

# Ruth Elisabeth Appel

rappel@stanford.edu

## EDUCATION

---

- 09/2019 – present** **Ph.D. in Communication**  
Stanford, USA  
Stanford University, Department of Communication
- Specialization: Media Psychology
  - Supervisor: Professor Gabriella Harari
- 09/2017 – 06/2019** **Master in Public Policy (summa cum laude)**  
Paris, France  
Sciences Po, School of Public Affairs
- Specialization: Management and Public Affairs
- 06/2018 – 08/2018** **Visiting Researcher**  
New York, USA  
Columbia University, Columbia Business School, Management Division
- Supervisor: Professor Sandra Matz
- 08/2013 – 10/2016** **B.Sc. Economics**  
Mannheim, Germany  
University of Mannheim, Department of Economics
- Minor: Political Science
  - Thesis: *Elite Matters? Distinguishing the Effects of Average and Elite Human Capital on European Regional Development*
  - Thesis Supervisor: Professor Axel Dreher
- 09/2015 – 04/2016** **Visiting Student in Economics and Political Studies**  
Kingston, Canada  
Queen's University at Kingston, Faculty of Arts and Science

## PROFESSIONAL EXPERIENCE

---

- 02/2019 – 06/2019** **Duke University, Center for Advanced Hindsight**  
Durham, USA  
Associate in Research in the Health Division
- Supervisor: Professor Dan Ariely
  - Conducting literature reviews, designing experiments, collecting and analyzing data, managing projects
  - Creating a dataset inventory with public datasets insightful for psychological research, conducting a workshop on using big data for psychological research
- 04/2017 – 06/2017** **Telekom Deutschland GmbH**  
Bonn, Germany  
Intern in the Strategy Department
- Research on market potential in big data and education
  - Drafting concepts and presentations for senior management, conducting market and competitive analyses
- 09/2016 – 12/2016** **Delegation of the European Union to the United Nations**  
New York, USA  
Intern in the Fifth Committee Section (Administration and Budget)
- Research on budget issues and high-level events related to the 2030 Agenda
  - Preparing and participating in meetings
- 06/2015 – 08/2015** **Morocco Office of the Konrad Adenauer Foundation**  
Rabat, Morocco  
Intern
- Research on subsidies in Morocco
  - Editing publications, reporting on conferences
- 06/2014 – 06/2015** **Centre for European Economic Research**  
Mannheim, Germany  
Research Assistant in the Executive Department
- Creating and maintaining an international research cooperation database
  - Drafting, editing and translating reports

## FELLOWSHIPS AND GRANTS

---

- 09/2019 – present** Stanford Graduate Fellow in Science and Engineering (\$ 46,000 p.a.)
- 01/2014 – 06/2019** Student Fellow of the German Academic Scholarship Foundation (€ 27,665)
- 09/2016 – 12/2016** German-American Internship Program Grant (€ 3,000)

- 10/2013 – 08/2016** Student Fellow of the Konrad Adenauer Foundation (€ 24,185)  
**09/2015 – 04/2016** Ontario/Baden-Württemberg Student Exchange Tuition Grant (C\$ 30,530)

## PUBLICATIONS

---

- Matz, S. C., **Appel, R. E.** & Kosinski, M. (under review). Privacy in the Age of Psychological Targeting. *Current Opinion in Psychology*. Invited review paper.
- Appel, R. E.** & Matz, S. C. (under review). Psychological Targeting in the Age of Big Data. In *Emerging Approaches to Measuring and Modeling the Person and Situation*. Invited book chapter.
- Appel, R. E.** (2015). *Die Caisse de Compensation: Entstehung, Ziele und Effizienz des größten Subventionstopfs in Marokko*. Rabat, Morocco. Retrieved from <https://www.kas.de/web/marokko/laenderberichte/detail/-/content/die-caisse-de-compensation>

## CONFERENCES

---

- Appel, R. E.** (2019, August). *Privacy in the Age of Psychological Targeting*. Talk presented at the SPSP Summer Psychology Forum, St. Louis, USA.
- Appel, R. E.**, Kovel-Lazzarini, M. J., Hamon, L. M., Bitton, C. M., & Young, Z. M. (2018, February). *Community Against Sexual Harassment: A Mobile App Solution to Counter Sexual Harassment*. Talk presented at the Global Public Policy Network (GPPN) Conference, New York, USA.

## SKILLS

---

- Language Skills** German (native), English (fluent), French (fluent), Spanish (basic), Arabic (basic)
- Computer Skills** Proficiency in Microsoft Word, Excel, PowerPoint, Access and Outlook, Good knowledge of the statistical software R and Stata, Good knowledge of tools like GitHub and Mendeley, Basic knowledge of Python and Java

## ACTIVITIES

---

- 05/2014 – 08/2019** **German Academic Scholarship Foundation**  
Various locations, Germany  
Fellow
- Organizing an interdisciplinary seminar on democracy and digitalization
  - Organizing an interdisciplinary seminar on migration in Germany
  - Representing the foundation at schools and career fairs, advising applicants
  - Participating in a research seminar series on digitization, ethics and society
  - Participating in a seminar on data science and psychology
- 08/2017 – 08/2018** **Sciences Po Association de l'École d'Affaires Publiques**  
Paris, France  
Management and Public Affairs Policy Stream Officer
- Organizing social and career events
  - Representing Sciences Po School of Public Affairs students
- 09/2013 – 06/2015** **UNICEF Student Group Mannheim**  
Mannheim, Germany  
Executive Board Member (2014/2015), Donor Relations Team Member
- Organizing large-scale donation and information campaigns
  - Representing the group at national UNICEF conferences

## INTERESTS

---

- Research Interests** Computational social science, behavioral science, prosocial behavior, political participation, wellbeing and health, privacy, social media, research by design
- Personal Interests** Running, meditating, dancing, drawing, writing articles, playing saxophone

## AFFILIATIONS

---

Society for Personality and Social Psychology (SPSP)