

Dr. Andrea Bublitz

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Research interests: news consumption, overconfidence, social media
Status: September 2022

1. Education

- 04/2017-02/2022 PhD in Business Administration, University of Zurich.
Supervised by Anne Scherer & René Algesheimer.
(Grade: 5.8; ranging from 6-best to 1-worst)
- 02/2015-04/2017 Master of Arts in Economics, University of Zurich.
(Grade: 5.4; ranging from 6-best to 1-worst)
- 09/2011-02/2015 Bachelor of Arts in Management & Economics, University of Zurich.
(Grade: 5.0; ranging from 6-best to 1-worst).

2. Academic and Professional Experience

- 09/2022-today Visiting Research Fellow at Columbia Business School,
Gita V. Johar, Columbia University.
- 04/2022-today Senior Research Associate for the Innosuisse Project “Representative
Surveys on Social Media”, Anne Scherer, University of Zurich.
- 04/2017-03/2022 Research Associate at the Chair for Marketing and Market Research,
René Algesheimer, University of Zurich.
- 02/2015-02/2017 Research Assistant at the Chair for Marketing and Market Research,
René Algesheimer, University of Zurich.
- 11/2013-04/2014 Research Assistant in the project KIDS-WIN, Department of Economics,
Ernst Fehr, University of Zurich.

3. Research Projects

Bublitz, Andrea and Anne Scherer, “Uninformed but unaware: How likes trigger a knowledge illusion on social media”.

Bublitz, Andrea, Anne Scherer, “The pitfalls of snack news consumption: How personal and public interest cues inflate the perceived knowledge of social media news content”.

Bublitz, Andrea and Anne Scherer, “Overconfidence bias on social media: How nondiagnostic cues for knowledge trigger a miscalibration of news knowledge”.

4. Conference Presentations

- 05/2022 The overconfidence bias on social media: How non-diagnostic cues for knowledge trigger a miscalibration of news knowledge (together with Anne Scherer), 52nd EMAC Annual Conference, Budapest (HUN).
- 01/2021 Uninformed but unaware: How online buzz inflates perceived knowledge of news content (together with Anne Scherer), 2021 SPSP Pre-Conference on Psychology of Media and Technology, online.
- 11/2020 Uninformed but Unaware: How the Number of Likes Triggers a Knowledge Illusion on Social Media (together with Anne Scherer), Digital Democracy Workshop 2020, University of Zurich, online.
- 10/2020 Uninformed but Unaware: How the Number of Likes Triggers a Knowledge Illusion on Social Media (together with Anne Scherer), 2020 Conference of the Association for Consumer Research (ACR), online.
- 10/2019 News Consumption on Social Media: Uninformed but unaware (together with Anne Scherer & René Algesheimer), APA Technology, Mind & Society 2019, Washington (US).
- 05/2019 News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 48th EMAC Conference & 32nd EMAC Doctoral Colloquium, Hamburg (GER).
- 02/2019 News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2019 SPSP Convention & Pre-Conference on Psychology of Media and Technology, Portland (US).
- 09/2018 News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2nd EMAC Junior Faculty & Doctoral Research Camp, Vienna (AUT).
- 05/2018 News Consumption on Social Media: When do we actually read the news that we share? (together with Anne Scherer & René Algesheimer), 31st EMAC Doctoral Colloquium, Glasgow (UK).

5. Approved Research Projects

- 12/2020 Innosuisse project (500'000 CHF) to work on the project "Representative Surveys on Social Media" in collaboration with the Swiss start-up company Boomerang Ideas.
- 08/2020 Innosuisse innovation cheque (15'000 CHF) to work on the project "Pre-study for representative surveys on social media" in collaboration with the Swiss start-up company Boomerang Ideas.
- 05/2020 Doc.Mobility grant (52'085 CHF) from the Swiss National Science Foundation to visit Gita Johar (Columbia University), to work on the research project "How to battle the knowledge illusion on social media", expired due to Covid-19 travel restrictions.

6. Awards and Grants

- 09/2020 The research project “Uninformed but Unaware: The Knowledge Illusion on Social Media” was the runner-up for the Audience Award at the Three Minute Thesis (3MT) Competition at the University of Zurich.
- 02/2020 The research project “Uninformed but Unaware: How likes affect the attention gap on social media” has been nominated by the Faculty of Business, Economics, and Informatics for the 2020 Mercator Award for Junior Researchers of the University of Zurich.
- 09/2019 Travel grant (1000 CHF) from the Swiss Academy of Humanities and Social Sciences to attend the APA Technology, Mind and Society conference in Washington (US).
- 05/2019 Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Conference & Doctoral Colloquium in Hamburg (GER).
- 09/2018 Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Doctoral Research Camp in Vienna (AUT).

7. Public Engagement

- 09/2019 Science Slam “News Consumption on Social Media: Uninformed but Unaware” at the Homecoming Event of the OEC ALUMNI UZH, the alumni association of the Faculty of Business, Economics and Informatics of the University of Zurich.

8. Further Research Output

- 2019 Development of a prototype of the mobile application “Newsroom” (together with Anne Scherer & Chat Wacharamanatham); Newsroom is a social newsreader app with a researcher backend that enables field experiments to analyze news consumption in online social networks.

9. Academic Service

- 05/2021-today National Representative of Switzerland for the European Marketing Academy.

10. Supervised Theses

Julia Hagenbuch (BA), Paride Iadonisi (BA), Michel Johner (BA), Ana Maria Krink (BA), Isabelle Muheim (BA), Michelle Müller (BA), Antonietta Navarra (BA), Franz Troschel (BA), Martina Freund (MA), Lorenz Honegger (MA).

11. Teaching

HS19	Consumer Behavior in the Digital Age
FS19-FS20	Marketing Experiments
HS16-HS18	A non-technical Introduction to R
FS16-FS17	Marketing Analytics I

12. Advanced Training

10/2020	PhD Seminar on Marketing & Sustainability, Katherine White (University of British Columbia), University of Zurich.
03/2020	PhD Seminar on Consumer Behavior, Wayne Hoyer (University of Texas at Austin), University of Zurich.
09-12/2019	PhD Seminar on Quantitative Marketing Research, René Algesheimer (University of Zurich), Martin Natter (University of Zurich), Florian von Wangenheim (ETH Zurich), University of Zurich.
12/2019	EDEN Doctoral Seminar on Consumer Research, Luk Warlop (BI Norwegian Business School), Stefano Puntoni (Rotterdam School of Management), Simona Botti (London Business School), Ozlem Sandikci (University of Glasgow), European Institute for Advanced Studies in Management, Brussels (BEL), in December 2019.
06/2019	Mediation, Moderation, and Conditional Process Analysis I & II, Andrew Hayes (Ohio State University), GSERM St. Gallen.
06/2018	Experimental Methods for Behavioral Science, Gerald Häubl (University of Alberta), GSERM St. Gallen.
02-06/2018	Topics in Experimental and Behavioral Economics, Ernst Fehr (University of Zurich), University of Zurich.
02-06/2018	PhD Reading Course on Network Science & Marketing, Claudio Tessone (University of Zurich), University of Zurich.

13. Personal Competences

German (native), English (fluent), Spanish (basic).

R & R Studio, Python, SQL, Microsoft Office.