

Angelica Goetzen

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Education

- 2023 - 2025 (Expected) **University of Amsterdam**
Research Master of Social Science, Quantitative track
- 2015 - 2019 **University of California, Santa Barbara**
Bachelor of Arts in Sociology and Communication
- Graduated with Honors & Distinction in the major
 - Thesis: "Save It for Later: The Effects of Expected Later Access on the Ability to Recall and Act on Goal-Oriented Information" advised by Scott Reid & Andrew Flanagin
- 2017 **Yonsei University - Seoul, South Korea**
Exchange student in Mass Communication

Research Projects

Published

- *"I chose to fight, be brave, and to deal with it." - Threat Experiences and Security Practices of Pakistani Content Creators.* Gröber, L., Arshad, W., Saeed, S., **Goetzen, A.**, Redmiles, E., Mustafa, M., & Krombholz, K. (2024). [USENIX Security Symposium '24.](#)
- *Analyzing User Engagement with TikTok's Short Format Video Recommendations using Data Donations.* Zannettou, S., Nemes-Nemeth, O., Ayalon, O., **Goetzen, A.**, Gummadi, K., Redmiles, E., & Roesner, F. (2024). [CHI Conference on Human Factors in Computing Systems '24.](#)
- *Problematic Advertising and its Disparate Exposure on Facebook.* Ali, M., **Goetzen, A.**, Mislove, A., Redmiles, E., & Sapiezynski, P. (2023). [USENIX Security Symposium '23.](#)
- *All things unequal: Measuring disparity of potentially harmful ads on Facebook.* Ali, M., **Goetzen, A.**, Mislove, A., Redmiles, E., & Sapiezynski, P. (2022). [6th Workshop on Technology and Consumer Protection '22.](#)
- *Ctrl-Shift: How Privacy Sentiment Changed from 2019 to 2021.* **Goetzen, A.**, Dooley, S., & Redmiles, E. (2022). [Proceedings on Privacy Enhancing Technologies '22 \(4\).](#)

Under Review

- *Mapping the Labor of Compensated Digital Content Creation.* Goetzen, A., Gröber, L., Krombholz, K., & Redmiles, E.
- *Likes and Fragments: Examining Perceptions of Time Spent on TikTok.* Goetzen, A., Wang, R., Redmiles, E., Zannettou, S., & Ayalon, O.

Work Experience

- 2023 - Present **Teaching Assistant in Computational Social Science | University of Amsterdam**
- Provides both individualized and classroom support for Bachelors students of Computational Social Science
 - Leads seminars on fundamental research and writing skills
- 2021 - 2023 **Research Associate | Max Planck Institute for Software Systems**
- Leads and collaborates on quantitative and qualitative research on user experiences with digital technology, privacy, and safety online advised by Dr. Elissa Redmiles

- Conducts literature review, recruitment coordination and management, study design, survey writing, quantitative and qualitative data analysis

2019 - 2021

Media Research Assistant | SmithGeiger Group

- Interpreted and synthesized data from quantitative surveys, qualitative diary entries and interviews, dial testing, and heat maps to produce customized market research reports for clients such as Adobe, NBC, and local news stations
- Conducted quantitative analysis of nationwide survey data using SPSS and Microsoft Excel
- Led two 3-week longitudinal qualitative market research projects and producing daily insight reports

2019

Lab Research Assistant | UCSB Department of Communication

- Assisted Dr. Andrew Flanagin and PhD candidate Lew Zi Jian on project investigating the ways access to the Internet affects cognitive self-esteem
- Contributed to the designing of experimental procedures, writing of survey items, pretesting and execution of project

2019

Lab Research Assistant | UCSB Department of Communication

- Assisted PhD candidate Spencer Nicholls on dissertation project on conceptualizing group ties and belonging on social media
- Contributed to development of codebook, coded open-ended survey responses for data analysis, and ran lab sessions with participants

2018

Lab Research Assistant | UCSB Department of Communication

- Assisted Dr. Ziad Matni on project regarding information seeking and social networks
- Conducted literature review and received lessons on coding and content analysis

Awards, Honors and Grants

2019

Steven H. Chaffee Excellence in Research Award

- Nominated by a faculty member of the UCSB Department of Communication for contributions to faculty research projects and achievement with independent project

2019

UCSB Undergraduate Research and Creative Activities Grant

- Awarded \$750 in funding to support independent research project

2017 - 2019

Dean's Honors List (UCSB College of Letters & Sciences)

- Maintained a GPA of 3.75 or higher for the quarters of Fall 2017, Winter 2018, Spring 2018, Fall 2018, Winter 2019, Spring 2019

Skills

Software: R Statistics; Python; SPSS Statistics; MAXQDA; Atlas.ti; Qualtrics; Microsoft Office; Adobe Creative Suite

Research: Quantitative data analysis; qualitative textual and image coding; survey and experimental design; literature review