Dr. Simon Kruschinski

Postdoctoral Researcher for Platform Data and Computational Social Science

GESIS Departments "Computational Social Science" and "Data Services for Social Sciences"

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Work Experience (Academia)

GESIS - Leibniz Institute for the Social Sciences Cologne since 11/2025

Postdoctoral Researcher for Platform Data and Computational Social Science in the Departments "Computational Social Science" and "Data Services for the Social Sciences"

Principal Investigator of DFG-project since 01/24

"Political Online-Microtargeting in the 2024 European election: Attitudes, knowledge, participation, privacy" together with the Media Psychology Lab of the Department of Communication at University of Hohenheim and the Political Communication Lab of the Department of Communication at Johannes Gutenberg-University Mainz.

Johannes Gutenberg-University Mainz, Department of Communication 2023 - 2025

Postdoctoral Researcher | Research Associate

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.

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.

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".

National Taiwan University, Graduate Institute of Journalism 08/2019

One week research stay on invitation of Dr. Adrian Rauchfleisch

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 Standing Advisory Panel of the funding line supporting researcher data access requests under Art. 40(4) DSA, Vienna Science and Technology Fund since 2027

Member of the Data Access Task Force, Center for Information, Technology, and Public Life (CITAP) since 2026

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

ICA Travel Grant for the 75th Conference of the International Communication Association 2025
1st prize at the Baden-Württemberg Foundation Politechathon in media literacy category 2024
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

Understanding the GDPR. University of Groningen Future Learn Certificate 2026
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

Third-party funding activities

Horizon Europe (2027-2030) 3.999.996,76 EUR
(submitted, de Vreese, C., Adler-Nissen, R., Balaban, D., de Vries, C., Faddoul, M., Gattermann, K., Golovchenko, Y., Helberger, N., Hobolt, S. B., Jeffers, S., Kruschinski, S., Lukito, J., Margas, K., van Boheemen, P., Viadziorchyk, K., & Zeeb, B.)
ED-GUARD: Guarding European democracy through electoral integrity: The 2029 European Parliament elections as an EU-wide comparative setting for monitoring, mitigating and governing AI- and platform-mediated electoral-integrity risks

SIDN Funds (2026) 32.400 EUR
(funded, PI with Fabio Votta, Nicolas Mattis, Teresa Weikmann)
Tracking the use of AI in the 2026 Local Dutch Election Campaigns within the "Hybrid Election Integrity Observatory"

SIDN Funds and Stichting Democratie & Media (2025) 25.000 EUR
(funded, PI with Fabio Votta)
Tracking the use of AI in 2025 Dutch Election Campaigns within the "Hybrid Election Integrity Observatory"

Research Area "AI & Politics" Amsterdam School of Communication Research (2025) 15.000 EUR
(funded, PI with Fabio Votta)
Tracking the use of AI in Dutch Election Campaigns

Baden-Württemberg Foundation (2025) 15.000 EUR
(funded, PI with Fabio Votta)
CampAIgn Tracker: A platform for the transparency of political AI content on social media

Konrad-Adenauer-Foundation (2024) 12.000 EUR
(funded, PI with Hannah Fecher, Martin Fuchs)
Developing a campaign agency evaluation tool

CIVIS Foundation & Mercator Foundation (2023-2024) 65.000 EUR
(funded, PI with Marcus Maurer, Pablo Jost)
Diversity of media perspectives in public service news broadcasting

DFG, German Research Foundation (2024-2027; PN 519731504) 500.000 EUR
(funded, PI with Sabine Trepte and Marcus Maurer)
Political Online-Microtargeting in the 2024 European election: Attitudes, knowledge, participation, privacy

Otto Brenner Foundation (2023-2024) 12.000 EUR
(funded, PI with Pablo Jost)
Use and effects of generative artificial intelligence in political campaigns.

German Federal Ministry of Education and Research (2023-2026; 01UO2229A) 277.000 EUR
(funded, with Marcus Maurer, Iryna Gurevych, Tilman Beck)
KoPoCoV. Consensus and polarization during the COVID-19 pandemic. An automated analysis of opinion dynamics on Twitter.

Interdisciplinary Public Policy of Johannes Gutenberg-University of Mainz (2021-2022) 5.000 EUR
(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.

Bavarian Digital Transformation Institute/Rudolf-Augstein-Foundation (2020-2023) 40.000 EUR
(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

Mercator Foundation (2020-2021) 45.000 EUR
(funded, with Marcus Maurer, Pablo Jost, Jörg Haßler)
Five years of reporting on the "refugee crisis" in the German news media

Campaigning for Strasbourg (CamforS) (2018-2021) 30.000 EUR
(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

Johannes Gutenberg-University Research Platform „Mediaconvergence" (2017-2019) 90.000 EUR
(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.

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

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

2. 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)

1. Kefford, G., Barclay, A., & Kruschinski, S. (2026). Mapping Public Attitudes Towards the Regulation of Data-Driven Campaigning across Five Democracies frontiers in political science *Frontiers in Political Science 8,* 1–15. https://doi.org/10.3389/fpos.2026.1919560.

2. Larsson, A. O., Bene, M., Kruschinski, S., Gërguri, D., Haßler, J., Novotná, M., Casero-Ripollés, A., Jackson, D., Macková, A., & Machado, S. (2026). Calls to Action and Voter Engagement on Facebook: A Comparative Study of Eight European Election Campaigns. *Information, Communication and Society*, 1–22. https://doi.org/10.1080/1369118X.2026.2743973

3. Paulke, H., Kruschinski, S., Bene, M., Haßler, J., Jackson, D., Lilleker, D., Magin, M., & Russmann, U. (2026). Does Negativity Pay Off? The Impact of Political Party Attributes on the Use and Performance of Negative Campaigning in Digital Political Advertising. *Social Science Computer Review*, 1–22. https://doi.org/10.1177/08944393261469406

4. Bene, M., Illés, G., Russmann, U., Baranowski, P., Haßler, J., Kruschinski, S., Bos, L., Linaa Jensen, J., Larsson, A. O., Pospíšil Macková, A., & Dutceac Segesten, A. (2026). Constructing representation: Political actors' representative style on Facebook during European and national election campaigns. *European Journal of Political Research*, 1–24. http://doi.org/10.1017/S1475676526101546

5. Kruschinski, S., & Votta, F. (2026). Party Equalization or Normalization Through Visual Generative AI in the 2025 German Federal Election. *Media and Communication 14*(1), 1-23. https://doi.org/10.17645/mac.11859

6. Kruschinski, S., & Votta, F. (2026). Efficiency tool or manipulation machine? Assessing dominant claims about the quantity, quality, and persuasive power of visual generative AI in political campaigns. *Zeitschrift für Politikwissenschaft 36*(1), 79-89. https://doi.org/10.1007/s41358-026-00457-w

7. Gahn, C., & Kruschinski, S. (2026). Targeting and/or tailoring?! A theoretical framework and its application to political social media advertising. *Information, Communication & Society*, 1–25. https://doi.org/10.1080/1369118X.2026.2652497

8. Magin, M., Russmann, U., Vulcano, R., von Nostitz, F.-C., Wurst, A.-K., Gattermann, K., Alonso-Muñoz, L., Balaban, D. C., Baranowski, P., Burai, K., Cachia, J. C., Deželan, T., Garaj, M., Hermans, B., Kallinikos, K., Kannasto, E., Kruschinski, S., Lappas, G., Machado, S., Pospíšil Macková, A., Dutceac Segesten, A., Skulte, I., Vučković, M., & Wall, M. (2026). Faces of Europe: Structural drivers of visual personalization in political parties' Facebook campaigns. *Media and Communication*, *14*. https://doi.org/10.17645/mac.11739

9. Darius, P., Breuer, J., Kruschinski, S., Loecherbach, F., Riedl, J., & Stier, S. (2026). Election research in the age of regulated data access under the EU Digital Services Act. *Internet Policy Review, 15*(1). https://doi.org/10.14763/2026.1.2080

10. Scherer, T., Fecher, H., Jost, P., & Kruschinski, S. (2026). Balancing Innovation and Control: Public Views on Risks and Governance of AI in Political Communication. *Policy & Internet 18,* e70027. https://doi.org/10.1002/poi3.70027

11. Meltzer, C., Jost, P., Schemer, C., Kruschinski, S. & Maurer, M. (2025). How (Gendered) Media Portrayals of Refugees Affect Attitudes Toward Immigration. The Moderating Role of Political Ideology. *Political Communication 42*(5), 882-900. https://doi.org/10.1080/10584609.2025.2472765

12. Bene, M. Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoll, V., Farkas, X., Baranowski, P., & Balaban, D. (2025). 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 30*(1). doi: 10.1177/19401612231196158

13. Kruschinski, S., Haßler, J., Jost, P., & Sülflow, M. (2025). Posting or advertising? How Political Parties adapt their Messaging Strategies to Facebook's Organic and Paid Media Affordances. *Journal of Political Marketing 24*(1), 35-55. doi: 10.1080/15377857.2022.2110352

14. 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

15. 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

16. Votta, F., Kruschinski, S., Hove, M., Helberger, N., de Vreese, C. & Dobber, T. (2024). 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*

17. 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

18. Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharkow, 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

19. Dogruel, 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

20. 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

21. 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

22. Baranowski, P., Kruschinski, S., Rußmann, U., Haßler, J., Magin, M., Bene, M., Ceron, A., Jackson, D., & Lilleker, D. (2023). 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 20*(4), 375-392. doi: 10.1080/19331681.2022.2115598

23. Kefford, G., Dommett, K., Baldwin-Philippi, J., Bannerman, S., Dobber, T., Kruschinski, S., Kruikemeier, S., & Rzepecki, E. (2023). Data-Driven Campaigning and Democratic Disruption: Evidence from Six Advanced Democracies. *Party Politics 29*(3), 448-462. doi: 10.1177/13540688221084039

24. 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

25. 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

26. 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

27. 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

28. 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

29. 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

30. 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

31. 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

32. 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

33. 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

34. 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)

1. 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)

1. 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 2023 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)

1. 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

2. 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)

1. 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)

1. Kruschinski, S. & Votta, F. (accepted). Visual Generative AI in the 2025 German Federal Election: Differences in the Use, Transparency, and Communication Strategies on Social Media. In S. Geise & M. Leidecker-Sandmann (Eds.), *Die Medien im Wahlkampf: Analysen zur Bundestagswahl 2025* (pp. 383-418). Springer VS. https://doi.org/10.1007/978-3-658-51008-4_13

2. Haßler, J., Wurst, A.-K., Lübke, S., & Kruschinski, S. (accepted). Migration als (visuelles) Kampagnenthema auf Social Media. In S. Geise & M. Leidecker-Sandmann (Eds.), *Die Medien im Wahlkampf: Analysen zur Bundestagswahl 2025* (pp. 329-353). Springer VS. https://doi.org/10.1007/978-3-658-51008-4_11

3. Votta, F., Kruschinski, S., Hove, M. F., Helberger, N., Dobber, T., & de Vreese, C. (2026). Who do parties target? Worldwide evidence on political microtargeting. In A. Bruns, G. Enli, A. O. Larsson, J. Y. Robinson, T. Bosch, & K. Kasianenko (Eds.), The Routledge companion to social media and politics (pp. 215–242). Routledge. https://doi.org/10.4324/9781003359524-17

4. Maurer, M., Reinemann, C., Kruschinski, S., Jost, P. (2026). Die Qualität der Medienberichterstattung über die COVID-19-Pandemie. In F. Brand, H.J. Bucher, & A. Schulze (Eds.), Handbuch Krisenkommunikation in der Pandemie (pp. 1-20). Springer VS, Wiesbaden. https://doi.org/10.1007/978-3-658-47239-9_20-1

5. Fecher, H., Jost, P., Scherer, T., & Kruschinski, S. (2025). Innovation versus Kontrolle: Wie Bürger*innen über den Einsatz generativer künstlicher Intelligenz in der politischen Kommunikation denken. In Institut für Demokratie und Zivilgesellschaft (Ed.), Wissen schafft Demokratie: Schwerpunkt Demokratiegefährdung online (pp. 64–79). https://doi.org/10.19222/202618/05

6. Paulke, H., Kruschinski, S. (2025). Digitale politische Werbung bei Wahlen zum Europäischen Parlament: Ausgaben und Reichweite von Social-Media-Anzeigen politischer Parteien in 27 EU-Ländern. In M. Kaeding, A. Hoppe, & M. Müller (Eds.), Die Europawahl 2024. Rechtsruck im Schatten des Krieges (pp. 321-344). Springer VS, Cham. https://doi.org/10.1007/978-3-031-96049-9_24

7. Paulke, H., & Kruschinski, S. (2025). Digital Political Advertising in European Parliamentary Elections: Spending and Reach of Social Media Advertisements by Political Parties in 27 EU Countries. In M. Kaeding, A. Hoppe, M. Müller (Eds.), *The 2024 European Parliament Elections. A Turn to the Right in the Shadow of War* (pp. 253–269). Wiesbaden: Springer VS. https://doi.org/10.1007/978-3-031-89455-8_24

8. 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

9. 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

10. 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. Zagel (Eds.), *ZukunftsDesign. Ein Studiengang der Regionalentwicklung* (pp. 208-216). Coburg. https://www.zukunftsdesign.net/ein-studiengang-der-regionalentwicklung/

11. 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

12. 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

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15. 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

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1. Kruschinski, S. (2025). Canvassing. In Nai, A., Grömping, M., & Wirz, D. (Eds.), *Elgar Encyclopedia of Political Communication* (pp. 170-174). Edward Elgar Publishing. doi: 10.4337/9781035301447.vol1.00048

2. 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* (pp.199-212). Routledge. doi: 10.4324/9781003333326-18

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1. 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

1. Kruschinski, S., Zens, M., & Stier, S. (2026). What is data donation? GESIS Guides to Digital Behavioral Data No. 29. GESIS – Leibniz Institute for the Social Sciences. https://doi.org/10.60762/ggdbd26029.1.0

2. Helberger, N., de Vreese, C., Bouche, G., Braun, A.-F. , van Drunen, M., Kruschinski, S., Mattis, N., Morosoli, S., Naudts, L., Papaevangelou, C., Seipp, T., Votta, F., & Weikmann, T. (2026). Generative AI and Democracy. Report for the Council of Europe's Steering Committee on Democracy (CDDEM). https://rm.coe.int/report-generative-ai-and-democracy/48802c3a76

3. Kruschinski, S., Fecher, H., & Fuchs, M. (2025). Wie findet man als Partei die beste Kampagnen-Agentur? Konrad-Adenauer-Stiftung.

4. 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

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

6. 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

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Presentations

Conference presentations (Peer-reviewed)

2026

1. Kruschinski, S., Karnam, K., Dash, A., Stier, S., Daikeler, J., Gummadi, K., Piepenburg, J., & Schmidt, F. (2026, November 30). Improving data donation pipelines: Insights from a comparison of two frameworks.
   Paper presented at the GESIS Research Day 2026 at GESIS – Leibniz Institute for the Social Sciences, Mannheim, Germany.

2. Kruschinski, S., Peters, Y., Abubakar, J., Stier, S., & Weller, K. (2026, November 30). The DSA Data Catalogue Monitor: A dashboard to track changes in online platform data catalogues. Poster presented at the GESIS Research Day 2026 at GESIS – Leibniz Institute for the Social Sciences, Mannheim, Germany.
3. Kruschinski, S., Karnam, K., Dash, A., Stier, S., Daikeler, J., Gummadi, K., Piepenburg, J., & Schmidt, F. (2026). Improving Data Donation Pipelines: Insights from a Comparison of Two Frameworks. Paper presented at the Data Donation Symposium 2026, October 1–2, 2026, Weizenbaum Institute, Berlin, Germany.
4. Kruschinski, S., Karnam, S. K., Dash, A., & Stier, S. (2026). The Observatory for Platform Audits (OPA): A Privacy-Preserving Framework for Automated Social Media Data Donations. Tool Demonstration at the "Data Donation Pre-Conference" of the Data Donation Lab Zurich at the 11th European Communication Conference (ECC), 7 September 2026 in Brno, Czech Republic.
5. Kruschinski, S., Paulke, H., Maurer, M., & Renz, R. (2026). Attention to Political Advertising on Social Networking Platforms: Evidence from a Linkage Analysis Using Mobile In-App Tracking, Survey, and Content Analysis. Paper presented at the 11th European Communication Conference (ECC), 8-11 September 2026 in Brno, Czech Republic.
6. Kruschinski, S., & Votta, F. (2026). Party Equalization or Normalization through Visual Generative AI in the 2025 German Federal Election. Paper presented at the 11th European Communication Conference (ECC), 8-11 September 2026 in Brno, Czech Republic.
7. Bruns, A., Bechmann, A., Puschmann, C., & Kruschinski, S. (2026). Meta Content Library Community Roundtable: Coming to Terms with a Flawed Solution. Roundtable at the 11th European Communication Conference (ECC), 8-11 September 2026 in Brno, Czech Republic.
8. Paulke, H., Kruschinski, S., Maurer, M., & Renz, R. (2026). Attention to Political Advertising on Social Networking Platforms: Evidence from a Linkage Analysis Using Mobile In-App Tracking, Survey, and Content Analysis. Paper presented at the General Conference of the European Consortium for Political Research (ECPR), 8 – 11 September 2026, Kraków, Poland.
9. Fecher, H., Paulke, H., Kruschinski, S., & Maurer, M., (2026). Algorithmic Selection and User (De-)Selection of Political Short Videos on TikTok: Evidence from a Four-Week Tracking Study Before the 2024 European Election. Paper presented at the General Conference of the European Consortium for Political Research (ECPR), 8 – 11 September 2026, Kraków, Poland.
10. Fecher, H., Scherer, T., Jost, P., & Kruschinski, S. (2026). Perceived risks and preferred rules: Public views on AI use in political communication. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
11. Kruschinski, S., & Votta, F. (2026). Efficiency tool or manipulation machine? The use, transparency, and communication strategies of visual generative AI on social media in the 2025 German federal election. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
12. Paulke, H., Kruschinski, S., Bene, M., Hassler, J., Lilleker, D., Jackson, D., Magin, M., & Russmann, U. (2026). Does negativity pay off? The impact of political party attributes on the use and performance of negative campaigning in digital political advertising. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
13. Kruschinski, S., Jost, P., Maurer, M., & Reinemann, C. (2026). Pandemic news posting and user engagement: Exploring content characteristics of news media articles triggering posting and user engagement on Facebook during the COVID-19 pandemic. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
14. Bene, M., Illés, G., Russmann, U., Baranowski, P., Hassler, J., Bos, L., Jensen, J., Kruschinski, S., Larsson, A. O., Pospíšil Macková, A., & Dutceac Segesten, A. (2026). Constructing representation: Political actors' representative style on Facebook during European and national election campaigns.

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15. Renz, R., Kruschinski, S., Paulke, H., Maurer, M., & Trepte, S. (2026). The perception and congruence of political microtargeting in the 2024 European elections: An in situ qualitative study. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
16. Paulke, H., Kruschinski, S., Maurer, M., Renz, R., & Trepte, S. (2026). Curated to the fit? An in-app tracking study of exposure, ideological distribution, and attention to political advertisements on social networking platforms during the 2024 European Parliament election in Germany. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
17. Drüppel, K., Renz, R., Kruschinski, S., Paulke, H., Maurer, M., & Trepte, S. (2026). A linkage study on Instagram user engagement with news content: Work in progress. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
18. Magin, M., Russmann, U., Gattermann, K., von Nostitz, F., Alonso-Muñoz, L., Balaban, D., Baranowski, P., Burai, K., Cachia, J., Dezelan, T., Garaj, M., Hermans, B., Kallinikos, K., Kruschinski, S., Kannasto, E., Lappas, G., Machado, S., Pospíšil Macková, A., Dutceac Segesten, A., Skulte, I., Vuckovic, M., Vulcano, R., Wall, M., & Wurst, A.-K. (2026). Faces of Europe: How structural factors shape visual personalization in political parties' Facebook posts across 23 EU countries. Paper presented at the 76th Annual Conference of the International Communication Association (ICA), June 4–8, 2026, Cape Town, South Africa.
19. Kruschinski, S., Maurer, M., Beck, T., Yazdani, S., & Gurevych, I. (2026). Consensus and Conflict in Crisis: Opinion Dynamics on COVID-19 Measures Across Societal Groups on X.
    Paper presented at 71st Annual Conference of the German Communication Association (DGPuK), March 18-20, 2026 in Dortmund, Germany.
20. Paulke, H., Kruschinski, S., Maurer, M., Renz, R. & Trepte, S. (2026). Versteckt und getrackt: Ausspielung und Rezeption digitaler politischer Werbung in personalisierten Informationsumgebungen.
    Paper presented at 71st Annual Conference of the German Communication Association (DGPuK), March 18-20, 2026 in Dortmund, Germany.
21. Renz, R., Trepte, S., Kruschinski, S., Paulke, H., & Maurer, M. (2026). Perception and Evaluation of Political Online Microtargeting: A Qualitative, Situational Study Using Think-Aloud Protocols and Large Language Model-Assisted Analysis.
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22. Votta, F., van Vloten, E., & Kruschinski, S. (2026). Hype or New Reality? A Systematic Empirical Analysis of Visual Generative AI Practices in the 2025 Dutch Election Campaign.
    Paper presented at Etmaal conference "Moving through Communication" on February, 5-6, 2026 in Papendal, Netherlands.
23. Paulke, H., Kruschinski, S., Maurer, M., Renz, R. & Trepte, S. (2026). Personalisierte politische Werbung auf Social Media: Eine In-App-Tracking-Studie zur Exposition, ideologischen Ausspielung und Rezeption während des Europawahlkampfs 2024.
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24. Drüppel, K., Renz, R., Trepte, S., Paulke, H., Kruschinski, S., & Maurer, M. (2026). Liken, Teilen, Kommentieren: Eine Linkage-Studie zur Interaktion mit Nachrichteninhalten und deren Zusammenhang mit Nachrichtenkontakten auf Instagram.
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25. Kruschinski, S., Maurer, M., Beck, T., Yazdani, S., & Gurevych, I. (2025). Sind Meinungsäußerungen auf Twitter/X ein Indikator für die öffentliche Meinung? Eine Untersuchung am Beispiel der Bewertung der Maßnahmen zur Bekämpfung der COVID-19-Pandemie.
    Paper presented at the Jahrestagung der Fachgruppe Methoden der Publizistik- und Kommunikationswissenschaft, September 17-19, Salzgitter, Germany.
26. Votta, F., Kruschinski, S., Hove, M. F., & Stromer-Galley, J. (2025). The perceived voter in practice: When US campaigns mobilize or persuade. Paper presented at the 121st Annual Meeting of the American Political Science Association (APSA), September 11–14, Vancouver, Canada.
27. Gahn, C., & Kruschinski, S. (2025). Parties' opportunities for targeting issue messages in campaigns. Paper presented at the 121st Annual Meeting of the American Political Science Association (APSA), September 11–14, Vancouver, Canada.
28. Kruschinski, S., Beck, T., Yazdani, S., Maurer, M., & Gurevych, I. (2025). Consensus and Conflict in Crisis: Opinion Dynamics on COVID-19 Measures Across Societal Groups on X.
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29. Paulke, H., Kruschinski, S., Maurer, M., Renz, R., & Trepte, S. (2025). Uncovering Exposure to Political Online Microtargeting: Which users were reached during the 2024 European Election on Facebook and Instagram?
    Paper presented at the ECREA Political Communication Section Conference, September 4.-5, Innsbruck, Österreich.
30. Fecher, H., Scherer, T., Jost, P., & Kruschinski, S. (2025). Navigating Innovation and Control: Public Perceptions of Risks and Regulation of Artificial Intelligence in Political Communication.
    Paper presented at the ECREA Political Communication Section Conference, September 4.-5, Innsbruck, Österreich.
31. Magin, M., Haßler, J., Lappas, G., Kruschinski, S., Marcos García, S., Novotná, M., Freiherr von Nostitz, F., Machado, S., Russmann, U., Moritz-Wurst, A.-K., Balaban, D., Baranowski, P., Linaa Jensen, J., Petridis, I., Rožukalne, A., & Sebestyén, A. (2025). Weaponizing Wedge Issues: A Comparative Content Analysis of Political Parties' Populist and Illiberal Communication Strategies on Facebook During the 2024 European Election.
    Paper presented at the ECREA Political Communication Section Conference, September 4.-5, Innsbruck, Österreich.
32. Bene, M., Baranowski, P., Bos, L., Casero-Ripollés, A., Ceron, A., Dutceac Segesten, A., Grechanaya, T., Hassler, J., Jensen, A., Kruschinski, S., Linaa, J., Larsson, A. O., & Russmann, U. (2025). Constructing representation: A comparative analysis of political actors' claims on Facebook during European and national election campaigns.
    Paper presented at the General Conference of the European Consortium for Political Research (ECPR), August 26–29, Thessaloniki, Greece.
33. Bene, M., Baranowski, P., Bos, L., Casero-Ripollés, A., Ceron, A., Dutceac Segesten, A., Grechanaya, T., Hassler, J., Jensen, A., Kruschinski, S., Linaa, J., Larsson, A. O., & Russmann, U. (2025). Constructing representation: A comparative analysis of political actors' claims on Facebook during European and national election campaigns.
    Paper presented at the 28th World Congress of Political Science, International Political Science Association (IPSA), July 13–16, Seoul, South Korea.
34. Bene, M., Macková, A. P., Gërguri, D., Kruschinski, S., Larsson, A. O., Machado, S., Fenoll, V., Jackson, D., & Wall, M. (2025). *Call to action: Engaging voters across eight countries.*

Paper presented at the 75th Annual Conference of the International Communication Association (ICA), June 12–16, Denver, USA.

35. Votta, F., Kruschinski, S., Hove, M. F., Segesten, A. D., Bene, M., Gahn, C., Sandberg, L., Zilinsky, J., de Vreese, C. H., Cross, J., Dassonneville, R., Dobber, T., & Guinaudeau, B. (2025). 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 75. Annual Conference of the International Communication Association (ICA), June, 12-16, 2025 in Denver, USA.
36. 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 75. Annual Conference of the International Communication Association (ICA), June, 12-16, 2025 in Denver, USA.
37. 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.
38. 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.
39. 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

40. 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.
41. 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 (DGPuK), September, 18-20, 2024, in Hamburg, Germany.
42. 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 (DGPuK), September, 18-20, 2024, in Hamburg, Germany.
43. 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.

44. 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.
45. 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 (DGPuK), March 13-15, 2024, in Erfurt, Germany.
46. 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 (DGPuK), Erfurt.
47. Maurer, M., Jost, P., & Kruschinski, S. (2024). Selbstangleichung 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 (DGPuK), March 13-15, 2024, in Erfurt, Germany.

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48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
54. 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.
55. 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.

56. Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharkow, 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.
57. 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.
58. Braun, M., Heintz, L., Kruschinski, S., Trepte, S., & Scharkow, 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 (DGPuK), May 18-20, 2023, Bremen, Germany.
59. 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.

2022

60. 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.
61. 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.
62. 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.
63. 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.
64. 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.
65. 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.

66. Kefford, G., Dommett, 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

67. 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.
68. 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.
69. 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.
70. 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

71. 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.
72. 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.
73. 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.
74. 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 (DGPuK) from March 10 to 12, 2020, in Munich.
75. 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 DGPuK from March 10 to 12, 2020, in Munich.
76. 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 (DGPuK), 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.

77. 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

78. 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.
79. 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.
80. 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.
81. 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.
82. 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.
83. 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.
84. 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.
85. 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

86. 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.
87. 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.
88. 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.
89. 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.
90. 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.
91. 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.
92. 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 (DGPuK) from May 9 to 11, 2018, in Mannheim.
93. 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

94. 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.
95. 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.
96. 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

97. 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.
98. 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.
99. 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.
100. 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.
101. 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.
102. 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

103. 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.
104. 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.
105. 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

1. 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/

2. 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/

3. 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 policy exchanges, talks & podium discussions

1. Kruschinski, S. (2026). RIDLOP: A Research Infrastructure for Data from Large Online Platforms. Presentation in the "Leibniz Media Lecture" at the Hamburg Section of the Research Institute Social Cohesion (RISC) of the Leibniz Institute for Media Research, Hans-Bredow-Institut (HBI) on September 3, 2026 in Hamburg, Germany.
2. Kruschinski, S., Karnam, S. K., Dash, A., Stier, S., & Gummadi, K. (2026). Data Donations and Researcher Access to Online Platform Data under the DSA. Presentation at the "Data Donations: Building Bridges for Research Workshop" at Princeton University on May 7, 2026, in Princeton, USA.
3. Rammstedt, B., Daikeler, J., & Kruschinski, S. (2026). Daten im Wandel – Neue Infrastrukturen für neue Forschungsrealitäten. Conference booth at "Marktplatz der Ideen" of the launch event of the BMFTR framework programme "Orientierung für eine Welt im Wandel", 18–19 May 2026 in Berlin, Germany.
4. Kruschinski, S. (2026). Nutzung von sozialen Medien und künstlicher Intelligenz durch junge Menschen und die Einflüsse auf Einstellungen und Verhalten. Appointment as expert witness at the public oral hearing of the Enquete Commission "Living Democracy and Participation – Strengthening the Participation of Young People" on the topic: "Digital Space: Dealing with Risks, in Particular Those of Artificial Intelligence, and Informational Judgement in the Use of Social Media" at the Hessian State Parliament, 22 April 2026 in Wiesbaden, Germany.
5. Kruschinski, S. (2025). Generative KI in Politischen Kampagnen. Einsatz, Wahrnehmung & Wirkung. Online-Presentation at the Civey Demoskopie Lunch on September 12, 2025.
6. Kruschinski, S. (2025). Einseitig, unkritisch, regierungsnah? Eine empirische Studie zur Qualität der journalistischen Berichterstattung über die Corona-Pandemie. Presentation at the event „Corona-Effekt: Fokus Medien - Keine Panik! Oder doch?" of the Evangelische Akademie Frankfurt on September 1, 2025 in Frankfurt.
7. Kruschinski, S. (2025). Generative KI in Politischen Kampagnen. Einsatz, Wahrnehmung & Wirkung. Presentation at the Summer Retreat of the Düsseldorf Institute for Internet and Democracy (DIID) on June 27, 2025 at Castle Mickeln in Düsseldorf.
8. Kruschinski, S. (2025). Perspektivenvielfalt in den öffentlich-rechtlichen Nachrichtenformaten. Presentation at the monthly meeting of the ZDF Board of Governors on May 10, 2025 in Mainz.
9. Kruschinski, S. (2025). AI for Bad: Risiken von generativer KI im Kontext von Wahlen. Podium discussion at the Weizenbaum Institute on May 19, 2025 in Berlin. https://www.weizenbaum-institut.de/veranstaltungen/detailseite/ai-for-bad-risiken-von-generativer-ki-im-kontext-von-wahlen/
10. Kruschinski, S. (2025). KI in politischen Kampagnen: Akzeptanz, Wahrnehmung und Wirkung. Presentation at the lecture series "Alles Medien, oder was?" for the 60th anniversary of the Institute of Journalism on May 13, 2025, in Mainz.

11. Kruschinski, S. & Votta, F. (2024). Political AI Content Tracker. Entwicklung eines Monitoringtools für KI-generierte Kampagnenbotschaften auf Social Media Plattformen. AI-Tool development and presentation at a Hackathon of the Baden-Württemberg Stiftung and AI4Democracy on December 14 and 15, 2024 in the Landesvertretung of Baden-Württemberg in Berlin.
12. 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. Presentation at the GESIS-Workshop "User-centered longitudinal collection of digital behavioral and survey data" on November 25, 2024 in Mannheim. https://gesisbox.gesis.org/index.php/s/3N7f3N9FQTYTNti?dir=undefined&openfile=9633135
13. 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 October 18, 2024 in Bad Urach.
14. 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
15. 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.
16. 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.
17. Kruschinski, S. (2023). Wie gelingt der Haustürwahlkampf? Digital workshop for the Civey Demography Lunch on June 30, 2023.
18. 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.
19. 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.
20. 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".
21. 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.
22. 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.
23. Kruschinski, S. (2021). *Einsatz, Potenziale und Herausforderungen von Negative Campaigning Deutschland.* Digital lecture in the "Science" series by the communication agency Ressourcenmangel on June 17, 2021.
24. 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.

25. 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.
26. 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.
27. 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 August 1-7, 2019.
28. 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.
29. 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.
30. Kruschinski, S., Haßler, J., Jost, P. & Sülflow, M. (2019). *Opening Facebook´s black box: Using Facebookinsight-data for mapping the reach of sponsored posts on Facebook.*
Vortrag auf dem Workshop „Removing Barriers to Digital Platform Transparency across Europe" der „The European Advisory Group of Social Science One", European Commission (DG Connect) and „Social Observatory for Disinformation and Social Media Analysis" (SOMA) am 18. Oktober 2019 in Brüssel.
31. 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.
32. 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.
33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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.

40. 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

1. Kruschinski, S. (2025). Einsatz & Wirkung von generativer KI in Politischen Kampagnen. Interactive Workshop for Freelancers of the State Agency for Civic Education Baden-Württemberg on September 27, 2025 in Buchenbach/Freiburg.
2. Kruschinski, S. (2025). Einsatz & Wirkung von generativer KI in Politischen Kampagnen. Interactive Workshop at the Winter Academy „Die vierte Gewalt. Medien und Meinungsbildung" of the Cusanuswerk on February 25 and 26, 2025 in Nittendorf/Regensburg.
3. Kruschinski, S. (2025). Demokratie in Gefahr?! Einsatz und Wirkung von KI in politischen Kampagnen. Lecture at the Philosophic Matinee at LOGOI Department for Philosophy and discourse on September 14, 2025 in Aachen.
4. 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.
5. 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
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.

15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. Kruschinski, S. (2017). Was ist wahr? Presentation within the event series Politics-Local of the CDU Alzey on August 17, 2017.
21. 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.

Media commentary and appearances

1. Kruschinski, S. & Stich, D. (2026, 16. September). 7 Tipps, wie Parteien ihre Social-Media-Strategie ändern müssen. politik & kommunikation. https://www.politik-kommunikation.de/diese-strategien-machen-sichtbar-auf-social-media/
2. Köhler, K., (2026, 11. September). KI-generierte Aufreger-Posts auf Social Media. Tagesspiegel. https://www.tagesspiegel.de/politik/ki-generierte-aufreger-posts-auf-social-media-die-afd-profitiert-von-der-fairness-der-anderen-parteien-15873052.html
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9. Kruschinski, S. (2025, 05. Mai). Wie nutzen Parteien Künstliche Intelligenz? KI in der politischen Kommunikation. Podcast POLITISCH BILDET der Landeszentrale für politische Bildung Baden-Württemberg (LpB). https://open.spotify.com/episode/13m89EWzAy3FUbPc1SwXTk?si=mVUlJbVgQSulcnwfRM9R8Q
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