

## Ruth Elisabeth Appel

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November 2023

### RESEARCH INTERESTS

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Computational social science, behavioral economics, social media, large language models, content moderation, misinformation, personalization, experiment design, ethics and privacy

### EDUCATION

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<b>09/2019 – present</b> Stanford, USA	<b>Ph.D. in Political Communication and Media Psychology</b> Stanford University; Ph.D. Advisor: Jennifer Pan Project highlight: Lead data analyst for one of the projects of the Facebook and Instagram Election Study, a first-of-its-kind analysis of Facebook's impact on elections Selected courses: CS224N: NLP with Deep Learning, ECON281: Experiments for Impact, POLISCI450B-C: Political Methodology, OB374: Interpersonal Dynamics
<b>09/2023 – present</b> Stanford, USA	<b>M.S. in Computer Science</b> Stanford University, Department of Computer Science; Advisor: Dan Jurafsky
<b>09/2017 – 06/2019</b> Paris, France	<b>Master in Public Policy (summa cum laude)</b> Sciences Po, School of Public Affairs
<b>06/2018 – 08/2018</b> New York, USA	<b>Visiting Researcher</b> Columbia University, Columbia Business School; Advisor: Sandra Matz
<b>08/2013 – 10/2016</b> Mannheim, Germany	<b>B.Sc. Economics</b> University of Mannheim, Department of Economics; Minor: Political Science
<b>09/2015 – 04/2016</b> Kingston, Canada	<b>Visiting Student in Economics and Political Studies</b> Queen's University at Kingston, Faculty of Arts and Science

### PROFESSIONAL EXPERIENCE

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<b>06/2020 – 09/2020</b> San Francisco, USA (Remote from Stanford, USA)	<b>Google LLC</b> Quantitative User Experience Research Intern <ul style="list-style-type: none"><li>Analyzed large-scale Google Cloud user log data to provide UX recommendations</li><li>Added to Google's research infrastructure by importing machine learning software packages</li></ul>
<b>02/2019 – 06/2019</b> Durham, USA	<b>Duke University, Center for Advanced Hindsight</b> Associate in Research in the Health Division <ul style="list-style-type: none"><li>Designed behavioral science experiments to improve health behaviors such as vaccine uptake</li><li>Led a workshop on using big data for psychological research</li></ul>
<b>04/2017 – 06/2017</b> Bonn, Germany	<b>Telekom Deutschland GmbH</b> Intern in the Strategy Department <ul style="list-style-type: none"><li>Initiated and presented to senior management research on market potential in edtech</li></ul>
<b>09/2016 – 12/2016</b> New York, USA	<b>Delegation of the European Union to the United Nations</b> Intern in the Fifth Committee Section (Administration and Budget) <ul style="list-style-type: none"><li>Prepared and participated in high-level meetings on budget issues and the 2030 Agenda</li></ul>
<b>06/2015 – 08/2015</b> Rabat, Morocco	<b>Konrad Adenauer Foundation</b> Intern <ul style="list-style-type: none"><li>Researched subsidies in Morocco, drafted and edited publications</li></ul>
<b>06/2014 – 06/2015</b> Mannheim, Germany	<b>Centre for European Economic Research</b> Research Assistant in the Executive Department <ul style="list-style-type: none"><li>Created and maintained an international research cooperation database</li><li>Drafted, edited and translated reports</li></ul>

### TEACHING EXPERIENCE

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<b>09/2021 – 12/2021</b> <b>01/2021 – 03/2021</b> Stanford University	<b>Communication Research Methods</b> Teaching Assistant for Professor Jennifer Pan's class <ul style="list-style-type: none"><li>Led sections and created materials teaching the statistical programming language R</li></ul>
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## PEER-REVIEWED PUBLICATIONS

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- Appel, R. E.,** Pan, J., & Roberts, M. E. (2023). Partisan conflict over content moderation is more than disagreement about facts. *Science Advances*. <https://doi.org/10.1126/sciadv.adg6799>
- 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

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- Appel, R. E.,** Kim, Y. M., Pan, J., Xu, Y., ..., Kiewiet de Jonge, C., Franco, A., Mason, W., Stroud, N. J. & Tucker, J. A. Reach of deceptive online networks is limited but highly concentrated.
- 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.,** Athey, S., Karlan, D., Koutout, K., Luca, M., Manjeer, U., Sacher, S., & Wernerfelt, N. Combating misinformation on social media.
- 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

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- Appel, R. E.** (2023). It's not just about facts: Democrats and Republicans have sharply different attitudes about removing misinformation from social media. Retrieved from <https://theconversation.com/its-not-just-about-facts-democrats-and-republicans-have-sharply-different-attitudes-about-removing-misinformation-from-social-media-216809>
- 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

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- Appel, R. E.** (2023, November). *Countering misinformation on social media*. NABE TEC, Santa Clara, CA, USA.
- Appel, R. E.,** Pan, J., & Roberts, M. E. (2023, November). *Partisan conflict over content moderation is more than disagreement about facts*. Stanford Data Science Democracy Day, Stanford, CA, USA.
- Appel, R. E.,** Pan, J., & Roberts, M. E. (2023, October). *Partisan conflict over content moderation is more than disagreement about facts*. Content Moderation and Free Speech on Social Media Workshop, Munich, Germany.
- Appel, R. E.** (2021, December). *Ethics and Privacy in the Age of Psychological Targeting*. Promoting Research in Social Media and Health Symposium, San Francisco, CA, USA.

## CONFERENCE TALKS

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- Appel, R. E.,** Pan, J., & Roberts, M. E. (2024, February). *Partisan conflict over content moderation is more than disagreement about facts*. SPSP Annual Convention, San Diego, USA.
- Appel, R. E.,** Pan, J., & Roberts, M. E. (2023, September). *Partisan conflict over content moderation is more than disagreement about facts*. Trust and Safety Research Conference, Stanford, USA.
- Appel, R. E.,** Pan, J., & Roberts, M. E. (2023, July). *Partisan conflict over content moderation is more than disagreement about facts*. IC2S2 Conference, Copenhagen, Denmark.

- 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*. 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*. SPSP Annual Convention, online.
- Appel, R. E.** (2019, August). *Privacy in the Age of Psychological Targeting*. 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*. Global Public Policy Network (GPPN) Conference, New York, USA.

#### CONFERENCE POSTERS

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- Appel, R. E.**, Pan, J., & Roberts, M. E. (2023, February). *How Partisanship Influences Perceptions of Censorship*. 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*. 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*. SPSP Annual Convention, New Orleans, USA.

#### FELLOWSHIPS AND GRANTS

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<b>09/2019 – present</b>	SAP Stanford Graduate Fellow in Science and Engineering (\$52,920 p.a.)
<b>09/2022 – 07/2023</b>	Siegel Family Endowment Research Fellow
<b>09/2022 – 06/2023</b>	Center on Philanthropy and Civil Society PhD Research Fellow (\$79,650)
<b>06/2022 – 09/2022</b>	Stanford Impact Labs Summer Collaborative Research Fellow (\$4,000)
<b>02/2020 – 01/2021</b>	Stanford Center for American Democracy Fellow (\$2,000)
<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

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<b>Language Skills</b>	German (native), English (fluent), French (advanced), Spanish (basic)
<b>Computer Skills</b>	Programming languages R, Python, C++, and SQL, Tools like GitHub, Markdown, LaTeX, and Mendeley

#### ACTIVITIES

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<b>07/2020 – present</b> Stanford, USA	<b>Communication for Diversity</b> Group Member <ul style="list-style-type: none"> <li>Advised PhD applicants from underrepresented groups</li> <li>Organized information events about Stanford's Communication PhD program</li> </ul>
<b>05/2020 – present</b> Stanford, USA	<b>Stanford German Student Association</b> Vice President <ul style="list-style-type: none"> <li>Co-led Transatlantic Summit on geopolitics and tech (200 participants, \$150,000 budget)</li> <li>Met with international leaders from politics and business</li> </ul>

**09/2023 – present**  
**01/2020 – 05/2021**  
Stanford, USA

**Wonks and Techies at Stanford University**

Group Member

- Co-authored a white paper with suggestions for the EU AI strategy
- Participated in discussions and a talk series on ethics, technology and policy

**10/2019 – 09/2022**  
Stanford, USA

**Stanford Network of Wellbeing at Stanford University**

Steering Committee Member

- Established a network of mental health stakeholders at Stanford and beyond
- Promoted student and community wellbeing by organizing large-scale events