

Ruth Elisabeth Appel

rappel@stanford.edu

RESEARCH INTERESTS

Computational social science, behavioral economics, misinformation, social media, political polarization, collective action, personalization, experiment design, ethics and privacy

EDUCATION

- 09/2019 – present** **Ph.D. in Communication**
Stanford, USA
Stanford University, Department of Communication
- Advisor: Jennifer Pan
 - Specializations: Political Communication, Media Psychology
- 09/2017 – 06/2019** **Master in Public Policy (summa cum laude)**
Paris, France
Sciences Po, School of Public Affairs
- Specialization: Management and Public Affairs
- 06/2018 – 08/2018** **Visiting Researcher**
New York, USA
Columbia University, Columbia Business School, Management Division
- Advisor: Sandra Matz
- 08/2013 – 10/2016** **B.Sc. Economics**
Mannheim, Germany
University of Mannheim, Department of Economics
- Minor: Political Science
- 09/2015 – 04/2016** **Visiting Student in Economics and Political Studies**
Kingston, Canada
Queen's University at Kingston, Faculty of Arts and Science

PROFESSIONAL EXPERIENCE

- 06/2020 – 09/2020** **Google LLC**
San Francisco, USA
(Remote from Stanford, USA)
Quantitative User Experience Research Intern
- Analyzing large-scale Google Cloud user activity log data
 - Providing recommendations for further research and UX design
 - Adding to Google's research infrastructure by importing software that enables easy implementation of machine learning analyses in R
- 02/2019 – 06/2019** **Duke University, Center for Advanced Hindsight**
Durham, USA
Associate in Research in the Health Division
- Advisor: Dan Ariely
 - Designing experiments, designing effective messages, collecting and analyzing data, managing projects
 - Creating a dataset inventory of public datasets useful for psychological research
 - Conducting a workshop on using big data for psychological research
- 04/2017 – 06/2017** **Telekom Deutschland GmbH**
Bonn, Germany
Intern in the Strategy Department
- Researching market potential in big data and education
 - Drafting concepts and presentations for senior management, conducting market and competitive analyses
- 09/2016 – 12/2016** **Delegation of the European Union to the United Nations**
New York, USA
Intern in the Fifth Committee Section (Administration and Budget)
- Researching budget issues and high-level events related to the 2030 Agenda
 - Preparing and participating in meetings
- 06/2015 – 08/2015** **Konrad Adenauer Foundation**
Rabat, Morocco
Intern
- Researching subsidies in Morocco, drafting and editing publications
- 06/2014 – 06/2015** **Centre for European Economic Research**
Mannheim, Germany
Research Assistant in the Executive Department
- Creating and maintaining an international research cooperation database
 - Drafting, editing and translating reports

TEACHING EXPERIENCE

09/2021 – 12/2021 **Communication Research Methods**
01/2021 – 03/2021 Teaching Assistant for Professor Jennifer Pan's class
Stanford University ■ Teaching sections on the statistical programming language R

PEER-REVIEWED PUBLICATIONS

Matz, S. C., **Appel, R. E.**, & Croll, B. (2022). Privacy and ethics in the age of Big Data. In S. C. Matz (Ed.), *The psychology of technology: Social science research in the age of Big Data* (pp. 379–420). American Psychological Association. <https://doi.org/10.1037/0000290-012>

Appel, R. E., & Matz, S. C. (2021). Psychological targeting in the age of Big Data. In *Measuring and Modeling Persons and Situations*. Elsevier. <https://doi.org/10.1016/b978-0-12-819200-9.00015-6>

Matz, S. C., **Appel, R. E.**, & Kosinski, M. (2020). Privacy in the Age of Psychological Targeting. *Current Opinion in Psychology*, 31. <https://doi.org/10.1016/j.copsyc.2019.08.010>

WORK IN PROGRESS

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

Appel, R. E., Roozenbeek, J., Rayburn-Reeves, R., Corbin, J., Basol, M., Compton, J., & van der Linden, S. Psychological inoculation improves resilience to and reduces willingness to share vaccine misinformation.

Appel, R. E., Garcia, S., Grayson, S. J., Harari, G. M., Jackson, M. O., Pei, R., Soh, S., & Zaki, J. Shifting social cognition and behavior using norms-based campaigns and smartphone-delivered nudge interventions.

WHITE PAPERS AND POPULAR PRESS ARTICLES

Schaake, M., **Appel, R. E.**, Duplichen, D. M., Einstein, L., Elhai, W., Dhafer Muhammad Faishal, M., ... Zhao, J. (2020). *Input on the European Commission White Paper "On Artificial Intelligence – A European approach to excellence and trust."*

Matz, S. C., **Appel, R. E.**, & Kosinski, M. (2019). Rethinking privacy in the age of psychological targeting. Retrieved from <https://blogs.lse.ac.uk/businessreview/2019/11/21/rethinking-privacy-in-the-age-of-psychological-targeting/>

INVITED TALKS

Appel, R. E. (2021, December). *Ethics and Privacy in the Age of Psychological Targeting*. Talk presented at the Promoting Research in Social Media and Health Symposium, San Francisco, CA, USA.

CONFERENCE TALKS

Appel, R. E., Basol, M., Rayburn-Reeves, R., Corbin, J., van der Linden, S., & Roozenbeek, J. (2022, May). *Bad Vaxx Online Game Intervention Increases Discernment and Reduces Willingness to Share Vaccine Misinformation*. Talk presented at the ICA Annual Conference, Paris, France.

Appel, R. E. (2021, February). *Mental Health in Context: Individual Differences, Activities, and Locations as Predictors of Momentary Stress, Anxiety, and Loneliness*. Talk presented at the SPSP Annual Convention, online.

Appel, R. E. (2019, August). *Privacy in the Age of Psychological Targeting*. Talk presented at the SPSP Summer Psychology Forum, St. Louis, USA.

Appel, R. E., Kovel-Lazzarini, M. J., Hamon, L. M., Bitton, C. M., & Young, Z. M. (2018, February). *Community Against Sexual Harassment: A Mobile App Solution to Counter Sexual Harassment*. Talk presented at the Global Public Policy Network (GPPN) Conference, New York, USA.

CONFERENCE POSTERS

Appel, R. E., Pan, J., & Roberts, M. E. (2023, February). *How Partisanship Influences Perceptions of Censorship*. Poster accepted for the SPSP Annual Convention, Atlanta, USA.

Appel, R. E., Basol, M., Rayburn-Reeves, R., Corbin, J., van der Linden, S., & Roozenbeek, J. (2022, February). *Bad Vaxx Online Game Intervention Increases Discernment and Reduces Willingness to Share Vaccine Misinformation*. Psychology of Media and Technology Preconference at the SPSP Annual Convention, San Francisco, USA.

Appel, R. E. (2020, February). *Privacy in the Age of Psychological Targeting*. Poster presented at the SPSP Annual Convention, New Orleans, USA.

Chaikulngamdee, F., **Appel, R. E.**, Vaid, S., Harari, G. (2020, February). *Self-Tracking for Self-Insight and Behavior Change*. Poster presented at the SPSP Annual Convention, New Orleans, USA.

FELLOWSHIPS AND GRANTS

09/2022 – present	Siegel Family Endowment Research Fellow
09/2022 – present	Center on Philanthropy and Civil Society PhD Research Fellowship (\$79,650)
09/2019 – present	SAP Stanford Graduate Fellow in Science and Engineering (\$49,640 p.a.)
06/2022 – 09/2022	Stanford Impact Labs Summer Collaborative Research Fellow (\$4,000)
02/2020 – 01/2021	Stanford Center for American Democracy Fellow (\$2,000 survey grant)
01/2014 – 06/2019	Student Fellow of the German Academic Scholarship Foundation (€27,665)
09/2016 – 12/2016	German-American Internship Program Grant (€3,000)
10/2013 – 08/2016	Student Fellow of the Konrad Adenauer Foundation (€24,185)
09/2015 – 04/2016	Ontario/Baden-Württemberg Student Exchange Tuition Grant (C\$30,530)

SKILLS

Language Skills	German (native), English (fluent), French (fluent), Spanish (basic)
Computer Skills	Proficiency in Microsoft Word, Excel, PowerPoint and Outlook, Good knowledge of the programming languages R, Python, and C++, Good knowledge of the programming language SQL, Good knowledge of tools like GitHub, Markdown, LaTeX, and Mendeley

ACTIVITIES

01/2022 – present	Stanford Bechtel Programming Advisory Board Advisory Board Member <ul style="list-style-type: none">Advising Stanford University on programming for international students
07/2020 – present Stanford, USA	Communication for Diversity Group Member <ul style="list-style-type: none">Advising PhD applicants from underrepresented groupsOrganizing information events about Stanford's Communication PhD program
05/2020 – present Stanford, USA	Stanford German Student Association Vice President <ul style="list-style-type: none">Organizing conferences and events to bring together germanophile Stanford students and alumni and represent German cultureMeeting with political, diplomatic and business stakeholders and sponsors
10/2019 – 09/2022 Stanford, USA	Stanford Network of Wellbeing at Stanford University Steering Committee Member <ul style="list-style-type: none">Establishing a network of mental health stakeholders at Stanford and beyondPromoting student and community wellbeing by organizing large-scale events and proposing and reviewing ideas for student wellbeing interventions
01/2020 – 05/2021 Stanford, USA	Wonks and Techies at Stanford University Group Member <ul style="list-style-type: none">Writing on a white paper with suggestions for the EU AI strategyParticipating in discussions about ethics, technology and policyParticipating in a talk series on ethics and technology