

Dr. Andrea Bublitz

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Research interests: marketing communication, persuasion, misinformation
Status: October 2025

1. Academic Experience

10/2024-today	Postdoc in Marketing, C. Miguel Brendl, University of Basel.
09/2022-12/2023	Visiting Postdoc at Columbia Business School, Gita V. Johar, Meyer Feldberg Professor of Business, Columbia University.
04/2022-09/2024	Postdoc for the Innosuisse Project "Representative Surveys on Social Media", René Algesheimer, University of Zurich.
04/2017-03/2022	Research Associate at the Chair for Marketing and Market Research, René Algesheimer, University of Zurich.
02/2015-02/2017	Research Assistant at the Chair for Marketing and Market Research, René Algesheimer, University of Zurich.
11/2013-04/2014	Research Assistant in the project KIDS-WIN, Department of Economics, Ernst Fehr, University of Zurich.

2. Education

04/2017-03/2022	PhD in Business Administration, University of Zurich. Supervised by Anne Scherer & René Algesheimer. (Grade: 5.8; ranging from 6-best to 1-worst)
02/2015-04/2017	Master of Arts in Economics, University of Zurich. (Grade: 5.4; ranging from 6-best to 1-worst)
09/2011-02/2015	Bachelor of Arts in Management & Economics, University of Zurich. (Grade: 5.0; ranging from 6-best to 1-worst).

3. Research in Progress

Bublitz, Andrea, Eli Sugerman, Gergely Nyilasy, and Gita V. Johar, "The Mere Sharing Effect: Sharing of Ambiguous Information Increases Truth Judgments," *manuscript in preparation for Journal of Marketing Research*.

Bublitz, Andrea and Gita V. Johar, "Legitimizing the Other: How Exposure to Counter-Attitudinal Information Reduces Polarization," *manuscript in preparation*.

Bublitz, Andrea and C. Miguel Brendl, "Introducing the Regulatory Outcome Classification Scale," *data collection in progress*.

Bublitz, Andrea, Anne-Sophie Chaxel, Gita V. Johar, and Sandra Laporte, "How Scientific Conflict Affects Trust in Science," *data collection in progress*.

Bublitz, Andrea, "Uninformed But Unaware: How Likes Affect Subjective Knowledge of News Content," *data collection in progress*.

4. Conference Presentations

10/2025	Legitimizing the Other: How Exposure to Counter-Attitudinal Information Reduces Polarization (together with Gita V. Johar), 2025 SAMS Conference, Lucerne (CH).
10/2025	The Mere Sharing Effect: Sharing Ambiguous Information Increases Truth Ratings (together with Eli Sugerman, Gergely Nyilasy, and Gita V. Johar) as part of the Special Session on "Misinformation & Truth Judgments," 2025 ACR Conference, Washington DC (US).
02/2025	The Mere Sharing Effect: Sharing Ambiguous Information Increases Truth Ratings (together with Eli Sugerman, Gergely Nyilasy, and Gita V. Johar) as part of the Special Session on "Misinformation," 2025 SCP Conference, Las Vegas (US).
07/2024	The Mere Sharing Effect: Sharing Ambiguous Information Increases Truth Ratings (together with Eli Sugerman, Gergely Nyilasy, and Gita V. Johar), AMA CBSIG 2024 Conference, Vienna (AUT).
05/2022	The overconfidence bias on social media: How non-diagnostic cues for knowledge trigger a miscalibration of news knowledge (together with Anne Scherer), 52nd EMAC Annual Conference, Budapest (HUN).
01/2021	Uninformed but unaware: How online buzz inflates perceived knowledge of news content (together with Anne Scherer), 2021 SPSP Pre-Conference on Psychology of Media and Technology, online.
11/2020	Uninformed but Unaware: How the Number of Likes Triggers a Knowledge Illusion on Social Media (together with Anne Scherer), Digital Democracy Workshop 2020, University of Zurich, online.
10/2020	Uninformed but Unaware: How the Number of Likes Triggers a Knowledge Illusion on Social Media (together with Anne Scherer), 2020 Conference of the Association for Consumer Research (ACR), online.
10/2019	News Consumption on Social Media: Uninformed but unaware (together with Anne Scherer & René Algesheimer), APA Technology, Mind & Society 2019, Washington (US).
05/2019	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 48th EMAC Conference & 32nd EMAC Doctoral Colloquium, Hamburg (GER).
02/2019	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2019 SPSP Convention & Pre-Conference on Psychology of Media and Technology, Portland (US).
09/2018	News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2nd EMAC Junior Faculty & Doctoral Research Camp, Vienna (AUT).
05/2018	News Consumption on Social Media: When do we actually read the news that we share? (together with Anne Scherer & René Algesheimer), 31st EMAC Doctoral Colloquium, Glasgow (UK).

5. Approved Research Projects

10/2025	SNSF project (470'000 CHF) in collaboration with Prof. C. Miguel Brendl to work on "Introducing the Regulatory Outcome Classification Scale (ROCS) to Enhance Persuasive Message Framing."
09/2025	Innosuisse project (400'000 CHF) to work on "Confidence-Driven Augmentation of Synthetic Survey Data" in collaboration with Boomerang Ideas, Schweizerische Bundesbahnen SBB, and gfs.bern ag.
12/2020	Innosuisse project (500'000 CHF) to work on "Representative Surveys on Social Media" in collaboration with the Swiss start-up company Boomerang Ideas.
08/2020	Innosuisse innovation cheque (15'000 CHF) to work on the "Pre-study for representative surveys on social media" in collaboration with the Swiss start-up company Boomerang Ideas.
05/2020	Doc.Mobility grant (52'085 CHF) from the Swiss National Science Foundation to visit Gita V. Johar (Columbia University), to work on the research project "How to battle the knowledge illusion on social media", expired due to Covid-19 travel restrictions.

6. Awards and Grants

02/2025	The special session on "Misinformation" was honored with the Best Special Award at the 2025 SCP Conference, Las Vegas (US).
09/2020	The research project "Uninformed but Unaware: The Knowledge Illusion on Social Media" was the runner-up for the Audience Award at the Three Minute Thesis (3MT) Competition at the University of Zurich.
02/2020	The research project "Uninformed but Unaware: How likes affect the attention gap on social media" has been nominated by the Faculty of Business, Economics, and Informatics for the 2020 Mercator Award for Junior Researchers of the University of Zurich.
09/2019	Travel grant (1000 CHF) from the Swiss Academy of Humanities and Social Sciences to attend the APA Technology, Mind and Society conference in Washington (US).
05/2019	Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Conference & Doctoral Colloquium in Hamburg (GER).
09/2018	Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Doctoral Research Camp in Vienna (AUT).

7. Public Engagement

09/2019	Science Slam "News Consumption on Social Media: Uninformed but Unaware" at the Homecoming Event of the OEC ALUMNI UZH, the alumni association of the Faculty of Business, Economics and Informatics of the University of Zurich.
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8. Further Research Output

2019	Development of a prototype of the mobile application “Newsroom” (together with Anne Scherer & Chat Wacharamanotham); Newsroom is a social newsreader app with a researcher backend that enables field experiments to analyze news consumption in online social networks.
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9. Teaching

FS25	Seminar in Marketing Strategy (BA)
HS24	Applied Statistics for Behavioral Sciences in R (BA)
FS23	Experimental Methods in Consumer Research (PhD)
HS19	Consumer Behavior in the Digital Age (BA)
FS19-FS20	Marketing Experiments (MA)
HS16-HS18	A non-technical Introduction to R (BA)
FS16-FS17	Marketing Analytics I (BA)

10. Advanced Training

09-12/2022	PhD Seminar on Consumer Behavior, Bernd Schmitt (Columbia Business School), Michel Pham (Columbia Business School), New York City (USA).
09-12/2022	PhD Seminar on Research Methods, Gita V. Johar (Columbia Business School), New York City (USA).
10/2020	PhD Seminar on Marketing & Sustainability, Katherine White (University of British Columbia), University of Zurich.
03/2020	PhD Seminar on Consumer Behavior, Wayne Hoyer (University of Texas at Austin), University of Zurich.
09-12/2019	PhD Seminar on Quantitative Marketing Research, René Algesheimer (University of Zurich), Martin Natter (University of Zurich), Florian von Wangenheim (ETH Zurich), University of Zurich.
12/2019	EDEN Doctoral Seminar on Consumer Research, Luk Warlop (BI Norwegian Business School), Stefano Puntoni (Rotterdam School of Management), Simona Botti (London Business School), Ozlem Sandikci (University of Glasgow), European Institute for Advanced Studies in Management, Brussels (BEL), in December 2019.
06/2019	Mediation, Moderation, and Conditional Process Analysis I & II, Andrew Hayes (Ohio State University), GSERM St. Gallen.
06/2018	Experimental Methods for Behavioral Science, Gerald Häubl (University of Alberta), GSERM St. Gallen.
02-06/2018	Topics in Experimental and Behavioral Economics, Ernst Fehr (University of Zurich), University of Zurich.
02-06/2018	PhD Reading Course on Network Science & Marketing, Claudio Tessone (University of Zurich), University of Zurich.

11. Personal Competences

German (native), English (fluent), Italian (basic).

R & R Studio, Python, SQL, Microsoft Office.

12. References

C. Miguel Brendl

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Gita V. Johar

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13. Research Abstracts

“The Mere Sharing Effect: How the Sharing of Ambiguous Information Leads to More Favorable Truth Judgments” with Eli Sugerman, Gergely Nyilasy, and Gita V. Johar

Sharing news on social media offers new information opportunities but also increases consumers' susceptibility to misinformation. While individuals mostly strive to share true information, they are often distracted and share ambiguous or even false information to socialize and entertain. This research proposes that individuals evaluate ambiguous information more favorably after sharing it to avoid negative emotional consequences of this self-discrepancy. Therefore, information that is shared is perceived to be more true. In a series of three online experiments, the authors show this mere sharing effect and demonstrate that it is driven by the sharer's self-perception (study 1), not dependent on the sharer's accountability (study 2), and persistent when the sharer merely intends to share (study 3). This research extends the literature on the drivers of online information sharing and explores consequential effects of sharing on the perception of the sharer. By uncovering that information sharing changes how information is perceived, this research shows a path for future work on the consequences of sharing on consumer perceptions and attitudes.

“Uninformed But Unaware: How Likes Affect Subjective Knowledge of News Content”

Social media remains one of the preferred news sources despite an increasing awareness of the threats that these platforms' susceptibility to fake news impose on societies today. As social media is particularly attractive for social-driven readers who consume news in order to socialize, users often engage with content in the form of Likes, shares or comments. So far however, it remains unclear how these social signals affect user engagement and information processing. In a series of experiments, this research shows that content with a high number of Likes (i) motivates individuals to click on Like, often without having processed information in detail, and (ii) triggers a knowledge illusion, i.e., a gap between perceived and objective knowledge of content, as a consequence. This effect differs by news audiences and is robust for social-driven news readers but vanishes when individuals are information-driven. The knowledge illusion can be mitigated by motivating individuals to process information consciously by (i) offering them an extrinsic incentive to read and (ii) nudging them to focus on their personal interest in content. The article concludes by discussing implications for social media research and design recommendations for social news feeds that cultivate a more sustainable news consumption.