

# Ruth Elisabeth Appel

rappel@stanford.edu

## RESEARCH INTERESTS

---

Computational social science, behavior design, personalized interventions, political polarization, misinformation, wellbeing, social media, ethics and privacy

## EDUCATION

---

- 09/2019 – present** **Ph.D. in Communication**  
Stanford, USA  
Stanford University, Department of Communication
- Advisor: Jennifer Pan
  - Specializations: Media Psychology, Political Communication
- 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: Professor Sandra Matz
- 08/2013 – 10/2016** **B.Sc. Economics**  
Mannheim, Germany  
University of Mannheim, Department of Economics
- Minor: Political Science
  - Thesis: *Elite Matters? Distinguishing the Effects of Average and Elite Human Capital on European Regional Development*
  - Thesis Advisor: Professor Axel Dreher
- 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)  
User Experience Research Intern
- Analyzing large-scale Google Cloud user activity log data
  - Exploring multitasking behaviors and task patterns
  - 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: Professor Dan Ariely
  - Designing experiments, designing effective messages, collecting and analyzing data, managing projects
  - Creating a dataset inventory with 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**    **Morocco Office of the 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

---

**01/2021 – 03/2021**    **Communication Research Methods**  
Stanford University    Teaching Assistant for Professor Jennifer Pan's class

## PEER-REVIEWED PUBLICATIONS

---

**Appel, R. E.** & Matz, S. C. (in print). Psychological Targeting in the Age of Big Data. In *Emerging Approaches to Measuring and Modeling the Person and Situation*. Invited book chapter.

Matz, S. C., Appel, R. E. & Croll, B. (in print). Privacy and Ethics in the Age of Big Data. In *The Psychology of Technology*. Invited book chapter.

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>

## MANUSCRIPTS IN PREPARATION

---

**Appel, R. E.**, Courtney, A. L., Roshanaei, M., Zaki, J., & Harari, G. M. Mental Health in Context: Individual Differences, Activities, and Locations as Predictors of Momentary Stress, Anxiety, and Loneliness.

**Appel, R. E.**, Basol, M., Rayburn-Reeves, R., Corbin, J., & Roozenbeek, J. The Bad Vaxx Game: Countering Anti-Vaccination Misinformation.

## 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., **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/>

## CONFERENCE TALKS

---

**Appel, R. E.** (2021, February). Mental Health in Context: Individual Differences, Activities, and Locations as Predictors of Momentary Stress, Anxiety, and Loneliness. Talk to be 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.** (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

---

<b>02/2020 – present</b>	Stanford Center for American Democracy Fellow (\$ 2,000 survey grant)
<b>09/2019 – present</b>	SAP Stanford Graduate Fellow in Science and Engineering (\$ 48,100 p.a.)
<b>01/2014 – 06/2019</b>	Student Fellow of the German Academic Scholarship Foundation (€ 27,665)
<b>09/2016 – 12/2016</b>	German-American Internship Program Grant (€ 3,000)
<b>10/2013 – 08/2016</b>	Student Fellow of the Konrad Adenauer Foundation (€ 24,185)
<b>09/2015 – 04/2016</b>	Ontario/Baden-Württemberg Student Exchange Tuition Grant (C\$ 30,530)

## SKILLS

---

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

## ACTIVITIES

---

<b>05/2020 – present</b> Stanford, USA	<b>Stanford German Student Association</b> Vice President <ul style="list-style-type: none"><li>▪ Organizing events to bring together germanophile Stanford students and alumni and represent German culture</li><li>▪ Meeting with political, diplomatic and business stakeholders and sponsors</li></ul>
<b>01/2020 – present</b> Stanford, USA	<b>Wonks and Techies at Stanford University</b> Group Member <ul style="list-style-type: none"><li>▪ Writing on a white paper with suggestions for the EU AI strategy</li><li>▪ Participating in discussions about ethics, technology and policy</li><li>▪ Participating in a talk series on ethics and technology</li></ul>
<b>10/2019 – present</b> Stanford, USA	<b>Stanford Network of Wellbeing at Stanford University</b> Board Member <ul style="list-style-type: none"><li>▪ Establishing a network of mental health stakeholders at Stanford and beyond</li><li>▪ Promoting student and community wellbeing by participating in discussions and proposing and reviewing ideas for student wellbeing interventions</li></ul>

## AFFILIATIONS

---

Society for Personality and Social Psychology (SPSP)