

Dr. Marco Lünich

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Academic Positions

- 10/2020 – present **Post-Doctoral Researcher**, Communication and Media Science I
Institute for Social Sciences, Heinrich-Heine-Universität (HHU) Düsseldorf
Chair: Prof. Dr. Frank Marcinkowski
Co-Lead, BMAS project “Meinungsmonitor Künstliche Intelligenz 3.0” (since 04/2025)
Operational Lead, BMBF project “Responsible Academic Performance Prediction” (03/2021 – 03/2024)
- 10/2023 – 10/2024 **Substitute Professor**, Communication and Media Science III
Institute for Social Sciences, HHU Düsseldorf
- 10/2017 – 09/2020 **Research Assistant**, Communication and Media Science I
Institute for Social Sciences, HHU Düsseldorf
- 09/2014 – 09/2017 **Research Assistant**, Communication – Media – Society
Department of Communication (IfK), Westfälische Wilhelms-Universität Münster

Education

- 10/2017 – 09/2020 **Dr. phil.** (magna cum laude), HHU Düsseldorf
Dissertation: *Der Glaube an Big Data – Eine Analyse gesellschaftlicher Überzeugungen von Erkenntnis- und Nutzengewinnen aus digitalen Daten*
[The Belief in Big Data – An Analysis of Societal Beliefs about Knowledge and Utility Gains from Digital Data]
Primary supervision: Prof. Dr. Frank Marcinkowski; Secondary: Prof. Dr. Julia Metag
- 09/2012 – 08/2014 **M.Sc. Communication Science** (cum laude), Research Master (2 yr)
Amsterdam School of Communication Research (ASCoR), University of Amsterdam
Supervision: Richard van der Wurff, PhD
- 10/2008 – 03/2012 **B.A. Communication Studies** (grade: 1.4), University of Erfurt
Major: Communication Studies; Minor: Law
Primary supervision: Prof. Dr. Patrick Rössler; Secondary: Prof. Dr. Sven Jöckel
- 08/2011 – 12/2011 **Semester abroad**, University of Texas at Austin, USA
Focus: Communication Studies

Research Funding

- 02/2024 – 09/2025 **Digitale Antworten auf die Krise des Lokaljournalismus** [Digital Responses to the Crisis of Local Journalism]
Sole applicant; funded by the *Union Stiftung Saarbrücken*
Funding: € 40,000
- 07/2017 **Akzeptanz und Vertrauen in Open-Big-Data-Projekte** [Acceptance and Trust in Open Big Data Projects]
Co-PI; funded by the *German Society for Online Research (DGOF)*
Funding: € 1,550

Awards & Distinctions

- 2024 Primary supervision of bachelor's thesis awarded the **Verso Prize** for the best B.A. thesis 2024 at the Institute for Social Sciences, HHU Düsseldorf
- 2024 **Nomination for the Teaching Award**, HHU Düsseldorf
- 2014 Graduation **cum laude** from the Research Master in Communication Science, University of Amsterdam
- 2012 **Paul Lazarsfeld Scholarship**, Methods Section of the German Communication Association (DGPUK), for the thesis "Social Navigation – A New Look at Communication Paths on the Internet" (€ 1,000)

Research Stays & Memberships

- 06/2013 – 08/2013 **Research internship**, University of Zurich, Switzerland
Chair of Prof. Dr. Wirth; NCCR project "A Look into the Black Box: How Populist Communication Strategies Affect Citizen Attitudes"
- since 04/2021 Member, Heine Center for Artificial Intelligence & Data Science (HeiCAD)
- since 03/2018 Member, Düsseldorf Institute for Internet & Democracy (DIID)
Member, German Communication Association (DGPUK); European Communication Research and Education Association (ECREA); Young Researchers Network Political Communication (NapoKo)

Academic Service

- since 11/2024 Board member, Düsseldorf Institute for Internet & Democracy (DIID)
- 2021 – 2022 Organiser, Düsseldorf Colloquium of Social Sciences (3 semesters)
- 06/2023 Co-organiser, annual conference "AI | Conflicts | Conventions – Current Challenges for Political Communication Research", DGPUK specialist group Communication and Politics, Düsseldorf
- 02/2022 Co-organiser, workshop "AI in Political Communication Research: Theoretical Perspectives and Empirical Questions", DGPUK annual conference, Düsseldorf
- 06/2015 Co-organiser, conference of the Young Researchers Network Political Communication (NapoKo), Münster

2016	Representative of academic staff on the appointment committee for the junior professorship “Digitized Public Spheres”, University of Münster
2010	Student representative on the appointment committee for the W3 professorship “Social Communication”, University of Erfurt Taskforce “AI in Assessment and Teaching”; Library coordinator (KMW); Course guidance for the supplementary subject KMW; Supervision of teaching assistants at Chair KMW I (all HHU Düsseldorf)

Ad-hoc Reviewing

Interdisciplinary: AI & Society; Minds & Machines; Science & Justice; Technology in Society

Communication & Media: Public Opinion Quarterly; Computers in Human Behavior; Information, Communication and Society; Studies in Communication and Media (SCM); Journal für Sportkommunikation und Mediensport; DGPUK special interest groups Sports Communication; Communication and Politics; & Journalism Research; SoSci-Panel

Other: British Journal of Political Science; Human–Computer Interaction; Cyberpsychology: Journal of Psychosocial Research on Cyberspace; Behaviour & Information Technology

Grants & Fellowships: Center for Advanced Internet Studies (CAIS)

Skills

Languages	German (native), English (full professional proficiency), French (limited working proficiency), Dutch (elementary proficiency)
Methods	Survey research (quantitative & qualitative), content analysis (quantitative & qualitative), online experiments, moderation & mediation analysis, structural equation modeling, multilevel analysis, power simulations, web scraping, topic modeling
Software	Proficient: R, R Markdown, SPSS, AMOS, SoSciSurvey / oFb Competent: MAXQDA, Citavi / Zotero, L ^A T _E X Basic: Python, HTML / PHP / SQL

Publications

Summary

2 monographs; 13 peer-reviewed journal articles (all international); 3 peer-reviewed conference proceedings (all international); 2 peer-reviewed book chapters (all international); 7 book chapters without formal peer review; 5 further publications (reports, teaching materials, précis)

Monographs

2. Lünich, M. (2022). *Der Glaube an Big Data: Eine Analyse gesellschaftlicher Überzeugungen von Erkenntnis- und Nutzengewinnen aus digitalen Daten* [Belief in Big Data: An Analysis of Societal Beliefs of Knowledge and Utility Gains from Digital Data]. Springer VS. doi:10.1007/978-3-658-36368-0
1. Hautzer, L., Lünich, M., & Rössler, P. (2012). *Social Navigation: Neue Orientierungsmuster bei der Mediennutzung im Internet* [Social Navigation: New Patterns of Orientation in Media

Use on the Internet]. Nomos.

Journal Articles (Peer-Reviewed)

13. **Lünich, M.**, Roth, J., & Starke, C. (in press). With AI through the energy crisis? Citizens' legitimacy perceptions of human and AI-supported hybrid decisions in an energy policy decision-making process. *Technology in Society*, 2026.
12. **Lünich, M.**, Keller, B., & Marcinkowski, F. (2024). Diverging perceptions of artificial intelligence in higher education: A comparison of student and public assessments on risks and damages of academic performance prediction in Germany. *Computers and Education: Artificial Intelligence*, 7, 100305. doi:10.1016/j.caeai.2024.100305
11. **Lünich, M.** & Kieslich, K. (2024). Exploring the roles of trust and social group preference on the legitimacy of algorithmic decision-making vs. human decision-making for allocating COVID-19 vaccinations. *AI & SOCIETY*, 39, 309–327. doi:10.1007/s00146-022-01412-3
10. **Lünich, M.**, Keller, B., & Marcinkowski, F. (2023). Fairness of academic performance prediction for the distribution of support measures for students: Differences in perceived fairness of distributive justice norms. *Technology, Knowledge and Learning*, 29(2), 1079–1107. doi:10.1007/s10758-023-09698-y
9. Kieslich, K., **Lünich, M.**, & Došenović, P. (2023). Ever heard of ethical AI? Investigating the salience of ethical AI issues among the German population. *International Journal of Human-Computer Interaction*, 1–14. doi:10.1080/10447318.2023.2178612
8. Wiencierz, C. & **Lünich, M.** (2022). Trust in open data applications through transparency. *New Media & Society*, 24(8), 1751–1770. doi:10.1177/1461444820979708
7. **Lünich, M.**, Marcinkowski, F., & Kieslich, K. (2021). It's now or never! Future discounting in the application of the online privacy calculus. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 15(3). doi:10.5817/CP2021-3-11
6. Kieslich, K., **Lünich, M.**, & Marcinkowski, F. (2021). The Threats of Artificial Intelligence Scale (TAI). *International Journal of Social Robotics*, 1–15. doi:10.1007/s12369-020-00734-w
5. Starke, C. & **Lünich, M.** (2020). Artificial intelligence for political decision-making in the European Union: Effects on citizens' perceptions of input, throughput, and output legitimacy. *Data & Policy*, 2, e16. doi:10.1017/dap.2020.19
4. **Lünich, M.**, Starke, C., Marcinkowski, F., & Došenović, P. (2019). Double crisis: Sport mega events and the future of public service broadcasting. *Communication & Sport*, 12, 1–21. doi:10.1177/2167479519859208
3. Marcinkowski, F., **Lünich, M.**, & Starke, C. (2018). Spontaneous trait inferences from candidates' faces: The impact of the face effect on election outcomes in Germany. *Acta Politica*, 53(2), 231–247. doi:10.1057/s41269-017-0048-y
2. Flemming, F., **Lünich, M.**, Marcinkowski, F., & Starke, C. (2017). Coping with dilemma: How German sport media users respond to sport mega events in autocratic countries. *International Review for the Sociology of Sport*, 52(8), 1008–1024. doi:10.1177/1012690216638545
1. **Lünich, M.**, Rössler, P., & Hautzer, L. (2012). Social navigation on the Internet: A framework for the analysis of communication processes. *Journal of Technology in Human Services*, 30(3–4), 232–249. doi:10.1080/15228835.2012.744244

Conference Proceedings (Peer-Reviewed)

3. **Lünich, M.** & Keller, B. (2024). Explainable artificial intelligence for academic performance prediction: An experimental study on the impact of accuracy and simplicity of decision trees on causability and fairness perceptions. In *The 2024 ACM Conference on Fairness, Accountability, and Transparency* (pp. 1031–1042). ACM. doi:10.1145/3630106.3658953
2. Kieslich, K. & **Lünich, M.** (2024). Regulating AI-based remote biometric identification: Investigating the public demand for bans, audits, and public database registrations. In *The 2024 ACM Conference on Fairness, Accountability, and Transparency* (pp. 173–185). ACM. doi:10.1145/3630106.3658548
1. Marcinkowski, F., Kieslich, K., Starke, C., & **Lünich, M.** (2020). Implications of AI (un-)fairness in higher education admissions. In M. Hildebrandt et al. (Eds.), *Proceedings of the 2020 Conference on Fairness, Accountability, and Transparency* (pp. 122–130). ACM. doi:10.1145/3351095.3372867

Book Chapters

9. **Lünich, M.** & Starke, C. (in press). The public legitimacy of artificial intelligence governance. In M. Lundgren (Ed.), *Handbook on the Global Governance of AI*. Edward Elgar Publishing.
8. Keller, B., **Lünich, M.**, & Marcinkowski, F. (2025). Die Interdependenz von Learning Analytics und Studierenden [The interdependence of learning analytics and students]. In R. Queckenberg, J. Leschke, & M. Persike (Eds.), *Learning Analytics, Artificial Intelligence und Data Mining in der Hochschulbildung* (pp. 73–87). transcript.
7. Keller, B., **Lünich, M.**, & Marcinkowski, F. (2022). How is socially responsible academic performance prediction possible? In J. Keengwe et al. (Eds.), *Strategy, Policy, Practice, and Governance for AI in Higher Education Institutions* (pp. 126–155). IGI Global. doi:10.4018/978-1-7998-9247-2.ch006
6. Flemming, F., Došenović, P., Marcinkowski, F., **Lünich, M.**, & Starke, C. (2018). Von Unterhaltung bis Kritik [From entertainment to criticism]. In H. Schramm et al. (Eds.), *Großer Sport, große Show, große Wirkung?* (pp. 120–145). Herbert von Halem.
5. Starke, C., **Lünich, M.**, Marcinkowski, F., Došenović, P., & Flemming, F. (2018). Zwischen Politik und Sportlerleben [Between politics and sporting life]. In H. Schramm et al. (Eds.), *Großer Sport, große Show, große Wirkung?* (pp. 98–118). Herbert von Halem.
4. **Lünich, M.** (2015). The German census debate in 1987 and 2011 – Analyzing the discussion of solutions in a re-emerging discourse. In B. Pohlers et al. (Eds.), *Die Politik auf dem Siebertreppchen?* (pp. 197–218). Frank & Timme.
3. Rössler, P., Hautzer, L., & **Lünich, M.** (2014). Mediennutzung im Zeitalter von Social Navigation [Media use in the age of social navigation]. In W. Loosen & M. Dohle (Eds.), *Journalismus und (sein) Publikum* (pp. 91–112). Springer. doi:10.1007/978-3-531-19821-7_6
2. Rössler, P., Hautzer, L., & **Lünich, M.** (2014). Online-Inhaltsanalyse [Online content analysis]. In M. Welker et al. (Eds.), *Handbuch Online-Forschung* (pp. 214–232). Herbert von Halem.
1. **Lünich, M.**, Hautzer, L., & Rössler, P. (2013). Die Nutzung dynamisch generierter Online-Inhalte auf Basis von Algorithmen [The use of dynamically generated online content based on algorithms]. In T. K. Naab et al. (Eds.), *Standardisierung und Flexibilisierung als Herausforderungen* (pp. 229–257). von Halem.

Further Publications (Reports, Teaching Materials, Blog Posts)

5. **Lünich, M.** (2021). Online tutorial: Trust, legitimacy, fairness & co.: The measurement of latent variables in political communication. bookdown.org/luenich/Latente_Variablen/
4. Kieslich, K., Došenović, P., Starke, C., **Lünich, M.**, & Marcinkowski, F. (2021). *Artificial intelligence in journalism: How does the public perceive the impact of AI on the future of journalism?* (Factsheet No. 4). Meinungsmonitor Künstliche Intelligenz.
3. Kieslich, K., **Lünich, M.**, Marcinkowski, F., & Starke, C. (2019). *Hochschule der Zukunft* [University of the future] (DIID-Précis). Düsseldorf.
2. **Lünich, M.** & Marcinkowski, F. (2018). *Der Facebook-Datenskandal im Spiegel der öffentlichen Meinung* [The Facebook data scandal in the mirror of public opinion] (DIID-Précis). Düsseldorf.
1. Starke, C. & **Lünich, M.** (2016). *Corruption perception and media freedom from a European perspective*. European Student Think Tank.

Selected Conference Presentations

Summary

11 peer-reviewed conference presentations (5 international); 3 invited talks

Peer-Reviewed Conference Presentations

11. **Lünich, M.** (2025). Contrasting students' and lecturers' perceptions of the likelihood and severity of damages from academic performance prediction in higher education. CAIS International Conference, Bochum.
10. **Lünich, M.** (2024). Football migration and press freedom: An analysis at the intersection of sports datafication, research ethics, and open science. Joint conference of DGpuK specialist groups Digital Communication & Methods, Hamburg.
9. Keller, B., **Lünich, M.**, & Marcinkowski, F. (2024). The interdependence of learning analytics and students: Insights from five years of research. Learning AID 2024, Bochum.
8. Kieslich, K. & **Lünich, M.** (2023). At high risk (for a ban)? The impact of citizen trust on demand for stricter AI regulations. ECPR Standing Group on Regulatory Governance, Antwerp.
7. **Lünich, M.** (2023). The temporality of data and evidence-based political communication and decision-making processes. DGpuK specialist group Communication and Politics, Düsseldorf.
6. Maxhuni, A., **Lünich, M.**, Keller, B., & Marcinkowski, F. (2023). Hegemonic technology implementation at the university. 68th DGpuK Annual Conference, Bremen.
5. Roth, J., **Lünich, M.**, & Starke, C. (2023). Using AI to navigate the crisis? Perceptions of legitimacy in AI-supported energy policy. 68th DGpuK Annual Conference, Bremen.
4. **Lünich, M.**, Keller, B., & Marcinkowski, F. (2022). The effects of students' distributive justice norm preferences on the evaluation of AI in higher education. Conference "(Un)Fairness of AI", University of Amsterdam.
3. **Lünich, M.** (2022). Belief in Big Data. 67th DGpuK Annual Conference, online.

2. Marcinkowski, F., Kieslich, K., Starke, C., & **Lünich, M.** (2020). Implications of AI (un-)fairness in higher education. 3rd ACM FAccT Conference, Barcelona.
1. Wiencierz, C. & **Lünich, M.** (2019). Trust in open data to bridge the data divides. 64th DGPuK Annual Conference, Münster.

Invited Talks

3. **Lünich, M.**, Keller, B., & Marcinkowski, F. (2023). Student perceptions of learning analytics and their consequences. Learning AID 2023, Bochum.
2. **Lünich, M.**, Tranow, U., & Vowe, G. (2020). Digitisation as problem-solving? Discussion on Armin Nassehi's "Patterns. Theory of the Digital Society". Invited by the Institute for Social Sciences, HHU Düsseldorf (online).
1. **Lünich, M.** (2013). Social navigation – How orientation to others influences content search in digital media. 4th Hamburg Media Symposium, Hamburg.

Personal

Born 9 June 1988, Gehrden, Germany
Nationality German