

Dr. Simon Stückelberger

Political scientist



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About me

I am a political scientist with several years of research experience. I am a quantitative researcher with experience in survey research and automated text analysis. I am particularly interested in political (online) campaigns and voting behavior.

Experience



Project manager

05.2023 -

Project manager with a focus on social and political opinion polls



Post-doc researcher (Teaching)

11.2019 - 9.2022

Chair of Comparative Politics, Goethe University Frankfurt

- Research: Analysis of online political advertising (Meta Ads Library API), party positions towards social groups ("group appeals")
- Teaching: BA Seminar on Swiss politics & BA Seminar on election campaigns

Post-doc researcher (Project)

4.2021 - 10.2021

The Nature of Political Representation in Times of dealignment (25 %)

- Research: Automated content analysis of parliamentary debates regarding the representation of social groups



PhD Researcher

9.2014 - 8.2018

Party strategies and the dynamics of electoral competition in multiparty democracies (SNF Projekt)

- Research: manual content analysis of party communication, party positions towards social groups ("group appeals"), negative campaigns
- Teaching assistance: seminar on quantitative methods

Education



PhD in Political Science

2014 - 2019

University of Lausanne, Switzerland

Phd Thesis: "Group Appeals in Electoral Politics: Comparing Party Behaviour in Switzerland, Germany and the Netherlands"

Supervisor: Associate Professor Anke Tresch, Co-supervisor: Professor Georg Lutz



Msc in Political Sociology

2012 - 2013

London School of Economics and Political Science, Great Britain



BA in International Relations

2008 - 2011

University of Geneva, Switzerland

Awards

Young Scholar Award 2020 for best paper by the Swiss Political Science Association (SVPW)

Publications

Stuckelberger, Simon and Anke Tresch. 2022. "Group appeals of Parties in Times of Economic and Identity Conflicts and Realignment", *Political Studies*. <https://doi.org/10.1177/00323217221123147>

Stuckelberger, Simon, and Jelle Koedam. 2022. "Parties' Voter Targeting Strategies: What Can Facebook Ads Tell Us?" *Electoral Studies* 77. doi: <https://doi.org/10.1016/j.electstud.2022.102473>

Stuckelberger, Simon. 2021. "Mobilizing and Chasing: The Voter Targeting of Negative Campaigning – Lessons from the Swiss Case." *Party Politics* 27 (2): 341–50. doi: <https://doi.org/10.1177/1354068819852252>

Stuckelberger, Simon. forthcoming. *Group Appeals in Electoral Politics: Party Behaviour in Switzerland, Germany and the Netherlands*. London: Palgrave Macmillan.

Conference papers (latest)

Stuckelberger, Simon und Markus Baumann. "Many-faced campaigns ? The practice of narrowcasting in Facebook ads." SVPW Annual Conference, 2. - 3.2.2023

Stuckelberger, Simon, Markus Baumann and Thomas Zittel. 2021. „The non-descriptive sources of the substantive representation of the poor. A text-based analysis of the behaviors of legislators in the German Bundestag" ECPR Standing Group on Parliaments, 1. - 2.7.2021.

Blog posts

Stückelberger, Simon. 2021. Einblick in die Facebook-Werbebibliothek – Die online Kampagne zu den Vorlagen vom 13. Juni 2021. [DeFacto](#), 11.6.2021

Stückelberger, Simon. 2020. Den Gegenkandidaten angreifen, um die eigene Wählerschaft zu mobilisieren. [higgs.ch](#), 15.6.2020.

Stückelberger, Simon. 2020. Angriff ist die beste Mobilisierung: Negative Kampagnen und ihre Zielgruppen. [DeFacto](#), 19.5.2020.

Invited talks

Parties' Voter Targeting Strategies: What Can Facebook Ads Tell Us?, September Meta Research Exchange, Meta Academic Partnerships Team, 29.09.2022.

Training (selection)

ECPR Winter School in Methods and Techniques, "Quantitative Text Analysis", 22-26 March 2021.

Doctoral program in political science (CUSO), various courses for an equivalence of 14 ECTS, 2014-2017.

ECPR Winter School in Methods and Techniques, "Logistic regression", Bamberg, 2-9 March 2017.

Peer-review

Electoral Studies, Political Studies, EJPR

Languages

English: fluent (written and spoken)

French: fluent (written and spoken)

German: native speaker

Spanish: spoken: good, written: basics

Dutch: basic

Internships

Internship at the Swiss Embassy in Guatemala	5.2012 - 7.2012
Civilian service and employment with the NGO Bread for all	7.2011 - 2.2012
Internship with a think tank and a NGO in South India	6.2010 - 8.2010
Internship with a NGO in Cameroon	4.2008 - 6.2008

Additional activities

Responsible for <u>Politransparency</u> , a website for more transparency in online political advertising in Switzerland	2023
Coordinator of foraus Lausanne, a regional section of the think tank for foreign policy foraus (Forum Aussenpolitik)	2015 - 2017

Referees

Professor Anke Tresch, Associate Professor at the University of Lausanne and Head of Group "Political Surveys" at FORS (Swiss Centre of Expertise in the Social Sciences), Thesis supervisor, AnkeDaniela.Tresch@unil.ch

Professor Thomas Zittel, Professor for Comparative Politics at Goethe University Frankfurt, Post-doc supervisor, zittel@soz.uni-frankfurt.de