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CURRENT APPOINTMENT

since 10/18 Research and Teaching Assistant
Department of Communication and Media Research, University of Zurich, Switzerland
Division "Science Communication" and Survey Project "Science Barometer Switzerland"

RESEARCH AREAS

- Science communication
- Public perceptions of science
- Survey methodology
- Populism
- Digital media
- Open Science and reproducibility

EDUCATION

since 10/18 PhD, Communication and Media Research (ongoing)
University of Zurich, Switzerland
Dissertation (working title): "Communicating science in a changing climate: Conceptualization and empirical investigation of science-related populism", supervised by Prof. Dr. Mike S. Schäfer

10/16 – 09/18 M.A., Communication Science, M.A. (Grade 1.0)
University of Münster, Germany
Including advanced extracurricular seminars on data analysis

10/12 – 03/16 B.A., Media Management (Grade 1.3)
Hanover University of Music, Drama and Media, Germany
Including exchange semester at Örebro University, Sweden

08/03 – 06/12 Diploma qualifying for university admission (Grade 1.1)
Alstergymnasium Henstedt-Ulzburg, Germany
Advanced courses in Physics, Mathematics, English, Politics & Economics

PROFESSIONAL EXPERIENCE

since 06/13 Freelance Researcher
Université Libre de Bruxelles, Bern University of Applied Sciences, Berlin-Brandenburg Academy of Sciences and Humanities, GfK, Media in Cooperation and Transition
Survey data analyses, semi-structured interviews, UX research, expert reports, meta-analysis

03/17 – 09/18 Student Research Assistant
University of Münster, Germany
*For Prof. Dr. Thorsten Quandt, Chair of Online Communication
(e.g., expert interviews, qualitative and quantitative data analyses, co-authored paper)*

06/13 – 03/15 Student Research Assistant

Hanover University of Music, Drama and Media, Germany

For Prof. Dr. Christoph Klimmt, Chair of Communication Science

(e.g., data collection and analysis in media content analysis research and interview studies)

PUBLICATIONS

Journal articles (peer-reviewed)

4. **Mede, N. G.**, Schäfer, M. S., & Füchslin, T. (2021). The SciPop Scale for measuring science-related populist attitudes in surveys: Development, test, and validation. *International Journal of Public Opinion Research*, 33(2), 273–293. doi: 10.1093/ijpor/edaa026
3. **Mede, N. G.**, Schäfer, M. S., Ziegler, R., & Weißkopf, M. (2021). The “replication crisis” in the public eye: Germans’ awareness and perceptions of the (ir)reproducibility of scientific research. *Public Understanding of Science*, 30(1), 91–102. doi: 10.1177/0963662520954370
2. **Mede, N. G.**, & Schäfer, M. S. (2020). Science-related populism: Conceptualizing populist demands toward science. *Public Understanding of Science*, 29(5), 473–491. doi: 10.1177/0963662520924259
1. Kessler, S. H., **Mede, N. G.**, & Schäfer, M. S. (2020). Eyeing CRISPR gene editing: Using eye tracking to assess what lay audiences look for to learn more about CRISPR and genetic engineering on Wikipedia. *Environmental Communication*, 14(7), 886–903. doi: 10.1080/17524032.2020.1723668

Book chapters

3. **Mede, N. G.**, Brucklachner, A., & Heim, M. (2021). Versagen des Journalismus? Medienskepsis und Journalismuswahrnehmung. [Failure of journalism? Media skepticism and perceptions of journalism]. In B. Blöbaum, T. Hanitzsch, & L. Badura (Eds.), *Medienskepsis in Deutschland: Ursachen, Ausprägungen und Konsequenzen [Media skepticism in Germany: causes, manifestations and consequences]* (pp. 87–112). Wiesbaden, Germany: Springer VS.
2. **Mede, N. G.**, & Schäfer, M. S. (2020). Kritik der Wissenschaftskommunikation und ihrer Analyse: PUS, PEST, Politisierung und wissenschaftsbezogener Populismus. [Critique of science communication and its analysis: PUS, PEST, politicization and science-related populism]. In H.-J. Bucher (Ed.), *Medienkritik zwischen ideologischer Instrumentalisierung und kritischer Aufklärung [Media critique: Between ideological instrumentalization and critical enlightenment]* (pp. 297–314). Cologne: Herbert von Halem.
1. Frischlich, L., **Mede, N. G.**, & Quandt, T. (2020). The markets of manipulation: The trading of social bots on clearnet and darknet markets. In C. Grimme, M. Preuss, & F. W. Takes (Eds.), *Disinformation in Open Online Media: First Multidisciplinary International Symposium, MISDOOM 2019, Hamburg, Germany, February 27 – March 1, 2019, Revised Selected Papers* (pp. 89–100). Cham: Springer. doi: 10.1007/978-3-030-39627-5_8

PRESENTATIONS

Conferences (Peer-Reviewed)

17. **Mede, N. G.**, Rauchfleisch, A., Metag, J., & Schäfer, M. S. (2021). *How knowledge overestimation, science-related populism, and digital media use fuel each other during the COVID-19 pandemic: Representative survey evidence from Germany and Taiwan*. Paper to be presented at the 74th Annual Conference of the World Association for Public Opinion Research (WAPOR), 2–6 November 2021, virtual due to the COVID-19 pandemic.

16. Huber, R. A., **Mede, N. G.**, Eberl, J.-M., & Greussing, E. (2021). *Science-related and political populism: A tale of two scales?* Paper to be presented at the 74th Annual Conference of the World Association for Public Opinion Research (WAPOR), 2–6 November 2021, virtual due to the COVID-19 pandemic.
15. Weißkopf, M., Schäfer, M. S., & **Mede, N. G.** (2021). *Zwischen Vertrauen und Skepsis: Öffentliche Meinung in der COVID-19 Pandemie.* Paper to be presented at the 10th ScienceComm Conference, 15–16 September 2021, Fribourg, Switzerland.
14. **Mede, N. G.**, Schäfer, M. S., & Füchslin, T. (2021). *Populism towards science: What it is and how it can be measured.* Paper presented at the 17th International Conference on Public Communication of Science and Technology (PCST), 25–27 May 2021, virtual due to the COVID-19 pandemic.
13. **Mede, N. G.**, Schäfer, M. S., Füchslin, T., & Metag, J. (2021). *Science-related populism in Switzerland and its implications for science-related media use: Results from a nationally representative survey.* Paper presented at DACH 21: Three-Country Conference on Communication Science of DGPK, ÖGK, and SGKM, 7–9 April 2021, virtual due to the COVID-19 pandemic.
12. **Mede, N. G.**, Schäfer, M. S., Metag, J., & Klinger, K. (2021). *Science-related populism, its prevalence, antecedents, and outcomes: Evidence from the Science Barometer Switzerland.* Paper presented at the PERITIA conference “Trust in Expertise in a Changing Media Landscape”, 18–19 March 2021, virtual due to the COVID-19 pandemic.
11. Klinger, K., Metag, J., Schäfer, M. S., & **Mede, N. G.** (2021). *Wird die Bevölkerung wissenschaftskritischer? Segmentationsanalysen der Schweizer Bevölkerung auf Basis von Paneldaten. [Is the public becoming more critical of science? Segmentation analyses of the Swiss population based on panel data].* Paper presented at the 6th Annual Conference of the Science Communication Division of the German Communication Association (DGPK), 5 February 2021, virtual due to the COVID-19 pandemic.
10. **Mede, N. G.**, & Schäfer, M. S. (2020). *Science-related populism: Conceptualizing populist challenges to the knowledge and power claims of science.* Paper presented at the 70th Annual Conference of the International Communication Association (ICA), 21–25 May 2020, virtual due to the COVID-19 pandemic.
9. **Mede, N. G.**, Schäfer, M. S., & Füchslin, T. (2020). *Wissenschaftsbezogener Populismus: Theoretische Konzeption und Skalenentwicklung. [Science-related populism: Theoretical conceptualization and scale development].* Paper presented at the 65th Annual Conference of the German Communication Association (DGPK), 10–12 March 2020, Munich, Germany.
8. Kessler, S. H., **Mede, N. G.**, & Schäfer, M. S. (2020). *Online-Informationssuche: Ein Eye-Tracking-Experiment auf Wikipedia. [Online information seeking: An eye-tracking experiment on Wikipedia].* Poster presented at the 65th Annual Conference of the German Communication Association (DGPK), 10–12 March 2020, Munich, Germany.
7. **Mede, N. G.** (2020). *Wissenschaftsbezogener Populismus: Theoretische Konzeption und empirische Untersuchung. [Science-related populism: Theoretical conceptualization and empirical investigation].* Paper presented at the Doctoral Colloquium of the Science Communication Division of the German Communication Association (DGPK), 5 February 2020, Münster, Germany.
6. **Mede, N. G.**, Schäfer, M. S., & Füchslin, T. (2020). *Populism towards science: Introducing a new theoretical concept and a scale to measure it.* Paper presented at the ECREA workshop “Constructed facts, contested truths: Science and environment controversies in media and public spaces” at the 13th Annual Conference of the Media, Communication and Cultural Studies Association (MeCCSA), 8–10 January 2020, Brighton, UK.
5. **Mede, N. G.** (2019). *Communicating science in a changing climate: Investigating the antecedents and implications of distrust toward science.* Paper presented at the 2nd Annual Graduate Student Pre-Conference of the Environmental Communication Division of the International Communication Association (ICA), 24 May 2019, Washington DC, USA.

4. **Mede, N. G.** (2019). *Fake it till they take it? Pseudo user effects and pseudo user literacy*. Paper presented at the 21st General Online Research Conference (GOR) of the German Society for Online Research (DGOF), 6–8 March 2019, Cologne, Germany.
3. **Mede, N. G.**, Hollekamp, S., & Tampier, L. (2018). *Is distrust in the media undermining democracy? An explorative interview study on the implications of media skepticism*. Paper presented at the 7th European Communication Conference (ECC) of the European Communication Research and Education Association (ECREA), 31 October–3 November 2018, Lugano, Switzerland.
2. **Mede, N. G.**, Neppl, M., & Blöbaum, B. (2018). *Suspicion or sympathy?: The relationship between scientists and journalists*. Paper presented at the Interdisciplinary Symposium “Current Challenges to Mediatized Science Communication” of the IAMCR section “Mediated Communication, Public Opinion and Society”, 7–9 June 2018, Rostock, Germany.
1. Blöbaum, B., **Mede, N. G.**, & Neppl, M. (2018). *Trust through science communication: Relevance and change of internal and external scientific communication*. Paper presented at the Interdisciplinary Symposium “Current Challenges to Mediatized Science Communication” of the IAMCR section “Mediated Communication, Public Opinion and Society”, 7–9 June 2018, Rostock, Germany.

Invited Talks

4. **Mede, N. G.** (2021). *Was denkt die Schweiz über die Rolle der Wissenschaft in der Corona-Pandemie? Forschungsbefunde zu öffentlicher Wahrnehmung von Wissenschaft in Krisenzeiten*. [How does Switzerland view the role of science during the COVID-19 pandemic? Findings on public perceptions of science in times of crisis]. Presentation prepared for panel discussion with PD Dr. Christian Althaus at Paulus Academy Zurich, 28 April 2021, virtual due to the COVID-19 pandemic.
3. **Mede, N. G.** (2020). *Social Media im Dialog von Wissenschaft und Gesellschaft: Neue Chancen und hohe Erwartungen*. Presentation prepared for the Social Media Webinar 2020 of the Swiss Academy of Sciences (SCNAT), 29 October 2020, virtual due to the COVID-19 pandemic.
2. **Mede, N. G.** (2020). *The “replication crisis” in the public eye: Germans’ awareness and perceptions of the (ir)reproducibility of scientific research*. Presentation prepared for the ReproducibiliTea Journal Club of the Center for Reproducible Science (CRS) at the University of Zurich, 1 October 2020, virtual due to the COVID-19 pandemic.
1. Kessler, S. H., & **Mede, N. G.** (2019). *Quelle: Wikipedia: Wissenschaftliche Befunde zur digitalen Informationssuche*. Presentation prepared for the Winterkongress der Digitalen Gesellschaft Schweiz (DigiGes), 23 February 2019, Zurich, Switzerland.

MEDIA ARTICLES AND INTERVIEWS

7. Gonçalves, J. (2021). Negacionistas podem tomar “teorias da conspiração como conhecimento científico legítimo”: [Denialists can consider “conspiracy theories as legitimate scientific knowledge”]. *Rádio Renascença*. Available at <https://rr.sapo.pt/especial/pais/2021/08/12/negacionistas-podem-confiar-na-ciencia-mas-talvez-entendam-teorias-da-conspiracao-como-conhecimento-cientifico-legitimo/249243/>
6. Eberl, J.-M., Greussing, E., Huber, R. A., & **Mede, N. G.** (2021). Wissenschaftsbezogener Populismus: Eine österreichische Bestandsaufnahme. [Science-related populism in Austria: Taking stock]. *Vienna Center for Electoral Research*. Available at <https://viecer.univie.ac.at/corona-blog/corona-blog-beitrag/blog124/>
5. **Mede, N. G.**, & Schäfer, M. S. (2020). Wohlwollende Bewertung: Befragungsergebnisse zur öffentlichen Wahrnehmung der „Replikationskrise“ in Deutschland. [Favorable evaluation: Survey results on public perceptions of the “replication crisis” in Germany]. *Forschung & Lehre*. (12).

4. Matthews, D. (2020). Public 'largely ignorant' of replication crisis in science. *Times Higher Education*. Available at: <https://www.timeshighereducation.com/news/public-largely-ignorant-replication-crisis-science>
3. Mede, N. G. (2020). "The people have had enough of experts!" How to understand populist challenges to science. *Public Understanding of Science Blog*. Available at: <https://sagepub.blogspot.com/2020/06/the-people-have-had-enough-of-experts.html>
2. Winkels, R. (2019). „Es wird immer bedeutsamer zuzuhören“: Interview mit Niels Mede. [“It is becoming increasingly important to listen:” Interview with Niels Mede]. *Wissenschaftskommunikation.de*. Available at: www.wissenschaftskommunikation.de/es-wird-immer-bedeutsamer-zuzuhoeeren-24453/
1. Lungmus, M. (2018). Wohlwollen statt Argwohn: Wissenschaftler bewerteten Medien. [Sympathy instead of suspicion: Scientists evaluated media]. *Journalist*. (8), 10–11.

TEACHING

2021 (Fall)	“Media use and public opinion during the COVID-19 pandemic” <i>B.A. research seminar, University of Zurich</i>
2021 (Spring)	Thesis supervision (S. Ballotti, L. Geisselhardt, P. Ingold, M. Keller, A. Meister) <i>B.A. level, University of Zurich</i>
2020 (Fall)	“What does the public think about science? Secondary analyses of population surveys” <i>B.A. research seminar, University of Zurich</i>
2020 (Spring)	Thesis supervision (N. Barz, X. Krayss, T. Lerch, J. Rapaic, F. Trabadelo, M. Vetterli, L. Wild) <i>B.A. level, University of Zurich</i>
2019 (Fall)	“Science communication and populism” <i>B.A. research seminar, University of Zurich</i>
2019 (Spring)	“The relationship of science and journalism in times of alternative facts and fake science” <i>B.A. seminar, University of Zurich</i>

AWARDS AND GRANTS

11/20	Departmental fund for Open Science event (2,500 CHF, University of Zurich, acquired with V. Hase, E. Humprecht, H. Nguyen, M. Reiss, A. Schorn)
10/16 – 09/18	Scholar of the Deutschlandstipendium
01/15 – 06/15	Scholar of European Commission’s Program for Education, Training, Youth and Sport (Erasmus+)

PROFESSIONAL TRAINING

08/21	Survey Research: Statistical Analysis and Estimation Summer school led by Prof. Dr. Bart Bakker (Vrije Universiteit Amsterdam), Dr. Daniel Oberski (Utrecht U), Sander Scholtus (Dutch Central Agency for Statistics), Prof. Dr. Barry Schouten (Utrecht U), Asst. Prof. Dr. Bella Struminskaya (Utrecht U) <i>Utrecht University, Netherlands</i>
01/21	Introduction to Multilevel Modelling Using R Workshop led by Prof. Dr. Michael Scharkow (U of Mainz) <i>University of Mainz, Germany</i>

- 10/20** **Open Science: Reproducible Research**
Workshop led by Asst. Prof. Dr. Marjan Bakker (Tilburg U)
University of Zurich, Switzerland
- 08/19 – 07/20** **Teaching Skills: Systematic Development of Teaching Competence**
1-year program led by Dr. Svenja Kaduk (U of Zurich), Dipl. Psych. Anja Pawelleck (U of Zurich)
ETH Zurich and University of Zurich, Switzerland
- 10/19** **Designing Research for Publication in the Humanities and Social Sciences**
Workshop led by Prof. Dr. Christina Ljungberg (U of Zurich)
University of Zurich, Switzerland
- 02/18** **Real-Time Media Effects Research: RTR in Political Communication Science**
Workshop led by Dr. Marko Bachl (U of Hohenheim), Dr. Andreas Fahr (U of Fribourg)
University of Fribourg, Switzerland

EXTERNAL ACTIVITIES AND SERVICE TO PROFESSION

- since 09/21** Co-Organizer of PhD Club at Dep. of Communication and Media Research, U of Zurich
- 11/20** Co-Organizer of workshop “Open Science in Communication Studies”, financed with grant from
Dep. of Communication and Media Research, U of Zurich
- since 09/20** Fellow of the Center for Reproducible Science (CRS) at U of Zurich
- since 02/19** Young Scholar Representative of the Science Communication Division in the German
Communication Association (with Dr. Sarah Kohler)

Reviewer for *Annals of the International Communication Association, BMC Medical Ethics, German Communication Association (DGPK), European Journal of Health Communication, Humanities & Social Sciences Communications, International Communication Association (ICA), International Journal of Communication, International Journal of Health Policy and Management, International Journal of Public Opinion Research, Politics and Governance, SCM*

Member of the *International Communication Association (ICA), European Communication Research and Education Association (ECREA), German Communication Association (DGPK), Digital Society Initiative at U of Zurich (DSI)*

REFERENCES

at University of Zurich, Switzerland
Prof. Dr. Mike Schäfer
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at University of Münster, Germany
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at National Taiwan University, Taiwan
Asst. Prof. Dr. Adrian Rauchfleisch
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Zurich, 20 August 2021

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