

# Anna-Katharina Wurst

Curriculum Vitae

LMU Munich, Department of Media and Communication  
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## RESEARCH INTERESTS

Political Communication, Social Media, Informed Citizenry, Computational Methods, Research Data Management

## PUBLICATIONS

### JOURNAL ARTICLES

- [8] Haßler, J., **Wurst**, A.-K., Pohl, K., & Kruschinski, S. (2024). A consistent picture? Issue-based campaigning on Facebook during the 2021 German Federal Election Campaign. *Politics and Governance*, 12(12), Article 8150, 1–19. <https://doi.org/10.17645/pag.8150>
- [7] Haßler, J., **Wurst**, A.-K., & Pohl, K. (2024). Politicians over issues? Visual personalization in three Instagram election campaigns. *Information, Communication & Society*, 27(5), 815–835. <https://doi.org/10.1080/1369118X.2023.2227684>
- [6] Tønnesen, H., Bene, M., Haßler, J., Larsson, A. O., Magin, M., Skogerbø, E., & **Wurst**, A.-K. (2023). Between anger and love: A multi-level study on the impact of policy issues on user reactions in national election campaigns on Facebook in Germany, Hungary, and Norway. *New Media & Society*. Online first. <https://doi.org/10.1177/14614448231208122>
- [5] **Wurst**, A.-K., Pohl, K., & Haßler, J. (2023). Mobilization in the context of campaign functions and citizen participation. *Media and Communication*, 11(3), 129–140. <https://doi.org/10.17645/mac.v11i3.6660>
- [4] **Wurst**, A.-K., Pohl, K., Haßler, J., & Jackson, D. (2023). Emojis in parties' online communication during the 2019 European election campaign: Toward a typology of political emoji use. *International Journal of Communication*, 17, 4686–4706. <https://ijoc.org/index.php/ijoc/article/view/20268/4259>
- [3] Haßler, J., **Wurst**, A.-K., Jungblut, M., & Schlosser, K. (2023). Influence of the pandemic lockdown on Fridays for Future's hashtag activism. *New Media & Society*, 25(8), 1991–2013. <https://doi.org/10.1177/14614448211026575>
- [2] Bene, M., Ceron, A., Fenoll, V., Haßler, J., Kruschinski, S., Larsson, A. O., Magin, M., Schlosser, K., & **Wurst**, A.-K. (2022). Keep them engaged! Investigating the effects of self-centered social media communication style on user engagement in 12 European countries. *Political Communication*, 39(4), 429–453. <https://doi.org/10.1080/10584609.2022.2042435>
- [1] **Wurst**, A.-K., Fenoll, V., Haßler, J., Kruschinski, S., Magin, M., Rußmann, U., & Schlosser, K. (2022). Missed opportunity to connect with European citizens? Europarties' communication on Facebook during the 2019 European election campaign. *Studies in Communication Sciences*, 22(1), 165–184. <https://doi.org/10.24434/j.scoms.2022.01.3053>

### CHAPTERS IN EDITED BOOKS

- [5] Schlosser, K., Haßler, J., & **Wurst**, A.-K. (2023). Visuelle Personalisierung des Negative Campaigning: Eine Konzeptualisierung anlässlich des Wahlkampfes auf Instagram. In C. Holtz-Bacha (ed.), *Die (Massen-) Medien im Wahlkampf: Die Bundestagswahl 2021* (pp. 155–177). Springer VS. [https://doi.org/10.1007/978-3-658-38967-3\\_6](https://doi.org/10.1007/978-3-658-38967-3_6)

- [4] Haßler, J., **Wurst**, A.-K., & Schlosser, K. (2021). Analysing European parliament election campaigns across 12 countries: A computer-enhanced content analysis approach. In J. Haßler, M. Magin, U. Russmann, & V. Fenoll (eds.), *Campaigning on Facebook in the 2019 European Parliament Election* (pp. 41–52). Palgrave Macmillan.
- [3] **Wurst**, A.-K., Schlosser, K., & Haßler, J. (2021). European party groups: Transnational continuation or complement of European national parties? In J. Haßler, M. Magin, U. Russmann, & V. Fenoll (eds.), *Campaigning on Facebook in the 2019 European Parliament Election* (pp. 251–265). Palgrave Macmillan.
- [2] Schlosser, K., **Wurst**, A.-K., Haßler, J., & Kruschinski, S. (2021). European issues, but national campaigning of German parties. In J. Haßler, M. Magin, U. Russmann, & V. Fenoll (eds.), *Campaigning on Facebook in the 2019 European Parliament Election* (pp. 103–117). Palgrave Macmillan.
- [1] Haßler, J., Magin, M., Russmann, U., Baranowski, P., Bene, M., Schlosser, K., **Wurst**, A.-K., Fenoll, V., Kruschinski, S., & Maurer, P. (2020). Reaching out to the Europeans. Political parties' Facebook strategies of issue ownership and the second-order character of European election campaigns. In C. Holtz-Bacha (ed.), *Europawahlkampf 2019* (pp. 87–113). Springer VS.

## OTHER PUBLICATIONS

- [1] **Wurst**, A.-K., Herrnleben, S., Kuhleemann, S., & Zimmermann, J. (2023). Metaverse. In online glossary of Bayerisches Forschungsinstitut für Digitale Transformation (bidt). <https://www.bidt.digital/glossar/metaverse/>

## PRESENTATIONS

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### CONFERENCE PRESENTATIONS

- [24] **Wurst**, A.-K., & Haßler, J. (2024, September 24–27). *Convince and mobilize: The informational context of political parties' mobilization attempts on social media* [Conference presentation]. 10th European Communication Conference of the ECREA, Ljubljana, Slovenia.
- [23] Tønnesen, H., Bene, M., Haßler, J., Larsson, A. O., Magin, M., Skogerbø, E., & **Wurst**, A.-K. (2023, August 31–September 3). *A three country study on the impact of policy issues on Facebook reactions* [Conference presentation]. Annual Meeting of the APSA, Los Angeles, USA.
- [22] Pohl, K., Jost, P., Haßler, J., **Wurst**, A.-K., Bene, M., & Kruschinski, S. (2023, August 31–September 1). *The potentially dangerous connection between populist parties, anti-immigrant rhetoric and angry reactions* [Conference presentation]. Political Communication Section Conference of the ECREA, Berlin, Germany.
- [21] Haßler, J., **Wurst**, A.-K., & Pohl, K. (2023, May 25–29). *Is there a shift from issues to individuals? Visual personalization in three Instagram election campaigns* [Conference presentation]. 73rd Annual Conference of the ICA, Toronto, Canada.
- [20] Tønnesen, H., Bene, M., Haßler, J., Larsson, A.O., Magin, M., Skogerbø, E., & **Wurst**, A.-K. (2023, May 25–29). *Between anger and love: A multi-level study on the impact of policy issues on user reactions in national election campaigns on Facebook in Germany, Hungary, and Norway* [Conference presentation]. 73rd Annual Conference of the ICA, Toronto, Canada.
- [19] Haßler, J., **Wurst**, A.-K., Schlosser, K., & Kruschinski, S. (2022, October 19–22). *A consistent picture? Issue- based campaigning on Facebook in Germany* [Conference presentation]. 9th European Communication Conference of the ECREA, Aarhus, Denmark.
- [18] **Wurst**, A.-K., Haßler, J., & Schlosser, K. (2022, October 19–22). *Creating information bits: Information strategies in campaign communication on social media in the 2021 German federal election campaign* [Conference Presentation]. 9th European Communication Conference of the ECREA, Aarhus, Denmark.

- [17] **Wurst**, A.-K., & Haßler, J. (2022, October 5–7). *Vorschlag eines Datenbankkonzepts zur Langzeit-Speicherung von Social-Media-Kommunikationsinhalten* [Conference tool demo]. Annual Conference of the Methods Division of the DGPUK, Munich, Germany.
- [16] Gaul, A., Schmidbauer, E., Schlosser, K., **Wurst**, A.-K., & Haßler, J. (2022, September 28–30). *Agenda-Building, Multiplikatorwirkung oder opportunes Gatekeeping? – Die strategische Nutzung von Hyperlinks in Kampagnenposts zur Bundestagswahl 2021 auf Facebook und Instagram* [Conference presentation]. Joint Conference of the Journalism Studies Division of the DGPUK and the Political Communication Divisions of the DGPUK, DVPW, and SGKM, Trier, Germany.
- [15] **Wurst**, A.-K., Schlosser, K., & Haßler, J. (2022, May 26–30). *Emojis in campaign communication on Facebook during the 2019 European election campaign* [Conference presentation]. 72nd Annual Conference of the ICA, Paris, France.
- [14] **Wurst**, A.-K. (2022, February 22–24). *Analyse von Nutzerkommentaren zu Social-Media-Beiträgen von Parteien und Politikern* [Video presentation]. 67th Annual Conference of the DGPUK (digital), Hannover, Germany.
- [13] **Wurst**, A.-K., Haßler, J., Schlosser, K., & Magin, M. (2021, September 6–9). *What parties and users care about. Issue ownership and shareworthiness in the EP Campaign 2019* [Panel presentation]. Panel “Campaigning for Strasbourg. A cross-national comparison of political parties’ Facebook campaigns in the 2019 European Elections” at the 8th European Communication Conference of the ECREA (digital), Braga, Portugal.
- [12] Haßler, J., **Wurst**, A.-K., & Schlosser, K. (2021, July 10–14). *How the Alternative für Deutschland uses Facebook as an alternative communication channel* [Conference presentation]. 26th World Congress of Political Science of the IPSA, Lisbon, Portugal.
- [11] Maurer, P., Magin, M., Bene, M., Kruschinski, S., Haßler, J., Schlosser, K., & **Wurst**, A.-K. (2021, June 17–18). *Engaging users through information or critique? “Likes” and “shares” for parties on Facebook during the 2019 European Election campaign* [Conference presentation]. 3rd Weizenbaum Conference (digital), Berlin, Germany.
- [10] **Wurst**, A.-K., Haßler, J., Jungblut, M., & Schlosser, K. (2021, May 27–31). *Slacktivism only? The influence of the pandemic lockdown on Fridays for Future’s hashtag activism* [Conference presentation]. 71st Annual Conference of the ICA (digital), Denver, CO, USA.
- [9] Kruschinski, S., Haßler, J., Bene, M., Ceron, A., Fenoll, V., Larsson, A.O., Magin, M., Schlosser, K., & **Wurst**, A.-K. (2021, May 27–31). *Keep them engaged! A 12-country investigation of content features provoking user engagement on parties’ Facebook posts in the 2019 European Elections* [Conference presentation]. 71st Annual Conference of the ICA (digital), Denver, CO, USA.
- [8] **Wurst**, A.-K., Schlosser, K., Haßler, J., Kruschinski, S., Rußmann, U., Magin, M., & Fenoll, V. (2021, April 7–9). *„I have a clear mandate from my political family” A cross-national quantitative content analysis of Facebook posts of European and national parties in the 2019 European election campaigns* [Conference presentation]. Joint Conference of the DGPUK, ÖGK, and SGKM (digital), Zurich, Switzerland.
- [7] **Wurst**, A.-K., Jungblut, M., Schlosser, K., & Haßler, J. (2021, April 7–9). *Slacktivism only? The influence of the pandemic “lockdown” on online debates about Fridays for Future* [Conference presentation]. Joint Conference of the DGPUK, ÖGK, and SGKM (digital), Zurich, Switzerland.
- [6] Haßler, J., **Wurst**, A.-K., Schlosser, K., Magin, M., Bene, M., Rußmann, U., & Fenoll, V. (2021, March 26–27). *The same tool for different tasks? Facebook campaign strategies during the 2019 European Parliament election campaign* [Conference presentation]. Political Communication Section Conference of the ECREA (digital), Bucharest, Romania.
- [5] Schlosser, K., **Wurst**, A.-K., & Haßler, J. (2021, February 12). *Europäische Identifikationsfiguren? Die Personalisierung der Wahlkampfkommunikation zur Europawahl 2019* [Conference presentation]. Joint Conference of the Political Communication Divisions of DGPUK, DVPW, and SGKM (digital), Berlin, Germany.
- [4] Rußmann, U., Magin, M., Haßler, J., Baranowski, P., Bene, M., Ceron, A., Farkas, X., Fenoll, V., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Schlosser, K., Veneti, A., & **Wurst**, A.-K. (2021,

January 14–15). *“Populists” communication on Facebook during the 2019 EP Elections* [Conference presentation]. Protagoras symposium “Europe facing populists in power: communication strategies and practices” (digital), Brussels, Belgium.

[3] Haßler, J., Schlosser, K., **Wurst**, A.-K., Magin, M., & Kruschinski, S. (2020, February 5–7). *Facebook als alternative Öffentlichkeit für Deutschland. Wie die AfD Facebook im Europawahlkampf nutzte* [Poster presentation]. Joint Conference of the Political Communication Divisions of the DGPK, DVPW, and SGKM, Mainz, Germany.

[2] Kruschinski, S., Haßler, J., Bene, M., Baranowski, P., Ceron, A., Fenoll, V., Jackson, D., Larsson, A. O., Lilleker, D., Magin, M., Maurer, P., Russmann, U., Schlosser, K., Veneti, A., & **Wurst**, A.-K. (2020, January 30–31). *Really a European Populist Zeitgeist? How populists used Facebook posts and ads for campaigning across 11 countries in the European Election Campaign 2019* [Conference presentation]. Workshop “European Elections 2019” of the Amsterdam Centre for European Studies (ACES), Amsterdam, Netherlands.

[1] Magin, M., Baranowski, P., Bene, M., Ceron, A., Fenoll, V., Haßler, J., Jackson, D., Kruschinski, S., Larsson, A. O., Lilleker, D., Maurer, P., Rußmann, U. & Schlosser, K., Veneti, A., & **Wurst**, A.-K. (2019, December 12–13). *How political parties tried to produce participation in the European Election Campaign 2019 – a comparative content analysis of parties’ Facebook campaigns in 11 countries* [Conference presentation]. Workshop “Production of Participation in the Digital World” of the Norwegian University of Science and Technology (NTNU), Trondheim, Norway.

## OTHER PRESENTATIONS

[2] **Wurst**, A.-K. (2021, June 10). *“Please visit my Facebook page” – Social media accounts of German politicians and parties* [Presentation]. Joint Digitalisation Research and Network Meeting “DigiMeet” of Bayerisches Forschungsinstitut für Digitale Transformation (bidt), Center for Advanced Internet Studies (CAIS), and Weizenbaum Institut (digital).

[1] **Wurst**, A.-K. (2020, November 26–27). *Analyse von NutzerInnenkommentaren zu Social-Media-Beiträgen von Parteien und PolitikerInnen. Forschungsfragen* [Presentation]. Doctoral Colloquium of the Nachwuchsnetzwerk politische Kommunikation (NapoKo) (digital), Munich, Germany.

## INVITED PRESENTATIONS

[2] Haßler, J., **Wurst**, A.-K. (2020, June 22). *Wie sozial kann KI sein? Künstliche Intelligenz aus sozialwissenschaftlicher Perspektive*. Digital invited talk in the lecture series “Künstliche Intelligenz” of the Kompetenzzentrum für künstliche Intelligenz of Technische Hochschule Aschaffenburg, Germany.

[1] **Wurst**, A.-K. (2023, January 24). *Nutzung von APIs zur Datensammlung von Social-Media-Plattformen*. Digital workshop in the series „Digitale Methoden in der Forschung“ organized by the Indigo network (<https://www.indigo-netzwerk.de>), BayWISS Verbundkolleg Digitalisierung, and bidt.

## ACADEMIC POSITIONS

### RESEARCH ASSISTANT, PHD STUDENT / LMU MUNICH

Sep 2019 – Present

- Department of Media and Communication <https://www.ifkw.uni-muenchen.de>
- Research assistant in the bidt junior research group *Digital Democratic Mobilization in Hybrid Media Systems (DigiDeMo)* led by Dr. Jörg Haßler, funded by Bayerisches Staatsministerium für Wissenschaft und Kunst <https://digidemo.ifkw.lmu.de>
- Dissertation thesis: *Analyse von Nutzerkommentaren zu Social-Media-Beiträgen von Parteien und Politiker\*innen (Analysis of user comments on parties' and politicians' social media posts)*

### STUDENT ASSISTANT

LMU Munich, Centre for Information and Language Processing

Oct 2015 – Aug 2017

- Tutorial *Logic and theoretical semantics*
- Tutorial *Syntax of natural languages*

TU Braunschweig

Sep 2011 – Sep 2014

- Institute of Aircraft Design and Lightweight Structures: Tutorial *Programming in C++*
- Institute of Economics: Assistance in research and teaching
- Institute for Advanced Industrial Management: Lectorate of an edited volume

## WORK EXPERIENCE

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### BUSINESS ANALYST, PRODUCT OWNER / CATANEO GMBH MUNICH

Oct 2017 – Aug 2019

- Software company in the advertising and media industry <https://www.cataneo.de/>
- Customer communication, coordination of the software developer team, process analysis, functional specification, software documentation

## EDUCATION

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### MASTER GERMAN LINGUISTICS (grade: 1.12)

April 2017 – March 2019 / Ludwig-Maximilians-Universität München

- Thesis: *Die Lexikalistische Hypothese in der Generativen Grammatik. Betrachtungen zu Nominalisierungen im Englischen und Deutschen (The Lexicalist Hypothesis in Generative Grammar. Considerations on Nominalizations in English and German)*

### BACHELOR COMPUTATIONAL LINGUISTICS (grade: 1.34)

Oct 2014 – March 2017 / Ludwig-Maximilians-Universität München

- Thesis: *Comparative Study of CNNs and RNNs in Natural Language Processing*

### MASTER COMPUTATIONAL LINGUISTICS (grade: 1.26)

Apr 2014 – Sep 2016 / Ludwig-Maximilians-Universität München

- Thesis: *Einsatz von Word Embeddings im Ontologie-Management (Use of Word Embeddings in Ontology Management)*

### BACHELOR GERMAN LANGUAGE AND LITERATURE STUDIES / ART STUDIES (grade 1.2)

Oct 2011 – Sep 2014 / Technische Universität Braunschweig / Hochschule für Bildende Künste Braunschweig

- Thesis: *Formalisierungsmodelle in ausgewählten Syntaxtheorien (Formalization models in selected syntax theories)*

### BACHELOR INDUSTRIAL / MECHANICAL ENGINEERING (grade: 1.7)

Oct 2010 – Sep 2013 / Technische Universität Braunschweig

- Thesis: *Anwendbarkeit von Konzepten des Wissensmanagements im Kontinuierlichen Verbesserungsprozess (Application of knowledge management concepts in the continuous improvement process)*

### BACHELOR HISTORY OF ART

Oct 2008 – March 2010 / Technische Universität Dresden

### DIPLOMA/ABITUR qualifying for university admission (grade: 1.9)

Aug 2001 – June 2008 / Gymnasium Lehrte, Secondary School, Germany

*Ana-K. Wint*

Munich, September 16, 2024