019)
- Intern in the Fifth Committee Section - Delegation of the European Union to the United Nations (9/2016 - 12/2016)
- Intern in the Strategy Department - Telekom Deutschland GmbH (4/2017 - 6/2017)

Publications

PUBLICATIONS

- **Partisan conflict over content moderation is more than disagreement about facts.** *Science advances*
Appel, R. E., Pan, J., Roberts, M. E.

2023; 9 (44): eadg6799

- **Privacy and ethics in the age of Big Data** *The psychology of technology: Social science research in the age of Big Data*
Matz, S. C., Appel, R., Croll, B.
American Psychological Association.2022: 379-420
- **Psychological targeting in the age of Big Data** *Measuring and Modeling Persons and Situations*
Appel, R., Matz, S.
Elsevier.2021: 193-222
- **Privacy in the age of psychological targeting** *Current Opinion in Psychology*
Matz, S. C., Appel, R. E., Kosinski, M.
2020; 31: 116–121

PRESENTATIONS

- Privacy in the Age of Psychological Targeting - Society for Personality and Social Psychology (SPSP) Summer Psychology Forum (8/2019)