

Dr. Simon Kruschinski

Postdoctoral Researcher | Department of Communication | Political Communication

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Work Experience (Academia)

Johannes Gutenberg-University Mainz, Department of Communication since 2023
Postdoctoral Researcher | Research Associate

Principal Investigator of the project “Political Online-Microtargeting in the 2024 European election: Attitudes, knowledge, participation, privacy” funded by the German Research Foundation (DFG) together with the Media Psychology Lab of the Department of Communication at University of Hohenheim. since 01/24

The project investigates the perception and effects of online political microtargeting of German political parties in the 2024 European election using qualitative, tracking, survey, and experimental methods.

Researcher in the project “Consensus and polarization during the COVID-19 pandemic” funded by The German Federal Ministry of Education and Research (BMBF) together with the Ubiquitous Knowledge Processing Lab of the Computer Science Department at TU Darmstadt. since 02/23

The project is researching the dynamics of opinion formation and polarization on X/Twitter using Natural Language Processing methods and Large Language Models.

Teaching: Undergraduate and graduate classes on the concepts of political communication, communication theory, digital communication, media use and effects, as well as methodological training in empirical media research (content analysis, surveys, experiments, computational methods)

Johannes Gutenberg-University Mainz, Department of Communication 2015 - 2023
PhD Student | Research Associate

Cumulative Dissertation: summa cum laude

My dissertation comprises six papers which focus on the use and effects of political microtargeting in European elections. In particular, the papers show how parties in Europe use data, technology, and analytics to inform, persuade, or mobilize voters with Facebook advertising and door-to-door canvassing.

Teaching: Undergraduate classes on the concepts of political communication, communication theory, digital communication, media use and effects, as well as methodological training in empirical media research (content analysis, surveys, experiments, computational methods)

University of Hohenheim, Department of Media Psychology 04/2022 - 09/2022
Research Project Member in the project „Gender Citation Diversity“ funded by The German Federal Ministry of Education and Research.

The project was researching the diversity of visibility and citations in academic papers, conferences and social media.

Johannes Gutenberg-University Mainz, Department of Communication 2017 - 2019
Research Project Member in the project funded by Johannes Gutenberg-University’s Research Platform „Media convergence“.

The project was researching the influence of social bots and fake news on the 2017 federal elections: A "Big Data" analysis of political discussions on Facebook.

Education

Johannes Gutenberg-University Mainz, Department of Communication 2015-2022
Degree: Dr. Phil. (Doctor of Philosophy, summa cum laude)
Cumulative Dissertation: The use and effects of political microtargeting in European elections

University of Erfurt, Department of Communication 2013 - 2015
Degree: Master of Arts, Political Communication (1,4)
Masterthesis: "An empirical analysis of door-to-door campaigning in Germany using the example of the 2014 Thuringian federal state election.

Johannes Gutenberg-University Mainz, Department of Political Science 2009 - 2013
Degree: Bachelor of Arts, Political Science

University of Memphis, USA, Department of Political Science 08/2011 - 12/2011
Semester abroad

Academic Service

Member of the Jury for the Herbert von Halem Dissertation Award of the German Association for Communication (DGPUK) since 2023

Mentor of female doctoral students in the program "To get her in academia" since 2023
Department of Communication, University of Mainz

Commission member for the W3-professorship of Computational Communication in 2019
Department of Communication, University of Mainz

Speaker of the junior political communication scientists' group (NapoKo) 2017 - 2021
German Association for Communication (DGPUK)

ERASMUS-coordinator of the Department of Communication, University of Mainz 2017 - 2021
Ad-hoc reviewer for national and international journals and conferences since 2016

Awards and honors

Top Conference Paper Award of the German Association for Communication (DGPUK) 2024
Top Paper Award of the German Association for Communication (DGPUK) 2020
ICA Travel Grant for the 69th Conference of the International Communication Association 2019

Workshop Participation

Introduction to Python. GESIS Training Certificate 2023
Statistical Analysis using R. Johannes Gutenberg University Participation Certificate 2023
Language Models for Social Science. Oxford University Workshop Certificate 2023
Automated Visual Classification in R. NapoKo Participation Certificate 2020
Methods for Online Research. COMDIGMED Participation Certificate 2014
Statistical Methods for Social Science. University of Erfurt Participation Certificate 2013
Automated Analysis of Media Content. DGPUK Participation Certificate 2011

Third-party funding activities

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| Baden-Württemberg Foundation (2025) (funded, PI with Fabio Votta) CampAIgn Tracker: A platform for the transparency of political AI content on social media | 15.000 EUR |
| Konrad-Adenauer-Foundation (2024) (funded, PI with Hannah Fecher, Martin Fuchs) Developing a campaign agency evaluation tool | 12.000 EUR |
| CIVIS Foundation & Mercator Foundation (2023-2024) (funded, PI with Marcus Maurer, Pablo Jost) Diversity of media perspectives in public service news broadcasting | 65.000 EUR |
| DFG, German Research Foundation (2023-2026; PN 519731504) (funded, PI with Sabine Trepte and Marcus Maurer) Online Political Microtargeting in the Context of the European Election 2024: Attitudes, Knowledge, Participation, and Privacy | 500.000 EUR |
| Otto Brenner Foundation (2023-2024) (funded, PI with Pablo Jost) Use and effects of generative artificial intelligence in political campaigns. | 12.000 EUR |
| German Federal Ministry of Education and Research (2023-2026; 01UO2229A) (funded, with Marcus Maurer, Iryna Gurevich, Tilman Beck) KoPoCoV. Consensus and polarization during the COVID-19 pandemic. An automated analysis of opinion dynamics on Twitter. | 277.000 EUR |
| Interdisciplinary Public Policy of Johannes Gutenberg-University of Mainz (2021-2022) (funded, PI with Marcus Maurer) Digital Pandemic Campaigning (DiPaCa). A content analysis on political actors' use of Facebook posts and advertisements during the 2021 German Federal Election. | 5.000 EUR |
| Bavarian Digital Transformation Institute/Rudolf-Augstein-Foundation (2020-2023) (funded, PI with Marcus Maurer, Carsten Reinemann) Digitization as a Driver of the Pandemic? Media Crisis Communication under the Conditions of Digital Publics during the Corona Crisis 2020/2021 | 40.000 EUR |
| Mercator Foundation (2020-2021) (funded, with Marcus Maurer, Pablo Jost, Jörg Haßler) Five years of reporting on the "refugee crisis" in the German news media | 45.000 EUR |
| Campaigning for Strasbourg (CamforS) (2018-2021) (funded, with Jörg Haßler) A cross-national comparison of how political actors use social media to inform, interact with, and mobilize voters, and which target audiences they address during the European Election Campaign 2019 | 30.000 EUR |
| Johannes Gutenberg-University Research Platform „Mediaconvergence“ (2017-2019) (funded, with Marcus Maurer, Birgit Stark, Christian Schemer) The influence of social bots and fake news on the 2017 federal elections: A "Big Data" analysis of political discussions on Facebook. | 90.000 EUR |

Allensbach Foundation (2016-2017)

30.000 EUR

(funded, with Marcus Maurer, Pablo Jost, Jörg Haßler)

Accuracy and balance of media coverage: The depiction of the "refugee crisis" in the German and British media

Publications

Monographies

Kruschinski, S., Jost, P., Fecher, H., & Scherer, T. (2025). Künstliche Intelligenz in politischen Kampagnen. Akzeptanz, Wahrnehmung und Wirkung. Frankfurt am Main.

Dommett, K., Kefford, G., & Kruschinski, S. (2024). Data-Driven Campaigning and Political Parties: Five Advanced Democracies Compared. Oxford University Press. ISBN: 978019757023.

Refereed Journal Articles (peer-reviewed)

Renz, R., Kruschinski, S., Paulke, H., Treppe, S. & Maurer, M. (submitted). Perception and Congruence of Political Microtargeting in the 2024 European Elections: An In-Situ Qualitative Study using Large Language Models. *New Media & Society*.

Kruschinski, S., Beck, T., Yazdani, S., Maurer, M. & Gurevich, I. (submitted). Pandemic polarization. A computational analysis of opinion formation and polarization on Social Media during the COVID-19 crisis. *Journal of Quantitative Description: Digital Media*.

Fecher, H., Scherer, T., Jost, P., & Kruschinski, S. (submitted). Balancing Innovation and Control: Public Views on Risks and Governance of AI in Political Communication. *Policy & Internet*.

Kruschinski, S., Jost, P., & Maurer, M. (under Review). The effects of Door-to-Door Canvassing on Voter Turnout and Vote Intention. Evidence from a quasi-experiment with repeated measurements using mobile surveys. *Political Behavior*.

Gahn, C., & Kruschinski, S. (under Review). The perfect fit?! Evaluating the Effectiveness of Targeting and Tailoring in Political Social Media Ads. *New Media & Society*.

Kruschinski, S., Jost, P., Maurer, M., & Reinemann, C. (under Review). Pandemic user engagement. Exploring content characteristics of news media articles triggering user engagement on Facebook during the COVID-19 pandemic. *Digital Journalism*.

Meltzer, C., Jost, P., Schemer, C., Kruschinski, S. & Maurer, M. (accepted for publication). The Impact of Media contact with Refugee Women and Men in the News on Immigration Related Attitudes. *Political Communication*.

Kruschinski, S., Bene, M., Haßler, J., Rußmann, U., Lilleker, D., Balaban, D.C., Baranowski, P., Ceron, A., Fenoll, V., & Jackson, D. (2024). Divisive, Negative, and Populist?! An Empirical Analysis of European Populist and Mainstream Parties' Use of Digital Political Advertisements on Facebook. *International Journal of Communication*, 18, 5518-5539. <https://ijoc.org/index.php/ijoc/article/view/21509/4860>

Haßler, J., Wurst, A.-K., Pohl, K., & Kruschinski, S. (2024). A Consistent Picture? Issue-Based Campaigning on Facebook During the 2021 German Federal Election Campaign. *Politics and Governance*, 12. doi: <https://doi.org/10.17645/pag.8150>

Votta, F., Kruschinski, S., Hove, M., Helberger, N., de Vreese, C. & Dobber, T. (accepted for publication) Who does(n't) target you? Mapping the Worldwide Usage of Online Political Micro-targeting. *Journal of Quantitative Description: Digital Media*, 4. doi: [10.51685/jqd.2024.010](https://doi.org/10.51685/jqd.2024.010)

Reinemann, C., Maurer, M., Kruschinski, S., & Jost, P. (2024). The Quality of COVID-19 Coverage: Investigating Relevance and Viewpoint Diversity in German Mainstream and Alternative Media. *Journalism Studies* 25(6), 681-702. doi: [10.1080/1461670X.2024.2326642](https://doi.org/10.1080/1461670X.2024.2326642)

- Braun, M., Heintz L., Kruschinski, S., Trepte, S., & Scharnow, M. (2023). Gender Diversity at Academic Conferences—The Case of the International Communication Association (ICA). *Journal of Communication* 73(6), 601-615. doi: 10.1093/joc/jqad032
- Dogrueel, L., Kruschinski, S., Jost, P., & Jürgens, P. (2023). Distribution and Reception of Conspiracy Theories and Mobilization Calls on Telegram: Combining Evidence from a Content Analysis and Survey during the Pandemic. *Medien & Kommunikationswissenschaft* 71(3-4), 230-247. doi: 10.5771/1615-634X-2023-3-4-230
- Bene, M., Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (accepted for publication). Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections. *The International Journal of Press/Politics*. doi: 10.1177/19401612231196158
- Maurer, M., Jost, P., Kruschinski, S., & Haßler, J. (2023). Inkonsistent einseitig. Die Medienberichterstattung über Geflüchtete, 2015-2020. *Publizistik*, 67(1). doi: 10.1007/s11616-022-00769-1
- Jost, P., Kruschinski, S., Sülflow, M., Haßler, J., & Maurer, M. (2023). Invisible Transparency. How Different Types of Disclaimers on Facebook Affect Whether and How Digital Political Advertising is Perceived. *Policy & Internet* 15(2), 204-222. doi: 10.1002/poi3.333
- Kruschinski, S., Haßler, J., Jost, P., & Sülflow, M. (2022, online first). Posting or advertising? How Political Parties adapt their Messaging Strategies to Facebook's Organic and Paid Media Affordances. *Journal of Political Marketing*. doi: 10.1080/15377857.2022.2110352
- Baranowski, P., Kruschinski, S., Rußmann, U., Haßler, J., Magin, M., Bene, M., Ceron, A., Jackson, D., & Lilleker, D. (2022, online first). Patterns of Negative Campaigning during the 2019 European Election: Political Parties' Facebook Posts and Users' Sharing Behaviour across Twelve Countries. *Journal of Information Technology & Politics*. doi: 10.1080/19331681.2022.2115598
- Kefford, G., Dommett, K., Baldwin-Philippi, J., Bannerman, S., Dobber, T., Kruschinski, S., Kruikemeier, S., & Rzepecki, E. (2022, online first). Data-Driven Campaigning and Democratic Disruption: Evidence from Six Advanced Democracies. *Party Politics*. doi: 10.1177/13540688221084039
- Wurst, A.-K., Fenoll, V., Haßler, J., Kruschinski, S., Magin, M., Russmann, U., & Schlosser, K. (2022). Missed opportunity to connect with European citizens? Europarties' communication on Facebook during the 2019 European election campaign. *Studies in Communication Sciences*, 22(1), 165–184. doi: 10.24434/j.scoms.2022.01.3053
- Bene, M., Ceron, A., Fenoll, V., Haßler, J., Kruschinski, S., Larsson, A.O., Magin, M., Schlosser, K., & Wurst, A.-K. (2022). Keep Them Engaged! Investigating the Effects of Self-centered Social Media Communication Style on User Engagement in 12 European Countries. *Political Communication*, 39(4), 429-453. doi: 10.1080/10584609.2022.2042435
- Bene, M., Magin, M., Jackson, D., Lilleker, D., Balaban, D., Baranowski, P., Haßler, J., Kruschinski, S., & Russmann, U. (2022). The Polyphonic Sounds of Europe: Users' engagement with parties' European-focused Facebook posts during the 2019 EP Election. *Politics and Governance* 10(1), 108-120. doi: 10.17645/pag.v10i1.4700
- Kruschinski, S. & Bene, M. (2022). In Varietate Concordia?! Political Parties' Digital Political Marketing on Facebook across 28 Countries in the 2019 European Election Campaign. *European Union Politics* 23(1), 43–65. doi: 10.1177/14651165211040728
- Maurer, M., Jost, P., Schäfer, M., Sülflow, M., & Kruschinski, S. (2022). How right-wing populists instrumentalize news media: Deliberate provocations, scandalizing media coverage, and public awareness for the Alternative for Germany (AfD). *The International Journal of Press/Politics*. doi: 10.1177/19401612211072692
- Maurer, M., Haßler, J., Kruschinski, S., & Jost, P. (2022). Looking over the channel. The balance of media coverage about the “refugee crisis” in Germany and the UK. *Communications: The European Journal of Communication Research*, 47(2), 219–240. doi: 10.1515/commun-2020-0016

Haller, A. & Kruschinski, S. (2020). Politisches Microtargeting. Eine normative Analyse von datenbasierten Strategien der gezielten Wähler_innenansprache [Political Microtargeting. A Normative Analysis of Data-Based Strategies of Voter Targeting]. *Communicatio Socialis*, 53(4), 519-530. doi: 10.5771/0010-3497-2020-4-519

Maurer, M., Jost, P., Haßler, J., & Kruschinski, S. (2019). Auf den Spuren der Lügenpresse. Zur Richtigkeit und Ausgewogenheit der Medienberichterstattung in der „Flüchtlingskrise“ [On the trail of the lying press. On the Accuracy and Balance of Media Coverage in the "Refugee Crisis"]. *Publizistik*, 64(1), 15-35. doi: 10.1007/s11616-018-00466-y

Kruschinski, S. & Haller, A. (2017). Restrictions on data-driven political micro-targeting in Germany. *Internet Policy Review*, 6(4). doi: 10.14763/2017.4.780

Kruschinski, S. & Haßler, J. (2017). Die Instrumentalisierung partizipativer Öffentlichkeit durch die AfD bei der rheinland-pfälzischen Landtagswahl 2016. *MedienJournal*, 41(2), 97-112. doi: 10.24989/medienjournal.v41i2.1474

Geise, S., Rössler, P., & Kruschinski, S. (2016). Automatisierte Analyse medialer Bildinhalte. Potenziale, Grenzen, methodisch-technischer Status Quo und zukünftige Herausforderungen – eine Bestandsaufnahme [Automated analysis of media image content. Potentials, Limits, Methodological-Technical Status Quo and Future Challenges]. *Medien & Kommunikationswissenschaft*, 64(2), 244-269. doi: 10.5771/1615-634X-2016-2-244

Proceedings (with peer-review)

Kruschinski, S., Jürgens, P., Stark, B., Maurer, M. & Schemer, C. (2019). In Search of the Known Unknowns – The Methodological Challenges in Developing a Heuristic Multi-Feature Framework for Detecting Social Bot Behavior on Facebook. In P. Müller, S. Geiss, C. Schemer, T.K. Naab & C. Peter (Eds.), *Methoden und Forschungslogik der Kommunikationswissenschaft, Bd. 15: Dynamische Prozesse der öffentlichen Kommunikation – Methodische Herausforderungen* (pp. 103-146). Köln: Herbert von Halem Verlag. doi: 10.1453/heuristic-multi-feature-framework_9783869624044

Proceedings (without peer-review)

Kruschinski, S., Jost, P., Dogruel, L., & Jürgens., P. (2024). Verbreitung und Rezeption von Verschwörungstheorien und Mobilisierungsaufrufen auf Telegram während der Coronapandemie. In R. Sczok (Ed.), *Tagungsband der Wissenschaftskonferenz 2024 des Zentrums für Analyse und Forschung am Bundesamt für Verfassungsschutz* (pp. 116-129). Wiesbaden. ISBN 978-3-9825171-2-4

Journal Articles (without peer-review)

Maurer, M., Reinemann, C., & Kruschinski, S. (2022). Medien über die Corona-Pandemie. Eine empirische Analyse. *Journal für politische Bildung* 3/2022. doi: 10.46499/1930.2469

Maurer, M., Jost, P., Haßler, J. & Kruschinski, S. (2019). Nicht falsch, aber einseitig. Die Medienberichterstattung über die sogenannte Flüchtlingskrise. *Kommunikationsmanager*, 1 - 2019, 56-59.

Book Chapters (peer-reviewed)

Lilleker, D., Bene, M., Balaban, D., Fenoll, V., & Kruschinski, S. (2021). Populism, Its Prevalence, and Its Negative Influence on Democratic Institutions. In D. Palau-Sampio, G. López-García, & L. Iannelli (Eds.), *Contemporary Politics, Communication, and the Impact on Democracy* (pp. 153-170). IGI Global. doi: 10.4018/978-1-7998-8057-8.ch009

Book Chapters (without peer-review)

Kruschinski, S., Deichmann, M., Haun, D., Steinfeltz, N.A.A., & Ullmann, A.S. (2023). Inhaltsleere oder informative TV-Formate?! Eine empirische Analyse zu den Themen und Kommunikationsstrategien der drei Spitzenkandidierenden bei den drei TV-Triellen 2021. In C. Holtz-Bacha (Eds.), *Die (Massen-)Medien im Wahlkampf. Die Bundestagswahl 2021* (pp. 263-291). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-38967-3_10

Haller, A., Kruschinski, S., Günther, J., Michelberger, S., Uhlich, M., & Thoß, L. (2023). Willst du uns im Wahlkampf unterstützen? Bitte bestätige deine E-Mail-Adresse. Eine empirische Analyse zur Nutzung und den Zielen des E-Mail-Marketings der Parteien im Bundestagswahlkampf 2021. In M. Motzkau & M. Fuchs (Eds.), *Digitaler Wahlkampf bei der Bundestagswahl 2021* (pp. 101-120). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-39008-2_7

Haller, A. & Kruschinski, S. (2021). Die Zukunft der Wahlkampagnen? Praxis, Einschränkungen und normative Beurteilung von Datenwahlkämpfen und Microtargeting [The future of election campaigns? Practice, Limitations and Normative Assessment of Data Election Campaigns and Microtargeting]. In: H. Hasenknopf, M. Hoffmann, & C. Zigel (Eds.), *ZukunftsDesign. Ein Studiengang der Regionalentwicklung* (pp. 208-216). Coburg. <https://www.zukunftsdesign.net/ein-studiengang-der-regionalentwicklung/>

Bene, M., & Kruschinski, S. (2021). Political Advertising on Facebook. In J. Haßler, M. Magin, U. Russmann, & V. Fenoll (Eds.), *Campaigning on Facebook: Campaigning on Facebook in the 2019 European Parliament Election* (pp. 283-299). Cham: Palgrave Macmillan. doi: 10.1007/978-3-030-73851-8_18

Schlosser, K., Wurst, A.-K., Haßler, J., & Kruschinski, S. (2021). European Issues, but National Campaigning of German Parties. In J. Haßler, M. Magin, U. Russmann, & V. Fenoll (Eds.), *Campaigning on Facebook: Campaigning on Facebook in the 2019 European Parliament Election* (pp. 103-117). Cham: Palgrave Macmillan. doi: 10.1007/978-3-030-73851-8_7

Maurer, M. & Kruschinski, S. (2021). Rezeption und Wirkung des politischen Journalismus [Reception and effects of political journalism]. In M. Prinzing & R. Blum (Eds.), *Handbuch politischer Journalismus* (pp. 676-691). Köln: Herbert von Halem Verlag. <https://www.halem-verlag.de/handbuch-politischer-journalismus/>

Haßler, J., Magin, M., Russmann, U., Baranowski, P., Bene, M., Schlosser, K., Wurst, A.-K., Fenoll, V., Kruschinski, S., & Maurer, P. (2020). Reaching Out to the Europeans. Political Parties' Facebook Strategies of Issue Ownership and the Second-Order Character of European Election Campaigns. In C. Holtz-Bacha (Ed.), *Europawahlkampf 2019* (pp. 87–113). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-31472-9_3

Haßler, J. & Kruschinski, S. (2019). Vernetzte Kampagne?! Die Verbindung von Offline- und Online-Wahlkampf im Wahljahr 2017 am Beispiel der Mobilisierungskampagnen von CDU und SPD [The connection between offline and online campaigning in the 2017 election year using the example of the mobilization campaigns of the CDU and SPD]. In C. Holtz-Bacha (Eds.), *Die Massenmedien im Wahlkampf. Die Bundestagswahl 2017* (pp. 73-95). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-24824-6_4

Kruschinski, S. & Haller, A. (2018). Back to the roots?! Der datengestützte Tür-zu-Tür-Wahlkampf in politischen Wahlkampagnen [The data-driven door-to-door campaign in political campaigns]. In M. Oswald & M. Johann (Eds.), *Strategische Politische Kommunikation im digitalen Wandel. Interdisziplinäre Perspektiven auf ein dynamisches Forschungsfeld* (pp. 289-317). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-20860-8_13

Kruschinski, S. (2017). Der datengestützte Tür-zu-Tür-Wahlkampf bei der Bundestagswahl 2017. Mit Daten, Technologien und Wahlkampfhelfern im direkten Wählerkontakt [The data-driven door-to-door campaign in political election campaigns. aThe data-driven door-to-door campaign in the 2017 federal election. Using data, technologies and campaign assistants in direct voter contact]. In M. Voigt, R. Gülden-zopf & J. Böttger (Eds.), *Wahlanalyse 2017. Strategien. Kampagne. Bedeutung* (pp. 102-110). Berlin: epubli. <https://www.wahlanalyse2017.de/>

Articles in encyclopedias/handbooks

Kruschinski, S. (2025). Canvassing. In Nai, A., Grömping, M., & Wirz, D. (Eds.), *Elgar Encyclopedia of Political Communication*. Edward Elgar Publishing. doi: 10.31219/osf.io/x3e2w

Dommett, K., & Kruschinski, S. (2024). Data-driven campaigning: Using data, analytics, technology, and personnel for a new era of campaigning? In Lilleker, D., Jackson, D., Kalsnes, B., Mellado, C., Trevisan,

F., & Veneti, A. (Eds.), Routledge Handbook of Political Campaigning. Routledge. doi: 10.4324/978100333326-18

Book Reviews

Kruschinski, S. (2023). Löffler, Natascha: Datenbasierte Kommunikation von Parteien und Vertrauen. Theoretische Einordnung und empirische Erfassung auf der Meso- und Mikro-Ebene. *Publizistik* 68, 405-407. doi: 10.1007/s11616-023-00798-4

Policy Reports

Votta, F., Kruschinski, S., Dobber, T., Cerroni, A., Sandberg, L., Hove, M. F., Dassonneville, R., Guinaudeau, B., Zilinsky, J., Cross, J. P., Gahn, C., & Bene, M. United in Diversity, Divided by Algorithms? Ad Delivery Algorithms in the 2024 European Parliament elections. <https://doi.org/10.17605/OSF.IO/RZQM6>

Maurer, M., Kruschinski, S., & Jost, P. (2024). Fehlt da was? Perspektivenvielfalt in den öffentlich-rechtlichen Nachrichtenformaten. Stiftung Mercator.

Maurer, M., Reinemann, C., & Kruschinski, S. (2021). Einseitig, unkritisch, regierungsnah? Eine empirische Studie zur Qualität der journalistischen Berichterstattung über die Corona-Pandemie. Rudolf Augstein Stiftung. doi: 10.13140/RG.2.2.18680.11524

Maurer, M., Jost, P., Kruschinski, S., & Haßler, J. (2021). Fünf Jahre Medienberichterstattung über Flucht und Migration. Stiftung Mercator. doi: 10.13140/RG.2.2.30003.96807

Presentations

Conference presentations (Peer-reviewed)

2025

Votta, F., Kruschinski, S., Hove, M., de Vreese, C., Dobber, T., & Helberger, N. (2024). United in Diversity, Divided by Algorithms? A Cross-National Examination of the Role of Ad Delivery Algorithms for Political Advertising during the 2024 European Parliament Elections. Paper presented at 74. Annual Conference der International Communication Association (ICA), June, 12-16, 2025 in Denver, USA.

Kruschinski, S., Rußmann, U., Lilleker, D., Jensen, J.L., Magin, M., & Bene, M. (2025). Visual communication in 25 countries: The influence of symbols and visual gestures on user engagement. Paper presented at 74. Annual Conference der International Communication Association (ICA), June, 12-16, 2025 in Denver, USA.

Votta, F., Kruschinski, S., Dobber, T., Cerroni, A., Sandberg, L., Hove, M. F., Dassonneville, R., Guinaudeau, B., Zilinsky, J., Cross, J.P., Gahn, C., Bene, M., & de Vreese, C. (2025). Examining Ad Delivery Algorithms in the 2024 EP elections. United in Diversity, Divided by Algorithms: Ad Delivery Algorithms in the 2024 European Parliament Elections. Paper presented at Joint Sessions of Workshops des European Consortium for Political Research (ECPR), May, 20-23, 2025 in Prag, Czech Republic.

Haßler, J., Wurst, A.-K., & Kruschinski, S. (2025). Alternative mit Substanz?! Eine Analyse der Wirksamkeit der Issue Stealing-Strategie in der digitalen Wahlkampfkommunikation. Paper presented at Annual Conference of Fachgruppen „Kommunikation und Politik“ (DGPuK), „AK Politik und Kommunikation“ (DVPW) und „Politische Kommunikation“ (SGKM), February, 26-28, 2025, Innsbruck, Austria.

Votta, F., Kruschinski, S., Dobber, T., Cerroni, A., Sandberg, L., Hove, M. F., Dassonneville, R., Guinaudeau, B., Zilinsky, J., Cross, J.P., Gahn, C., Bene, M., & de Vreese, C. (2025). Examining Ad Delivery Algorithms in the 2024 EP elections. United in Diversity, Divided by Algorithms: Ad Delivery

Algorithms in the 2024 European Parliament Elections.
Paper presented at Etmaal Conference, February 3-4, 2025, in Brügge, Belgium.

2024

Votta, F., Kruschinski, S., Hove, M., de Vreese, C., Dobber, T., & Helberger, N. (2024). Who does(n't) target you? Mapping the Worldwide Usage of Online Political Microtargeting. Paper presented at the 10th Annual Conference of the European Communication Research and Education Association (ECREA), September 24-27, 2024, in Ljubljana, Slovenia.

Kruschinski, S., Paulke, H., Renz, R., Maurer, M., & Trepte, S. (2024). Eine Methodenkombination aus mobilem (In-App-)Tracking, Panelbefragung und Inhaltsanalyse zur Messung der Wahrnehmung und Wirkungen von Online-Microtargeting. Paper presented at the „Digital Communication“ and „Methods“ Division of the German Communication Association (DGPK), September, 18-20, 2024, in Hamburg, Germany.

Renz, R., Kruschinski, S., Paulke, H., Trepte, S., & Maurer, M. (2024). Think Aloud, Speak About – Ein neuer kombinatorischer Ansatz zur qualitativen Datenerhebung im Kontext des politischen Microtargetings. Paper presented at the „Digital Communication“ and „Methods“ Division of the German Communication Association (DGPK), September, 18-20, 2024, in Hamburg, Germany.

Votta, F., Kruschinski, S., Hove, M., de Vreese, C., Dobber, T., & Helberger, N. (2024). Who does(n't) target you? Mapping the Worldwide Usage of Online Political Microtargeting. Paper presented at the 74th Annual Conference of the International Communication Association (ICA), June 20-24, 2024, in Broadbeach, Australia.

Barclay, A., Gibson, R., Dommett, K., & Kruschinski, S. (2024). The Regulatory Ecosystem of Data-driven campaigns: Evidence from Three European Countries. Paper presented at the 74th Annual Conference of the Political Studies Association (PSA), March 25-27, 2024, in Strathclyde, Scotland.

Kruschinski, S., Jost, P., Maurer, M., & Reinemann, C. (2024). Pandemic user engagement. Exploring content characteristics of news media articles triggering user engagement on Facebook during the COVID-19 pandemic. Paper presented at the 69th Annual Conference of the German Communication Association (DGPK), March 13-15, 2024, in Erfurt, Germany.

Kruschinski, S., Votta, F., Hove, M., Helberger, N., de Vreese, C., & Dobber, T. (2024). Who Does(n't) Target You? Mapping the Worldwide Usage of Online Political Microtargeting. Paper presented at the 69th Annual Conference of the German Communication Association (DGPK), Erfurt.

Maurer, M., Jost, P., & Kruschinski, S. (2024). Selbstgleichung im Journalismus? Zur Dynamik von Vielfalt und Konsonanz der Medienberichterstattung in drei Krisen. Paper presented at the 69th Annual Conference of the German Communication Association (DGPK), March 13-15, 2024, in Erfurt, Germany.

2023

Kruschinski, S., Jost, P., Dogruel, L., & Jürgens, P. (2023). Dissemination and reception of conspiracy theories and mobilization calls on Telegram. Presentation at the 2023 Science Conference of the Center for Analysis and Research of the Federal Office for the Protection of the Constitution on the topic "Opinion Formation 2.0 – Strategies in the Struggle for Interpretive Authority in the Digital Age" on September 5-6, 2023, in Berlin, Germany.

Barclay, A., Kruschinski, S., Dommett, K., & Kefford, G. (2023). Mapping public attitudes towards data-driven campaigning and its regulation in five advanced democracies. Paper presented at the 17th General Conference of the European Consortium for Political Research (ECPR), September 4-8, 2023, Prague, Czech Republic.

Gahn, C., & Kruschinski, S., & Haßler, J. (2023). Political targeting on social media: A study of tailored messages and ad success in the German 2021 general election. Paper presented at the ECREA Political Communication Section Conference, Weizenbaum Institute for the Networked Society and Freie Universität Berlin, Germany.

Meltzer, C., Jost, P., Kruschinski, S., Schemer, C., & Maurer, M. (2023). The impact of media contact with refugee women and men in the news on immigration-related attitudes and emotions. Paper presented at the ECREA Political Communication Section Conference, Weizenbaum Institute for the Networked Society and Freie Universität Berlin, Germany.

Pohl, K., Haßler, J., Wurst, A.-K., Jost, P., Bene, M., & Kruschinski, S. (2023). The potentially dangerous connection between populist parties, anti-immigrant rhetoric, and angry reactions. Paper presented at the ECREA Political Communication Section Conference, Weizenbaum Institute for the Networked Society and Freie Universität Berlin, Germany.

Gahn, C., Kruschinski, S., & Haßler, J. (2023). Are highly tailored advertisements more successful in election campaigns? An empirical analysis of the content and impressions of parties' Instagram and Facebook ads in the 2021 German election campaign. Paper presented at the 13th Annual Conference of the European Political Science Association (EPSA), June 22-24, 2023, Glasgow, Scotland.

Kruschinski, S., Jost, P., & Maurer, M. (2023). The effects of door-to-door canvassing on voter turnout and vote intention: Evidence from a quasi-experiment with repeated measurements using mobile surveys. Paper presented at the 73rd Annual Conference of the International Communication Association (ICA), May 25-29, 2023, Toronto, Canada.

Kruschinski, S., Russmann, U., Haßler, J., Lilleker, D., Balaban, D.C., Baranowski, P., Ceron, A., Fenoll, V., & Jackson, D. (2023). Divisive, negative, and populist digital advertising?! Comparing populist and mainstream parties' communication strategies in Facebook campaign messages in 10 European countries. Paper presented at the 73rd Annual Conference of the International Communication Association (ICA), May 25-29, 2023, Toronto, Canada.

Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharrow, M. (2023). Gender diversity at academic conferences—The case of the International Communication Association (ICA). Poster presented at the 73rd Annual Conference of the International Communication Association (ICA), May 25-29, 2023, Toronto, Canada.

Reinemann, C., Maurer, M., Kruschinski, S., & Jost, P. (2023). Consonance or diversity in COVID-19 coverage? How German mainstream journalism and alternative media covered the pandemic 2020-2021. Paper presented at the 73rd Annual Conference of the International Communication Association (ICA), May 25-29, 2023, Toronto, Canada.

Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharrow, M. (2023). Gender diversity at scientific conferences - Development and influencing factors using the example of ICA conferences from 2005 to 2022. Paper presented at the 68th Annual Conference of the German Communication Association (DGPK), May 18-20, 2023, Bremen, Germany.

Gahn, C., Kruschinski, S., & Haßler, J. (2023). Political targeting on social media: A study of tailored messages and ad success in the German 2021 general election. Paper presented at the Joint Sessions of Workshops of the European Consortium for Political Research (ECPR), April 25-28, 2023, Sciences Po, Toulouse, France.

Wurst, A.K., Kruschinski, S., Haßler, J., & Schlosser, K. (2022). A consistent picture? Issue-based campaigning on Facebook in Germany. Paper presented at the 9th Annual Conference of the European Communication Research and Education Association (ECREA), October 19-22, 2022, Aarhus, Denmark.

Haller, A., & Kruschinski, S. (2022). How do campaign strategists perceive Facebook targeting? An empirical analysis of the relevance, implementation, and evaluation of Facebook targeting. Paper presented at the Pre-Conference "Digital Campaigning Worldwide" in conjunction with the 9th Annual Conference of the European Communication Research and Education Association (ECREA), October 19, 2022, Aarhus, Denmark.

Rußmann, U., Lilleker, D., Bene, M., Farkas, X., Haßler, J., Jackson, D., Kruschinski, S., Larsson, A.O., Magin, M., & Veneti, A. (2022). Liking, sharing or commenting – how different imagery evoke different audience responses on Facebook during election campaigns. Paper presented at the 9th Annual Conference of the European Communication Research and Education Association (ECREA), October 19-22, 2022, Aarhus, Denmark.

Bene, M., Magin, M., Hassler, J., Rußmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2022). Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections. Paper presented at the Annual Conference of the Association of Internet Researchers (AoIR), November 2-5, 2022, Dublin, Ireland.

Bene, M., Magin, M., Hassler, J., Rußmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2022). Populism in context. A cross-country investigation of the Facebook usage of populist appeals during the 2019 European Parliament elections. Paper presented at the 72nd Annual Conference of the International Communication Association (ICA), May 26-30, 2022, Paris, France.

Kruschinski, S., Haßler, J., Jost, P., & Sülflow, M. (2022). To regulate or not to regulate?! The evaluation of regulatory measures for political targeting using empirical findings from German digital campaigning. Paper presented at the DGPuK Panel "Political Targeting during the German Federal Election" at the 72nd Annual Conference of the International Communication Association (ICA), May 26-30, 2022, Paris, France.

Kefford, G., Dommert, K., & Kruschinski, S. (2022). Perspectives on regulation & data-driven campaigning: Evidence from five advanced democracies. Paper presented at the 72nd Annual Conference of the Political Studies Association, April 11-13, 2022, York, UK.

2021

Baranowski, P., Kruschinski, S., & Rußmann, U. (2021). Putting lipstick on a pig? Going negative in the 2019 European Election Campaign. Paper presented at the Panel "Campaigning on Facebook. Political Parties' Digital Communication Strategies in the 2019 European Elections" at the 8th Annual Conference of the European Communication Research and Education Association (ECREA), September 6-9, 2021, Braga, Portugal.

Sülflow, M., Jost, P., Kruschinski, S., & Haßler, J. (2021). Sponsoring political microtargeting's transparency?! How ad disclaimers affect the perception and evaluation of Facebook ads. Paper presented at the 8th Annual Conference of the European Communication Research and Education Association (ECREA), September 6-9, 2021, Braga, Portugal.

Lilleker, D., Haßler, J., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A.O., Magin, M., Maurer, P., Russmann, U., Schlosser, K., & Veneti, A. (2021). Populist election campaigning: assessing the spread and impact across 11 EU nations. Paper presented at the 26th Annual Conference of the International Political Science Association (IPSA), July 10-14, 2021, Lisbon, Portugal.

Russmann, U., Magin, M., Haßler, J., Baranowski, P., Bene, M., Ceron, A., Farkas, X., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A.O., Lilleker, D., Maurer, P., Schlosser, K., Veneti, A., & Wurst, A.-K. (2021). Populists' communication on Facebook during the 2019 EP Elections. Paper presented at the Protagoras Symposium "Europe facing populists in power: communication strategies and practices," January 14-15, 2021, Brussels, Belgium.

2020

Bene, M., Ceron, A., Fenoll, V., Larsson, A. O., Kruschinski, S., Magin, M., Haßler, J., Schlosser, & Wurst, A.-K. (2020). A Cross-country Investigation of User Engagement during the 2019 EP Election. Virtual presentation at the 116th Annual Meeting of the American Political Science Association (APSA) from September 10 to 13, 2020, in San Francisco, USA.

Maurer, P., Magin, M., Bene, M., Kruschinski, S., Haßler, J., Schlosser, K., & Wurst, A.-K. (2020). Engaging users through information or critique? “Likes” and “shares” for parties on Facebook during the 2019 European Election campaign. Virtual presentation at the 3rd Weizenbaum Conference “Democracy in Flux – Order, Dynamics and Voices in Digital Public Spheres” from October 19 to 20, 2020, in Berlin, Germany.

Russmann, U., Baranowski, P., Kruschinski, S., Ceron, A., Jackson, D., Lilleker, D., Magin, M., & Marton, B. (2020). European Patterns of Negative Campaigning? Going Negative in the 2019 European Election Campaign. Virtual panel presentation at the 14th General Conference of the European Consortium for Political Research (ECPR) from August 26 to 28, 2020, in Innsbruck, Austria.

Sülflow, M., Jost, P., Kruschinski, S., & Haßler, J. (2020). Perception and effects of political microtargeting on Facebook: An eye-tracking experiment. Presentation at the 65th Annual Conference of the German Communication Association (DGPK) from March 10 to 12, 2020, in Munich.

Haßler, J., Kruschinski, S., Sülflow, M., & Jost, P. (2020). (P)Reaching to the audience?! An empirical analysis of the reach of Facebook posts in the election campaign using Facebook Insight data. Presentation at the 65th Annual Conference of the DGPK from March 10 to 12, 2020, in Munich.

Haßler, J., Schlosser, K., Wurst, A.-K., Kruschinski, S. (2020). Facebook as an alternative public sphere for Germany: How the AfD utilized Facebook in the European election campaign. Poster presentation at the Joint Annual Meeting 2020 of the Political Communication Division of the German Association for Communication Studies (DGPK), the Political Communication Working Group of the German Association for Political Science (DVPW), and the Political Communication Division of the Swiss Association for Communication and Media Studies (SGKM) from February 5 to 7, 2020, in Mainz.

Kruschinski, S., Haßler, J., Bene, M., Baranowski, P., Ceron, A., Fenoll, V., Jackson, D., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Russmann, U., Schlosser, K., Veneti, A., & Wurst, A.-K. (2020). Really a European Populist Zeitgeist? How populists used Facebook posts and ads for campaigning across 11 countries in the European Election Campaign 2019. Presentation at the Workshop "European Elections 2019" of the Amsterdam Centre for European Studies (ACES) on January 30 and 31, 2020, in Amsterdam.

2019

Magin, M., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Haßler, J., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Rußmann, U., & Schlosser, K., Veneti, A., & Wurst, A.-K. (2019). How political parties tried to produce participation in the European Election Campaign 2019 – a comparative content analysis of parties' Facebook campaigns in 11 countries. Workshop on The Production of Participation in the Digital World, Trondheim, December 12-13, 2019.

Haßler, J., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Rußmann, U., & Schlosser, K. (2019). Campaigning for Strasbourg (CamforS) – a Cross-National Comparison of Campaign Mobilization in Social Media. Presentation at the Conference “European Elections 2019: Populism & Euroscepticism” from November 20 to 22, 2019, in Valencia.

Kruschinski, S., & Haller, A. (2019). The will of voter data: A normative and democratic-theoretical examination of political targeting. Presentation at the Bookmaking Conference "Democracy and Democratic Theory in the Tension between Digitalization and Digital Transformation" from September 2 to 3, 2019, at the Center for Advanced Internet Studies (CAIS) in Bochum.

Maurer, M., Kruschinski, S., Jost, P., & Haßler, J. (2019). We may not be able to do this, but we still have to do it: On the (in)consistency of refugee reporting in German media. Presentation at the Conference

"Flight, Migration and Integration in the Media" from July 11 to 13, 2019, at the House of the University of Düsseldorf in Düsseldorf.

Kruschinski, S. (2019). Let the data speak for itself: The evolution, understanding, organization, and conduct of political micro-targeting in Germany. Presentation at the Conference "Scraping the Demos: Political Epistemologies of Big Data" by the Research Group Quantification and Social Regulation (Weizenbaum Institute for the Networked Society) and DVPW Thematic Group "Internet and Politics. Electronic Governance" from July 8 to 9, 2019, at the Wissenschaftszentrum Berlin für Sozialforschung in Berlin.

Kruschinski, S., & Haßler, J. (2019). Toward the digital movement party? How German parties use technological innovations for campaigning and how it shapes their organization. Presentation at the Symposium "Social Movements and Parties in a Fractured Media Landscape" organized by the Journal 'Information, Communication & Society' (iCS) from July 1 to 2, 2019, at the Centre on Social Movement Studies (Cosmos) of the Institute of Humanities and Social Sciences of the Scuola Normale Superiore, Florence.

Kruschinski, S. (2019). Data, Technology, and Volunteers: An empirical analysis of German parties' door-to-door canvassing organization. Presentation at the 69th Annual Conference of the International Communication Association (ICA) from May 24 to 28, 2019, in Washington, USA.

Kruschinski, S., & Voigt, M. (2019). Data-Driven Campaigning in Germany: The evolution and conduct of data-driven canvassing and Facebook targeting in a parliamentary democracy with strict data protection laws. Presentation at the 47th ECPR Joint Sessions of Workshops "The New 'Data Science' of Election Campaigning in Comparative Perspective" from April 8 to 12, 2019, at the Université catholique de Louvain, Mons, Belgium.

2018

Jürgens, P., & Kruschinski, S. (2018). A Different Bot Hunt: Platform-Agnostic Bot Detection Using Approximative Clustering. Presentation at the iCS Symposium on Challenges to Studying Disinformation from October 27 to 28, 2018, in Copenhagen, Denmark.

Haller, A., & Kruschinski, S. (2018). "Data! data! data! Campaigns can't make bricks without clay." A normative and democratic-theoretical evaluation of political micro-targeting. Presentation at the 7th Annual Conference of the European Communication Research and Education Association (ECREA) from October 31 to November 3, 2018, in Lugano, Switzerland.

Kruschinski, S., Jürgens, P., Maurer, M., Schemer, C., & Stark, B. (2018). A multi-feature framework for detecting Social Bots on Facebook. Presentation at the 68th Annual Conference of the International Communication Association (ICA) from May 24 to 28, 2018, in Prague, Czech Republic.

Kruschinski, S., & Haller, A. (2018). Data-Driven Discrimination? An empirical analysis of political micro-targeting's promises and concerns for political parties, the electorate, and public discourse. Presentation at the Internet, Policy & Politics Conference of the Oxford Internet Institute from September 20 to 21, 2018, at St Anne's College, University of Oxford.

Jost, P., Haßler, J., Kruschinski, S., & Maurer, M. (2018). Looking over the canal: Comparing the objectivity of media coverage on the so-called refugee crisis in Germany and the UK. Presentation at the Preconference "Refugees, Religious Threats, and Political Radicalization: Theoretical and Empirical Perspectives" of the Annual Conference of the International Communication Association (ICA) on May 23, 2018, in Prague.

Kruschinski, S. (2018). Data-driven door-to-door campaigning in the 2017 Bundestag election: Using data, technologies, and campaign volunteers in direct voter contact. Presentation at the joint conference "The 2017 Bundestag Election" of the German Political Science Association Working Groups "Politics and Communication" and "Elections and Political Attitudes" from May 24 to 25, 2018, in Berlin.

Jost, P., Haßler, J., Kruschinski, S., & Maurer, M. (2018). On the trail of the lying press: On the objectivity of media coverage in the "refugee crisis." Presentation at the 63rd Annual Conference of the German Communication Association (DGPK) from May 9 to 11, 2018, in Mannheim.

Kruschinski, S. (2018). Facts & Fiction: The Myth of German Microtargeting. Presentation at re:publica 2018 "POP - Power of the People" from May 2 to 4, 2018, in Berlin.

2017

Kruschinski, S., & Haller, A. (2017). "What is predictive modeling?!" - Potentials and limitations of data-driven political micro-targeting in Germany. Presentation at the Amsterdam Symposium on Political Micro-targeting organized by the Institute for Information Law at the University of Amsterdam on September 22, 2017, in Amsterdam.

Kruschinski, S., & Jürgens, P. (2017). Exploring political discussion content in algorithmic public spheres: Methodological challenges and solutions using the example of the project "The Influence of Social Bots and Fake News on the 2017 German Federal Election." Workshop "Boundaries and Perspectives of Method Development in Communication Science" preceding the Annual Conference of the Methods Section of the German Communication Association (DGPUK) on September 20, 2017, in Mainz.

Kruschinski, S. (2017). To mobilize and/or persuade?! An empirical analysis of campaign-initiated interpersonal political communication's effects on turnout, vote intention, and vote choice. Presentation at the ICA Political Communication PhD Student PreConference 2017 on May 25, 2017, in San Diego.

2016

Kruschinski, S. (2016). Door-to-door canvassing in the U.S. and Germany: An empirical comparison of canvassing in the U.S. and Germany using the example of the 2014 Thuringian and 2016 Rhineland-Palatinate federal state elections. Presentation at the 6th European Communication Conference of the European Communication Research and Education Association (ECREA) from November 9 to 12, 2016, in Prague.

Kruschinski, S., & Haßler, J. (2016). Social networking sites in the election campaigns of populist parties: An empirical analysis using the example of the AfD state parliamentary election campaign in Rhineland-Palatinate 2016. Presentation at the Dresden Symposium "Digital Revolution in Democracy" from September 8 to 10, 2016, in Dresden.

Kruschinski, S. (2016). Porting the successful campaign?! An empirical comparison of door-to-door campaigning in the U.S. and Germany using the example of the 2014 Thuringian federal state election. Presentation as part of the panel "New strategies and techniques to reach voters: insights from recent election campaigns" at the Annual Conference of the International Association for Media and Communication Research (IAMCR) from July 27 to 31, 2016, in Leicester, United Kingdom.

Kruschinski, S. (2016). The postmodern door-to-door campaign: An empirical analysis using the example of the door-to-door campaign of the Thuringian state parliamentary election 2014. Presentation at the 11th Düsseldorf Forum on Political Communication (DFPK) from April 14 to 16, 2016, in Düsseldorf.

Kruschinski, S. (2016). Porting the successful campaign?! An empirical analysis of the diffusion of campaign instruments using the example of the door-to-door campaign of the Thuringian state parliamentary election 2014. Short presentation and poster at the 61st Annual Conference of the German Communication Association (DGPUK) from March 30 to April 1, 2016, in Leipzig.

Kruschinski, S. (2016). Does fear influence political information behavior and political judgment? An empirical analysis of the Affective Intelligence Model using the example of the 2011 state parliamentary election in Baden-Württemberg. Presentation at the Annual Conference of the Political Communication Section of the German Communication Association (DGPUK) from February 11 to 14, 2016, in Munich.

2015

Kruschinski, S. (2015). Porting the successful campaign?! An empirical analysis of door-to-door campaigning in Germany using the example of the 2014 Thuringian federal state election. Presentation at the workshop "Campaigning and voting in Europe: New challenges, new perspectives" from December 14 to 16, 2015, in Paris.

Podschuweit, N., Roessing, T., Schmidt, D., Kruschinski, S., & Weber, W. (2015). Political Campaigning in Social Network Sites: Do Campaign Aids Appear to be Opinion Leaders Online? Presentation at the

65th Annual Conference of the International Communication Association (ICA) from May 21 to 25, 2015, in Puerto Rico.

Bell, P., Geise, S., Kruschinski, S., & Rössler, P. (2015). Automated analysis of media image content: Potentials, limits, methodological-technical status quo, and future challenges. Preconference at the Annual Conference of the German Society for Journalism and Communication Studies (DGPUK) from May 13 to 15, 2015, in Darmstadt.

Organization of scientific meetings, workshops & preconferences

Jost, P., Kruschinski, S., Sülflow, M. & Maurer, M. (2020). Desinformation, Populismus, "Lügenpresse": Trust and credibility in political communication. Joint Annual Conference 2020 of the Political Communication Section of the German Society for Journalism and Communication Studies (DGPUK), the Working Group "Politics and Communication" of the German Association for Political Science (DVPW), and the Political Communication Section of the Swiss Association of Communication and Media Research (SGKM), February 5-7, 2020, Johannes Gutenberg University Mainz.
<https://polkomm2020.uni-mainz.de/>

Egelhofer, J. L., Riedl, A., Kruschinski, S., & Esau, K. (2019). Colloquium of the Early Career Network Political Communication of the DGPUK. November 27-29, 2019, University of Vienna and Austrian Academy of Sciences.
<http://napoko.de/napoko-kolloquium-2019-in-wien/>

Kruschinski, S., Haßler, J., & Fitzpatrick, J. (2018). Colloquium of the Early Career Network Political Communication of the DGPUK. September 15-17, 2018, Johannes Gutenberg University Mainz.
<http://napoko.de/napoko-kolloquium-podiumsdiskussion/>

Invited Talks & podium discussions

Kruschinski, S. & Votta, F. (2024). Political AI Content Tracker. Entwicklung eines Monitoringtools für KI-generierte Kampagnenbotschaften auf Social Media Plattformen. Vorstellung und Entwicklung eines Projektes auf dem Hackathon der Baden-Württemberg Stiftung und AI4Democracy am 14. und 15. Dezember 2024 in der Landesvertretung von Baden-Württemberg in Berlin

Kruschinski, S., Paulke, H., Renz, R., Maurer, M., & Trepte, S. (2024). A method combination of mobile (in-app)tracking, content analysis and panel survey to measure the perception and effects of political microtargeting. Vortrag auf dem GESIS-Workshop "User-centered longitudinal collection of digital behavioral and survey data" am 25.11.2024 in Mannheim, Deutschland.
<https://gesisbox.gesis.org/index.php/s/3N7f3N9FQTYTNTi?dir=undefined&openfile=9633135>

Kruschinski, S. (2024). Einsatz und Wirkung von künstlicher Intelligenz in politischen Kampagnen. Workshop at the Meeting of the State Center for Civic Education Baden-Württemberg on 18 October 2024 in Bad Urach.

Kruschinski, S. (2024). Trolle, Bots und Algorithmen – Wie funktioniert Meinungsbildung im Netz? Panel discussion in the "Dialog on Deck" series by the German Research Foundation (DFG) on the MS Wissenschaft in Bonn. <https://www.dfg.de/de/aktuelles/digitale-formate/exkurs-gespraech/240822-dialog-an-deck>

Kruschinski, S. (2023). Social Media, Big Data & Künstliche Intelligenz. Wie uns Parteien mit Daten und Technologien manipulieren. Presentation at the Colloquium Fundamentale of the Center for Applied Cultural Studies (ZAK) and Karlsruhe Institute of Technology (KIT) on December 14, 2023, in Karlsruhe.

- Kruschinski, S. (2023). Wie können/sollten Daten in Politischen Kampagnen eingesetzt werden? Workshop at the 21st International Conference on Political Communication from November 19-20, 2023, at the Konrad Adenauer Foundation Academy in Berlin.
- Kruschinski, S. (2023). Wie gelingt der Haustürwahlkampf? Digital workshop for the Civey Demography Lunch on June 30, 2023.
- Kruschinski, S. (2023). The promises and perils of Data-Driven Campaigning for representative democracy. Presentation at the Workshop "As good as it gets? Promises and perils of representative democracy" of the Mainz Center for Empirical Democracy Research (MZfeD) on March 29-30, 2023, at Johannes Gutenberg University Mainz.
- Kruschinski, S. (2023). Expertengespräch zum Forschungsprogramm "Empirische Sozialforschung in der Konrad-Adenauer-Stiftung". Participation on January 16, 2023, at the Konrad Adenauer Foundation Academy in Berlin.
- Kruschinski, S. (2023). Chancen und Gefahren von politischem Microtargeting für Schülerinnen und Schüler. Short interview for the On-Demand Training on Digitalization by the "Stiftung Lernen durch Engagement".
- Kruschinski, S. (2021). *Negative Campaigning: Was ist dran am "neuen" Trend?* Presentation at the 19th International Conference on Political Communication from November 14-15, 2021, at the Konrad Adenauer Foundation Academy in Berlin.
- Kruschinski, S. (2021). Der digitale Bundestagswahlkampf 2021 im Rückblick. Digital lecture and discussion as part of the "Democracy in Conversation" web talk series organized by the Bavarian Adult Education Association and the Bavarian State Center for Political Education on October 13, 2021.
- Kruschinski, S. (2021). *Einsatz, Potenziale und Herausforderungen von Negative Campaigning in Deutschland*. Digital lecture in the "Science" series by the communication agency Ressourcenmangel on June 17, 2021.
- Kruschinski, S. (2021). *Datengestütztes Politisches Targeting: Nutzung und Effekte am Beispiel von deutschen Wahlkampagnen*. Digital lecture in the "Steering Communication & Strategic Planning" seminar on June 7, 2021, at the Quadriga University of Applied Sciences in Berlin.
- Kruschinski, S. (2021). Hacking the Electorate?! Mapping the use and effects of data-driven campaigning in Germany. Digital lecture at the international lecture series "CRiSS – Contemporary Research in Social Sciences" on April 28, 2021, at the University of Mainz.
- Kruschinski, S. (2019). *Strategien, Inhalt und Wirkung von Facebook-Targeting bei der Landtagswahl 2018 in Hessen*. Presentation at the lecture series "Digital Campaigns between Technology and Democracy" on December 11, 2019, at the University of Hamburg.
- Kruschinski, S. & Jürgens, P. (2019). Challenges and possibilities of political communication research in algorithmic public spheres using the example of social bots and microtargeting. Presentation during a research visit at the Graduate Institute of Journalism at National Taiwan University from December 1-7, 2019.
- Kruschinski, S. (2019). *Hacking Politics: Wie Daten und Technologien die politische Kommunikation verändern*. Presentation at the meeting of the VDI Working Group "Internet Security" on November 6, 2019, at Johannes Gutenberg University Mainz.
- Kruschinski, S. (2019). *Zwischen ‚vernetzt‘ und ‚verstrickt‘ – regionale Kommunikation im web 4.0*. Panel discussion at the SWR Studio Action Day "REGION MEETS SWR" on October 30, 2019, at the SWR Studio Kaiserslautern.
- Kruschinski, S. (2019). *Viele Gesichter - wenige Inhalte. Zur Personalisierung im Wahlkampf*. Panel discussion at the 45th OPEN OHR Festival on June 9, 2019, in Mainz.
- Kruschinski, S. (2018). *Microtargeting im Bundestagswahlkampf 2017: Gezielter Wählerkontakt mit Daten und Technologien?!* Presentation at the lecture series "Digitization of Democracy" on November 28, 2018, at the University of Hamburg.

Kruschinski, S. (2018). „Fake News“ & alternative Fakten Desinformation in Zeiten Sozialer Medien. Presentation at the meeting of the Marketing Club Mainz-Wiesbaden e.V. on November 12, 2018, at VRM Mainz.

Kruschinski, S. (2018). *Digitaler Demos – Big Data in politischen Kampagnen*. Discussant at the abida Expert Meeting on the Report "The Public Debate on Big Data in Political Campaigns" by Christian Pentzold and Lena Fölsche on September 17, 2018, at the Wissenschaftszentrum Berlin für Sozialforschung in Berlin.

Kruschinski, S. & Jürgens, P. (2018). *Social Bots und Fake News in der Bundestagswahl 2017*. Scientific input during the visit of Federal President Frank-Walter Steinmeier and Prime Minister of Rhineland-Palatinate Malu Dreyer at the Institute for Journalism at Johannes Gutenberg University Mainz (JGU) on March 20, 2018, in Mainz.

Kruschinski, S. & Jürgens, P. (2018). *Wahlkampf der Algorithmen?! Der Einfluss von Social Bots und Fake News auf die Bundestagswahl 2017*. Presentation as part of the adjunct faculty meeting at Johannes Gutenberg University on January 16, 2018, in Mainz.

Kruschinski, S. (2017). *Fake News und Lügenpresse - Wir wollen diskutieren*. Panelist at the panel discussion organized by Johannes Gutenberg University Mainz and Correctiv.org on November 28, 2017, at the Kulturcafe in Mainz.

Kruschinski, S. (2017). *Mobilisierung im Jahr 2017: Tools und Strategien in den Kampagnen der Landtagswahlen und der Bundestagswahl*. Presentation at the 15th International Conference on Political Communication from October 15-16, 2017, at the Konrad Adenauer Foundation Academy in Berlin.

Kruschinski, S. & Hohmann, D. (2016). *Die amerikanischen Präsidentschaftswahlen 2016 - ein Erfahrungsbericht mit wissenschaftlichem Exkurs*. Presentation as part of the Political Science lecture series on December 14, 2016, at Johannes Gutenberg University Mainz.

Kruschinski, S. (2016). *High Tech und High Touch. Das Revival von Tür-zu-Tür!?* Panel discussion at the 14th International Conference on Political Communication from October 9-10, 2016, at the Konrad Adenauer Foundation Academy in Berlin.

Lectures & workshops in adult education / in schools

Kruschinski, S. (2024). Wie künstliche Intelligenz die Social Media und damit die Politik verändert. Lecture at the continuing education seminar "Do Social Media Threaten Our Democracy?!" at the Gustav Heinemann Educational Center on 15 October 2024 in Bad Malente-Gremsmühlen.

Kruschinski, S. (2024). TikTok, wen soll ich wählen? – Wie persönliche Daten Entscheidungen beeinflussen.

Webinar as part of the EU project #DigitalRoleModels organized by the Hamburg Commissioner for Data Protection and Freedom of Information on 20 August 2024 in Hamburg. <https://datenschutz-hamburg.de/digitalevorbilder/themen-details/tiktok-wen-soll-ich-waehlen-wie-persoenliche-daten-entscheidungen-beeinflussen>

Kruschinski, S. (2023). Die hessische Landtagswahl 2023. Rückschau auf die Wahlergebnisse und Kommunikationsstrategien auf Social Media.

Online lecture in the "Campaign Leadership" funding program for scholarship holders of the Konrad Adenauer Foundation on 12 October 2023.

Kruschinski, S. (2023). Posting und (Micro-)Targeting auf Facebook und Instagram bei der Landtagswahl 2023 in Bayern.

Digital presentation in the context of the web talks "Digitaler Wahlkampf" by the Bavarian State Center for Political Education on September 20, 2023.

Kruschinski, S. (2023). Einsatz und Wirkungen von politischer Kommunikation auf Social Media.

Workshop within the Summer Academy 2023 of the Evangelisches Studienwerk Villigst on August 28, 2023, in Schwerte-Villigst.

Kruschinski, S., & Sülflow, M. (2021). "Digitaler Wahlkampf vs. politische Bildung". Strategies and mechanisms of action of the online activities of the parties in the state election campaign. Leadership of an e-session for teachers for the Pedagogical State Institute Rhineland-Palatinate on February 1, 2021.

Kruschinski, S. (2020). We need to talk about digital journalism! Challenges and solutions for good political journalism in the digital age. Leadership of a session at the Barcamp on political communication of the Federal Press Office on January 21, 2020, in the artloft in Berlin.

Kruschinski, S. (2019). Hass, Populismus und Hetze?! How political communication is conducted in social networks. Presentation at the seminar "The Power of Words - How Language Influences Political Discourses" of the Fridtjof-Nansen-Academy and the State Center for Political Education Rhineland-Palatinate on March 23, 2019, in the Fridtjof-Nansen-House in Ingelheim.

Kruschinski, S. (2019). Bots & Trolls – Digitale transatlantische Herausforderungen. Presentation at the youth specialist seminar "Rhineland-Palatinate, Germany, and America" of the Atlantic Academy and the Hessian State Center for Political Education on March 1, 2019, in the youth hostel Speyer.

Kruschinski, S. (2018). A Social Generation?! Challenges in Digital Media and Politics in an era of algorithms. Presentation at the youth specialist seminar "Reinventing the American Dream?" of the Atlantic Academy and the Hessian State Center for Political Education on November 24, 2018, in the youth hostel Wiesbaden.

Kruschinski, S. (2018). "Und das zur besten Sendezeit!" Medien und Rechtspopulismus - eine Hassliebe. Presentation within the event series "Hamburg declares color. For Democracy, Tolerance, and Diversity" and on behalf of the Rosa Luxemburg Foundation Hamburg on June 19, 2018, in the Fabrique in the Gängeviertel Hamburg.

Kruschinski, S. (2018). Fake News, Microtargeting, Hate Speech: Lösungsansätze für politische Manipulation in sozialen Medien. Presentation on behalf of the department for political education of the General Students' Committee (AStA) on June 12, 2018, at the Johannes Gutenberg University Mainz.

Kruschinski, S. (2018). Algorithmen, die Stimmung machen. Der Einfluss von Social Bots auf jüngste Wahlen. Presentation within the national meeting of the Christian Academic Association (CAV) from May 31 to June 3, 2018, in Kaub.

Haßler, J., & Kruschinski, S. (2018). Populismus im digitalen Zeitalter. Presentation within the event series "Digitalized Democracy - Curse or Blessing?" and on behalf of the association "Against Forgetting - For Democracy e.V." on May 15, 2018, in Darmstadt.

Kruschinski, S. (2018). Clickbait for Europe? - Wahlkampf im digitalen Zeitalter. Workshop within the DACH Seminar 2018 "Next Stop: European Election 2019 - The Way to Europe 2.0" of the Young European Federalists from April 27 to 29, 2018, in Bregenz, Austria.

Kruschinski, S. (2017). Verbreitung und Wirkung von Fake News im digitalen Zeitalter - und wie man sich davor schützen kann. Presentation for the Catholic Education Work Mainz on October 4, 2017, in the Sankt Remigiusheim in Wöllstein.

Kruschinski, S. (2017). Was ist wahr? Presentation within the event series Politics-Local of the CDU Alzey on August 17, 2017.

Haßler, J., & Kruschinski, S. (2017). Digitale Strategien von Populisten. Presentation within the Darmstadt Democracy Series 2017 on behalf of the association "Against Forgetting For Democracy e.V." on August 31, 2017.