

Curriculum Vitae — Katherine Rother

Contact Information

Research Associate

Chair of Marketing and Market Research

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SHORT PROFILE

Katherine is a research associate at the Chair of Marketing and Market Research. She earned her Bachelor of Arts degrees in Anthropology and French & Francophone Interdisciplinary Studies at the University of California, Los Angeles. Continuing to pursue research, Katherine went on to further combine her interests in human culture and technology at the University of Oxford, completing a Master of Science with a thesis on collaborative strategies in online language learning.

Her research interests include consumer behavior, personal economics, and decision-making, with an emphasis on fields that pertain to culture, health, and linguistics. Katherine is keenly interested in the many facets of ICT use in everyday contexts, the thought patterns and values associated with consumer decisions, and the ways in which culture affect product choice. In her free time, Katherine enjoys reading classical novels, gardening, and exploring new places.

Research focus: personal economics, social networks, human values, online communities

EDUCATION

University of Zurich | September, 2019 — Present

PhD in Business Administration, URPP Social Networks
Chair of Marketing and Market Research

University of Oxford | August 2017

MSc in Social Science of the Internet

Thesis: *Identity and Decision-Making Online: Examining User Interaction Strategies in Online Language Learning Platforms*

University of California, Los Angeles | June 2016

Highest Honors B.A. in French & Francophone Interdisciplinary Studies

Highest Honors B.A. in Anthropology

Thesis: *The Declining Trend of Child Support Cases in Monterey County, California: An ethnographic Study Exploring the Dynamics of Case Closures*

Monterey Peninsula College | June 2014 & December 2017

Highest Honors A.A. in Sociocultural Anthropology

Highest Honors A.A. in World Languages

C.o.T. in Linguistics

PUBLICATIONS

Rother, K. (2017). The Womb, Medicine, and Negativity: Cultural Understandings as Represented in Poetic Portrayals of Menstruation and Greensickness in Early Modern England." *ALEPH Research Journal for the Humanities and Social Sciences*: 14(0).

Rother, K. (2016). The Declining Trend of Child Support Cases in Monterey County, California: An Ethnographic Study Exploring the Dynamics of Case Closures. *eScholarship*.

PRESENTATIONS

Michael Mahony Graduate Seminar | University of Oxford | November 2016

Lecture: “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures.”

Lemelson Honors Conference | UCLA | June 2016

Presentation: “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures.”

Undergraduate Research Week | UCLA | May 2016

Poster: “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures.”

Undergraduate Research Week | UCLA | May 2016

Presentation: “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures.”

Undergraduate Research Scholars Program Colloquium | UCLA | January 2016

Presentation: “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures.”

LANGUAGES

English: fluent in reading, writing, and speaking

German: fluent in reading, writing, and speaking

French: proficient in reading, writing, and speaking

RESEARCH INTERESTS

The intersections between human behavior, culture, and technology; interpersonal communication; risk taking; social networks; Internet culture and communication; peer pressure; psychology of self; online self-presentation; agency and decision-making; personal economics and value; sense of self and identity; and collaborative learning.

RESEARCH EXPERIENCE

2016 – 2017

Master’s Thesis Research, University of Oxford

Primary Investigator under Faculty Supervisor, Dr. Kathryn Eccles

Topic: User interaction strategies in the context of digital environments, focusing on profile-based language exchange websites. This research critically addressed such concepts as:

- the hyperpersonal model of computer-mediated communications (Walther 1996);ⁱ
- the “profile as promise” framework (Ellison et al. 2012);ⁱⁱ
- idealized self-presentations on the Internet (Rui & Stefanone 2013);ⁱⁱⁱ
- the online disinhibition effect (Suler 2004);^{iv}
- and the decline of morality and ethical behavior in online contexts (Caspi & Gorsky 2006).^v

2014 – 2016

Lemelson Anthropological Honors Program, UCLA

Primary Investigator under Faculty Advisor, Dr. Nancy Levine (Department of Anthropology, Chair)

Topic: The declining caseload of child support cases in Monterey County, CA, focusing on the experiences and emotions behind decision-making and risk-aversion strategies in parents and child support caseworkers.

The California Department of Child Support Services has expressed significant interest in utilizing my research findings in order to improve the child support system and to shape future policy.

TEACHING & PROFESSIONAL EXPERIENCE

2018 – 2019

Freelance Editor | International

Engaged in editing and proofing various types of written work for clients, including academic papers, web content, and articles.

2018 – 2019

Academic Research Mentor | San Francisco, CA

Yeah! Education

Mentoring students in the art of conducting anthropological research. Seven-week projects culminating in final papers and presentations.

2017 – 2018

Interim Estate Planning Paralegal | Monterey, CA

Law Office of Yvonne A. Ascher

Worked as a paralegal for an estate planning attorney. Involved extensive drafting and proofing of detailed legal documents, memos, and letters, as well as other duties.

2017

Peer-Reviewer | *Connected Life Conference 2017: Digital Inequalities*

Oxford Internet Institute, University of Oxford

Engaged in multi-stage reviewing process.

2016

Peer Learning Facilitator | Los Angeles, CA

University of California, Los Angeles

Working with upper-division Social Science students by providing them with written feedback on written assignments using rubrics throughout the academic quarter.

2016 – 2018 **Peer-Reviewer | *Student Anthropologist***
National Association of Student Anthropologists (NASA)
Multiple peer reviews.

2012 – 2016 **French Tutor | Monterey, CA and Los Angeles, CA**
Freelance
Tutoring students, focusing on individual problems and difficulties; presented study suggestions; explained key difficult points with focus on syntax and grammar.

2013 – 2014 **Teaching Assistant for French Language Courses | Monterey, CA**
Monterey County Department of Child Support Services
Assisted professor in teaching university-level French language courses; facilitated discussions in student groups using the target language; and graded academic papers and tests, providing written feedback for the students.

2011 – 2012 **French Tutor | Monterey, CA**
Monterey Peninsula College Academic Support Services
Tutored students, focusing on individual problems and difficulties; presented study suggestions; explained key difficult points with focus on syntax and grammar.

LEADERSHIP EXPERIENCE & PROFESSIONAL ORGANIZATIONS

2018 – Present Royal Anthropological Institute | Fellow
2016 – 2018 University of Oxford | Biological Anthropology Society | Committee Member
2016 – 2017 Mansfield College, University of Oxford | MCR Bench
2014 – 2016 UCLA Residential Life | Publicity Chair
2015 – 2016 UCLA Residential Life | Historian
2014 – 2015 UCLA Residential Life | Academic Affairs Liaison

ⁱ Walther, J.B. (1996). Computer-mediated communication: Impersonal, interpersonal, and hyperpersonal interaction. *Communication Research*, 23(1), 3–43.

ⁱⁱ Ellison, N.B., J.T. Hancock, and C.L. Toma, “Profile as promise: A framework for conceptualizing veracity in online dating self-presentations,” *New Media & Society* 14.1 (2012): 45-62.

ⁱⁱⁱ Rui, J. and M.A. Stefanone (2013). “Strategic self-presentation online: A cross-cultural study,” *Computers in Human Behavior* 29.1: 110-118.

^{iv} Suler, J. (2004). The online disinhibition effect. *Cyber Psychology & Behavior* 7:321–326.

^v Caspi, A., & Gorsky, P. (2006). Online deception: Prevalence, motivation, and emotion. *Cyber Psychology & Behavior*, 9(1), 54-59.