

# Moritz Büchi

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## EDUCATION

- 2017 PhD *summa cum laude*, Media and Communication Science, University of Zurich
- 2014 MA in Social Sciences (Media and Communication Science, Sociology), University of Zurich
- 2011 BA in Social Sciences (Media and Communication Science, Management & Economics), University of Zurich, including half year at Örebro University, Sweden

## APPOINTMENTS

- 2020 Visiting Fellow, [Department of Media and Communications](#), London School of Economics and Political Science
- 2019 – 2020 Fellow, [Digital Society Initiative](#), University of Zurich
- 2017 – present Senior Research and Teaching Associate, Department of Communication and Media Research, University of Zurich
- 2014 – 2016 Research and Teaching Associate, Department of Communication and Media Research, University of Zurich

## GRANTS AND AWARDS

- 2020 [Research Talent Development Grant](#), University of Zurich Alumni
- 2017 Annual Award for a Dissertation Project of the Swiss Association of Communication and Media Research
- 2015 Best Paper Award, Annual Conference of the Swiss Association of Communication and Media Research

## PUBLICATIONS

### Peer-reviewed journal articles

- 2020 Salganik M et al. (in press) Measuring the predictability of life outcomes with a scientific mass collaboration. *Proceedings of the National Academy of Sciences of the United States of America*.
- 2019 [Büchi M](#), Fosch-Villaronga E, Lutz C, Tamò-Larrieux A, Velidi S and Viljoen S (2019). The chilling effects of algorithmic profiling: Mapping the issues. *Computer Law & Security Review*. Advance online publication. <https://doi.org/10.1016/j.clsr.2019.105367>  
[Büchi M](#), Festic N and Latzer M (2019) Digital overuse and subjective well-being in a digitized society. *Social Media + Society* 5(4): 1–12. <https://doi.org/10.1177/2056305119886031>  
Hofer M, Hargittai E, [Büchi M](#) and Seifert A (2019) Older adults' online information seeking and subjective well-being: The moderating role of Internet skills. *International Journal of Communication* 13: 4426–4443. <https://ijoc.org/index.php/ijoc/article/view/10981>

- Gui M and Büchi M (2019) From use to overuse: Digital inequality in the age of communication abundance. *Social Science Computer Review* 39(1): 1–17. Advance online publication. <https://doi.org/10.1177/0894439319851163>
- 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>
- 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>
- 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>
- Büchi M (2017) Microblogging as an extension of science reporting. *Public Understanding of Science* 26(8): 953–968. <https://doi.org/10.1177/0963662516657794>
- 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>
- 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>

#### Chapter in edited volume

- 2020 Büchi M, Festic N, Just N and Latzer M (in press) Digital inequalities in online privacy protection: Effects of age, education, and gender. In: Hargittai E (ed) *Handbook of digital inequality*. Cheltenham, UK: Edward Elgar Publishing. [\[abstract\]](#)

#### Dissertation

- 2017 Büchi M (2017) *Digital Inequalities: Differentiated Internet Use and Social Implications*. Synopsis of the doctoral dissertation. University of Zurich.

#### Research reports

Reports available at <http://mediachange.ch/publications/?category=7&authors=97>

- 2020 Latzer M, Büchi M and Festic N (2020) *Internet use in Switzerland 2011–2019: Trends, attitudes and effects*. Summary report from the World Internet Project – Switzerland. University of Zurich.
- Latzer M, Büchi M and Festic N (2020) *Nutzung audiovisueller Onlineinhalte und Informationsquellen von Offlinern in der Schweiz 2019* [Use of audiovisual online content and information sources of non-users in Switzerland 2019]. University of Zurich.
- 2019 Latzer M, Büchi M and Festic N (2019) *Internetverbreitung und digitale Bruchlinien in der Schweiz 2019* [Internet diffusion and digital divides in Switzerland 2019]. University of Zurich.

- Latzer M, Büchi M and Festic N (2019) *Internet und Politik in der Schweiz 2019*. [Internet and politics in Switzerland 2019] University of Zurich.
- Latzer M, Büchi M and Festic N (2019) *Internetanwendungen und deren Nutzung in der Schweiz 2019* [Internet applications and usage in Switzerland 2019]. University of Zurich.
- Latzer M, Büchi M and Festic N (2019) *Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2019* [Trust and concerns of Internet users in Switzerland 2019]. University of Zurich.
- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Internetverbreitung und digitale Bruchlinien in der Schweiz 2017* [Internet diffusion and digital divides in Switzerland 2017]. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (2017) *Internet und Politik in der Schweiz 2017* [Internet and politics in Switzerland 2017]. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (2017) *Internetanwendungen und deren Nutzung in der Schweiz 2017* [Internet applications and usage in Switzerland 2017]. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (2017) *Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2017* [Trust and concerns of Internet users in Switzerland 2017]. University of Zurich.
- 2016 Latzer M, Just N, Büchi M, Saurwein F and Wallace J (2016) *SRG Online Beobachtung 2015. Konzessionskonformität von Webseiten und elektronischen Verbindungen* [Swiss public service broadcaster online assessment 2015. Charter conformity of web pages and links]. University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internetverbreitung und digitale Bruchlinien in der Schweiz 2015* [Internet diffusion and digital divides in Switzerland 2015]. University of Zurich.
- Latzer M, Büchi M and Just N (2015) *Internet und Politik in der Schweiz 2015* [Internet and politics in Switzerland 2015]. University of Zurich.
- Latzer M, Büchi M and Just N (2015) *Internetanwendungen und deren Nutzung in der Schweiz 2015* [Internet applications and usage in Switzerland 2015]. University of Zurich.
- Latzer M, Büchi M and Just N (2015) *Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2015* [Trust and concerns of Internet users in Switzerland 2015]. University of Zurich.
- 2014 Latzer M, Just N, Büchi M and Saurwein F (2014) *KonformitätsMonitor 3/2014. Quartalsanalysen von SRG-Online-Inhalten* [Conformity monitor 3/2014. Quarterly assessment of the Swiss public service broadcaster online content]. 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. [\[article\]](#)
- 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).
- 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

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

German as language of instruction unless otherwise noted.

- 2020 *Internet use and well-being*, MA seminar in the Internet & Society program, in English, sole instructor
- 2019 *Internet skills: relevance, dimensions, and measurement*, BA research seminar, sole instructor  
*Digital media and social change*, BA seminar, sole instructor
- 2018 *Introduction to media and communication science I and II*, BA lecture, co-instructor  
*Digital media and social change*, BA seminar, sole instructor
- 2017 *Digital media and social change*, BA seminar, sole instructor  
*Facets of media change*, BA lecture, co-instructor
- 2016 *Social impacts of Internet diffusion and use*, MA research seminar, 2 semesters, co-instructor  
[\[R workshop slides\]](#)
- 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 – present 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 – present 15 Bachelor's theses on various dimensions of Internet use and skills

## PRESENTATIONS

### Conferences (★ peer-reviewed)

- 2020 Büchi M, Festic N and Latzer M (2020, Apr) *The chilling effects of dataveillance: Analyzing Internet users' behavioral modifications and counter-practices*. Swiss Association of Communication and Media Research Annual Conference. Winterthur, Switzerland. ★
- 2019 Büchi M, Fosch Villaronga E, Lutz C, Tamò-Larrieux A, Velidi S and Viljoen S (2019, Jul) *Chilling effects of profiling activities: Exploring the consequences of big data-driven surveillance*. International Conference on Social Media and Society (#SMSociety). Toronto, Canada. (Authors listed alphabetically). ★
- Büchi M, Festic N and Latzer M (2019, May) *Widespread digital overuse impairs subjective well-being*. International Communication Association Annual Conference. Washington, DC. ★
- Hofer M, Hargittai E, Büchi M and Seifert A (2019, May) *Older adults' Internet use and subjective well-being: The moderating role of Internet skills*. International Communication Association Annual Conference. Washington, DC. ★

- Büchi M, Fosch Villaronga E, Lutz C, Tamò-Larrieux A, Velidi S and Viljoen S (2019, May) *Profiling and chilling effects: exploring the behavioral mechanisms*. TILTING Perspectives 2019 'Regulating a world in transition.' Tilburg, Netherlands. (Authors listed alphabetically). \*
- Büchi M, Festic N and Latzer M (2019, Apr) *Too much tech? Conceptualizing and measuring digital overuse in Switzerland*. Swiss Association of Communication and Media Research Annual Conference. St. Gallen, Switzerland. \*
- 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. \*
- 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. \*
- 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. \*
- 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. \*
- 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. \*
- 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.
- Büchi M, Festic N and Latzer M (2018, May) *How digital inequalities affect social well-being*. International Communication Association Annual Conference. Prague, Czech Republic. \*
- 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. \*
- 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. \*
- 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.
- 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. \*
- 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. ★

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. ★

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.

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. ★

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. ★

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. ★

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.

Büchi M (2014, Sep) *The recommender role of Twitter for science topics*. International Conference on Social Media and Society (#SMSociety). Toronto, Canada. ★

Büchi M, Just N and Latzer M (2014, Jul) *Cross-country comparison of Internet usage factors*. World Internet Project Annual Conference. Milan, Italy.

Büchi M (2014, Jun) *Public interfaces of science topics*. Social Media and the Transformation of Public Space Conference. Amsterdam, Netherlands. ★

### Invited talks

2019 *The chilling effects of digital surveillance*, Scientifica, ETH Zurich and University of Zurich. [\[presentation\]](#)

*Digital well-being*, Digital Society Initiative, University of Zurich.

*Perceived digital overuse*, Center for Information Technology, Society, and Law and the Digital Society Initiative, University of Zurich. [\[podcast\]](#)

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.

### Other talks and workshop participation

2020 Research Dialogue panelist at the Department of Media and Communications, Approaching Socio-Digital Inequalities from a Global Perspective, London School of Economics and Political

Science.

- 2015 – 2019 Research Colloquium presentations at the Department of Communication and Media Research: *Computational Communication Science* [presentation], *Digital Well-Being, Privacy at the User Level*, and *Second-Level Digital Divide*, University of Zurich.
- 2019 Invited participant, Tackling Digital Inequalities: Outcomes Based Approaches and Methodological Innovation workshop in the Digital Skills to Tangible Outcomes project, London School of Economics and Political Science.
- 2018 Invited participant, Workshop for Developing Standardized Survey Questions for Internet Research. Prague, Czech Republic. [presentation]
- 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. [presentation]
- 2016 Selected participant at the Doctoral Colloquium of the Association of Internet Researchers 2016 conference. Berlin, Germany.

### EXTRA TRAINING

- 2017 [Summer Institute in Computational Social Science](#), Princeton University
- 2015 – 2016 Transferable skills program courses on research project management, scientific writing in the social sciences, and career planning, University of Zurich
- 2014 [Digital Methods Summer School](#), University of Amsterdam

### ACTIVITIES

- 2020 Co-director of the [Social Connections and Well-Being in the Digital Era Summer School](#) at Lake Como, University of Milano-Bicocca and University of Zurich  
Co-organizer and host of the World Internet Project Annual Conference 2020, University of Zurich
- 2017 – present Coordinator of the [World Internet Project](#) surveys in Switzerland
- 2015 – present Co-organizer and moderator of an open research forum event series, Institute of Sociology, University of Zurich
- 2019 Grant writing for the Swiss National Science Foundation in collaboration with law, philosophy, computer science, and economics  
Article Editor for Sage Open, an open access journal for social and behavioral sciences and the humanities
- 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

#### Journal manuscripts

New Media & Society, Journal of Communication, Communication Research, International Journal of Communication, Mobile Media & Communication, Social Media + Society, Public Understanding of Science, Policy & Internet, The Information Society, First Monday, Communications: The

European Journal of Communication Research, Swiss Journal of Sociology, Behavior & Information Technology, PLoS ONE

### **Proposals, funding, and theses**

- 2019 Book proposal, Cambridge University Press  
Fellowship applications, Digitization Initiative, Zurich University of Applied Sciences
- 2018 Doctoral dissertation, Department of Sociology and Social Research, University of Milano-Bicocca

### **Conference submissions**

International Communication Association (Communication and Technology, Mass Communication, Information Systems, Communication Law and Policy, Mobile Communication, Computational Methods), Association of Internet Researchers, Swiss Association of Communication and Media Research

### **MEMBERSHIPS**

International Communication Association  
Association of Internet Researchers  
European Communication Research and Education Association  
Swiss Association of Communication and Media Research  
Digital Society Initiative of the University of Zurich