

Dr. Emma Hoes

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Academic Positions

- January 2021-present **Postdoctoral Research Fellow, University of Zurich, Department of Political Science** ERC Project PRODIGI and member of the Digital Democracy Lab
- September 2022 **Visiting Research Fellow, New York University (NYU), Center for Social Media & Politics (CSMaP)** Host: Prof. Joshua Tucker
- October 2019-February 2020 **Visiting PhD Researcher, Amsterdam School of Communication Research**
Host: Prof. Bert Bakker

Education

- 2018 - 2021 **Ph.D., European University Institute, Department of Political and Social Sciences**
Thesis: The Remedy Worse than the Sickness? Comparing the Harms of Misinformation to the Media's Interventions Against It
Supervisor: Prof. Hanspeter Kriesi
PhD Committee: Prof. Andrew Guess, Prof. Jason Reifler, Prof. Arnout van de Rijt)
- 2019 **M.Res. Political and Social Sciences, European University Institute**
- 2017 **M.A. Political Science, Universitat Autònoma de Barcelona**
Thesis: About Post-factualism, Populism, and Bullshit
Supervisor: Prof. Guillem Rico
- 2016 **M.Sc Political Communication, Amsterdam School of Communication Research, University of Amsterdam**
Thesis: Dare to Disagree?
Supervisor: Prof. Magdalena Wojcieszak
- 2015 **B.A. Communication and Information Sciences, Utrecht University**
Supervisor: Prof. Paul van den Hoven

Grants

- 2022 Research Funding Center for Comparative and International Studies (CIS), 9,000CHF
- 2021 Facebook Research Award in Misinformation and Polarization, 50,000\$
- 2018 – 2021 Ph.D. Scholarship, Dutch Government (Nuffic), 80,000€

Selected Conferences

- Hoes, E. & Gilardi, F. (July 2024) – From Existential Threats to Immediate Harms: The Impact of AI Media Narratives; European Political Science Association, Cologne
- Altay, S., De Angelis, A., & Hoes, E (September 2023). – Media Literacy or Media Skepticism? Testing Novel Trust-Preserving Media Literacy Interventions; European Consortium for Political Research, Prague
- Hoes, E., & Klueser, K. J. (June 2023) – (Dis)information for Hire? A computational exploration of the extent to which social media influencers spread or combat misinformation; European Political Science Association, Glasgow
- Hoes, E. & Kubli, M. (February 2023) – The Prevalence of Conspiracy Theories from Web 1.0 to 3.0; Swiss Political Science Association, Basel

Hoes, E., Kluser, K. J., & Marchal, N. E. (September 2022). -- Exacerbating or Attenuating? The Effects of Content Moderation on False and Provocative Claims; [American Political Science Association](#), Montreal

Alizadeh, M., Hoes, E., & Gilardi, F. (June 2022) – Crypto Crypto Social Media: Platform Decentralization and Its Effects on User Behavior; [European Political Science Association](#), Prague

Marchal, N. E., Hamborg, F., Hoes, E., Katzenbach, C., Kluser, K. J., Alizadeh, M., & Kubli, M. (May 2022) – The Role of Media Coverage in Platform Policy Change; [International Communication Association](#), Paris

Alizadeh, M., Gilardi, F., Hoes, E., Kluser, J., Kübli, M., & Marchal, N. E. (October 2021). Content Moderation in the Digital Democracy: What's the Problem?; [American Political Science Association](#), Virtual Conference

Hoes, E., & Kamphorst, J. (August, 2020). Prominence over Proximity? The effects of terrorist attack on party preferences for incumbent versus populist radical right parties; [European Consortium for Political Research](#), Virtual Conference

Invited Talks

Everything You Know About Misinformation is Wrong. (October 2024). Digital Society Initiative (DSI), Disinformation Month, University of Zurich

Deepfakes, Distrust & Misinformation: The Impact of AI on Elections and Public Perception. (October, 2024) Center for Digital Trust (C4DT), EPFL, Lausanne

Workshop: Rethinking the Problem of Misinformation and What (not) To Do About It. (September 2024). Digital Society Initiative (DSI)

Digitale Demokratie 2024: Herausforderungen und Chancen für politische Kommunikation in Zeiten von Social Media und Fake News. (September 2024). Young LSA, NEULAND.

Publications

Altay, S., De Angelis, A., & **Hoes, E.** (2024). Media Literacy Tips Promoting Reliable News Improve Discernment and Enhance Trust in Traditional Media. [Communications Psychology](#), 2 (74).

Hoes, E., Aitken, B., Gackowski, T., Zhang, J., & Wojcieszak, M. (2024) Prominent Misinformation Interventions Reduce Misperceptions but Increase Skepticism. *Nature Human Behavior*

Marchal, N., **Hoes, E.**, Kluser, K. J., Hamborg, F., Katzenbach, C., Alizadeh, M., & Kubli, M. (2024). The Role of Media Coverage in Platform Policy Change. *Political Communication*

Nasr, M. & **Hoes, E.** (2023). The Times They Are A-Changing: An experimental assessment of the causes and consequences of sudden policy U-turns. *European Journal of Political Research*, DOI: [10.1111/1475-6765.12650](#)

Alizadeh, M., **Hoes, E.**, & Gilardi, F. (2023). Tokenization of social media engagements increases the sharing of false (and other) news but penalization moderates it. [Scientific Reports](#), 13. <https://doi.org/10.1038/s41598-023-40716-2>

Hoes, E., Kamphorst, J., & Krouwel, A. (2023). Prominence over Proximity? The Effects of Terrorist Attacks on Party Preferences for Incumbent versus Populist Radical Right Parties. *European Political Science Review*, 1-19. DOI: <https://doi.org/10.1017/S175577392300019X>

Alizadeh, M., Gilardi, F., **Hoes, E.**, Kluser, K. J., Kubli, M., & Marchal, N. (2022). Content Moderation As a Political Issue: The Twitter Discourse Around Trump's Ban. [Journal of Quantitative Description: Digital Media](#), 2. <https://doi.org/10.51685/jqd.2022.023>

Working Papers¹

Elusive Effects of Misinformation and the Media's Attention To It

Evidence from Experimental and Behavioral Trace Data [together with Bernhard Clemm, Theresa Gessler, Magdalena Wojcieszak, and Sijia Qian] [under review]

(Dis)information for Hire?

A computational exploration of the extent to which Social Media Influencers spread or combat misinformation [together with Jonathan Klüser]

The Effect of a Real-World, Long-Term Media Literacy Intervention

A Difference-in-Differences Approach

Leveraging ChatGPT for Efficient Fact-Checking [together with Sacha Altay and Juan Bermeo] [under review]

From Existential Threats to Immediate Harms: The Impact of AI Media Narratives [together with Fabrizio Gilardi]

News Consumption on Social Media Stimulates Knowledge Acquisition and Trust

Evidence from a Field Experiment using WhatsApp and Instagram in Germany and France [together with Sacha Altay and Magdalena Wojcieszak]

Tool for Online Discussions (TOD)

A New Experimental Research Platform to Examine Live User Interactions on Social Media [together with Jonathan Klüser] [under review]

The Blackbox of Content Moderation on Social Media

A First Look Into a Novel Twitter Dataset [together with Maël Kubli and Natalia Umansky]

The Prevalence of Conspiracy Theories From Web 1.0 to 3.0 [together with Maël Kubli]

Teaching & Workshops

Fall 2024	University of Zurich - Bachelor course: Agenda Setting and The Media: Framing the Political Debate
Spring 2024	University of Zurich – Workshop at PhD Writing Retreat: From Dream to Draft: Converting Ideas to Text with a Compelling Start
Fall 2023	University of Lucerne – Digital Skills Workshop: Experimental (Survey) Methods in Social Sciences
Spring 2023	University of Zurich – Master seminar: (Fake) News & What (Not) To Do About It
Spring 2022	University of Zurich – Master seminar: (Fake) News & What (Not) To Do About It

Guest Lectures

2020	University of Amsterdam – undergraduate - Politics, Media & Communication
2018	Universitat Autònoma de Barcelona – graduate – Discourse Analysis & Populist Speech

Professional Activities

Reviewer for: New Media & Society, Journal of Politics, Journal of Communication, Political Communication, Journal of Quantitative Description: Digital Media (JQD: DM), Government & Opposition, International Journal for Press and Politics, Politique Européenne

Extra-curricular Activities

2019 – 2020	Co-organizer Political Behaviour Colloquium, European University Institute, Florence
2018 – 2019	Manager Fiasco Social Club, European University Institute, Florence

¹ Visit my website www.emmahoes.com for the most updated list of my work-in-progress, published pre-registrations at the Open Science Framework (OSF) and links to pre-prints of my working papers

Language Proficiency

Dutch: native | English: C2 | Spanish: C1 | German: B2 | French: B1 | Italian: A2

Software Proficiency

Stata (proficient), LaTeX (proficient), R (intermediate), Qualtrics, MTurk, Prolific