

Moritz Büchi

March 2017

University of Zurich
IPMZ – Institute of Mass
Communication and Media Research
Andreasstrasse 15
8050 Zürich, Switzerland

Office: AND 3.40
Phone: +41 (0)44 635 20 93
Email: m.buechi@ipmz.uzh.ch
Web: moritzbuchi.com
Twitter: [@MoritzBuchi](https://twitter.com/MoritzBuchi)

EDUCATION

- 2017 Ph.D., Media and Communication Science (*summa cum laude*), University of Zurich
Dissertation: *Digital Inequalities – Differentiated Internet Use and Social Implications*
Committee chair: Michael Latzer
- 2014 M.A., Social Sciences, University of Zurich
Media and Communication Science (major), Sociology (minor)
Thesis: *Exploring the Science News Twitterverse with Text Mining and Network Analysis*
- 2011 B.A., Social Sciences, University of Zurich
Media and Communication Science (major), Management and Economics (minor)
Study abroad: Örebro University, Sweden, January–June 2010

EMPLOYMENT

- 2017–present Senior Research and Teaching Associate, University of Zurich, Institute of Mass
Communication and Media Research, **Media Change & Innovation Division**.
- 2014–2016 Research and Teaching Associate, Institute of Mass Communication and Media
Research, University of Zurich
- 2013–2014 Student Research Assistant, Institute of Mass Communication and Media Research,
University of Zurich

PUBLICATIONS

Refereed Journal Articles

- 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/6591/1947>
- 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. [doi:10.1177/1461444815604154](https://doi.org/10.1177/1461444815604154)
- 2016 Büchi M, Just N and Latzer M (2016) Caring is not enough: The importance of Internet
skills for online privacy protection. *Information, Communication & Society*. Advance
online publication. [doi:10.1080/1369118X.2016.1229001](https://doi.org/10.1080/1369118X.2016.1229001)

- 2016 Büchi M (2016) Microblogging as an extension of science reporting. *Public Understanding of Science*. Advance online publication. doi:10.1177/0963662516657794
- 2016 Büchi M (2016) Measurement invariance in comparative Internet use research. *Studies in Communication Sciences* 16(1): 61–69. doi:10.1016/j.scoms.2016.03.003

Research Reports

- 2016 Latzer M, Just N, Büchi M, Saurwein F and Wallace J (2016) *SRG Online Beobachtung 2015: Konzessionskonformität von Webseiten und elektronischen Verbindungen. Ergebnisbericht [Swiss public service broadcaster online assessment 2015: Charter conformity of web pages and links. Results report]*. 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. Methodenbericht [Swiss public service broadcaster online assessment 2015: Charter conformity of web pages and links. Methods report]*. 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.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet und Politik in der Schweiz 2015 [Internet and politics in Switzerland 2015]*. University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet-Anwendungen und deren Nutzung in der Schweiz 2015 [Internet applications and usage in Switzerland 2015]*. University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Vertrauen und Sorgen bei der Internet-Nutzung 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. Quartalsanalyse von SRG-Online-Inhalten [Quarterly assessment of the Swiss public service broadcaster online content]*. University of Zurich.

Other Publications

- 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.
- 2014 Baltussen LB, Büchi M, De Gaetano C, Madlberger L, Mitchell P, Skarpelis A, Stähle H, Van Damme K, Van der Vilst F (2014) *One Percent of Twitter, Part II: Geotags, Text Analysis, and Event Profiling*. wiki.digitalmethods.net.

WORKING PAPERS

Online political participation, The digital footprint gap, Internet use and social well-being, Digital inequalities in Latin America

AWARDS AND ACHIEVEMENTS

- 2017 Annual Young Academics Dissertation Award, Swiss Association of Communication and Media Research (CHF 5,000)
- 2015 Best Paper Award, Annual Conference of the Swiss Association of Communication and Media Research. Bern, Switzerland.

CONFERENCE PRESENTATIONS

- 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*. Paper to be presented at the International Communication Association's (ICA) 67th Annual Conference, Communication Law and Policy Division. San Diego, CA.
- 2016 Just N, Büchi M and Latzer M (2016) *How the public values public service broadcasting*. Paper presented at the 6th European Communication Conference of the European Communication Research and Education Association (ECREA). Prague, Czech Republic.
- 2016 Büchi M, Just N and Latzer M (2016) *Enhancing online privacy at the user level: The role of Internet skills and policy implications*. Paper presented at the 17th Annual Conference of the Association of Internet Researchers (AoIR). Berlin, Germany.
- 2016 Büchi M, Just N and Latzer M (2016) *Understanding privacy protection online: Empirical results from the World Internet Project Switzerland*. Paper presented at the World Internet Project (WIP) Annual Conference 2016. Taipei, Taiwan.
- 2016 Büchi M, Just N and Latzer M (2016) *Individuals' self-protection of online privacy: Skills, digital inclusion and governance*. Paper presented at the 21st Biennial Conference of the International Telecommunications Society (ITS). Taipei, Taiwan.
- 2016 Büchi M, Just N and Latzer M (2016) *The importance of Internet skills for online privacy protection*. Poster presented at the International Communication Association's (ICA) 66th Annual Conference, Communication and Technology Division. Fukuoka, Japan.
- 2015 Büchi M, Just N and Latzer M (2015) *Modeling the second-level digital divide*. Paper presented at the International Communication Association's (ICA) 65th Annual Conference, Communication and Technology Division. San Juan, Puerto Rico.
- 2015 Büchi M, Just N and Latzer M (2015) *Internetnutzung im Vergleich: soziodemografische Unterschiede in fünf Ländern [Comparing Internet use: sociodemographic differences in five countries]*. Paper presented at the Annual Conference of the Swiss Association of Communication and Media Research (SACM). Bern, Switzerland. *Best Paper Award*.
- 2014 Büchi M (2014) *Exploring the «Science News Twitterverse»*. Paper presented at the 5th European Communication Conference of the European Communication Research and Education Association (ECREA). Lisbon, Portugal.
- 2014 Latzer M, Büchi M, Just N, Metreveli S and Saurwein F (2014) *The Citizen's View On Digital Democratisation in Switzerland*. Paper presented at the Changing Media – Changing Democracy? Conference. Vienna, Austria.

Moritz Büchi

- 2014 Büchi M (2014) *The Recommender Role of Twitter for Science Topics*. Paper presented at the Social Media & Society International Conference (SMSociety). Toronto, Canada.
- 2014 Büchi M, Just N and Latzer M (2014) *Cross-country Comparison of Internet Usage Factors*. Paper presented at the World Internet Project (WIP) Annual Conference. Milan, Italy.
- 2014 Büchi M (2014) *Public Interfaces of Science Topics*. Paper presented at the Social Media and the Transformation of Public Space Conference. Amsterdam, Netherlands.

TEACHING EXPERIENCE

Courses and Seminars

- 2017 Digitale Medien und sozialer Wandel [Digital media and social change], undergraduate seminar
- 2016 Gesellschaftliche Auswirkungen der Internetverbreitung und -nutzung [Social impacts of Internet diffusion and use], graduate research seminar, 2 semesters, with Michael Latzer
- 2015–2016 Das Internet und digitale Ungleichheiten [The Internet and digital inequalities], undergraduate research seminar, 2 semesters
- 2015 Theorien und Befunde des Medienwandels [Theories and findings of media change], undergraduate course

Supervision

- 2014–2017 8 Master's theses: Online privacy (Kim JA), digital well-being (Festic N), online political participation (Zimmermann L), collaboration on Twitter (Ludescher S & Staub D), democratic digital divides (Vogler F), influence on Twitter (Catavello C), inter-media influence (Grossmann P), Facebook brand pages (Beeler T)
- 2014–2016 8 Bachelor's theses

Teaching Assistance

- 2011, 2012, 2013 Statistics, undergraduate lecture and tutorials

EXTRA TRAINING

- 2016 Doctoral Colloquium at the Association of Internet Researchers (AoIR) 2016 conference. Alexander von Humboldt Institute for Internet and Society (HIIG), Berlin.
- 2015–2016 Transferable skills programme courses: 1) Project management for research, 2) Career planning, and 3) Scientific writing in the social sciences. Graduate Campus, University of Zurich.

Moritz Büchi

2014 Digital Methods Summer School. Remote Event Analysis: Mapping Conflicts, Disasters, Elections and other Events with Online and Social Media Data. Digital Methods Initiative, Amsterdam.

PROFESSIONAL SERVICE

Reviewing

New Media & Society, Journal of Communication, International Journal of Communication, Public Understanding of Science, Mobile Media & Communication, First Monday, Communications EJCR, kommunikation.medien, International Communication Association (ICA), Association of Internet Researchers (AoIR)

Other

2015–present Co-organizer of the «Forschungsforum» event series (research forum for graduate students), Institute of Sociology, University of Zurich

2015–present IT coordinator for the Media Change & Innovation data lab

LANGUAGES

German – Native
English – Fluent
French – Intermediate

MEMBERSHIPS

International Communication Association (ICA)
Swiss Association of Communication and Media Research (SACM)
International Telecommunications Society (ITS)
Association of Internet Researchers (AoIR)