

## **Curriculum Vitae**

**Dr. Mona Krewel**

**Lecturer in Comparative Politics**

**with a specialization in the study of elections, political parties, and public opinion,**

**at Victoria University of Wellington**

**External Fellow MZES, University of Mannheim**

### CONTACT

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### CURRENT AFFILIATION

Permanent Lecturer (tenured Assistant Professor) in Comparative Politics with a specialization in the study of elections, political parties, and public opinion, School of History, Philosophy, Political Science and International Relations, Victoria University of Wellington, Wellington, New Zealand (August 2019-present)

External Fellow, Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany (2015-present)

### PREVIOUS ACADEMIC POSITIONS

#### **2015-2019**

DAAD Assistant Professor, Department of Government, Cornell University, Ithaca, USA

Faculty Affiliate, Roper Center for Public Opinion Research, Cornell University, Ithaca, USA

**2012 – 2015**

Research associate at the Chair of Political Science I – Political Sociology (Rüdiger Schmitt-Beck)

**2009 – 2012**

Research associate/ Local Project Coordinator at the Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany (DFG-Research Project: “German Longitudinal Election Study (GLES) – A Long-Term Study of Change and Stability in the German Electoral Process”, director: Rüdiger Schmitt-Beck)

**2009**

Research associate at the Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany (DFG-Research project: “Campaign Dynamics 2005. Mobilizing and Persuading Effects of Television News on Voters during the 2005 German General Election Campaign”, director: Rüdiger Schmitt-Beck)

**2006 – 2009**

Ph.D. Student, fully funded by the Friedrich-Ebert-Foundation

**2003 – 2005**

Research assistant at the Department of Political Science, University of Mainz, Germany

## EDUCATION

**2006 - 2014**

Graduate Student in Communication Studies (Political Communication) at the Department for Communication Studies, University of Mainz, Germany

Ph.D. Thesis: “German Election Campaigns between 1957 and 1965 from the Perspective of the Political Actors: The Beginning of Modern Campaigning?”

Submitted July 2014, defended September 2014, grade: magna cum laude (with great honors)

Committee: Christina Holtz-Bacha, Jürgen W. Falter, Oliver Quiring, Jürgen Wilke, Thorsten Faas

Published with Nomos Publishers (within the monograph book series: “Studien zur Wahl- und Einstellungsforschung“, edited by Hans Rattinger, Oscar W. Gabriel, Rüdiger Schmitt-Beck)

## 2000 – 2005

Master, double major: Communication Studies, Political Science, University of Mainz, Germany, Overall grade: 1.4 (very good)

Master thesis: “The Council of Europe’s Broadcasting Policy”, supervisor: Christina Holtz-Bacha, grade: 1.0 (very good) (partly published in Holtz-Bacha, Christina (2011): Medienpolitik für Europa II: Der Europarat [Media Policy for Europe II: The Council of Europe]. Wiesbaden: VS Verlag für Sozialwissenschaften.)

## 1999

University entrance diploma, Ludwig-Georgs-Gymnasium, Darmstadt, Germany, Overall grade: 1.7 (very good)

## PUBLICATIONS

### Monographs

**Krewel, Mona** (2017): Modernisierung deutscher Wahlkämpfe? Kampagnenkommunikation zwischen 1957 und 1965 [Modernization of German Election Campaigns? Campaign Communications between 1957 and 1965]. Baden-Baden: Nomos.

### Peer-Reviewed Journal Articles

Bevan, Shaun and **Mona Krewel**: Responsive Elections: The Effect of Public Opinion on Political Campaigns, in: Electoral Studies, Vol. 40 (2015): 548-555. (*peer-reviewed, won best journal article in 2015 awarded by the German Society for Electoral Research*)

**Krewel, Mona**, Schmitt-Beck, Rüdiger, and Ansgar Wolsing: The Campaign and its Dynamics at the 2009 German General Election, in: German Politics, Vol. 20, Issue 1 (2011): 32-54. (*peer-reviewed*).

### Editorship

Schmitt-Beck, Rüdiger, Hans Rattinger, Sigrid Roßteutscher, Bernhard Weßels, Christof Wolf, Ina Bieber, Manuela S. Blumenberg, Jan Eric Blumenstiel, Thorsten Faas, André Förster, Heiko Giebler, Isabelle Glogger, Tobias Gummer, Sascha Huber, **Mona Krewel**, Patrick Lamers, Jürgen Maier, Julia Partheymüller, Thomas Plischke, Joss Roßmann, Anne Schäfer, Philipp Scherer, Markus Steinbrecher, Aiko Wagner, and Elena Wiegand (Eds.) (2014): Zwischen Fragmentierung und Konzentration: Die Bundestagswahl 2013. [Between Fragmentation and Concentration: The 2013 German General Election]. Baden-Baden: Nomos.

Rattinger, Hans, Sigrid Roßteutscher, Rüdiger Schmitt-Beck, Bernhard Weßels, Ina Bieber, Jan Eric Blumenstiel, Evelyn Bytzeck, Thorsten Faas, Sascha Huber, **Mona Krewel**, Jürgen Maier, Tatjana Rudi, Philipp Scherer, Markus Steinbrecher, Aiko Wagner, and Ansgar Wolsing (Eds.) (2011): Zwischen Langeweile und Extremen: Die Bundestagswahl 2009. [Between Boredom and Extremes: The 2009 German General Election]. Baden-Baden: Nomos.

### Other Journal Articles

**Krewel, Mona:** Der Bundestagswahlkampf 1961 [The 1961 German General Election Campaign], in: Historisch-Politische Mitteilungen, 20 (2013): 171-198.

### Book Chapters

**Krewel, Mona** (2019): Wahlkämpfe [Campaigns], in: Borucki, Isabelle, Katharina Kleinen-von-Königslöw, Stefan Marschall, and Thomas Zerback (Eds.): Handbuch Politische Kommunikation [Handbook of Political Communication]. Wiesbaden: Springer VS. (*online first*: [https://doi.org/10.1007/978-3-658-26242-6\\_21-1](https://doi.org/10.1007/978-3-658-26242-6_21-1))

**Krewel, Mona, Schmidt, Sebastian, and Stefanie Walter** (2016): Wahlkampf im Mehrebenensystem: Ich und mein Land? Ein Vergleich der Plakatwerbung in den Bundestags- und Europawahlkämpfen von 2009 und 2013/14. [Campaigning in a Multi-level Governance System: Me and my Country? A Comparison of Campaign Posters in the Federal and European Elections of 2009 and 2013/14], in: Tenscher, Jens and Uta Rußmann (Eds.): Vergleichende Wahlkampfforschung [Comparative Campaign Communication Research]. Wiesbaden: Springer VS: 101-128.

**Krewel, Mona** (2015): Autonomy and Regulatory Frameworks of Public Service Media: Diverging Scenarios in a Europe of Different Levels, in: Arriaza Ibarra, Karen, Nowak, Eva, and Raymond Kuhn (Eds.): Public Service Media in Europa. Routledge/ Taylor & Francis.

**Krewel, Mona** (2014): Die Wahlkampagnen der Parteien und ihr Kontext [Party Campaigns and their Context], in: Schmitt-Beck, Rüdiger, Rattinger, Hans, Roßteutscher, Siegrid, and Christof Wolf et al. (Eds.): Zwischen Fragmentierung und Konzentration: Die Bundestagswahl 2013 [Between Fragmentation and Concentration: The 2013 German General Election]. Baden-Baden: Nomos: 35-46.

**Krewel, Mona, Schmitt-Beck, Rüdiger, and Ansgar Wolsing** (2011): Geringe Polarisierung, unklare Mehrheiten und starke Personalisierung: Parteien und Wähler im Wahlkampf [Minor Polarization and Strong Personalization: Parties and Voters on the Hustings], in: Rattinger, Hans, Schmitt-Beck, Rüdiger, Rossteutscher, Sigrid, and Bernhard Weißels et al. (Eds.): Zwischen Langeweile und Extremen: Die Bundestagswahl 2009. [Between Boredom and Extremes: The 2009 German General Election]. Baden-Baden: Nomos: 33-57.

Holtz-Bacha, Christina [in collaboration with **Mona Krewel**] (2011): Rundfunkpolitik [Broadcasting Policy], in: Holtz-Bacha, Christina: Medienpolitik für Europa II: Der Europarat. [Media Policy for Europe II: The Council of Europe]. Wiesbaden: VS Verlag für Sozialwissenschaften: 158-232.

**Krewel, Mona** (2008): Wahlkampfkommunikation im intertemporalen Vergleich. Forschungsdesiderata und –perspektiven bei der Untersuchung von Prozessen des Wandels in Wahlkämpfen [Election Campaign Communication in Time-Series Comparison. Desiderata and Perspectives of Research Concerning the Analysis of Change Processes in Electoral Campaigns], in: Aydin, Esra, Begenat, Matthias, Michalek, Christian, and Jasmin Schemann (Eds.):

Düsseldorfer Forum Politische Kommunikation 2007 [Duesseldorf Forum Political Communication]. Schriftenreihe DFPK – Band 3 [Series DFPK – Vol. 3]. Berlin: LIT: 169-197.

### Other

Faas, Thorsten and **Mona Krewel** (2016): Eine komplexe Dreiecksbeziehung. Politik – Medien – Bürger\_innen und ihre wechselseitigen Einflüsse. [A complex triangle relationship: Politics – Media – Citizens and their reciprocal influences.] Bonn: Friedrich-Ebert-Stiftung.

**Krewel, Mona** (2007): Willy Brandt, in: Kaid, Lynda Lee and Christina Holtz-Bacha (Eds.): Encyclopedia of Political Communication. Vol. 1. Thousand Oaks: Sage: 65.

**Krewel, Mona** (2007): Helmut Kohl, in: Kaid, Lynda Lee and Christina Holtz-Bacha (Eds.): Encyclopedia of Political Communication. Vol. 1. Thousand Oaks: Sage: 384f.

**Krewel, Mona** (2007): Gerhard Schröder, in: Kaid, Lynda Lee and Christina Holtz-Bacha (Eds.): Encyclopedia of Political Communication. Vol. 1. Thousand Oaks: Sage: 733.

**Krewel, Mona** (2007): Spiegel Affair, in: Kaid, Lynda Lee and Christina Holtz-Bacha (Eds.): Encyclopedia of Political Communication. Vol. 1. Thousand Oaks: Sage: 756.

### Blog Publications

**Krewel, Mona** and Jack Vowles (2020): [“#nzvotes: The dynamics of campaign communication on Facebook”](#)

**Krewel, Mona** and Jack Vowles (2020): [“Negative campaigning, fake news, and half-truths among the minor parties. And the question: is Advance New Zealand really ‘populist’?”](#)

**Krewel, Mona** and Jack Vowles (2020): ["New Zealanders deserve a positive election," said PM Jacinda Ardern. But are they getting it?"](#)

**Krewel, Mona** and Jack Vowles (2020): [“From dirty dairying to dirty campaigning? The duel between Jacinda Ardern and Judith Collins on Facebook”](#)

### Podcasts

**Krewel, Mona**, Jack Vowles, and Jennifer Windsor (2020): “New Zealand election 2020: Key Social Media Trends”  
[https://open.spotify.com/show/79VXB3tUQHk6uoxmSBDvyO?si=MIwT0hkVSYinlqf\\_7ZkTXw](https://open.spotify.com/show/79VXB3tUQHk6uoxmSBDvyO?si=MIwT0hkVSYinlqf_7ZkTXw)

### Current Working Papers & Papers under Review

**Krewel, Mona**: Left for Dead in Far-Right Times? (Book manuscript).

**Krewel, Mona**, Vowles, Jack, and Matthew Gibbons: Maximum Media Effects? Campaign Dynamics After Electoral Reforms.

**Krewel, Mona**, Partheymüller, Julia, and Richard Johnston: How do campaigns shape candidate image? Dynamics of Candidate Traits in the 2005 and 2009 German Bundestag elections.

**Krewel, Mona** and Julia Partheymüller: Media Coverage and the Short-Term Dynamics of Candidate Popularity.

**Krewel, Mona** and Christian Martin: Voter-Attachment, Room for Manouver, and the Demise of Social Democracy.

#### CONFERENCE PRESENTATIONS, INVITED TALKS, AND ROUND-TABLES

“#nzvotes: The dynamics of campaign communication on Facebook in the 2020 New Zealand election”, New Zealand Political Science Association (NZPSA), Political Communication Network Workshop, University of Waikato, Tauranga, New Zealand, November 26-27, 2020. (together with Jack Vowles, Victoria University of Wellington).

“#nzvotes: The dynamics of campaign communication on Facebook in the 2020 New Zealand election”, Invited Talk, Free University of Berlin, Germany, via Zoom, December 10, 2020. (together with Jack Vowles, Victoria University of Wellington).

“The Battle over America”, Public Lecture, Victoria University of Wellington, Wellington, New Zealand, November 6, 2020.

“Voter-Attachment, Room for Maneuver, and the Demise of Social Democracy”, Annual Meeting of the Southern Political Science Association (SPSA), San Juan, Puerto Rico, January 9 – 11 2020. (together with Christian Martin, New York University).

“How do campaigns shape candidate image? Dynamics of Candidate Traits in the 2005 and 2009 German Bundestag elections”, Invited Talk at the PSAC Colloquium, Cornell University, Ithaca, USA, March 1, 2019. (together with Julia Partheymüller, University of Essex, and Richard Johnston, University of British Columbia).

“Inhalte und Wirkungen von fiktionalen und non-fiktionalen politischen Unterhaltungsangeboten in vergleichender Perspektive” [Content and Effects of fictional and non-fictional entertaining political media offers in a comparative perspective], at the “Zentrum für Medien and Interaktivität“ at the Justus-Liebig-University Giessen, Giessen, Germany, November 23-24, 2018. (together with Simone Abendschön).

“Voter-Attachment, Room for Maneuver, and the Demise of Social Democracy”, Annual Meeting of the American Political Science Association (APSA), Boston, USA, August 30 – September 2, 2018. (together with Christian Martin, New York University).

“Voter-Attachment, Room for Maneuver, and the Demise of Social Democracy”, Workshop “European Elections in Times of Crisis” at the Munk School for Global Affairs at the University of Toronto, Toronto, Canada, May 17-18, 2018. (together with Christian Martin, New York University).

“Voter-Attachment, Room for Maneuver, and the Demise of Social Democracy”, Annual

Meeting of the Midwest Political Science Association (MPSA), Palmer House Hilton, Chicago, USA, April 5-8, 2018. (together with Christian Martin, New York University).

“How do campaigns shape candidate image? Dynamics of Candidate Traits in the 2005 and 2009 German Bundestag elections”, Invited Talk at the Hertie School of Governance, Berlin, Germany, November 23, 2017. (together with Julia Partheymüller, University of Essex, and Richard Johnston, University of British Columbia).

“Looking Back at the German General Election – All you need to know about the outcome of the Bundestag election”, Invited Talk at the Department of German Studies, Cornell University, Ithaca, USA, October 12, 2017.

“Memory Politics and the Resurgence of Nationalism in Germany and Beyond”, DAAD German Studies Professors Roundtable, co-sponsored by the Memory Studies Network, German Studies Association, Atlanta, USA, October 6, 2017.

“Looking Back at the German General Election – All you need to know about the outcome of the Bundestag election”, Invited Talk at the Department of Political Science, the Department of History, the Department of German, and the European Studies Center of the University of Pittsburgh within the ESC’s Participation and Democracy Series, Pittsburgh, USA, October 3, 2017.

“Germany at the polls – All you need to know about the German General Election on September 24”, Invited Talk at the University of Rhode Island, Kingstown, Rhode Island, USA, September 21, 2017.

“Germany at the polls – All you need to know about the German General Election on September 24”, Invited Talk at the Department of German Studies, Cornell University, Ithaca, USA, September 19, 2017.

“How do campaigns shape candidate image? Dynamics of candidate traits in the 2005 and 2009 German Bundestag elections”, Annual Meeting of the American Political Science Association (APSA), Hilton, San Francisco, USA, August 31– September 3, 2017. (together with Julia Partheymüller, University of Essex, and Richard Johnston, University of British Columbia).

“How do campaigns shape candidate image? Dynamics of candidate traits in the 2005 and 2009 German Bundestag elections”, Invited Talk at the Department of Political Science and the “Mainzer Zentrum für Empirische Demokratieforschung“, Johannes Gutenberg-University Mainz, Mainz, Germany, June 7, 2017. (together with Julia Partheymüller, University of Essex, and Richard Johnston, University of British Columbia).

“French Election Round-Table”, Panel Discussion of the Cornell Institute for European Studies, Cornell University, Ithaca, USA, April 27, 2017.

“How do campaigns shape candidate image? Dynamics of candidate traits in the 2005 and 2009 German Bundestag elections”, Annual Meeting of the Midwest Political Science Association (MPSA), Palmer House Hilton, Chicago, USA, April 6-9, 2017. (together with Julia Partheymüller, University of Essex, and Richard Johnston, University of British Columbia).

“Eine komplexe Dreiecksbeziehung: Politik – Medien – Bürger\_innen und ihre wechselseitigen Einflüsse“ [A complex triangle relationship: Politics - The Media – The Citizens and their reciprocal influences], FES-Fachgespräch, Friedrich-Ebert-Stiftung, Berlin, Germany, January 19, 2017. (together with Thorsten Faas, Johannes Gutenberg-University Mainz).

“U.S. Foreign Policy – Now What?“, Round-Table of the Judith Reppy Institute for Peace and Conflict Studies, Cornell University, Ithaca, USA, November 10, 2016.

“Is the Brexit the Beginning of the End of the European Union?“, Invited Talk at the Cornell Political Union, Cornell University, Ithaca, USA, October 18, 2016.

“Campaign Dynamics of Leader Popularity: Causes and Effects“, Annual Meeting of the American Political Science Association (APSA), Pennsylvania Convention Center, Philadelphia, USA, September 1-4, 2016. (together with Julia Partheymüller, University of Essex).

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, Dean’s Speakers Series at Suny Binghamton, Binghamton (NY), USA, May 13, 2016. (together with Julia Partheymüller, University of Mannheim).

“Persuasion or Priming? The Effects of Candidate Related News Coverage on Candidate Popularity and Party Choice“, Annual Meeting of the Midwest Political Science Association (MPSA), Palmer House Hilton, Chicago, USA, April 7-10, 2016. (together with Julia Partheymüller, University of Mannheim).

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, Invited Talk at Stony Brook University, Stony Brook (NY), USA, March 23, 2016. (together with Julia Partheymüller, University of Mannheim).

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, Invited Talk at the PSAC Colloquium, Cornell University, Ithaca, USA, February 19, 2016. (together with Julia Partheymüller, University of Mannheim).

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, Workshop “Campaigning and voting in Europe: new challenges, new perspectives“, Sciences-Po, Audencia Business School and University Panthéon-Assas, Paris, France, December 14-16, 2015. (together with Julia Partheymüller, University of Mannheim).

“Decision Europe: Assessing the Greek Election and what it means for Austerity in Europe“, Round-Table of the Cornell Institute for European Studies, Cornell University, Ithaca, USA, October 15, 2015.

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, Invited Talk at the Institut for Social Sciences, University of Kiel, Germany, June 23, 2015. (together with Julia Partheymüller, University of Mannheim).

“Media Coverage and the Short-Term Dynamics of Candidate Popularity“, 68th Annual Conference “The Networks of Public Opinion: New Theories, New Methods” of the World



Association of Public Opinion Research (WAPOR), Universidad de Tres de Febrero, Buenos Aires, Argentina, June 16-19, 2015. (together with Julia Partheymüller, University of Mannheim).

“Introduction to Electoral Research and a look back on the German General Election Campaign 2013“, Guest Lecture at the Department of Communication Science, University of Mainz, Germany, January 13, 2014.

“Responsive Elections: The Effect of Public Opinion on Political Campaigns“, 6th Annual Conference of the Comparative Policy Agendas Project (CAP), University of Antwerp, Belgium, June 27-29, 2013. (together with Shaun Bevan, University of Mannheim).

“Responsive Elections: The Effect of Public Opinion on Political Campaigns“, 66th Annual Conference “Revolutions in the Measurement of World Public Opinion” of the World Association of Public Opinion Research (WAPOR), Boston University, USA, May 14-16, 2013. (together with Shaun Bevan, University of Mannheim).

“Responsive Elections: The Effect of Public Opinion on Political Campaigns“, 71st Annual Conference of the Midwest Political Science Association (MPSA), Chicago, USA, April 11-14, 2013. (together with Shaun Bevan, University of Mannheim).

“Rethinking the Level of Analysis – A Call for Shifting the Perspective of Campaign Effects Research to Multi-Level Analysis“, RC33 Eight International Conference on Social Sciences Methodology, University of Sydney, Australia, July 9-13, 2013. (together with Julia Partheymüller, University of Mannheim).

“Campaign Coverage on Candidates and Its Effect on Candidate Evaluations and Vote Choice“, XXIIInd World Congress of Political Science of the International Political Science Association (IPSA), Universidad Complutense de Madrid, Spain, July 8-12, 2013. (together with Julia Partheymüller, University of Mannheim).

“CAPing the GLES“, 5th Annual Conference of the Comparative Policy Agendas Project (CAP), Science Po Reims, France, June 14-16, 2012. (together with Shaun Bevan, University of Mannheim).

“Campaign Coverage on Candidates and its Effect on Voting Decisions“, Kick-off meeting GLES Young Researchers’ Network, University of Frankfurt, Germany, November 25-26, 2010. (together with Julia Partheymüller, University of Mannheim).

“Massenkommunikation in der German Longitudinal Election Study (GLES)” [Mass Communication within the German Longitudinal Election Study (GLES)], Empirical Colloquium of the Department of Communication Science, University of Mainz, Germany, October 26, 2010. (together with Rüdiger Schmitt-Beck, University of Mannheim).

“Medien- und Kampagnenanalysen im Rahmen von Wahlstudien am Beispiel der German Longitudinal Election Study (GLES)” [Media- and Election Campaign Analysis within the Framework of Election Studies. The Example of the German Longitudinal Election Study (GLES)], Workshop “Election Studies in Germany, Austria, Switzerland”, University of

Lausanne, Switzerland, October 18-19, 2010.

“Is it the economy, stupid?“ Effekte der wirtschaftlichen Lage und ökonomischer Einstellungen auf Parteipräferenzen und Wahlabsichten“ [Is it the Economy, Stupid? Effects of the Economic Situation and Economic Attitudes on Party Preferences and Voting Intentions], PVS Special Issue Conference “Voting in Germany“, University of Mannheim, Germany, September 16-18. (together with Markus Steinbrecher, Northwestern University, and Nils Steiner, University of Mainz).

“The Campaign and its Dynamics at the 2009 German General Election“, International Conference of Europeanists” of the Council for European Studies (CES), Montreal, Canada, April 15-17, 2010. (together with Rüdiger Schmitt-Beck and Ansgar Wolsing, University of Mannheim).

“Historical Research on Elections. The Example of a Study on the Election Campaign for the 1961 Federal Parliamentary Elections. A Turning Point in Election Campaign Communication?“, Guest Lecture, Research Colloquium, University of Mannheim, Germany, February 18, 2010.

“The Council of Europe and the ‘Transplantation’ of the Western Public Service Broadcasting Concept to Central and Eastern Europe (CEE)“, “Beyond East and West. Two Decades of Media Transformation after the Fall of Communism” Conference, Central European University (CEU), Budapest, Hungary, June 25-27, 2009.

“European Public Broadcasting Policy at the Council of Europe: A Guarantor for PSB in the light of new challenges for nearly 60 years“, 26th Annual Research Conference of the International Association for Media and Communication Research (IAMCR), Stockholm University, Sweden, July 20-25, 2008.

“Der Bundestagswahlkampf 1961: Wendepunkt der politischen Kampagnenkommunikation?“ [The 1961 German General Election: A Turning Point in Campaign Communication?], Research Colloquium, University of Frankfurt, Germany, May 13, 2008.

“Wahlkampfkommunikation im intertemporalen Vergleich. Forschungsdesiderata und Perspektiven bei der Untersuchung von Prozessen des Wandels in Wahlkämpfen“ [Election Campaign Communication in Time-Series Comparison. Desiderata and Perspectives of Research Concerning the Analysis of Change Processes in Electoral Campaigns], Düsseldorf Forum Political Communication, University of Düsseldorf, Germany, April 13-15, 2007.

“Die Rundfunkpolitik des Europarats“ [The Council of Europe’s Broadcasting Policy], DGPK Standing Group ‘Communication and Politics’/ DVPW Standing Group ‘Politics and Communication’, University of Koblenz-Landau, Germany, April 15-17, 2007.

#### PUBLICLY AVAILABLE STATISTICAL PACKAGES & DATA SETS

Ado “KRIPPALPHA: Stata module to compute Krippendorff’s alpha intercoder reliability coefficient“ (ssc install krippalpha), by Alexander Staudt and **Mona Krewel**

Ado “HOLSTI: Stata module to compute Holsti intercoder reliability coefficients“ (ssc install

holsti), by Alexander Staudt, **Mona Krewel**, and Julia Partheymüller

Roßteutscher, Sigrid; Schmitt-Beck, Rüdiger; Schoen, Harald; Weßels, Bernhard; Wolf, Christof; Schackmann, Lena Marie; **Krewel, Mona**; Schäfer, Anne (2018): Campaign Media Content Analysis, Print Media (GLES 2017). GESIS Data Archive, Cologne. ZA6809 Data file Version 1.0.0, doi:10.4232/1.13130 (*the data set is available in German and English*)

Roßteutscher, Sigrid; Schmitt-Beck, Rüdiger; Schoen, Harald; Weßels, Bernhard; Wolf, Christof; Schackmann, Lena Marie; **Krewel, Mona**; Schäfer, Anne (2018): Campaign Media Content Analysis, TV (GLES 2017). GESIS Data Archive, Cologne. ZA6808 Data file Version 1.0.0, doi:10.4232/1.13186 (*the data set is available in German and English*)

Rattinger, Hans, Roßteutscher, Sigrid, Schmitt-Beck, Rüdiger, Weßels, Bernhard, and **Mona Krewel** (2015): Wahlkampf-Medieninhaltsanalyse, Fernsehen (GLES 2009) [Campaign Media Content Analysis, TV]. GESIS Datenarchiv, Köln. ZA5306 Datenfile Version 1.2.0, doi:10.4232/1.12211 (*the data set is available in German and English*)

Rattinger, Hans, Roßteutscher, Sigrid, Schmitt-Beck, Rüdiger, Weßels, Bernhard; **Krewel, Mona**, and Walter, Stefanie (2012): Wahlkampf-Medieninhaltsanalyse, Printmedien (GLES 2009) [Campaign Media Content Analysis, Print]. GESIS Datenarchiv, Köln. ZA5307 Datenfile Version 1.0.0, doi:10.4232/1.11387 (*the data set is available in German and English*)

Schmitt-Beck, Rüdiger, **Krewel, Mona**, and Ansgar Wolsing, Ansgar (2010): Bundestagswahl 2005 Kampagnendynamik – Fernsehnachrichtenanalyse [German General Election 2005. Campaign Dynamics – Media Content Analysis, TV]. GESIS Datenarchiv, Köln. ZA4997 Datenfile Version 1.0.0, doi:10.4232/1.4997 (*the data set is only available in German*)

## RESEARCH INTERESTS

Political Communication (Party Campaigns, Campaign Effects on Voters), Electoral Research (Voting Behavior), Methods (Text Analysis, Survey Research), Party Research (Decline Social Democracy, Rise Far-Right)

Areas of Specialization: Europe, Australasia, USA

## AWARDS

Award for the best journal article in 2015, awarded by the German Society for Electoral Research (Deutsche Gesellschaft für Wahlforschung, DGFW) (500.00€, equivalent of 666.00 USD)

## SCHOLARSHIPS, INTERNAL GRANTS & EXTERNAL FUNDING

Research Grant by the Office of the Vice Chancellor of Victoria University Wellington & the Gama Foundation, granted for the project “New Zealand in the Age of Post-Truth Campaigning: A Study about the Mobilizing and Demobilizing Social Media Campaign Strategies of Parties and Candidates during the 2020 New Zealand General Election” (New Zealand Social Media Study (NZSMS) 2020), together with Jack Vowles (NZD 31,000.00, equivalent of USD 22,397.00).

University Research Fund (URF) by Victoria University Wellington, granted for the New Zealand Election Study (NZES), together with Jack Vowles, Kate McMillan, and Fiona Barker (NZD 80,000.00, equivalent of USD 50,824.00).

Research Grant by the Electoral Commission of New Zealand, granted for the New Zealand Election Study (NZES), together with Jack Vowles, Kate McMillan, and Fiona Barker (NZD 80,000.00, equivalent of USD 50,824.00).

Scholarship by the German Exchange Service (Deutscher Akademischer Austauschdienst, DAAD) for German Studies Lecturer/ North America Professors (€ 140,000.00, equivalent of USD 166,930.00).

Research Grant, Friedrich-Ebert-Foundation (FES), granted for the study “Eine komplexe Dreiecksbeziehung. Politik – Medien – Bürger\_innen und ihre wechselseitigen Einflüsse. [A complex triangle relationship: Politics – Media – Citizens and their reciprocal influences.], together with Thorsten Faas (€ 12,000.00, equivalent of USD 14,308.00).

Postdoctoral Conference Grant of the Mannheim Centre for European Social Research (MZES), granted for the organization of the conference “Political Context Matters: Content Analysis in the Social Sciences“, 10-11 October 2014, together with Shaun Bevan, Sebastian Popa, Yannis Theocharis (€ 10,000.00, equivalent of USD 13,500.00).

Scholarship of the Alumni Association for Communication Science at the University of Mainz, Germany for Ph.D. students, granted for archival research in the context of my Ph.D. thesis (€ 500.00, equivalent of USD 666.00).

Scholarship of the Friedrich-Ebert-Foundation for Ph.D. students, granted for research in the context of my Ph.D. thesis, living expenses and conferences (€ 45,000.00€, equivalent of USD 60,000.00).

Scholarship of the University of Mainz, Germany for master students, granted for research in the context of my master thesis (€ 3,400.00, equivalent of USD 4,500.00).

## IN THE MEDIA

*RNZ Morning Report* “Study finds how politicians used social media during election” (October 28, 2020).

*RNZ Mediawatch* “Should we fear fake news in our politics? (October 25, 2020).

*TVNZ Breakfast* “Social Media and NZ Political Parties” (October 16, 2020).

*Campaign* “Facebook cracks down on New Zealand conspiracy theorist's political party” (October 16, 2020).

*NZ Herald* “Election 2020: Little fake news, some half-truths in campaign – research” (October 13, 2020).

*RNZ Morning Report* “Election 2020: researchers identify half-truths on party posts” (October 13, 2020).

*Stuff* “Election 2020: Little fake news, some half-truths in election campaign, researchers say (October 13, 2020).

*Radio Ngati Porou* “Social Media Study” (October 11, 2020).

*TVNZ INews* “Advance NZ worst offender of fake news on Facebook among parties - election study” (October 9, 2020).

*RNZ The Panel* “Study reveals which parties post the most 'fake news'” (October 9, 2020).

*Newshub* “NZ Election 2020: Which parties' Facebook feeds are full of fake news and half-truths revealed in study (October 9, 2020).

*Scoop* “Election Fake News Weekly Report To Monitor New Zealand Campaigning” (September 15, 2020)

*RNZ Morning Report* “Election 2020: Academics to study NZ social media use” (September 14, 2020).

*The Conversation* “Is there a feminist response to terrorism (together w/ Sabrina Karim) (April 29, 2019).

*Daily Mail* “Merkel to battle to save the Iran nuclear deal and get Trump to back off imposing trade tariffs on EU countries as she visits the White House today” (April 27, 2018).

*France 24* “In Macron's shadow, Merkel heads to Washington for Trump talks (April 27, 2018).

*TRT World* “Germany's Merkel seeks to improve US-Europe ties in Washington visit” (April 27, 2018).

*The Local* “Merkel in Washington to make Germany heard again” (April 27, 2018).

*Europe1* “Après Macron, Trump reçoit Merkel, "une femme extraordinaire" (April 27, 2018).

*Capital* “Après Macron, Trump reçoit Merkel, faste et embrassades en moins” (April 27, 2018).

*Medill News Service* “European Far Right Likely to Win Big in Upcoming Hungarian Elections” (March 22, 2018).

*SEMANA, weekly political magazine* “La indestronable Angela Merkel avanza hacia un cuarto mandato en Alemania” (September 16, 2017).

*KPFK-FM 90.7, Los Angeles*, “Background Briefing with Ian Masters” (September 12, 2017).

*KPFK-FM 90.7, Los Angeles*, “Background Briefing with Ian Masters” (May 07, 2017).

*Los Angeles Times* “Authorities vow to investigate hacking attack in French presidential campaign as voting begins Sunday” (May 06, 2017).

*Cornell Daily Sun* “Panel Discusses Role of Far-Right Populism, Fractured Left in French Elections” (April 28, 2017).

*Tagesspiegel* “140 Zeichen der Zeit [140 Characters]” (January 23, 2017).

*Cornell Chronicle* “Roundtable tries to predict future foreign policy under Trump” (November 14, 2016).

*Rheinische Post* „Wahlkampfkosten waren erstmals rückläufig [Campaign Costs Declining for the First Time]“ (September 20, 2013).

*Südwestpresse* „Aufbruch mit Retro-Wahlkampf [Start with Retro-style Campaigning]“ (September 11, 2013).

*Handelsblatt* „TV-Wahlwerbung der Parteien: Friede, Freude, Sonnenschein [TV Campaign Ads: Peace, Joy and Sunshine]“ (September 4, 2013).

## MEMBERSHIPS AND PROFESSIONAL AFFILIATIONS

Alumni Association for Communication Studies at the University of Mainz, Germany  
 Alumni Association for Political Science at the University of Mainz, Germany (“Freunde der Mainzer Politikwissenschaft e.V.”)  
 American Political Science Association (APSA)  
 Friedrich-Ebert-Foundation (FES)  
 German Association for Communication Science (DGPuK)  
 German Society for Electoral Studies (“Deutsche Gesellschaft für Wahlforschung“) (DGfW)  
 Midwest Political Science Association (MPSA)  
 New Zealand Political Science Association (NZPSA)  
 Section “Communication and Politics”, German Association for Communication Science (DGPuK)  
 Section “Elections and Political Attitudes”, German Political Science Association (DVPW)  
 Section “Politics and Communication”, German Political Science Association (DVPW)  
 Section “Methods”, German Association for Communication Science (DGPuK)  
 Southern Political Science Association (SPSA)

## CONFERENCE ORGANIZATION

### 2018

Workshop “Effects of fictional and partly fictional political media content“, at the University of

Gießen, together with Simone Abendschön, University of Gießen

Workshop “European Elections in Times of Crisis”, at the University of Toronto, together with Kai Arzheimer, University of Toronto/University of Mainz

## **2014**

Workshop “Political Context Matters: Content Analysis in the Social Sciences“, at the University of Mannheim, together with Shaun Bevan, Sebastian Popa, Yannis Theocharis, all University of Mannheim

## **2008**

Symposium of the Alumni Association for Communication Studies, at the University of Mainz, Germany: “Curiosity about Young Researchers”

## **2007**

Young Researchers in Political Communication (NapoKO) Workshop: “Professional Teaching and Publishing for Young Academics”, at the University of Frankfurt, together with Ulrike Klinger, Free University Berlin

## **2006**

Symposium of the Alumni Association for Communication Studies, at the University of Mainz, Germany: “Measuring the Quality of Communication”

## **RESEARCH METHODS AND STATISTICAL ANALYSIS**

Methods of Data Collection: Quantitative Text Analysis (manual & automated), Quantitative Survey Research, Qualitative Interviews, Qualitative Archival Analysis

Statistical Programming languages: STATA, SPSS, R

## **PROFESSIONAL ACTIVITIES AND SERVICES FOR THE ACADEMIC COMMUNITY**

### **2019-present**

PI of the “New Zealand Social Media Study “(NZSMS)

Member of the “New Zealand Election Study” (NZES) team

Member of the Board (“Präsidiumsmitglied”) of the German Society for Electoral Research (“Deutsche Gesellschaft für Wahlforschung”) and in this capacity part of the team which conducts the “German Longitudinal Election Study” (GLES)

*Editorial Board Member:*  
Electoral Studies

*Reviewer:*

European Sociological Review (ESR), Journal of Information Technology & Politics, Medien & Kommunikationswissenschaft (M&K), Publizistik, Zeitschrift für Politikberatung – Policy Advice and Political Consulting (ZPB), Journal of Elections, Public Opinion & Parties (JEPOP), Representation – Journal of Representative Democracy, German Politics

*Award and scholarship committees:*

2016-2019: Member of the DAAD Selection Committee for Study Scholarships and Research Grants for highly qualified American students to study or research in Germany, *since 2015*: Member of the DAAD Search Committee for the Èmigrè Internship Program (EMGIP) of the German Bundestag, 2009-2016: Member of the Selection Committee for the Alumni Award of the Alumni Association for Communication Science at the University of Mainz, Germany, awarding the best thesis at the interface between theory and practice, 2015: Member of the Fulbright Campus Committee at Cornell University, Member of the Selection Committee for the Robert M. Worcester Prize, for the year’s most outstanding paper contributed to the “International Journal of Public Opinion Research“, 2009-2014: Member of the selection committee for the Elisabeth Altmann-Gottheiner-Award for outstanding final papers at the University of Mannheim, Germany

*University bodies and committees:*

2009-2015: Member of the Council of the Mannheim Centre for European Social Research (MZES), Germany, as representative of the junior faculty, 2009-2014: Equal opportunity commissioner at the Faculty of Social Sciences of the University of Mannheim, Germany, 2009-2014: Member of the Senate Commission to promote equal opportunities of women in academic studies, research and teaching at the University of Mannheim, Germany

*Job search committees:*

2020: Member of the Search Committee for the Political Communication Lecturer Position at Victoria University; 2014: Member of the Search Committee for the Associate Professorship in Conflict Studies at the University of Mannheim; 2013: Member of the Search Committee for the Assistant Professorship in International Organizations at the University of Mannheim; 2012: Member of the Search Committee for the Assistant Professorship in Empirical Democracy Research at the University of Mannheim, Member of the Search Committee for the Assistant Professorship in Methods of Empirical Political Science at the University of Mannheim; 2011: Member of the Search Committee for the Full Professorship in Comparative Politics at the University of Mannheim, Member of the Search Committee for the Associate Professorship in Empirical Political Economy at the University of Mannheim; 2010: Member of the Search Committee for the Full Professorship in Survey Design and Methodology at the University of Mannheim; 2009: Member of the Search Committee for the Full Professorship in Political Science IV at the University of Mannheim.

## SUPERVISION OF STUDENTS

*Dissertation Committees:*

Anne-Mette Sundahl, Victoria University of Wellington  
Salma El idrissi, Cornell University  
Martijn Mos, Cornell University



*Master Projects:*

Elizabeth Oxenham, Victoria University Wellington  
 Finlay Smith, Victoria University Wellington

*Honor Theses/ Senior projects:*

Margo Strokes, class of 2016, Cornell University  
 Blake Michaels, class of 2016, Cornell University  
 Marissa Bray, class of 2018, Cornell University  
 Julia Herrmann, class of 2019, Cornell University

## TEACHING EXPERIENCE

Victoria University of Wellington, New Zealand, Lecture: “POLS232: Citizen Politics: Public Opinion and Elections”, taught in English, (*Trimester 2, 2020*)

Victoria University of Wellington, New Zealand, Lecture: “POLS365: Politics and Music”, taught in English, (*Trimester 1, 2020*)

Victoria University of Wellington, New Zealand, Lecture: “POLS114: Introduction to Comparative Politics”, taught in English, (*Trimester 1, 2020*)

Victoria University of Wellington, New Zealand, Lecture: “POLS232: Citizen Politics: Public Opinion and Elections”, taught in English, (*Trimester 2, 2019*)

Victoria University of Wellington, New Zealand, Lecture: “POLS114: Introduction to Comparative Politics”, taught in English, (*Trimester 2, 2019*)

Cornell University, USA, Undergraduate Seminar: “GOVT 4000.01: Campaigning and Voting in Europe”, taught in English, (*Spring 2019*)

Cornell University, USA, Graduate Seminar: “GOVT 6634: Quantitative Text Analysis”, taught in English, (*Fall 2018*)

Cornell University, USA, Undergraduate Lecture: “GOVT 2293: Politics and Music”, taught in English (*Fall term 2018*)

Cornell University, USA, Undergraduate Lecture: “GOVT 2293: Politics and Music”, taught in English (*Spring term 2018*)

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.102: Politics and Entertainment”, taught in English, (*Spring term 2018*)

Cornell University, USA, Department Colloquium/Lecture Series “PSAC – Politics, Sandwiches, and Comments”, Organization/Moderation, in English, (*Fall 2017-Spring 2019*)

Cornell University, USA, Graduate Seminar: “GOVT 6634: Quantitative Text Analysis”, taught in English, (*Fall 2017*)

Cornell University, USA, Undergraduate Lecture: “GOVT 3364: Europe in Times of Crisis“, taught in English, *(Fall 2017)*

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.01: Campaigning and Voting in Europe“, taught in English, *(Spring 2017)*

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.02: Politics and Entertainment“, taught in English, *(Spring 2017)*

Cornell University, USA, Undergraduate Lecture: “GOVT 3364: Europe in Times of Crisis“, taught in English, *(Fall 2016)*

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.102: Politics and Entertainment“, taught in English, *(Fall 2016)*

Cornell University, USA, Cornell in Turin Summer Program (Off-Campus class, offered in Turin, Italy): “GOVT 3323: Modern European Politics“, taught in English, together with Christopher Way and Jason Hecht *(June 2016)*.

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.04: Politics and Entertainment“, taught in English, *(Spring 2016)*

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.03: Campaigning In and For Europe“, taught in English, *(Spring 2016)*

Cornell University, USA, Undergraduate Lecture: “GOVT 3364: Comparative European Politics“, taught in English, *(Fall 2015)*

Cornell University, USA, Undergraduate Major Seminar: “GOVT 4000.104: Campaigning In and For Europe“, taught in English, *(Fall 2015)*

University of Mannheim, Germany, Undergraduate Course: “Introduction into Comparative Government: Comparing Media Systems and Media Policies across Europe“, taught in English, *(Spring 2015)*

University of Mannheim, Germany, Undergraduate Course: “Introduction into Comparative Government: Politics and Entertainment: Images and Effects of Politics in fictional and non-fictional entertaining media in International Comparison“, taught in German *(Spring 2015)*

University of Mannheim, Germany, Undergraduate Course: “Methods of Political Sociology: Media Content Analysis in Political Science“, taught in German, *(Fall 2014)*

University of Mannheim, Germany, Undergraduate Course: “Introduction into Academic Writing for Political Scientists“, taught in German, *(Fall 2014)*

University of Mannheim, Germany, Undergraduate Course: “Introduction into Comparative Government: Election Campaigns in International Comparison“, taught in English, *(Spring 2014)*

University of Mannheim, Germany, Undergraduate Course: “Methods of Comparative Government: Comparative Content Analysis of Election Posters in Federal and European Election Campaigns“, taught in German, (*Spring 2014*)

University of Mannheim, Germany, Undergraduate Course: “Selected Topics in Modern History: Election Campaigns in the Course of Time“, taught in German, (*Fall 2013*)

University of Mannheim, Germany, Undergraduate Course: “Methods of Political Sociology: Media Content Analysis in Political Science“, taught in German, (*Fall 2013*)

University of Mannheim, Germany, Undergraduate Course: “Introduction into Comparative Government: Election Campaigns in International Comparison“, taught in German, (*Spring 2013*)

University of Mannheim, Germany, Undergraduate Course: “Methods of Modern History: Election Campaigns in the Course of Time“, taught in German, (*Spring 2013*)

University of Mannheim, Germany, Undergraduate Course: “Methods of Political Sociology: Media Content Analysis in Political Science“, taught in German, (*Fall 2012*)

University of Mannheim, Germany, Undergraduate Course: “Introduction into Academic Writing for Political Scientists“, taught in German, (*Fall 2012*)

University of Mainz, Germany, Undergraduate Course: “Media Content Analysis within the Framework of Election Studies. The example of the German Longitudinal Election Study“, taught in German, (*Fall 2011*)

## OTHER PROFESSIONAL EXPERIENCE OUTSIDE OF ACADEMIA

### **2005 – 2006**

Press and public relations assistant, Main-Taunus-Clinics, Bad Soden/Hofheim, Germany

### **2001 - 2003**

Research assistant to a Member of the Hessian Parliament, Wiesbaden, Germany

### **2001**

Executive Director of the Social Democratic Party (SPD) in Hesse, Frankfurt a.M., Germany

## **References**

Thorsten Faas

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Thomas Pepinsky

Full Professor of Government and Tisch Chair of the Department of Government, Cornell University, Ithaca, USA

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Christopher Robert Way

Associate Professor of Government, Cornell University, Ithaca, USA

Contact: [christopher.way@cornell.edu](mailto:christopher.way@cornell.edu)