

# 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

- 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

- 2019 Hofer M, Hargittai E, Büchi M and Seifert A (in press) Older adults' online information seeking and subjective well-being: The moderating role of Internet skills. *International Journal of Communication* 13.  
Gui M and Büchi M (2019) From use to overuse: Digital inequality in the age of communication abundance. *Social Science Computer Review*. 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**
- 2019 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**
- In German, all reports available at <http://mediachange.ch/publications/?category=7&authors=97>
- 2017 Latzer M, Büchi M, Festic N and Just N (2017) *Internet diffusion and digital divides in Switzerland 2017*. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (2017) *Internet and politics in Switzerland 2017*. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (2017) *Internet applications and usage in Switzerland 2017*. University of Zurich.
- Latzer M, Büchi M, Festic N and Just N (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) *Swiss public service broadcaster online assessment 2015: Charter conformity of web pages and links. Methods and results reports*. University of Zurich.
- 2015 Latzer M, Büchi M and Just N (2015) *Internet diffusion and digital divides in Switzerland 2015*. University of Zurich.

Latzer M, Büchi M and Just N (2015) *Internet and politics in Switzerland 2015*. University of Zurich.

Latzer M, Büchi M and Just N (2015) *Internet applications and usage in Switzerland 2015*. University of Zurich.

Latzer M, Büchi M and Just N (2015) *Trust and concerns of Internet users in Switzerland 2015*. University of Zurich.

2014 Latzer M, Just N, Büchi M and Saurwein F (2014) *Conformity monitor. 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). (Authors listed alphabetically).

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.

### WORKING PAPERS

2019 Büchi M, Festic N and Latzer M (2019) *Digital overuse and subjective well-being*.

Büchi M, Fosch Villaronga E, Lutz C, Tamò-Larrieux A, Velidi S and Viljoen S (2019) *Chilling effects of profiling activities: Mapping the issues*. (Authors listed alphabetically). Available at SSRN: <https://ssrn.com/abstract=3379275>

Festic N, Büchi M and Latzer M (2019) *The evolution of digital inequalities*.

### TEACHING

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

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 8 Bachelor's theses on various dimensions of Internet use

### PRESENTATIONS

#### Conferences (★ peer-reviewed)

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

*Perceived digital overuse*, Center for Information Technology, Society, and Law (ITSL) and the Digital Society Initiative (DSI), 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

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.

2015 – 2019 Internal presentations at the Department of Communication and Media Research research colloquium: *Computational Communication Science* [\[presentation\]](#), *Digital Well-Being, Privacy at the User Level*, and *Second-Level Digital Divide*, University of Zurich.

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
- 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 Article Editor for Sage Open, an open access journal for social and behavioral sciences and the humanities
- External doctoral dissertation reviewer, University of Milano-Bicocca
- 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

- 2014 – present New Media & Society, Journal of Communication, Communication Research, Public Understanding of Science, Policy & Internet, International Journal of Communication, The Information Society, Mobile Media & Communication, First Monday, Communications: The European Journal of Communication Research, Swiss Journal of Sociology, Behavior & Information Technology, PLoS ONE, International Communication Association, 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