

Curriculum Vitae Patrick Schenk

Lucerne, November 11, 2024

Personal Data

Date of Birth April 3, 1984
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 University of Lucerne
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Education

August 2011- January 2017 **Doctorate in Sociology, University of Zurich, 5 ½ years**
 Doctoral thesis: *Die soziale Einbettung moralischer Kaufentscheidungen. Eine integrative Erklärung des Konsums fair gehandelter Produkte*
 [The Social Embeddedness of Ethical Consumer Decisions. An Integrative Explanation of Fair Trade Consumption]
 Date of Disputation: January 30, 2017
 First supervisor: Prof. Dr. Jörg Rössel
 Second supervisor: Prof. Dr. Eldad Davidov
 Grade: Summa cum laude

July 2014-August 2014 **ICPSR, Summer Program in Quantitative Methods, University of Michigan, Ann Arbor, Michigan, 1 month**
 - Structural Equation Models with Latent Variables
 - Simultaneous Equation Models
 - Introductory Lectures on Matrix Algebra
 - Missing Data
 - Introduction to the R Statistical Computing Environment
 - Introduction to the LaTeX Text Processing System

February 2015 **Teaching Workshop, ½ day**
 Structure and Methodology of a Lecture

April 2012 **Teaching Workshop, ½ day**
 Planning of a Lecture

August 2005- May 2011 **Lic. phil. (M.A.) University of Zurich, 5 ½ years**
Major: Sociology (Grade 6)¹
First minor: Macroeconomics (Grade 5)
Second minor: Philosophy (Grade 6)
Master thesis: Identität und Qualität im Weinfeld. Eine empirische Analyse der Selbstdarstellung von Winzern [Identity and Quality in the Field of Wine. An Empirical Analysis of the Self-representations of Wine Makers] (Grade 6)

March 2009 **GESIS Spring Seminar Cologne, 1 week**
 Correspondence Analysis and Related Methods

¹ Swiss grading system: 6= excellent (highest grade), 1=very poor (lowest grade), 4=sufficient, 5=good

Academic Positions

September 2021-	Research Associate Postdoc SNF «Artificial Intelligence and Moral Decision-Making in Contemporary Societies: An Empirical Sociological Investigation». Project Lead. Sociological Seminar, University of Lucerne, Chair of Prof. Dr. Gabriel Abend
September 2021-	Lecturer Sociological Seminar, University of Lucerne
August 2018-August 2021	Postdoctoral Researcher. 3 years Sociological Seminar, University of Lucerne, Senior Assistant (Oberassistent) to Prof. Dr. Gabriel Abend
April 2018-June 2018	Visiting Scholar Max Planck Institute for the Study of Societies. 3 months Cologne, Research Group Prof. Dr. Jens Beckert
February 2017-July 2018	Postdoctoral Researcher. 1 ½ years Institute of Sociology, University of Zurich. Assistant to Prof. Dr. Rössel
May 2011-January 2017	Research Assistant. 5 ½ years Institute of Sociology, University of Zurich. Assistant to Prof. Dr. Rössel
August 2008- April 2011	Student Assistant. 2 ½ years Institute of Sociology, University of Zurich. Assistant to Prof. Dr. Rössel

Institutional Assignments

October 2023-	Working Group “Reworking Sociology BA/MA: Communications and Expectations” , University of Lucerne
October 2021-October 2023	Representative of the MOL (organization of the mid-level faculty) in the university senate , University of Lucerne, 2 years
February 2018-Juli 2018	Member of the library committee (Bibliothekskommission), Institute of Sociology, University of Zurich. ½ year
May 2014-September 2016	Project coordination SCOPES-Project „ <i>Life-Strategies and Survival Strategies of Households and Individuals in South-East European Societies in the Time of Crisis.</i> ” International cooperation by the University of Zurich (Switzerland), Centre for Empirical Cultural Studies of South-East Europe (Serbia), University of Maribor (Slovenia) and the Institute Ivo Pilar (Croatia). 2 ½ years
February 2015- March 2016	Task-group homepage revision , Institute of Sociology, University of Zurich. 1 year
February 2014- March 2015	Student counseling , Institute of Sociology, University of Zurich. 1 year
April 2012 – August 2018	Organization of reading group at the chair of Prof. Dr. Rössel , Institute of Sociology. 6 years

Research Interests

Economic sociology, sociology of consumption, cultural sociology, sociology of morality, sociology of technology, ethical consumption and sustainability, artificial intelligence, Fair Trade, methods of the social sciences

Third-party Funding

Artificial Intelligence and Moral Decision-Making in Contemporary Societies: An Empirical Sociological Investigation. Gefördert durch den Schweizer Nationalfonds (SNF). Antragsteller Gabriel Abend. Gemeinsam verfasster Antrag mit Gabriel Abend. Projektleitung Patrick Schenk. Betrag: 463'000 CHF

Tagungsbeitrag der Sektion Wirtschaftssoziologie der Deutschen Gesellschaft für Soziologie (DGS). Tagung: Jenseits des Wettbewerbs. Koordinationslogiken ökonomischen Handelns und die Einhegung von Märkten. Gemeinsam organisiert mit Sebastian Koss und Sebastian Nessel. Betrag: 500 Euro

Tagungsbeitrag durch den Graduate Campus Grant (GRC Grant) der Universität Zürich. Tagung: Explanatory Theories in Migration Research. Interdisciplinary Workshop. Gemeinsam organisiert mit Dominik Müller und Sebastian Weingartner. Betrag: 6350 CHF

Beitrag an die Lehrauftragsmittel durch die Ethik-Kommission der Universität Zürich. Veranstaltung: Die Soziologie des fairen Handels. Betrag: 3400 CHF

Beitrag an die Lehrauftragsmittel durch die Ethik-Kommission der Universität Zürich. Veranstaltung: Theorien des politischen Konsums. Betrag: 3400 CHF

Honors

Winner "Credit Suisse Award for Best Teaching", University of Lucerne, 2023. Prize 10'000 CHF

Winner "Credit Suisse Award for Best Teaching", University of Lucerne, 2022. Prize 10'000 CHF

Finalist "Credit Suisse Award for Best Teaching", University of Lucerne, 2020.

Publications

Books

Schenk, Patrick (2017): Die soziale Einbettung moralischer Kaufentscheidungen. Eine integrative Erklärung des Konsums fair gehandelter Produkte. [The Social Embeddedness of Ethical Consumer Decisions. An integrative Explanation of Fair Trade Consumption]. Wiesbaden: VS Verlag für Sozialwissenschaften.

Edited Volumes

Koos, Sebastian, Jörg Rössel, Patrick Schenk, Georg Sunderer, and Hans-Peter Müller (2016). Ethischer Konsum. Sonderheft des Berliner Journals für Soziologie 26.

Journals (*peer-reviewed)

- Abend, Gabriel, Lukas Posselt and Patrick Schenk (forthcoming): New Frontiers in the New Sociology of Morality: From AI and Inequality to Backgrounds and Material Enablers. *Sociology Compass*.*
- Schenk, Patrick, Vanessa Müller and Luca Keiser (2024): Social Status and the Moral Acceptance of Artificial Intelligence. *Sociological Science*.*
- Rössel, Jörg, Patrick Schenk and Ilona Pap (2023): Patterns of Remittances of Intra-European Migrants: Social Relations and Moral Obligations. *Journal of Ethnic and Migration Studies*.*
- Hashinaga, Makiko, Patrick Schenk, Aika Ishibashi and Jörg Rössel (2023): Socially responsible crowdfunding across the globe: A comparative analysis of Swiss, Japanese, and Chinese university students. *Technology in Society* 73:102247.*
- Weingartner, Sebastian, Patrick Schenk, and Jörg Rössel (2022): The cogs and wheels of authenticity: How descriptive and evaluative beliefs explain the unequal appreciation of authentic products. *Sociological Perspectives* 65(4): 727-747.*
- Schenk, Patrick, Jörg Rössel, and Sebastian Weingartner (2021): It's all about Distinction. The Lifestyle Embeddedness of Fair Trade Consumption. *Sustainability*.*
- Schenk, Patrick (2021): Karpik in the Bottle: Can Judgment Devices Explain the Demand for Fine Wine? *Kölner Zeitschrift für Soziologie und Sozialpsychologie*.*
- Schenk, Patrick (2019): A Matter of Principle: Comparing Norm-Based Explanations for Fair Trade Consumption. *Journal of Consumer Policy* 42(3): 397-423.*
- Rössel, Jörg, Patrick Schenk, and Dorothea Eppler (2018). The emergence of authentic products. The transformation of wine journalism in Germany, 1947-2008. *Journal of Consumer Culture*: 457-473*
- Schenk, Patrick, Jörg Rössel, and Manuel Scholz (2018). Motivations and Constraints of Meat Avoidance. *Sustainability* 10:1-19.*
- Rössel, Jörg, and Patrick Schenk (2018). How Political is Political Consumption? The Case of Activism for the Global South and Fair Trade. *Social Problems*: 266-284.*
- Weingartner, Sebastian, Patrick Schenk, and Jörg Rössel (2018). Geschmack im Glas oder im Auge des Betrachters? Schweizer Zeitschrift für Obst- und Weinbau 19/18:8–11.
- Beckert, Jens, Jörg Rössel, and Patrick Schenk (2017). Wine as a Cultural Product. Symbolic Capital and Price Formation in the Wine Field. *Sociological Perspectives*: 206-222.*
- Schenk, Patrick, Georg Sunderer, and Jörg Rössel (2016). Sind Deutschschweizer altruistischer als Deutsche? Ein Vergleich des Konsums fair gehandelter Produkte in Deutschland und der Schweiz. [Are Swiss Germans more solidary than Germans? Comparing the consumption of fair trade products between Germany and Switzerland]. *Berliner Journal für Soziologie*:1–26.*
- Koos, Sebastian, Jörg Rössel, Patrick Schenk, Georg Sunderer, and Hans-Peter Müller (2016). Editorial. *Berliner Journal für Soziologie* 26:137–143.

Contributions in Edited Volumes

Rössel, Jörg, Patrick Schenk und Sebastian Weingartner (2023): Sociology of consumption, leisure, and lifestyle. What is a theory of consumption a theory of? In *The Routledge International Handbook of Economic Sociology*. Routledge International Handbooks Series, Hrsg. Milan Zafirovski. Milton: Taylor & Francis Group. 490-507.

Rössel, Jörg; Patrick Schenk and Sebastian Weingartner (2021): The aesthetic moment in markets. In: Andrea Maurer (Ed.): *Handbook of Economic Sociology in the 21st century - New theoretical approaches, empirical studies and developments*. Cham: Springer International Publishing.

Schenk, Patrick (2020): Wenn der Supermarkt nicht genügt. Einkaufsorte und soziale Distinktion im Feld des fairen Handels [When the supermarket is not enough. Shopping destinations and social distinction in the field of fair trade]. In: Nina Baur, Linda Hering und Elmar Kulke (Eds.): *Waren – Wissen- Raum. Interdependenz von Produktion, Markt und Konsum in Lebensmittelwarenkett*en. Wiesbaden: VS Verlag für Sozialwissenschaften.

Weingartner, Sebastian; Patrick Schenk and Jörg Rössel (2020): Aesthetic and ethical orientations in consumption and lifestyles. In: Milan Zafirovski (Ed.): *A modern guide to Economic Sociology*. Cheltenham: Edward Elgar Publishing.

Rössel, Jörg, Patrick Schenk, and Dorothea Eppler (2015): Feldspezifische Öffentlichkeiten. Die Transformation der Weinberichterstattung in Deutschland 1947-2008. [Field-specific Public Spheres. The Transformation of Wine Journalism in Germany 1947-2008]. In: Jörg Rössel and Jochen Roose (Eds.): *Empirische Kulturosoziologie. Festschrift für Jürgen Gerhards zum 60. Geburtstag*. Wiesbaden: VS Verlag für Sozialwissenschaften. 353-378.

Schenk, Patrick and Jörg Rössel (2012): Identität und Qualität im Weinfeld. [Identity and Quality in the Field of Wine] In: Stefan Bernhard and Chrisitan Schmidt-Wellenburg (Eds.): *Feldanalyse als Forschungsprogramm*. Wiesbaden: VS Verlag für Sozialwissenschaften. 82-108.

Other publications (*peer-reviewed)

Rössel, Jörg and Patrick Schenk (2018): Researching the Transformation of Wine Discourse from 1974-2008 using Quantitative Content Analysis. SAGE Research Methods Cases.*

Rössel, Jörg; Schenk, Patrick; Sebastian Weingartner (2017): "Cultural Consumption". *Emerging Trends in the Social and Behavioral Sciences*

Working Papers

Schenk, Patrick; Vanessa Müller and Luca Keiser (2024): Between Adoption and Doubt: A Census of Moral Attitudes towards Artificial Intelligence among Students at the University of Lucerne. Working Paper. University of Lucerne: Lucerne. <https://doi.org/10.5281/zenodo.10405082>

Beckert, Jens; Jörg Rössel and Patrick Schenk (2014): Wine as a Cultural Product: Symbolic Capital and Price Formation in the Wine Field. MPIfG Discussion Paper 14/2.

Szvircev Tresch, Tibor; Thomas Gabathuler and Patrick Schenk (2012): Die Bedeutung der militärischen Ausbildung bei Stellenbesetzungen für privatwirtschaftliche Unternehmen und öffentliche Verwaltungen. [The Importance of Military Training for Job Recruitment by Private Enterprise Companies and Public

Administration]. Research Report, August 2012. Chair for Military Sociology, Military Academy of the Federal Institute of Technology (ETH) Zurich: Birmensdorf.

Book Reviews

Schenk, Patrick (2012): Review of Lucien Karpik (2010): Valuing the Unique. The Economics of Singularities. Princeton: Princeton University Press. In: Kölner Zeitschrift für Soziologie und Sozialpsychologie 64(2). 415-417

Schenk, Patrick (2012): Review of Christoph Weischer (2011): Sozialstrukturanalyse. Grundlagen und Modelle. Lehrbuch. Wiesbaden: VS Verlag für Sozialwissenschaften. In: Kölner Zeitschrift für Soziologie und Sozialpsychologie 64(3). 615-618.

Films

Soziologie studieren - Gesellschaft verstehen. Ein Kurzfilm über die Soziologie als Wissenschaft und Studienrichtung am Soziologischen Institut der Universität Zürich. [Studying Sociology – Understanding Society. A short film on Sociology as a Science and a Field of Study at the Institute of Sociology, University of Zurich]. Direction: John Flury and Patrick Schenk. Script: John Flury and Patrick Schenk. Switzerland: Institute of Sociology, University of Zurich 2016. Version: Internet. <https://www.youtube.com/watch?v=sDeqbR7m0Lo> (26.5.2016). 10 Min.

Translations

Collins, Randall (2012): Solidarität in der Theorie der Interaktionsrituale: Ein Simulationsmodell. Translated by: Patrick Schenk. In: Randall Collins: Konflikttheorie. Ausgewählte Schriften. Edited by Jörg Rössel. Wiesbaden: VS-Verlag. 99-120.

Presentations at Conferences and Seminars

The Acceptance of AI as Moral Decision-Maker in Social Space

Together with Vanessa Müller and Gabriel Abend

Autumn Conference of the Section „Social Inequality and Analysis of Social Structure“, 2nd October 2024, University of Cologne, Cologne, Germany

Earning their Rights! Ontology, Social Relations, and the Attribution of Moral Rights to AI

Together with Vanessa Müller and Luca Keiser

Congress of the Swiss Sociological Association 2024. September 10th 2024, MuttENZ, Switzerland

AIs as Trustworthy Decision-Makers: Evidence from a Factorial Survey Experiment

Together with Gabriel Abend and Vanessa Müller

16th ESA Conference. RN09 – Economic Sociology. 30th August 2024, Porto, Portugal

Pleasure or Virtue? Conceptions of Wellbeing and Ethical Consumption

Together with Makiko Hashinaga and Jörg Rössel

16th ESA Conference. RN09 – Economic Sociology. 29th August 2024, Porto, Portugal

AIs as Morally Responsible Decision-Makers: Evidence from a Factorial Survey Experiment

Together with Gabriel Abend and Vanessa Müller

Annual Meeting of the American Sociological Association (ASA). 12th August 2024. Montréal, Canada.

Is ethical consumption related to Eudaimonic or Hedonic wellbeing? Analysis from a Switzerland-Japan Perspective

Together with Makiko Hashinaga and Jörg Rössel

The 11th European Conference on Positive Psychology, July 10th-July 13th 2024, Innsbruck, Austria.

The Acceptance of AIs as Moral Decision-Makers. A Nationwide Factorial Survey in Switzerland

Together with Vanessa Müller and Gabriel Abend

Invited talk. Workshop „Algorithmen und Entscheidungen“. July 9th 2024, University of Zurich, Zurich, Switzerland.

AIs as Morally Responsible Decision-Makers: Evidence from a Factorial Survey Experiment

Together with Gabriel Abend and Vanessa Müller

SASE's 36th Annual Meeting. 27th to 29th June 2024. Limerick, Ireland.

The Acceptance of AIs as Moral Decision-Makers: Evidence from a Nationwide Factorial Survey in Switzerland

Together with Vanessa Müller and Gabriel Abend

Tagung «Expertise in digital Transformation». Deutsche Gesellschaft für Soziologie – Wissenschafts- und Technikforschung. May 24-25 2024, Weizenbaum Institute, Berlin, Germany.

Do people find AI morally iffy? A Sociological Study

Together with Vanessa Müller, Gabriel Abend and Luca Keiser

Invited talk. Science Diplomacy Summit 2024: Artificial Intelligence|Societal Impacts, Johns Hopkins University, April 15th, 2024, Washington D.C., USA.

Konsum und soziale Ungleichheit in modernen Gesellschaften

[Consumption and social inequality in modern societies]

Invited talk. Berufsbildungszentrum Bau und Gewerbe (BBZB), 4th of December 2023. Lucerne, Switzerland.

Dimensions of Cultural Openness in the Wine Field

Together with Jörg Rössel

CARME 2023 Conference. 26th to 29th September 2023. Bonn, Germany

With Great Power Comes Great Acceptance? Social Status and the Moral Acceptability of AI Systems

Together with Vanessa Müller and Luca Keiser

AS23: Knowledge Society 28 - 30 August 2023, Akademie für Soziologie. Bern, Switzerland

Motivational Underpinnings that Support Socially Responsible Crowdfunding: Analysis from a Switzerland-China-Japan Perspective

Together with Makiko Hashinaga, Aika Ishibashi and Jörg Rössel

The 14th Biennial Conference of ACFEA, July 9-12 July 2023. Kitakyushu, Japan.

Socially Responsible Crowdfunding Across the Globe. A Comparative Analysis of Swiss, Chinese, and Japanese University Students

Together with Makiko Hashinaga, Aika Ishibashi and Jörg Rössel

The Transformation of Banking from a Sociological Perspective: Digital and Sustainable Challenges. 31. March 2023. University of Lausanne, Lausanne.

What Makes and Artificial Intelligence Morally Good or Bad?

Together with Vanessa Müller and Luca Keiser

Invited talk. Forschungskolloquium Lab of Ideas, 23. March 2023. University of Lucerne, Lucerne.

It's all about Distinction?! Lebensstile und der Konsum fair gehandelter Produkte im globalen Norden

[Lifestyles and Fair Trade Consumption in the Global North]

Together with Jörg Rössel and Sebastian Weingartner

Invited talk. Forschungskolloquium «Globale Gesellschaft», 1. Februar 2023. LMU Munich, Munich.

Socially Responsible Crowdfunding Across the Globe. A Comparative Analysis of Swiss, Chinese, and Japanese University Students

Together with Makiko Hashinaga, Aika Ishibashi and Jörg Rössel

Invited talk. Forschungskolloquium Empirische Sozialforschung, 17. January 2023. University of Konstanz, Konstanz.

Patterns of Remittances of Intra-European Migrants: Social Networks and Moral Obligations

Together with Jörg Rössel and Ilona Pap

The Economic Sociology of Marketplaces. Interim Conference of The Economic Sociology Section of SSA, 15. – 16. September 2022. University of St. Gallen, St. Gallen.

Remittances, moral obligations and social networks. A case study of intra-European migrants

Together with Jörg Rössel and Sebastian Weingartner

13th Annual INAS Conference 2021 online (INAS 2021 online) May. 29-30, May 2021, Seikei University, Tokyo.

The good, the bad, and the ugly: Ethics and aesthetics in consumption and lifestyles

Together with Sebastian Weingartner

Mid-term Conference of ESA Research Network of Sociology of Consumption (RN05). 26.-29. August 2020, University of Oslo, Norway.

Authentizität, Ungleichheit und Konsum

[Authenticity, Inequality, and Consumption]

Invited talk. Kolloquium Soziologie, 26. February, 2019. University of Lucerne, Lucerne Switzerland.

Essen für den gerechten Handel: was macht den fairen Handel in der Schweiz so erfolgreich?

[Eating for Fair Trade: what makes Fair Trade in Switzerland so successful?]

Invited talk. Cycle de conference alimentation: Qu'est-ce qu'on mange demain? Faculté des lettres et des sciences humaines. Université de Fribourg. 12. October, 2018. Fribourg, Switzerland.

Karpik in the Bottle: Can Judgement Devices Explain the Demand for Fine Wine?

ESA RN 09 Economic Sociology Midterm Conference, Crossing Boundaries: Economic Sociology and its Intersections. 13. – 15. September, 2018. Konstanz, Germany.

Authenticity in Practice – An Experimental Study on Social Inequality in Food Consumption

Together with Sebastian Weingartner

Mid-term Conference of ESA Research Network of Sociology of Consumption. 29. August – 1. September, 2018. Copenhagen, Denmark.

Wenn der Supermarkt nicht genügt: Einkaufsorte und soziale Distinktion im Feld des fairen Handels

[If the Supermarket is not enough: Shopping Locations and Social Distinction in the Field of Fair Trade]

Lehrstuhlretraite. Soziologisches Institut der Universität Zürich. 23. - 24. August, 2018. Stels, Switzerland

Authentizität als neue Ungleichheitsdimension? Eine experimentelle Studie zur sozialen Prägung des Geschmacks

[Authenticity as an Emerging Dimension of Social Inequality? An Experimental Study on the Social Genesis of Taste]

Together with Sebastian Weingartner and Jörg Rössel

Erster Kongress der Akademie für Soziologie. 4. – 6. April, 2018. Munich, Germany.

Disentangling Status Effects: Wie beeinflusst der soziale Status den Kauf fair gehandelter Produkte?

[How does Social Status influence the Purchase of Fair Trade Products?]

Together with Jörg Rössel

Kongress der Schweizerischen Gesellschaft für Soziologie 2017, 21.-23. June, 2017. Zurich, Switzerland

Is Ethics the New Aesthetics? Lifestyles and the Consumption of Fair Trade Products

Together with Sebastian Weingartner

Kongress der Schweizerischen Gesellschaft für Soziologie 2017, 21.-23. June, 2017. Zurich, Switzerland

Wine Consumption and Dimensions of Cultural Openness

Together with Simone Pape, Jörg Rössel and Sebastian Weingartner.

EuAWE, VDQS, SQG, Enometrica & WER XXIV Conference. June 01 – 10, 2017. Bologna, Italy

Why are People Vegetarians? Motivations and Restrictions

Together with Jörg Rössel and Manuel Scholz

Human Dimensions of Environmental Risks, 21-26. May 2017. Monte Verità, Ascona, Switzerland

How to Explain FT Consumption? An Integrative Explanation of the Purchase of Fair Trade Products based on the Research Program of Structural Individualism

Forschungskolloquium des soziologischen Institutes. Organized by Prof. Dr. Eldad Davidov. Soziologisches Institut der Universität Zürich. 27.-28. October, 2016. Zurich, Switzerland

Towards an Integrative Explanation of Fair Trade Consumption: Moving Beyond TPB, NAM and VBN

12. Conference of the European Sociological Association: Differences, Inequalities and Sociological Imagination, 25.-28. August, 2015. Prague, Czech Republic

Wine Consumption and Dimensions of Cultural Openness

Together with Simone Pape, Jörg Rössel and Sebastian Weingartner

12. Conference of the European Sociological Association: Differences, Inequalities and Sociological Imagination, August 25 - August 28, 2015. Prague, Czech Republic

Produzenten und Konsumenten im Weinfeld. Wie kann die Feldtheorie auf die Analyse des Weinmarktes angewendet werden?

[Producers and Consumers in the Field of Wine. How can we apply Field Theory to the Analysis of the Wine Market?]

Together with Jörg Rössel

Kongress der Schweizerischen Gesellschaft für Soziologie 2015, 3.-6. June, 2015. Lausanne, Switzerland

Is Consuming Fair Trade a Matter of Principle or Social Pressure? Explaining the Influence of Social and Personal Norms on the Consumption of Fair Trade Products

Together with Jörg Rössel

Social Norms and Institutions. Model Building, Applications, and Empirical Corroborations. May 10 – May 15, 2015. Ascona, Switzerland

Identity Theories and Rational Choice Theories: Theoretische Verknüpfungen und empirische Tests am Beispiel des Fair Trade Konsums

[Theoretical Combinations and Empirical Tests with the Example of Fair Trade Consumption]

Together with Jörg Rössel and Georg Sunderer

Rational Choice Sociology: Theory and Empirical Applications Workshop. November 10 - November 13, 2014. Venice, Italy

Are Swiss Germans More Solidary than Germans? A Comparative Analysis of Fair Trade Consumption in Switzerland and Germany

Together with Jörg Rössel and Georg Sunderer

ESA Consumption Research Network Midterm Conference. 3.-6. September, 2014. Porto, Portugal

It's all in the mind? Der Einfluss objektiver und subjektiver Restriktionen auf den Kauf fair gehandelter Produkte

[The Influence of Objective and Subjective Restrictions on the Purchase of Fair Trade Products]

Lehrstuhlretraite. Soziologisches Institut der Universität Zürich. January 16 – January 17, 2014. Bergün, Switzerland

Wertorientierungen als Determinanten des Kaufs fair gehandelter Produkte. Einfluss und Mechanismen

[Values as Determinants of Fair Trade Consumption. Influence and Mechanisms]

Invited talk. Forschungskolloquium Empirie. Organized by Prof. Dr. Axel Franzen, Prof. Dr. Ben Jann and Prof. Dr. Rolf Becker. Universität Bern. Institut für Soziologie und Institut für Erziehungswissenschaft, Abt. Bildungssoziologie. 12. November 2013, Bern, Switzerland

How Political is Political Consumption? The Case of Third-World Activism and Fair Trade Consumption

Together with Jörg Rössel

108th Annual Meeting of the American Sociological Association. Session on "Social Movements, Corporations, and Consumption". 10.-13. August, 2013. New York, USA

Structural and Individual Determinants of Fair Trade Consumption

Forschungskolloquium des soziologischen Institutes. Organized by Prof. Dr. Eldad Davidov. Soziologisches Institut der Universität Zürich. February 22, 2013. Zurich, Switzerland

Field-Specific Discourse about Taste. The Transformation of Wine Journalism in Germany 1947 – 2008

Together with Jörg Rössel and Dorothea Eppler

ESA Consumption Research Network Interim Meeting, 5.-8. September, 2012. Berlin, Germany

Identity and Quality in the Field of Wine

Together with Jörg Rössel

Feldanalyse als Forschungsprogramm - The Research Program of Field Analysis, 26.-28. May, 2011, University of Potsdam, Germany

Determinants for the Purchase of Fair Trade Products. A Comparative Discussion of Germany and Switzerland

Together with Jörg Rössel and Georg Sunderer.

European Pathways to Ethical Consumption, November 15, 2010. Brussels, Belgium

Public Relations

Drivers of Ethical Consumption in Switzerland and Japan

Moderator of Panel Discussion. Collegium Helveticum. ETH, UZH, ZHDK. Supported by the Embassy of Japan Switzerland. 8. May 2024, Zurich, Switzerland

Wenn Hexen, Heuschrecken und Roboter vor Gericht stehen

[When witches, locusts and robots stand trial]

Bachelor-Infotag: Studiengang Sozial- und Kommunikationswissenschaften (SoCom) [Bachelor Info Day: Social and Communication Sciences degree programme], 25. November 2022, 24. November 2023, 29. November 2024, Lucerne, Switzerland

Beratung zum Themendossier «Künstliche Intelligenz»

[Consulting on an Educational Dossier on the Topic of “Artificial Intelligence”]

Éducation21, Nationales Kompetenzzentrum für Bildung für Nachhaltige Entwicklung [National Competence Centre for Education on Sustainable Development], April 2023, Lucerne, Switzerland

Berufsperspektiven für Soziologiestudierende

[Job perspectives for Sociology Students]

Invited talk: University of Zurich, organized by Michaela Thönnies, 14. April 2021, Zurich, Switzerland

Die Soziale Prägung des Geschmacks

[The Social Genesis of Taste]

Together with Jörg Rössel and Sebastian Weingartner

Scientifica 2017 – Was Daten verraten. 1.-3. September 2017, Zurich, Switzerland

Der Konsum fair gehandelter Produkte. Forschung – Befunde – Implikationen

[The Consumption of Fair Trade Products. Research – Results – Implications]

Public talk at the podium “Die Zukunft des fairen Handels”. Organized by foraus, 1. June 2017. Zurich, Switzerland

Politik mit dem Einkaufswagen? Das Beispiel des fairen Handels

[Politics with the Shopping Cart? The Example of Fair Trade Products]

Public Talk: Ziegel Oh Lac, 23. May 2016. Zurich, Switzerland

Media coverage (selection)

Siegert, Manuela (2022, 8/10): 30 Jahre Max Havelaar. Die schwierige Aufgabe, Kleinbauern im Süden zu unterstützen [30 years Max Havelaar. Supporting smallscale farmers in the south – a difficult task]. srf.ch, Schweizer Radio und Fernsehen SRF.

Siegert, Manuela (2022, 5/10): 30 Jahre Fair Trade Max Havelaar. [30 years Fair Trade Max Havelaar]. 10 vor 10, Schweizer Radio und Fernsehen SRF.

Dietrich, Martin (2021, 12/8): Wie sollen wir auf Skandale wie bei Activision Blizzard reagieren? [How should we respond to scandals like the one at Activision Blizzard?]. GameStar.

Demuth, Yves (2017, 5/13): Warum wir fairer einkaufen als die Deutschen [Why we buy more fairly than the Germans]. Beobachter.

Schmutz, Christoph (2013, 5/18): Geringere Bedeutung des militärischen Netzwerkes [Lower importance of the military network]. Neue Zürcher Zeitung.

Organized Conferences

Morality and Technological Innovation

Together with Vanessa Müller and Jörg Rössel

Workshop at the Congress of the Swiss Sociological Association 2024. 9.-11. September, 2024. Muttenz, Switzerland

Gemeinwohl und ethische Lebensstile

[Common Good and Ethical Lifestyles]

Together with Sebastian Weingartner. Workshop at the Kongress der Schweizerischen Gesellschaft für Soziologie 2017, 21.-23. June, 2017. Zurich, Switzerland

Jenseits des Wettbewerbs? Koordinationslogiken ökonomischen Handelns und die Einhegung von Märkten

[Beyond Competition? Logics of Coordination in Economic Behavior and the Enclosure of Markets]

Together with Sebastian Koos and Sebastian Nessel. Mannheimer Zentrum für Europäische Sozialforschung. 9.-10. October 9, 2015. Mannheim, Germany

Kaufen für eine bessere Welt? Theoretische Erklärungen und empirische Befunde „ethischen“ Konsums

[Buying for a Better World? Theoretical Explanations and Empirical Evidence for Ethical Consumption]

Together with Sebastian Koos, Jörg Rössel and Georg Sunderer. Ad-hoc Group at the 37. Kongress der deutschen Gesellschaft für Soziologie. 6.-10. October 6, 2014. Trier, Germany

Explanatory Theories in Migration Research. Interdisciplinary Workshop

Together with Dominik Müller und Sebastian Weingartner. Institut für Sozialanthropologie und Empirische Kulturwissenschaft (ISEK) und soziologisches Institut der Universität Zürich. 30.-31. May, 2014. Zurich, Switzerland

Ad-hoc Reviews

American Journal of Sociology; Social Forces; Poetics; Theory and Society; Socio-Economic Review; Journal of Consumer Culture; Berliner Journal für Soziologie; Swiss Journal of Sociology; Swiss Political Science Review; Review of Social Economy; Frontiers in Psychology; Humanities & Social Sciences Communications; Max Planck Institute for the Study of Societies. MPIfG Discussion Papers; Appetite; Sustainability; Foods; Nutrients; Worldwide Waste: Journal of Interdisciplinary Studies; Food Ethics; Social Science Review; Social Psychology Quarterly

Teaching

- Spring 2022,2023, 2024** **Lecture:** Doing Research (Without Tears): Logik der Forschung in den Sozial- und Kommunikationswissenschaften – nächste Schritte [Logic of Inquiry in the Social Sciences and Communication Science: Next Steps]. 2 semesters. University of Lucerne. Evaluation lecturer: 1.2 (Scale: 1 to 4, with 1=highest rating²)
- Winter 2021, 2022, 2023, 2024** **Lecture:** Doing Research (Without Tears): Logik der Forschung in den Sozial- und Kommunikationswissenschaften – erste Schritte [Logic of Inquiry in the Social Sciences and Communication Science: First Steps]. 2 semesters. University of Lucerne. Evaluation lecturer: 1.2 (Scale: 1 to 4, with 1=highest rating²)
- Spring 2021** **Seminar:** Begleitseminar: Grundbegriffe der Soziologie [Accompanying Seminar: Sociological Concepts], 1 semester, 2 classes, University of Lucerne. Evaluation lecturer: 1.2 (Scale: 1 to 4, with 1=highest rating²)
- Winter 2020** **Seminar:** Money Talks: Soziologische Perspektiven auf Märkte, Preise und Wert [Sociological Perspectives on Markets, Prices and Worth], 1 semester, University of Lucerne. Evaluation lecturer: 1.2 (Scale: 1 to 4, with 1=highest rating²)
- Winter 2019** **Seminar:** Siri, selbstfahrende Autos und Sexroboter: Was die Soziologie zu künstlicher Intelligenz zu sagen hat [Siri, Self-driving Cars, and Sex Robots: What Sociology has to say about Artificial Intelligence], 1 semester, University of Lucerne. Evaluation lecturer: 1.2 (Scale: 1 to 4, with 1=highest rating²)
- Spring 2019, 2020** **Lecture:** Grundbegriffe der Soziologie [Sociological Concepts], 2 semesters, University of Lucerne. Evaluation lecturer: 1.4 (Scale: 1 to 4, with 1=highest rating²)
- Spring 2019, 2020** **Seminar:** Begleitseminar: Grundbegriffe der Soziologie [Accompanying Seminar: Sociological Concepts], 1 semester, University of Lucerne. Evaluation lecturer: 1.4 (Scale: 1 to 4, with 1=highest rating²)
- Winter 2018, 2019, 2020** **Seminar:** Begleitseminar: Theorien der Soziologie [Accompanying Seminar: Sociological Theories], 1 semester, University of Lucerne. Evaluation lecturer: 1.3 (Scale: 1 to 4, with 1=highest rating²)
- Winter 2018** **Seminar:** Erst das Fressen, dann die Moral? Theorien und Fallbeispiele der moralischen Einbettung wirtschaftlichen Handelns [Grub First, Then Ethics? Theories and Case Studies of the Moral Embeddedness of Economic Behavior], 1 Semester, University of Lucerne. Evaluation lecturer: 1.3 (Scale: 1 to 4, with 1=highest rating²)
- Spring 2018** **Seminar:** Consuming Life: Theoretische und thematische Perspektiven der Konsumsoziologie [Theoretical and Thematical Perspective on the Sociology of Consumption], 1 semester, University of Zurich. Evaluation lecturer: 5.4 (Scale: 1 to 6, with 6 = highest rating)
- Winter 2017** **Seminar:** Bourdieu in Practice. Grundlagen, Methode und Anwendungen der Theorie sozialer Felder [Principles, Method, and Applications of the Theory of Social Fields], 1 semester, University of Zurich. Evaluation lecturer: 6.0 (Scale: 1 to 6, with 6 = highest rating)
- Spring 2015** **Seminar:** Die Soziologie des fairen Handels [The Sociology of Fair Trade], 1

² Mean score of comprehensibility, preparation, professional competence, critical thinking, interconnected thinking, didactical and rhetorical skills.

- semester, University of Zurich. Evaluation lecturer: 5.0 (Scale: 1 to 5, with 5 = highest rating)
- Winter 2014** **Seminar:** Die Strukturierung der Gesellschaft. Einführung in die Sozialtheorie von Anthony Giddens. [The Structuration of Society. Introduction to Anthony Giddens' Social Theory]. Together with Jörg Rösset, 1 semester, University of Zurich. Evaluation team of lecturers: 4.8 (Scale: 1 to 6, with 6 = highest rating)
- Spring 2013** **Seminar:** Max Weber Revisited: Ein Klassiker im Lichte der neuen Wirtschaftssoziologie. [A Classic in the Light of New Economic Sociology]. 1 semester, University of Zurich. No evaluation available
- Winter 2012** **Seminar:** Wert- und Preisbildung aus soziologischer Perspektive. [Value and Price Formation in Sociological Perspective]. 1 semester, University of Zurich. Evaluation lecturer: 5.0 (Scale: 1 to 5, with 5 = highest rating)
- Winter 2012, 2013** **Lecture:** Einführung in die Statistik. Eine anwendungsorientierte Einführung in die Datenanalyse mit SPSS. [Introduction to Statistics with SPSS]. 2 block-courses, Hochschule für Wirtschaft Zürich (HWZ). No evaluation available
- Winter 2011** **Seminar:** Theorien des ethischen Konsums. [Theories of Ethical Consumption]. 1 Semester, University of Zurich. Evaluation lecturer: 5.9 (Scale: 1 to 6, with 6 = highest rating)
- Winter 2011** **Lecture:** Einführung in die Statistik. Eine anwendungsorientierte Einführung in die Datenanalyse mit Excel. [Introduction to Statistics with Excel]. 1 block-course. Hochschule für Wirtschaft Zürich (HWZ). No evaluation available

Supervised Bachelor's and Master's Thesis

Zsolyomi, Boglarka (2024): The Dynamics of Student's Trust in AI-Generated Text: An Experiment on the Interaction of Expertise and Errors-Sensitivity. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Barbosa, Mariana Silva (2023): Inwieweit unterscheiden sich die Deutschschweizer Zeitungen in der Informationsvermittlung über die Flüchtlingskrisen von 2015 und 2022? Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor)

Zihlmann, Alexandra (2023): Einblicke in die Motivation und Einstellungen hinter der Entscheidung Influencer:innen auf Instagram zu folgen: Eine qualitative Vignettenstudie. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Wiedmer, Sonja (2023): Die Inklusion an kulturellen Begegnungsorten der Stadt Luzern. Eine vergleichende Betrachtung des Faktors Zeit auf die symbolische Grenzziehung der Zwischennutzungen Neubad und Universum. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Carlson, Martina (2023): Bildung und die Reproduktion von sozialen Ungleichheiten in der Schule. Eine Untersuchung der Kantone Luzern und Tessin anhand von Lehrer und Lehrerinnen-Interviews. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Sluganovic, Lidija (2023): Volodymyr Zelenskyy vom Komiker zum Kriegshelden in medialer Begleitung Deutschschweizer Medien. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Dr. Adrian Itschert)

Wolf, Noemi (2022): Die kulturelle Sprache von Kleidung. Eine auf einem Mixed Methods Design basierende Untersuchung der geschlechtertrennenden Funktion von Kleidung in Südkorea. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Müller, Vanessa (2022): Do Automated Vehicles make Decisions? – A Qualitative Study. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Prof. Dr. Gabriel Abend)

Reinhard, Mirjam Flurina (2022): «Arabische Clans haben keine Hemmschwelle» Eine Analyse der Berichterstattung über die sogenannte Clankriminalität in Deutschland. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Vorburger, Jasmine (2022): Partnerschaften von NGOs. Die Auswirkungen struktureller Netzwerkeinbettung auf den Fluss sozialer und ökonomischer Ressourcen. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Fankhauser, Janina (2022): Das Mittelalter der Moderne. Eine soziologische Annäherung an mediale Bewältigungsstrategien des modernen Individuums. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Prof. Dr. Gaetano Romano)

Zalli, Ferdinanda (2021): Transnationalismus und der Doppeladler-Skandal. Eine vergleichende Untersuchung der schweizerischen und albanischen Berichterstattung. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Wassink, Pascale (2021): Weibliche Genitalbeschneidung – Bruch mit einer kulturellen Normalität. Eine qualitative Inhaltsanalyse zu einem Umdenken in der kulturellen Praktik der weiblichen Genitalbeschneidung in einem transmigrantischen Kontext. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Vogel, Jasmin (2021): «Hmmm 😊 where is everyone?» Wie Travel Influencer*innen auf Instagram Authentizität konstruieren. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor)

Mazenauer, Cheyenne (2021): Medienstress durch Smartphones im Studium. Eine Replikationsstudie. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Hubacher, Hanna (2021): Im Weg stehen. Eine ethnographische Annäherung an das Verweilen im öffentlichen Zwischen- und Übergangsraum anhand des «Rauchers» am Bahnhof Bern. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Fischer, Evelyn (2021): «Wir sind ein starkes Volk, weil wir gemeinsam, durch unser Verhalten, die Schwachen stützen» Eine integrative Inhaltsanalyse zur diskursiven Verbindung zwischen Patriotismus und der Berichterstattung über die Corona-Pandemie. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Seiler, Enya (2021): Die Krux der gesunden Ernährung. Eine Sammlung von Expertenmeinungen und der Versuch einer Begründung. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor)

Scherer, Nadia (2021): Darstellung von humanoiden Robotern auf Instagram. Eine quantitative Studie zu Unterschieden zwischen Japan und der westlichen Welt. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Pechous, Caroline (2021): Kommunikationsstrategien von NGOs - Spendenerfolg durch Zufall? Eine quantitative Analyse. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Milenković, Dijana (2021): Die Weltmarke mit den drei Streifen. Eine Untersuchung vom Markenaufbau bis zur Kundenzufriedenheit anhand der Marke Adidas. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Kadric, Arijana (2021): Influencer Marketing: Chancen und Grenzen einer neuen Form des Marketings für Unternehmen. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Hopf, Emily (2020): Achtsamkeit im Kapitalismus. Widerstand oder Selbstoptimierung? Eine qualitative Analyse über die Bedeutungen, den Einfluss und die Funktion von Achtsamkeitspraktiken innerhalb einer neoliberalen westlichen Gesellschaft. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Huwylér, Séverine (2020): Ethik oder Ästhetik in der Food Waste Debatte. Wie Schweizer Supermärkte und Discounter im Einsatz gegen Lebensmittelabfälle ästhetische Normen aufrechterhalten. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

von Allmen, Christian (2020): Der gesteuerte Untergang des christlichen Abendlandes? Die Phänomene Feindbilder und Verschwörungstheorien bei rechtspopulistischen und rechtsextremen Parteien im deutschsprachigen Raum Europas. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Prof. Dr. Gaetano Romano)

Kopp, Manuel (2020): Soziale Wohnungspolitik im Neoliberalismus: Wie Zürich und Wien für bezahlbaren Wohnraum kämpfen. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Prof. Dr. Andrea Glauser)

Starshinova, Marina (2020): Erfahrungen von neuen Unternehmern in der Schweiz: sozialer Kontext und die Rolle von Netzwerken. Master's Thesis at the Sociological Seminar, University of Lucerne (Main supervisor: Prof. Dr. Sophie Mützel)

Renggli, Nino (2020): Die digitale Konsumentenbeeinflussung im heutigen Musikmarkt am Beispiel von YouTube, Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Beck, Larina (2020): «Just do it» vs. «Wer hat's erfunden?» Der Vergleich von Werbung in Amerika und der Schweiz, Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Wyss, Celina (2019): Unterschiede zweier Fastfood Restaurants bezüglich deren Kommunikationsstrategien vor Ort – ein Diskurs zwischen Standardisierung, Rationalisierung, Ethik und Nachhaltigkeit, Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Huber, Celina (2019): Die Darstellung der Geschlechter in der Werbung: Eine Analyse von Rasiererwerbungen der Marke Gillette im Zeitraum von 2009 bis 2019, Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Fries, Julian (2019): Systemtheoretische Überlegungen zur moralischen Preissetzung in Organisationen der Pharmaindustrie. Bachelor's Thesis at the Sociological Seminar, University of Lucerne

Parpan, Franziska (2011): Forschung am Menschen im öffentlichen Diskurs. Eine empirische Analyse der Berichterstattung über den Gesetzgebungsprozess zur Regulierung der Forschung am Menschen in der Schweiz. Master's Thesis at the Institute of Sociology, University of Zurich (Main supervisor: Prof. Dr. Jörg Rössel)

Languages

German	First language
English	Very good spoken and written language skills, IELTS Level 8
French	Good spoken and written language skills, TCF Niveau 4, DELF 5&6, DALF 1,2 and 4

2006-2006	Language stay in London , 5 weeks Training at Regent School
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January 2005-July 2005	Language stay in Paris , 7 months Training at Ecole Suisse
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Computer Skills

Microsoft Office (Word, Power Point, Excel), LaTeX Text Processing System

Statistical Packages (SPSS, STATA, R, MPLUS, AMOS)

Graphics Editors and Video Editing (Corel Draw, Adobe Photoshop, Adobe Premiere)