

# Curriculum Vitae – Andrea Bublitz

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## Contact Information

Research Associate  
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## Short Profile

Truths are more likely to have been discovered by one man than by a nation.  
- Descartes -

Most people visit their social media profiles on a daily basis. They not only read news content on their social news feed but also share it with their social network. As a consequence, users are frequently exposed to information that they did not actively search for. Research has shown that individuals are overwhelmed by this information overload online. They often feel better informed by social media than they actually are.

In my research, I apply experimental methods online, in the lab and in the field to better understand news consumption behavior on social media. In specific, I assess how publicly relevant content that received a lot of attention has the potential to increase the gap between objective and perceived attention to news content. Moreover, I wonder whether individuals even like and share content without reading it first.

During my Bachelor in Management & Economics at the University of Zurich, I developed a strong interest in data-driven marketing. I am fascinated by how consumer data can be used to understand not only individual but also group behavior. After my Bachelor Thesis on social networks, I started working as a research and teaching assistant at the Chair for Marketing and Market Research. To get further insights into quantitative methods, I majored in Economics. Upon finishing my Master Thesis on the importance of social networks for consumption behavior, I decided to pursue a PhD. In my research, I like to cross the borders of different disciplines and apply knowledge and skills from marketing, social psychology, statistics, as well as programming.

*Research focus:* social media, news consumption, consumer behavior.

## Education

04/2017-	UNIVERSITY OF ZURICH, CH Doctorate in Business Administration.
02/2015-04/2017	UNIVERSITY OF ZURICH, CH Master of Arts in Economics (Grade: 5.4).
09/2011-02/2015	UNIVERSITY OF ZURICH, CH Bachelor of Arts in Management & Economics (Grade: 5.0).
08/2008-06/2011	INTERNATSSCHULE SCHLOSS HANSENBERG, GEISENHEIM, GER Secondary School Examination. Degree: Abitur (Grade: 1.7).

## Academic and Professional Experience

04/2017-	UNIVERSITY OF ZURICH, CH Research Associate at the Chair for Marketing and Market Research.
02/2015-02/2017	UNIVERSITY OF ZURICH, CH Student Research Assistant at the Chair for Marketing and Market Research.
11/2013-04/2014	UNIVERSITY OF ZURICH, CH Student Research Assistant in the research project KIDS-WIN, Department of Economics.
10/2009	LUFTHANSA TECHNIK AG, MLT Student internship in the Finance department.

## Teaching

FS19	Marketing Experiments
HS16-HS18	A non-technical Introduction to R
FS16-FS17	Marketing Analytics I

## Refereed conference presentations

upcoming	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), to be presented at the EMAC Conference, Hamburg (GER), May 2019.
02/2019	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2019 SPSP Convention & Pre-Conference on Psychology of Media and Technology, Portland (US).
09/2018	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2 <sup>nd</sup> EMAC Junior Faculty & Doctoral Research Camp, Vienna (AUT).
05/2018	News Consumption on Social Media: When do we actually read the news that we share? (together with Anne Scherer & René Algesheimer), 3 <sup>1st</sup> EMAC Doctoral Colloquium, Glasgow (UK).

## Research grants

09/2018 Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Doctoral Research Camp in Vienna.

## Advanced training

06/2018 Experimental Methods for Behavioral Science, Prof. Dr. Gerald Häubl (University of Alberta), GSERM St. Gallen.

02-06/2018 Topics in Experimental and Behavioral Economics, Prof. Dr. Ernst Fehr (University of Zurich), University of Zurich.

02-06/2018 PhD Reading Course on Network Science & Marketing, Prof. Dr. Claudio Tessone (University of Zurich), University of Zurich.