

Franziska Pradel

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Academic Positions

- Since 2021 *Postdoctoral Researcher*, Chair of Digital Governance, Department of Governance, TUM School of Social Sciences and Technology, Technical University of Munich (*Maternity and parental leave: September 2024-October 2025*)
- 2018–2021 *Doctoral Researcher, Project: Digital Societies – The Influence of Web Search Engines on Political Opinion Formation*, Cologne Center for Comparative Politics (CCCP), University of Cologne
- 2021 *Lecturer, Workshop: Hack your future – One-week Data Science Workshop*, University of Cologne
- 2020 *Lecturer, Workshop: Hack your future – One-week Data Science Workshop*, University of Cologne
- 2017–2018 *Student Research Assistant*, DEval – German Institute for Development Evaluation, Bonn
- 2017 *Student Research Assistant*, Institute of Sociology and Social Psychology, University of Cologne
- 2015–2016 *Student Research Assistant*, Vice-Rectorate for Studies and Teaching, University of Cologne
- 2012–2015 *Student Research Assistant*, GESIS – Leibniz-Institute for the Social Science, Cologne

Education

- 2022 *Doctoral thesis (Dr. rer. pol.), dissertation: “Biased political information in search engines and their effects”*, Supervisors: Prof. Dr. Sven-Oliver Proksch and Prof. Ingo Rohlfing, disputation: 28.01.2022, certificate conferred: 16.02.2022
- 2018 *M.Sc. in Sociology and Empirical Social Research*, Minor: Information Systems, University of Cologne
- 2016 *Semester Abroad*, Investigation of Audiovisual Communication, University of Salamanca
- 2014 *B.Sc. in Social Sciences*, University of Cologne

Publications

Link to ORCID record: <https://orcid.org/0000-0003-4559-0772>

- 2026 Haak, F. & Pradel, F. (2026). “The Influence of Search Engines on Political Opinion Formation”. In: *Digital Society* (forthcoming), edited by M. Anastasiadis & C. Thimm.
- 2025 Pradel, F., (2025). “Scraping and Dictionary-Based Analysis of Politicians’ Wikipedia Articles”. In: *Quantitative Text Analysis Using R: Scraping, Preparing, Visualising and Modelling Data*. (Exercise chapter), authored and edited by J. Bernauer & A. Wohlmann. London: SAGE.
- 2025 Theocharis, Y., Kosmidis, S., Zilinsky, J., Quint, F., & Pradel, F. (2025). “Content Warning: Public Attitudes on Content Moderation and Freedom of Expression”. *Content Moderation Lab at TUM Think Tank*.
- 2025 Pradel, F., (2025). “Influence of Hate Speech About Refugees in Search Algorithms on Political Attitudes: An Online Experiment”. *New Media & Society*, 27(8),4865-4890.
- 2024 Zilinsky, J., Theocharis, Y., Pradel, F., Tulin, M., et al. (2024). “Justifying an Invasion: When is Disinformation Successful?”. *Political Communication*, 41(6), 965–986.
- 2024 Pradel, F., Haak, F., Proksch, S., & Schaer, P. (2024). “Dynamics in Search Engine Query Suggestions for European Politicians”. *Proceedings of the 10th ACM Conference on Web Science*, 1–10.
- 2024 Jin, S., Zilinsky, J., Pradel, F., & Theocharis, Y. (2024). “Beliefs in Conspiracy Theories and Online News Consumption during the onset of the COVID-19 pandemic”. *Journal of Quantitative Description: Digital Media*, 4, 1-40.
- 2024 Pradel, F., Zilinsky, J., Kosmidis, S., & Theocharis, Y. (2024). “Toxic Speech and Limited Demand for Content Moderation on Social Media”. *American Political Science Review*, 118(4), 1895-1912.
- 2024 Pradel, F. & Sattler, S. (2024). “Health Consequences of a Death Threat: How Terrorist Attacks Impact Drinking”. *Analyses of Social Issues and Public Policy*, 24, (1) 1-20.

- 2022 Pradel, F. & Sattler, S. (2022) “Memories of a Death Threat: Negative Consequences of Unconscious Thoughts About a Terrorist Attack on Attitudes Towards Alcohol”. *OMEGA - Journal of Death and Dying*, 86(2), 668–687.
- 2021 Pradel, F. (2021). “Biased Representation of Politicians in Google and Wikipedia Search? The Joint Effect of Party Identity, Gender Identity and Elections”. *Political Communication*, 38(4), 447–478.
- 2019 Mertens, A., Pradel, F., Rozyjumayeva, A., & Wäckerle, J. (2019). “As the Tweet, so the Reply?: Gender Bias in Digital Communication with Politicians.” In *Proceedings of the 10th ACM Conference on Web Science* (pp. 193-201). ACM.(Best Paper Award)
- 2016 Gieck, R., Kinnunen, H. M., Li, Y., Moghaddam, M., Pradel, F., Gloor, P. A., Paasivaara, M. & Zylka, M. P. (2016). Cultural differences in the understanding of history on Wikipedia. In *Designing Networks for Innovation and Improvisation* (pp. 3-12). Springer, Cham.

Working Papers

- 2026 Pradel, F., Theocharis, Y., & Kosmidis, S. (2024): “Gender Differences in Demanding Moderation”. (*Link to Preprint, Currently Under Review in Political Behavior*)
- 2026 Tisch, D. & Pradel, F., (2025). “Mapping Elite Interconnections: Using Wikidata and Wikipedia for Social Network Analysis”. (*Conditional Accept in Soziale Welt, Special Issue on Computational Social Science*)
- 2026 Pradel, F., & Sattler, S.: “The Influence of Health-Related Information in Online Searches on Online Behavior and Attitudes”.

Work in Progress

- 2026 Pradel, F., Quint, F., & Theocharis, Y. “Systemic Toxicity Inference Drives Discourse Withdrawal Across 10 Democracies”.
- 2026 Pradel, F., Quint, F., Zilinsky, J., Theocharis, Y., & Kosmidis, S. “Democratic Dissatisfaction Erodes the Spiral of Silence in Online Discourse”.

Awards, Grants and Scholarships

- 2026 Grant for a Pilot “Gaining the Pilot Data for an ERC Starting Grant: An Experimental Validation of AI-driven Empowerment in Political Discussions”, principal investigator, HfP Seed funding (~7.500 Euro)
- 2022 Grant of the Re-Boot Social Media Lab, an institute of the TUM Think Tank, for the project “Platforms for the People: A User-Centric Approach to Improving Experiences on Social Media”, principal investigator, together with Yannis Theocharis and Jan Zilinsky (~34.800 Euro)
- 2021 University Internal Grant “Hack your Future: Data Science and Programming Workshop for Female Pupils,” Financial Fund for the Implementation of the Equality Mandate, University of Cologne, in collaboration with Deeg, F., Kaftan, L., Rozyjumajeva, A., Rohlfing, I. (~7.500 Euro)
- 2020 University Internal Grant “Hack your Future: Data Science and Programming Workshop for Female Pupils,” Financial Fund for the Implementation of the Equality Mandate, University of Cologne, in collaboration with Deeg, F., Kaftan, L., Rozyjumajeva, A., Rohlfing, I. (~7.500 Euro)
- 2019 Best Paper Award 2019 for the paper “As the Tweet, so the Reply?: Gender Bias in Digital Communication with Politicians” together with Mertens, A., Rozyjumayeva A., Wäckerle, J. on the 11th International ACM Web Science Conference 2019
- 2018 Euro CSS Data Challenge Award for the project “Gender bias in digital communication” together with Mertens, A., Rozyjumayeva A., Wäckerle, J. on the European Symposium Series on Societal Challenges in Computational Social Science 2018: Bias and Discrimination (~500 Euro)
- 2018 MSc with Distinction in Sociology and Empirical Social Research (1.2), University of Cologne
- 2017 C-SEB Student Grant for Conducting Experiments, University of Cologne (~1.500 Euro)
- 2016 Scholarship University of Salamanca (Becas de Intercambio) – Semester Abroad at the University of Salamanca (~3.500 Euro)

- 2015 Dean's Award, University of Cologne
- 2015 German National Scholarship (Deutschlandstipendium) (~3.600 Euro)

Teaching

- 2025 Exercise - Fundamentals of Comparative Politics, exercise at the Technical University of Munich (WS 2025/26)
- 2021-2024 Digital Media, Politics and Gender – Analyzing Online Political Communication with R, seminar at the Technical University of Munich (WS 2021/22, SoSe 2022, WS 2022/23, WS 2023/24, SoSe 2024)
- 2021-2024 Digital Media, Politics and Gender – Empirical Studies on Gender and Online Political Communication, seminar at the Technical University of Munich (WS 2021/22, SoSe 2022, WS 2022/23, WS 2023/24, SoSe 2024)
- 2022-2023 Experimental Methods in Political Science, module with two seminars at the Technical University of Munich (SoSe 2022, SoSe 2023)
- 2023 Online Content Moderation and Free Speech, seminar at the Technical University of Munich (SoSe 2023)
- 2021 Hack Your Future – Data Science Workshop (hyf-koeln.org), together with Deeg, F., Kaftan, L. and Rozyjumayeva A., Cologne Center for Comparative Politics, University of Cologne
- 2020 Digital Societies Workshop: The Influence of Web Search Engines on Political Opinion Formation – Online Cologne Summer School on Perspectives and Visions of Digital Societies
- 2020 Hack Your Future – Data Science Workshop (hyf-koeln.org), together with Deeg, F., Kaftan, L. and Rozyjumayeva A., Cologne Center for Comparative Politics, University of Cologne
- 2019 Women in European Politics, together with Wäckerle, J., Cologne Center for Comparative Politics, University of Cologne (WS 19/20)

Supervision of Theses (Selection)

- 2024 Master thesis supervision on 'Gender, Politics, and the Media: Analyzing the Representation of Female Politicians in the Radical Right on TikTok'
- 2024 Master thesis supervision on 'Non-Consensual Sexual Deepfakes'
- 2024 Master thesis supervision on 'Collaboration of Politicians and Influencers in Political Communication'
- 2023 Master thesis supervision on 'Gender-Specific Attacks and Incivility in Political Communication – How Gender Stereotypes Influence Uncivil Comments on X (former Twitter)'
- 2023 Master thesis supervision on 'Gender, Violence, and Online Activism: A Case Study of Mahsa Amini Protests and the Power of Social Media Campaigns'
- 2023 Master thesis supervision on 'Freedom of Expression on Turkish Social Media: A Case Study on LGBTQI+ Rights Discourse'
- 2023 Master thesis supervision on 'Opening of a New (e-)World: The Relationship between Qualified-Worker Migration and Social Media Platforms'
- 2023 Master thesis supervision on 'Influence of Behavioral Advertising Algorithms on Addictive Disorders and Possible Countermeasures'
- 2023 Bachelor thesis supervision on 'Dissent, Denial, Dissatisfaction: The Polarization of the Pandemic in Brazil and its Consequences'
- 2021 Bachelor thesis supervision on 'Investigating Bias in Search Engine Suggestions About European Female Politicians by Gender and Party Membership'
- 2020 Bachelor thesis supervision on 'Gender Stereotypes in the Media - German Female Politicians and their Representation in Talk Shows'

Most Important Scientific Talks

- 2024 Speaker at SICSS-Bologna, Summer Institute in Computational Social Science, Presentation about Toxic Online Communication (invited keynote speaker), June 2024
- 2024 ‘Dynamics in Search Engine Query Suggestions for European Politicians’ - ACM Web Science Conference (Stuttgart), May 2024
- 2023 Sage Methods Interview, Case Study on Experimental Research, September 2023
- 2023 ‘Understanding the Influence of Health-Related Information in Online Searches on Online Behavior and Attitudes’ – Conference of the European Survey Research Association (ESRA, Milan), July 2023
- 2023 ‘The Impact of Hate Speech About Refugees on Political Attitudes: Evidence from an Online Experiment on Search Engines’ – Weizenbaum Conference 2023: AI, Big Data, Social Media, and People on the Move (invited talk), June 2023
- 2023 ‘Do Users Ever Draw a Line? Offensiveness and Content Moderation Preferences on Social Media’ – Invited talk at Prolific, presentation of an experimental study on online incivility, March 2023
- 2022 ‘When Is Enough Enough? Linking Incivility, Intolerance and Preferences for Content Moderation Online’ – 12th Annual Conference of the European Political Science Association (EPSA, Prag), June 2022
- 2019 ‘Gendered Political Communication: Interactivity, the Role of Gender and the Use of Emojis on Online Platforms’ – Comparative Research on Political Elites (Conference, Hertie School, Berlin), November 2019
- 2019 ‘Biased Representation of Politicians in Search Results? The Role of Party Identity, Gender Identity and Elections’ – 9th Annual Conference of the European Political Science Association (EPSA, Belfast), June 2019
- 2019 ‘Gender Bias in Digital Communication’ – MIT Media in Transition 10 – Democracy and Digital Media (Massachusetts Institute of Technology, MIT Comparative Media Studies/Writing, Cambridge), May 2019
- 2018 ‘Gender Bias in Digital Communication’ – European Symposium Series on Societal Challenges in Computational Social Science 2018: Bias and Discrimination (Cologne), December 2018 (Awarded Data Challenge Award)

Professional Service

- 2022-2024 *Co-Organizer – Monthly PhD and PostDoc meetings*, PhD/Postdoc meetings and networking events, Department of Governance, TUM School of Social Science and Technology
- 2023–2024 *Mentoring*, PhD-Student at the Technical University of Munich
- 2023–2024 *Graduate admissions* (TUM, HfP), Technical University of Munich
- 2018–2019 *Member of the Search Committee*, University of Cologne
- 2016–2018 *Mentoring Programme – Guest Students and Local Students*, Buddy Programme of the WiSo Faculty, University of Cologne

Referee: American Political Science Review, Ethnic and Racial Studies, The Journal of Politics, New Media & Society, Omega - Journal of Death and Dying, Journal of Information Technology & Politics, Political Communication, Cogent Arts & Humanities, International Journal of Communication, Social Media & Society, Humanities and Social Sciences Communications

References

Prof. Yannis Theocharis, Professor for Digital Governance, *Technical University of Munich* (yannis.theocharis@hfp.tum.de)

Prof. Sven-Oliver Proksch, Professor for European Politics, *University of Cologne* (so.proksch@uni-koeln.de)