

# LARA MARIE MÜLLER

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## RESEARCH INTERESTS

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Media Economics, Behavioral Economics, Experimental Economics

## CURRENT POSITION

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07/2020 - present    Doctoral Candidate in Economics & Research Associate at the Chair of Media Economics, University of Cologne

## EDUCATION

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- 10/2020 - present    **PhD in Economics**  
University of Cologne, Cologne Graduate School of Economics  
Supervisors: Prof. Dr. Johannes Münster, Prof. Dr. Bettina Rockenbach
- 10/2018 - 09/2020    **Double Degree: Master in Economics**  
University of Cologne, Germany (M.Sc.) and Keio University, Japan (M.A)  
One year of studies at each institution
- 04/2014 - 09/2018    **Bachelor of Science in Economics**  
University of Cologne  
Including two exchange semesters:  
- Warsaw School of Economics, Poland (SS2016)  
- Pontifícia Universidade Católica do Rio de Janeiro, Brazil (WS2015/16)
- 10/2013 - 09/2018    **Apprenticeship as Journalist for Economics and Politics**  
Cologne School of Journalism  
Included 7 internships (two months each) at following media outlets:  
Die Welt, Handelsblatt, Deutsche Welle, ZDF, Frankfurter Allgemeine Zeitung, Kölner Stadtanzeiger, Waiblinger Kreiszeitung

## WORKING PAPERS

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- How narratives impact financial behavior - experimental evidence from the COVID-19 pandemic (*with Sören Harrs and Bettina Rockenbach*)  
ECONtribute Discussion Paper No. 91
- Debunking “fake news” on social media: short- and longer-term effects of fact checking and media literacy interventions (*with Anna Kerkhof, Felix Mindl and Johannes Münster*)

## WORK IN PROGRESS

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- Does digitization enhance bias in the news media? Investigating journalistic content choices under different incentive schemes (Data collection in progress)

- Upholding a good image: Selective country comparisons in the media (*with Gönül Dogan and Louis Strang*) (Data collection in progress)
- Science literacy in the newsroom: Experimental evidence (*with Anna Kerkhof*) (Conceptualizing)

## SEMINARS, WORKSHOPS AND CONFERENCES (\*scheduled)

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- 2022\* SSES Annual Congress: Social media and its challenges for economic policy
- 2022\* XI. International Congress Young Scientists and Economists Munich
- 2022\* 5th Doctoral Workshop on the Economics of Digitization ifo Munich
- 2022\* Spring Meeting of Young Economists Orleáns
- 2022 5th Economics of Media Bias Workshop Berlin
- 2022 Applied Microeconomics Workshop University of Cologne
- 2022 WZB Berlin Virtual Workshop: Behavioral and Experimental Insights on COVID-19
- 2021 C-SEB Early Ideas Workshop Cologne
- 2021 Applied Microeconomics Workshop University of Cologne

## AWARDS AND MEMBERSHIPS

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- 2021 - present Member of the Center of Social and Economic Behavior (C-SEB)
- 2021 C-SEB Student Award for excellent Master thesis
- 2019 1st prize at Fintech Programming Competition of Keio University with team, awarded for building a chatbot that communicates statistics
- 2017 Journalism Award “Blaue Boje” with team of Handelsblatt
- 2015 Deans Award for Bachelor studies at University of Cologne (top 5%)

## SCHOLARSHIPS AND GRANTS

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- 2021 **Grant by the ECONtribute Cluster of Excellence** with Anna Kerkhof, Felix Mindl, and Johannes Münster for the project “Debunking “fake news” on social media: short- and longer-term effects of fact checking and media literacy interventions” (50,000€)

- 2021      **C-SEB Student Grant**  
part of the “C-SEB Student Award”, participant compensation for the project  
“Does digitization enhance bias in the news media?” (1,500€)
- 2020      **Grant by the ECONtribute Cluster of Excellence**  
with Sören Hars and Bettina Rockenbach for the project  
“How narratives impact financial behavior - experimental evidence from  
the COVID-19 pandemic” (2,500€)
- 2018-2020    Scholarship for Master studies: Foundation of German Business (sdw)  
2016      PROMOS Scholarship for Internship at ZDF in Washington D.C., USA  
2016      Erasmus Scholarship for studies at Warsaw School of Economics  
2015      DAAD Scholarship (waiver of tuition fees) for exchange at PUC in Brazil

## **TEACHING EXPERIENCE**

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- **Media Economics (graduate)**  
Tutorial: WS 20/21, WS 21/22  
Seminar: WS 21/22
- **Media Economics (undergraduate)**  
Tutorial: SS 21, SS 22  
Seminar: SS 21, SS 22
- **Supervision of Bachelor Theses (11x)**

## **VOLUNTARY ACTIVITIES**

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Communication representative and organizer of PhD related info-sessions for the network for women in the foundation of German business “sdWomen” (since 2019)

## **SOFTWARE SKILLS**

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R, Stata, Python, LaTeX, Qualtrics, Adobe Premiere Pro, MS Office

## **LANGUAGES**

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German (mt), English (C2), Brazilian Portuguese (C1)

*CV last updated: April 2022*