

Curriculum Vitae

DR. MARCO LÜNICH

Academic Career

- 10/2023 – present **Substitute Professor, *Communication and Media Science (CMS)***
Institute for Social Sciences (IfS)
Heinrich Heine University Düsseldorf
- 10/2020 - 09/2023 **Post-doctoral Researcher, *Communication and Media Science***
Institute for Social Sciences
Heinrich Heine University Düsseldorf
- 10/2017 - 09/2020 **Research Assistant at the Chair of "Communication and Media Science I"**
Institute for Social Sciences
Heinrich Heine University Düsseldorf
- 09/2014 - 09/2017 **Research Assistant at the Chair "Communication – Media – Society"**
PhD student, Project: 'Der Glaube an Big Data - Eine Analyse gesellschaftlicher Überzeugungen von Erkenntnis- und Nutzensgewinnen aus digitalen Daten' ['The Belief in Big Data - An Analysis of Social Beliefs about Gaining Knowledge and Benefits from Digital Data], Monograph
Primary Supervision: Prof. Dr. Frank Marcinkowski
Secondary Supervision: Prof. Dr. Julia Metag
Department of Communication (IfK).
University of Münster, Germany
- 09/2012 - 08/2014 **Student, Master of Science (M.Sc.)**
Research Master (2yr): Communication Science
Supervision: Richard van der Wurff, PhD
Amsterdam School of Communication Research (ASCoR)
University of Amsterdam, Netherlands
- 10/2008 - 03/2012 **Student, Baccalaureus Artium (B.A.)**
Major: Communication Studies
Minor subject: Law
Primary Supervision: Prof. Dr. Patrick Rössler
Secondary Supervision: Prof. Dr. Sven Jöckel
University of Erfurt
- 08/2011 - 12/2011 **University of Texas at Austin, USA**
Semester abroad
Focus: Communication Studies

Experience with Externally Funded Projects

- 03/2021 - 02/2024 **Responsible Academic Performance Prediction: Factual and Perceived Fairness of Algorithmic Decision-Making (FAIR/HE)**

Substantial contribution to proposal writing and operational co-leadership in project implementation, collaboration with computer science and sociology, funded by the *Federal Ministry of Education and Research*
Funding amount: €1.323.000

07/2017

Akzeptanz und Vertrauen in Open-Big-Data-Projekte [Acceptance and trust in Open Big Data projects]

Co-PI, sponsored by the *German Society for Online Research (DGOF)*
Funding amount: €1.550

Research Stays & Memberships

06/2013 - 08/2013

Research Internship at the University of Zurich, Switzerland

Chair Prof. Dr. Wirth

NCCR research project "A look into the black box: How populist communication strategies affect citizen attitudes".

Since 04/2021

Member

Heine Centre for Artificial Intelligence & Data Science (HeiCAD)

Since 03/2018

Member

Düsseldorf Institute for Internet & Democracy (DIID)

Other

German Communication Association (DGPuK)

Memberships

European Communication Research and Education Association (ECREA);

Young Researchers Network Political Communication (NapoKo)

Committee Work & Other Activities

U of Düsseldorf

Organisation of the Düsseldorf Colloquium of Social Sciences

in the summer semester 2021, in the winter semester 2021/2022 and in the summer semester 2022

Organisation of the conference "KI | Konflikte | Konventionen - Aktuelle Herausforderungen für die Politische Kommunikationsforschung" ["AI | Conflicts | Conventions - Current Challenges for Political Communication Research".] Annual conference of the specialist group "Communication and Politics" of the German Communication Association DGPuK from 28th -30th of June 2023 in Düsseldorf.

Organisation of the fermentation workshop "KI in der politischen Kommunikationsforschung: Theoretische Perspektiven und empirische Fragen" ["AI in Political Communication-Research: Theoretical Perspectives and Empirical Questions"] within the framework of the annual Conference of the German Communication Association (DGPuK) on 22nd of February 2022 in Düsseldorf.

Library coordinator for the department CMS

Course guidance for the supplementary subject CMS

Supervision of teaching assistants at the chair CMS I

U of Münster

Representative of the academic staff in the appointment committee (2016) for the junior professorship "Digitized Public Spheres".

Organisation and supervision of the student assistant of the IfK's academic staff department

Organisation of the conference of the Network of Young Political Communicators (NapoKo) in Münster from 11th – 13th of June 2015

U of Erfurt

Member of the student council for communication studies

Student representative on the appointment committee (2010) for the W3 professorship "Social Communication" at the Seminar for Media and Communication Studies

Reviewer Activities

AI & SOCIETY, Public Opinion Quarterly, Studies in Communication and Media, Minds & Machines, Human-Computer Interaction, Cyberpsychology, Science & Justice, SoSci-Panel, Journal for Sports Communication and Media Sports, DGPUK Specialist Groups Sports Communication and Media Sports, Communication and Politics, & Journalism Research

Awards

2014 - Graduation "cum laude" from the Master's programme in Communications Science (Master of Science) at the University of Amsterdam, Netherlands.

2012 - Paul Lazarsfeld Scholarship from the "Methods of Journalism and Communication Studies" section of the German Society for Journalism and Communication Studies for the final thesis "Social Navigation - a new look at communication paths on the internet" with the Pfadfinder 2.0 project group (prize money: €1.000)

Knowledge and skills

Language skills German (Native), English (Full Professional Proficiency), French (Limited Working Proficiency), Dutch (Elementary Proficiency)

Statistical software and programming R, Markdown, LaTeX, Python, SPSS, AMOS, HTML, PHP, SQL

Other Software Microsoft Office, Camtasia

List of Publications

Books

Lünich, M. (2022). *Der Glaube an Big Data: Eine Analyse gesellschaftlicher Überzeugungen von Erkenntnis- und Nutzensgewinnen aus digitalen Daten.* [Belief in Big Data: An analysis of societal beliefs of knowledge and utility gains from digital data.] *Springer eBook Collection.* Springer Fachmedien Wiesbaden; Imprint Springer VS. <https://doi.org/10.1007/978-3-658-36368-0>

Hautzer, L., **Lünich, M.**, & Rössler, P. (2012). *Social Navigation: Neue Orientierungsmuster bei der Mediennutzung im Internet.* [Social Navigation: New patterns of orientation in media use on the Internet.] Nomos.

Research Articles (Peer-Review)

Lünich, M., Keller, B., & Marcinkowski, F. (Accepted). Fairness of Academic Performance Prediction for the Distribution of Support Measures for Students. Differences in Perceived Fairness of Distributive Justice Norms. Accepted at Technology, Knowledge and Learning. *Technology, Learning and Knowledge*

Kieslich, K., **Lünich, M.** & Došenović, P. (2023). Ever Heard of Ethical AI? Investigating the Salience of Ethical AI Issues among the German Population. *International Journal of Human-Computer Interaction*, 1-14. <https://doi.org/10.1080/10447318.2023.2178612>

Wiencierz, C. & **Lünich, M.** (2022). Trust in open data applications through transparency. *New Media & Society*, 24(8), 1751-1770. <https://doi.org/10.1177/1461444820979708>

Lünich, M. & Kieslich, K. (2022). Exploring the roles of trust and social group preference on the legitimacy of algorithmic decision-making vs. human decision-making for allocating COVID-19 vaccinations. *AI & SOCIETY*, 1-19. <https://doi.org/10.1007/s00146-022-01412-3>

Lünich, M., Marcinkowski, F., & Kieslich, K. (2021). It's now or never! Future discounting in the application of the online privacy calculus. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 15(3). <https://doi.org/10.5817/CP2021-3-11>

Kieslich, K., **Lünich, M.**, & Marcinkowski, F. (2021). The Threats of Artificial Intelligence Scale (TAI). *International Journal of Social Robotics*, 1-15. <https://doi.org/10.1007/s12369-020-00734-w>

Starke, C. & **Lünich, M.** (2020). Artificial Intelligence for Political Decision-Making in the European Union: Effects on Citizens' Perceptions of Input, Throughput, and Output Legitimacy *Data & Policy*, 2, e16. DOI: <https://doi.org/10.1017/dap.2020.19> , data available at: <https://zenodo.org/record/3728207>

Marcinkowski, F., Kieslich, K., Starke, C., & **Lünich, M.** (2020). Implications of AI (un-)fairness in higher education admissions. In M. Hildebrandt, C. Castillo, E. Celis, S. Ruggieri, L. Taylor, & G. Zanfir-Fortuna (Eds.), *Proceedings of the 2020 Conference on Fairness, Accountability, and Transparency* (pp. 122-130). ACM. <https://doi.org/10.1145/3351095.3372867>

Lünich, M., Starke, C., Marcinkowski, F., & Došenović, P. (2019). Double Crisis: Sport Mega Events and the Future of Public Service Broadcasting. *Communication & Sport*, 12, 1-21. <https://doi.org/10.1177/2167479519859208>

Marcinkowski, F., **Lünich, M.**, & Starke, C. (2018). Spontaneous trait inferences from candidates' faces: The impact of the face effect on election outcomes in Germany. *Acta Politica*, 53(2), 231-247. <https://doi.org/10.1057/s41269-017-0048-y>

Flemming, F., **Lünich, M.**, Marcinkowski, F., & Starke, C. (2017). Coping with dilemma: How German sport media users respond to sport mega events in autocratic countries. *International Review for the Sociology of Sport*, 52(8), 1008-1024. <https://doi.org/10.1177/1012690216638545>

Lünich, M., Rössler, P., & Hautzer, L. (2012). Social Navigation on the Internet: A Framework for the Analysis of Communication Processes. *Journal of Technology in Human Services*, 30(3-4), 232-249. <https://doi.org/10.1080/15228835.2012.744244>

Book Chapters

Keller, B., **Lünich, M.** & Marcinkowski, F. How Is Socially Responsible Academic Performance Prediction Possible? Insights From a Concept of Perceived AI Fairness. In *Strategy, Policy, Practice, and Governance for AI in Higher Education Institutions* (pp. 126-155). IGI Global. <https://doi.org/10.4018/978-1-7998-9247-2.ch006>

Flemming, F., Došenović, P., Marcinkowski, F., **Lünich, M.**, & Starke, C. (2018). Von Unterhaltung bis Kritik: Wie das deutsche Publikum die olympischen Spiele sehen möchte. [From entertainment to criticism: How German audiences want to watch the Olympic Games.] In H. Schramm, C. Schallhorn, H. Ihle, & J.-U. Nieland (Eds.), *Großer Sport, große Show, große Wirkung? Empirische Analysen zu Olympischen Spielen und Fußballgroßereignissen* (pp. 120–145). Herbert von Halem Verlag.

Starke, C., **Lünich, M.**, Marcinkowski, F., Došenović, P., & Flemming, F. (2018). Zwischen Politik und Sportlerleben: Der Umgang des deutschen Fernsehens mit den Olympischen Spielen 2016. [Between politics and sporting life: German television's engagement with the 2016 Olympic Games.] In H. Schramm, C. Schallhorn, H. Ihle, & J.-U. Nieland (Eds.), *Großer Sport, große Show, große Wirkung? Empirische Analysen zu Olympischen Spielen und Fußballgroßereignissen* (pp. 98–118). Herbert von Halem Verlag.

Lünich, M. (2015). The German Census Debate in 1987 and 2011—Analyzing the Discussion of Solutions in a Re-emerging Discourse. In B. Pohlars, I. Ghubbar, & F. Schreiber (Eds.), *Die Politik auf dem Siebertreppchen? Wenn Olympia, WM und Co. zum Spielball strategischer Kommunikation werden. Contributions to the 10th symposium of the DFPK: Düsseldorfer Forum Politische Kommunikation Vol. 5* (pp. 197-218). Frank & Timme.

Rössler, P., Hautzer, L., & **Lünich, M.** (2014). Mediennutzung im Zeitalter von Social Navigation: Ein Mehrebenen-Ansatz zur theoretischen Modellierung von Selektionsprozessen im Internet. [Media Use in the Age of Social Navigation: A Multilevel Approach to the Theoretical Modelling of Selection Processes on the Internet.] In W. Loosen & M. Dohle (Eds.), *Journalismus und (sein) Publikum: Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung* (pp. 91–112). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-531-19821-7_6

Rössler, P., Hautzer, L., & **Lünich, M.** (2014). Online-Inhaltsanalyse. [Online content analysis.] In M. Welker, M. Taddicken, J.-H. Schmidt, & N. Jakob (Eds.), *Neue Schriften zur Online-Forschung: Vol. 12. Handbuch Online-Forschung: Sozialwissenschaftliche Datengewinnung und -auswertung in digitalen Netzen* (pp. 214–232). Herbert von Halem Verlag.

Lünich, M., Hautzer, L., & Rössler, P. (2013). Die Nutzung dynamisch generierter Online-Inhalte auf Basis von Algorithmen: Herausforderungen für standardisierte Befragungen und Inhaltsanalysen. [The use of dynamically generated online content based on algorithms: Challenges for standardised surveys and content analysis.] In T. K. Naab, D. Schlütz, W. Möhring, & J. Matthes (Eds.), *Methoden und Forschungslogik der Kommunikationswissenschaft: Vol. 9. Standardisierung und Flexibilisierung als Herausforderungen der kommunikations- und publizistikwissenschaftlichen Forschung* (pp. 229–257). von Halem.

Further Publications (Reports, Teaching Materials, Blog Posts)

Lünich, M. (2021). Online-Tutorial: Vertrauen, Legitimität, Fairness & Co.: Die Messung latenter Variablen in der politischen Kommunikation. [Online Tutorial: Trust, Legitimacy, Fairness & Co.: The Measurement of Latent Variables in Political Communication.] https://bookdown.org/luenich/Latente_Variablen/

Kieslich, K., Došenović, P., Starke, C., **Lünich, M.**, & Marcinkowski, F. (2021). *Artificial Intelligence in Journalism: How does the public perceive the impact of artificial intelligence on the future of journalism?* (Factsheet No. 4). Meinungsmonitor Künstliche Intelligenz. <https://www.cais.nrw/wp-94fa4-content/uploads/2021/01/Factsheet-4-KI-im-Journalismus.pdf>

Kieslich, K., **Lünich, M.**, Marcinkowski, F., & Starke, C. (2019). *Hochschule der Zukunft - Einstellungen von Studierenden gegenüber Künstlicher Intelligenz an der Hochschule* (DIID-Précis). [University of the future –

Attitudes of students towards artificial intelligence at university (DIID-Précis).] Düsseldorf. Düsseldorf Institut für Internet und Demokratie. https://diid.hhu.de/wp-content/uploads/2019/10/DIID-Précis_Kieslich-et-al_Fin.pdf

Lünich, M., & Marcinkowski, F. (2018). *Der Facebook-Datenskandal im Spiegel der öffentlichen Meinung (DIID-Précis).* Düsseldorf. [*The Facebook data scandal in the mirror of public opinion (DIID-Précis).*] Düsseldorf Institut für Internet und Demokratie. https://diid.hhu.de/wp-content/uploads/2018/08/DIID-Précis_L%C3%BCnich_Marcinkowski.pdf

Starke, C. & **Lünich, M.** (2016). [*Corruption Perception and Media Freedom from a European Perspective.*](#)

Presentations (Peer Review)

Kieslich, K. & **Lünich, M.** (2023). *At high risk (for a ban)? The impact of citizen trust in public authorities and trust in AI on the demand for stricter AI regulations in the field of public security.* Presentation held at the conference "Regulatory governance in times of turbulence, disruptive technologies and crises of trust" of the ECPR Standing Group on Regulatory Governance on 12th of July 2023 in Antwerp (Belgium).

Lünich, M. (2023). *Die Zeitlichkeit von Daten und evidenzbasierte politische Kommunikations- und Entscheidungsprozesse: Problematisierung, Theoretisierung & Desiderata.* [The temporality of data and evidence-based policy communication and decision-making processes: Problematisation, Theorisation & Desiderata.] Presentation held at the annual conference "KI | Konflikte | Konventionen - Aktuelle Herausforderungen für die Politische Kommunikationsforschung" of the specialist group "Communication and Politics" of the German Communication Association (DGPUK) in Düsseldorf (28th -30th of June 2023).

Maxhuni, A., **Lünich, M.**, Keller, B. & Marcinkowski, F. (2023). *Hegemoniale Technologieimplementierung an der Hochschule - Eine qualitative Analyse der Schadenswahrnehmung betroffener Studierender bei der Einführung von Dropout Detection.* [Hegemonic technology implementation at the university - A qualitative analysis of the perceived harm by affected students during the introduction of dropout detection.] Presentation held at the 68th Annual Conference of the German Communication Association (DGPUK). 18th -20th of May 2023 in Bremen.

Roth, J., **Lünich, M.** & Starke, C. (2023). *Mit KI durch die Krise? Legitimationsperzeptionen von KI-unterstützten energiepolitischen Entscheidungsprozessen.* [Using AI to Navigate the Crisis? Perceptions of Legitimacy in AI-Supported Energy Policy Decision Processes.] Presentation held at the 68th Annual Conference of the German Communication Association (DGPUK). 18th -20th of May 2023 in Bremen.

Lünich, M., Keller, B. & Marcinkowski, F. (2022). *The effects of students' distributive justice norm preferences on the evaluation of Artificial Intelligence in higher education.* Presentation held at the conference "(Un)Fairness of Artificial Intelligence" hosted by The Research Priority Area Human(e) AI. 27th - 28th of October 2022 in Amsterdam (The Netherlands).

Lünich, M. (2022). *Der Glaube an Big Data: Eine Analyse gesellschaftlicher Überzeugungen von Erkenntnis- und Nutzengewinnen aus digitalen Daten.* [Belief in Big Data: An analysis of societal perceptions of knowledge and benefits gained from digital data.] Presentation held at the 66th Annual Conference of the German Communication Association (DGPUK). 24th of February 2022, Online.

Marcinkowski, F., Kieslich, K., Starke, C. & **Lünich, M.** (2020). *Implications of AI (Un-)Fairness in Higher Education: The Effects of Perceived AI (Un-)Fairness on Exit, Voice and Organizational Reputation.* Presentation held at the 3rd Annual Conference on Fairness, Accountability, and Transparency of the Association for Computing Machinery (ACMFAcT), 27th -30th of January 2020, Barcelona, Spain.

Wiencierz, C. & **Lünich, M.** (2019). *Vertrauen in Open Data zur Überbrückung des Data Divides*. [Trust in Open Data to Bridge the Data Divides.] Presentation held at the 64th Annual Conference of German Communication Association (DGPuk). 11th of May in Münster.

Dosenovic, P., **Lünich, M.**, Starke, C., Marcinkowski, F., & Flemming, F. (2017). *Make a wish. Does German public broadcasting meet normative expectations and audience preferences in regard to their media coverage of the 2016 Rio Olympics?* Presentation held at the 67th Annual Conference of the International Communication Association (ICA) in the Interest Group Sports Communication, 25th -29th of May 2017 in San Diego (CA, USA).

Flemming, F., Dosenovic, P., Marcinkowski, F., **Lünich, M.**, & Starke, C. (2017). *Looking closely or looking the other way? How German television viewers respond to the precarious issues of the 2016 Rio Olympics*. Presentation held at the 67th Annual Conference of the International Communication Association (ICA) in the Interest Group Sports Communication. 25th -29th of May 2017 in San Diego (CA, USA).

Flemming, F., Dosenovic, P., Marcinkowski, F., **Lünich, M.**, & Starke, C. (2016). *Wünsch dir was. Wie das deutsche Publikum die Olympischen Spiele sehen möchte*. [Make a wish. How German audiences want to watch the Olympic Games.] Presentation held at the conference ad hoc group Media Sport and Sports Communication in the German Communication Association (DGPuk) , 29th of September 2016 in Würzburg.

Starke, C., **Lünich, M.**, Marcinkowski, Frank, Dosenovic, P., & Flemming, F. (2016). *Zwischen Doping, Politik und Ungetrübtem Vergnügen. Der Umgang des deutschen Fernsehens mit den Olympischen Spielen 2016*. [Between Doping, Politics and Unadulterated Pleasure. German television's handling of the 2016 Olympic Games.] Presentation held at the conference Ad hoc group Mediensport und Sportkommunikation at the German Communication Association (DGPuk), 29th of September 2016 in Würzburg.

Marcinkowski, F., **Lünich, M.**, & Starke, C. (2016). *Spontaneous Trait Inferences from Candidates' Visual Appearance in Campaign Communication: The Role of the Face Effect in German Direct Elections*. Presentation held at the 66th Annual Conference of the International Communication Association, 12th of June 2016 in Fukuoka (Japan).

Marcinkowski, F., Flemming, F., **Lünich, M.**, & Starke, C. (2016). *Coping with Dilemma. How sport media users respond to sport mega events in autocratic countries*. Presentation held at the 66th Annual Conference of the International Communication Association, Fukuoka, Japan, 12th of June 2016.

Marcinkowski, F., **Lünich, M.**, Starke, C., & Flemming, F. (2015). *Des einen Freud, des anderen Leid. Dissonanzreduktion und „politischer Konsum“ bei der Medienberichterstattung über sportliche Großereignisse in autoritären Staaten*. [One man's joy, another man's sorrow. Dissonance reduction and "political consumption" in media coverage of major sporting events in authoritarian states.] Presentation held at the conference of the ad hoc Group Media Sport and Sports Communication in the German Communication Association (DGPuk), 6th of October 2015 in Munich.

Lünich, M. (2014). *National Issues and the Public Sphere. The Media's Promotion of Solutions in the National Censuses 1987 and 2011 in the German Press*. Presentation held at the 10th Düsseldorfer Forum Politische Kommunikation. 12th April 2014 in Düsseldorf.

Rössler, P., **Lünich M.**, & Hautzer, L. (2012). *Finding what you did not search for: Social navigation based on other user's searches and interests*. Presentation held at the 62nd Annual Conference of the International Communication Association (ICA) in Phoenix (AZ, USA) on 26th of May 2012.

Rössler, P., Hautzer, L., & **Lünich, M.** (2012). *Social Navigation: Rezeptionsphänomen oder journalistischer Nebeneffekt? Eine theoretische Modellierung neuer Selektions- und Aufmerksamkeitsstrukturen im Internet*.

[*Social Navigation: Reception Phenomenon or Journalistic Side Effect? A theoretical modelling of new selection and attention structures on the internet.*] Presentation held at the specialist group conference "Journalistik/Rezeptions- und Wirkungsforschung" of the German Communication Association (DGPuk) in Hamburg on 4th of February 2012.

Rössler, P., Hautzer, L., & **Lünich, M.** (2011). *Live is Life?: Zur flexiblen und standardisierten Erhebung algorithmiert generierter Online-Inhalte.* [*Live is Life?: On the flexible and standardised collection of algorithmically generated online content.*] Presentation held at the conference "Methods of Communication Science" of the German Communication Association (DGPuk) in Hanover on 30th of September 2011.

Crayen, L., Füser, K., Grünhaupt, A. C., Hautzer, L., Hofmann, T., **Lünich, M.**, Müller, A., & Zeitler, S. (2011). *Social Navigation: eine neue Betrachtung der Kommunikationspfade im Internet.* [*Social navigation: a new look at communication paths on the internet.*] Presentation held at the specialist group conference "Methods of Communication Studies" of the German Communication Association (DGPuk) on 30th of September 2011 in Hanover.

Invited lectures

Lünich, M., Tranow, U., & Vowe, G. (2020). Digitalisierung als Problemlösung? Diskussion zu Armin Nassehis "Muster. Theorie der digitalen Gesellschaft". [Digitisation as a problem solution? Discussion on Armin Nassehi's "Patterns. Theory of the Digital Society".] Invited discussion by the Institute for Social Sciences of the Heinrich Heine University Düsseldorf, 26th of November 2020 in Düsseldorf (online).

Lünich, M. (2013). Social Navigation – Wie Orientierung an anderen die Suche nach Inhalten in den digitalen Medien beeinflusst. [Social Navigation - How Orientation to Others Influences Content Search in Digital Media]. Lecture given at the 4th Hamburg Media Symposium. 12th of June 2013 in Hamburg.

Düsseldorf, Tuesday, 07 November 2023