

# Moritz Büchi

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## EDUCATION

### University of Zurich

- 2017 PhD *summa cum laude*, Media and Communication Science  
Dissertation: *Digital Inequalities – Differentiated Internet Use and Social Implications*  
Committee: Michael Latzer (University of Zurich, Chair), Elad Segev (Tel Aviv University)
- 2014 MA in Social Sciences (Media and Communication Science, Sociology)  
Thesis: *Knowledge and the Web*
- 2011 BA in Social Sciences (Media and Communication Science, Economics)  
Including half year at Örebro University, Sweden

## APPOINTMENTS

### University of Zurich, Department of Communication and Media Research

- 2017 – present Senior Research and Teaching Associate
- 2014 – 2016 Research and Teaching Associate

## AWARDS

- 2017 Annual Dissertation Award of the Swiss Association of Communication and Media Research.
- 2015 Best Paper Award, Annual Conference of the Swiss Association of Communication and Media Research.

## PEER-REVIEWED JOURNAL ARTICLES

- 2018 Büchi M, Festic N and Latzer M (2018) How social well-being is affected by digital inequalities. *International Journal of Communication* 12: 3686–3706.  
<http://ijoc.org/index.php/ijoc/article/view/8780>
- 2018 Micheli M, Lutz C and Büchi M (2018) Digital footprints: An emerging dimension of digital inequality. *Journal of Information, Communication and Ethics in Society* 16(3): 242–251. <https://doi.org/10.1108/JICES-02-2018-0014>
- 2017 Büchi M, Just N and Latzer M (2017) Caring is not enough: The importance of Internet skills for online privacy protection. *Information, Communication & Society* 20(8): 1261–1278. <https://doi.org/10.1080/1369118X.2016.1229001>
- 2017 Büchi M and Vogler F (2017) Testing a digital inequality model for online political participation. *Socius: Sociological Research for a Dynamic World* 3: 1–13.  
<https://doi.org/10.1177/2378023117733903>

- 2017 Büchi M (2017) Microblogging as an extension of science reporting. *Public Understanding of Science*. 26(8): 953–968. <https://doi.org/10.1177/0963662516657794>
- 2017 Just N, Büchi M and Latzer M (2017) A blind spot in public broadcasters' discovery of the public: How the public values public service. *International Journal of Communication* 11: 992–1011. <http://ijoc.org/index.php/ijoc/article/view/6591>
- 2016 Büchi M, Just N and Latzer M (2016) Modeling the second-level digital divide: A five-country study of social differences in Internet use. *New Media & Society* 18(11): 2703–2722. <https://doi.org/10.1177/1461444815604154>
- 2016 Büchi M (2016) Measurement invariance in comparative Internet use research. *Studies in Communication Sciences* 16(1): 61–69. <https://doi.org/10.1016/j.scoms.2016.03.003>

### WORKING PAPERS

- 2019 Büchi M, Festic N and Latzer M. (under review) Perceptions of digital overuse and subjective well-being in a digitized society.
- 2019 Büchi M, Festic N, Just N and Latzer M. (under review) Digital inequalities in online privacy protection.
- 2019 Gui M and Büchi M. (under review) Digital communication abundance and overuse.
- 2019 Hofer M, Hargittai E, Büchi M and Seifert A. (under review) Older adults' Internet use, skills, and well-being.
- 2019 Büchi M, Fosch Villaronga E, Lutz C, Tamò-Larrioux A and Veldi S. Data profiling and chilling effects. (Authors listed alphabetically).
- 2019 Festic N, Büchi M and Latzer M. The evolution of digital divides.
- 2019 Gui M, Gerosa T and Büchi M. Smartphone pervasiveness scale.

### RESEARCH REPORTS, in German

- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Internet diffusion and digital divides in Switzerland 2017*. Research Report, University of Zurich.
- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Internet and politics in Switzerland 2017*. Research Report, University of Zurich.
- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Internet applications and usage in Switzerland 2017*. Research Report, University of Zurich.
- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Trust and concerns of Internet users in Switzerland 2017*. Research Report, University of Zurich.
- 2016 Latzer M, Just N, Büchi M, Saurwein F and Wallace J (2016) *Swiss public service broadcaster online assessment 2015: Charter conformity of web pages and links. Methods and results reports*. Research Report, University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet diffusion and digital divides in Switzerland 2015*. Research Report, University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet and politics in Switzerland 2015*. Research Report, University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet applications and usage in Switzerland*

2015. Research Report, University of Zurich.

- 2015 Latzer M, Büchi M and Just N (2015) *Trust and concerns of Internet users in Switzerland 2015*. Research Report, University of Zurich.
- 2014 Latzer M, Just N, Büchi M and Saurwein F (2014) *Conformity monitor. Quarterly assessment of the Swiss public service broadcaster online content*. Research Report, University of Zurich.

## OTHER PUBLICATIONS

- 2018 Latzer M, Festic N and Büchi M (2018) Informationsgesellschaft Schweiz: Internetnutzung und digitales Wohlbefinden [Swiss information society: Internet use and digital well-being]. *DemoSCOPE News*, April 2018: 6–7.
- 2014 Baltussen LB, Büchi M, De Gaetano C, Madlberger L, Mitchell P, Skarpelis A, Stähle H, Van Damme K and Van der Vilst F (2014) *One Percent of Twitter*. Digital Methods Initiative. [wiki.digitalmethods.net](http://wiki.digitalmethods.net). (Authors listed alphabetically).
- 2014 Latzer M, Büchi M and Just N (2014) Unterwegs im Netz [Internet on the go]. *FlashExtra – Magazin des Verbandes Schweizer Medien*, August 2014: 14–17.

## TEACHING EXPERIENCE

### Courses, seminars, and lectures, University of Zurich, in German

- 2019 *Digital media and social change*, BA seminar, sole instructor
- 2018 *Introduction to media and communication science I and II*, BA lecture, co-instructor
- 2018 *Digital media and social change*, BA seminar, sole instructor
- 2017 *Digital media and social change*, BA seminar, sole instructor
- 2017 *Facets of media change*, BA lecture, co-instructor
- 2016 *Social impacts of Internet diffusion and use*, MA research seminar, 2 semesters, co-instructor
- 2015 – 2016 *The Internet and digital inequalities*, BA research seminar, 2 semesters, sole instructor
- 2015 *Theories and findings of media change*, BA course, sole instructor
- 2014 *Facets of media change*, BA lecture, co-instructor
- 2011 – 2013 *Statistics*, BA lecture and tutorials, student teaching assistant

### Student supervision, University of Zurich

- 2014 – 2017 9 Master's theses on online privacy, digital well-being, online political participation, collaboration on Twitter, democratic digital divides, influence on Twitter, inter-media influence, consumer engagement on Facebook, brand communication
- 2015 – 2016 8 Bachelor's theses on various dimensions of Internet use

## PRESENTATIONS

### Invited talks

- 2018 *Internet use and digital well-being in Switzerland*. Junior scholars panel, Symposium «Tag der Kommunikation». Zurich, Switzerland.
- 2017 *Why does Internet use matter? Connecting digital inequality to social well-being*. Institute of Philosophy and Sociology, Polish Academy of Sciences. Warsaw, Poland.

### Conference presentations (\*peer-reviewed)

- 2019 Büchi M, Fosch Villaronga E, Lutz C, Tamò-Larrieux A and Velidi S. (May, 2019) *Profiling and chilling effects: exploring the behavioral mechanisms*. TILTing Perspectives 2019 'Regulating a world in transition.' Tilburg, Netherlands. (Authors listed alphabetically). \*
- 2018 Büchi M, Festic N and Latzer M (2018, Nov) *Functioning digitally: How digital overuse and coping skills affect subjective well-being*. European Communication Conference of the European Communication Research and Education Association. Lugano, Switzerland. \*
- 2018 Festic N, Büchi M and Latzer M (2018, Nov) *The evolution of digital inequalities: A longitudinal analysis of Internet use and attitudes*. European Communication Conference of the European Communication Research and Education Association. Lugano, Switzerland. \*
- 2018 Gui M, Gerosa T and Büchi M (2018, Oct) *Smartphone overuse and social inequality: Comparing the smartphone addiction scale (SAS) with the smartphone pervasiveness scale (SPS) in a survey of high school students*. ECREA pre-conference Children and Adolescents in a Mobile Media World. Lugano, Switzerland. \*
- 2018 Büchi M, Festic N and Latzer M (2018, Oct) *Functioning digitally: How digital overuse and coping skills affect subjective well-being*. Association of Internet Researchers Annual Conference. Montreal, Canada. \*
- 2018 Büchi M, Festic N, Just N and Latzer M (2018, Oct) *Inequality in online privacy: Direct and indirect sociodemographic effects on self-protection*. Amsterdam Privacy Conference. Amsterdam, Netherlands. \*
- 2018 Büchi M, Festic N and Latzer M (2018, Jul) *Internet use and well-being: Insights from the World Internet Project Switzerland*. World Internet Project Annual Conference. Brest, France.
- 2018 Büchi M, Festic N and Latzer M (2018, Jul) *How digital inequalities affect social well-being*. International Communication Association Annual Conference. Prague, Czech Republic. \*
- 2018 Gui M and Büchi M (2018, May) *From use to overuse: Digital inequality in the age of communication abundance*. International Communication Association Annual Conference. Prague, Czech Republic. \*
- 2018 Festic N, Büchi M and Latzer M (2018, Apr) *Evolution of and divides in the Swiss information society 2011–2017*. Swiss Association of Communication and Media Research Annual Conference. Lugano, Switzerland. \*
- 2017 Büchi M, Festic N and Latzer M (2017, Oct) *Consequences of digital divides: How Internet use affects social well-being*. Association of Internet Researchers Annual

- Conference. Tartu, Estonia. \*
- 2017 Büchi M, Festic N and Latzer M (2017, Jul) *Digital well-being: Theoretical model and empirical results from the World Internet Project Switzerland*. World Internet Project Annual Conference. Moscow, Russia.
- 2017 Büchi M, Lutz C and Micheli M (2017, May) *Life online: The digital footprint gap*. Partnership for Progress on the Digital Divide 2017 International Conference. San Diego, CA. \*
- 2017 Just N, Büchi M and Latzer M (2017, May) *A blind spot in public broadcasters' discovery of the public: How the public values public service*. International Communication Association Annual Conference. San Diego, CA. \*
- 2016 Just N, Büchi M and Latzer M (2016, Nov) *How the public values public service broadcasting*. European Communication Conference of the European Communication Research and Education Association. Prague, Czech Republic. \*
- 2016 Büchi M, Just N and Latzer M (2016, Oct) *Enhancing online privacy at the user level: The role of Internet skills and policy implications*. Association of Internet Researchers Annual Conference Berlin, Germany. \*
- 2016 Büchi M, Just N and Latzer M (2016, Jul) *Understanding privacy protection online: Empirical results from the World Internet Project Switzerland*. World Internet Project Annual Conference. Taipei, Taiwan.
- 2016 Büchi M, Just N and Latzer M (2016, Jun) *Individuals' self-protection of online privacy: Skills, digital inclusion and governance*. Biennial Conference of the International Telecommunications Society. Taipei, Taiwan. \*
- 2016 Büchi M, Just N and Latzer M (2016, Jun) *The importance of Internet skills for online privacy protection*. International Communication Association Annual Conference. Fukuoka, Japan. \*
- 2015 Büchi M, Just N and Latzer M (2015, May) *Modeling the second-level digital divide*. International Communication Association Annual Conference. San Juan, Puerto Rico. \*
- 2015 Büchi M, Just N and Latzer M (2015, Apr) *Comparing Internet use: Sociodemographic differences in five countries*. Swiss Association of Communication and Media Research Annual Conference. Bern, Switzerland. *Best Paper Award*. \*
- 2014 Büchi M (2014, Nov) *Exploring the «science news Twitterverse»*. European Communication Conference of the European Communication Research and Education Association. Lisbon, Portugal. \*
- 2014 Latzer M, Büchi M, Just N, Metreveli S and Saurwein F (2014, Nov) *The citizen's view on digital democratisation in Switzerland*. Changing Media – Changing Democracy Conference. Vienna, Austria.
- 2014 Büchi M (2014, Sep) *The recommender role of Twitter for science topics*. Social Media & Society International Conference. Toronto, Canada. \*
- 2014 Büchi M, Just N and Latzer M (2014, Jul) *Cross-country comparison of Internet usage factors*. World Internet Project Annual Conference. Milan, Italy.
- 2014 Büchi M (2014, Jun) *Public interfaces of science topics*. Social Media and the Transformation of Public Space Conference. Amsterdam, Netherlands. \*

## **Other**

- 2019 Presentation on digital overuse at the interdisciplinary Breakfast of Ideas, funded by the Graduate Campus, University of Zurich.
- 2018 Invited participant, Workshop for Developing Standardized Survey Questions for Internet Research. Prague, Czech Republic.
- 2015 – 2018 Internal research presentations at the Department of Communication and Media Research, University of Zurich.
- 2017 *Social dynamics in scientific community networks: The structure–content coevolution of research on CRISPR* (with Shirado H and Adjiwanou V). Project presentation at the Summer Institute in Computational Social Science, Princeton University.

## **EXTRA TRAINING**

- 2017 Two-week **Summer Institute in Computational Social Science 2017**. Princeton University.
- 2016 Doctoral Colloquium at the Association of Internet Researchers 2016 conference. Berlin, Germany.
- 2015 – 2016 Transferable skills program courses: 1) Research project management, 2) Scientific writing in the social sciences and 3) Career planning. University of Zurich.
- 2014 Two-week **Digital Methods Summer School**. Digital Methods Initiative, University of Amsterdam.

## **ACTIVITIES**

### **Service and administration**

- 2015 – present Co-organizer and moderator of an open research forum event series, Institute of Sociology, University of Zurich.
- 2018 Grant application writing for the Swiss National Science Foundation in collaboration with law, philosophy, and computer science researchers
- 2018 Doctoral dissertation reviewer, Sociology, University of Milano-Bicocca.
- 2017 Session chair, International Communication Association, Communication and Technology Division.
- 2015 – 2017 Web data lab coordinator, Department of Communication and Media Research, University of Zurich.

### **Reviewing**

- 2014 – present Journal of Communication, New Media & Society, Public Understanding of Science, Policy & Internet, International Journal of Communication, Mobile Media & Communication, First Monday, European Journal of Communication Research, Behavior & Information Technology, PLoS ONE, International Communication Association, Association of Internet Researchers

## **Memberships**

International Communication Association

Association of Internet Researchers

European Communication Research and Education Association

Swiss Association of Communication and Media Research