

Emma Hoes

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ACADEMIC POSITIONS

- From Jan 2027 **Assistant Professor, University of Zurich** — Department of Political Science
ERC Starting Grant HIDDENPOL: The Hidden Politics of Everyday Media (Principal Investigator, 2027-2031)
- 2021–present **Postdoctoral Research Fellow, University of Zurich** — Department of Political Science, Chair of Policy Analysis (Prof. Fabrizio Gilardi); member of the Digital Democracy Lab.
- Mar–Apr 2026 **Visiting Research Fellow, Northwestern University** — Department of Political Science. Host: Prof. Alexander Coppock.
- Sep 2022 **Visiting Research Fellow, New York University (NYU)** — Center for Social Media & Politics (CSMaP). Host: Prof. Joshua Tucker.
- 2019–2020 **Visiting PhD Researcher, Amsterdam School of Communication Research** — Host: Prof. Bert Bakker.

EDUCATION

- 2018–2021 **Ph.D., Political and Social Sciences, European University Institute.** Thesis: *The Remedy Worse than the Sickness? Comparing the Harms of Misinformation to the Media's Interventions Against It*. Supervisor: Prof. Hanspeter Kriesi. Committee: Prof. Andrew Guess, Prof. Jason Reifler, Prof. Arnout van de Rijt.
- 2019 **M.Res., Political and Social Sciences, European University Institute.**
- 2017 **M.A., Political Science, Universitat Autònoma de Barcelona.** Supervisor: Prof. Guillem Rico.
- 2016 **M.Sc., Political Communication, University of Amsterdam (ASCoR).** Supervisor: Prof. Magdalena Wojcieszak.
- 2015 **B.A., Communication and Information Sciences, Utrecht University.** Supervisor: Prof. Paul van den Hoven.

GRANTS, AWARDS & SCHOLARSHIPS

- 2026 ERC Starting Grant — € 2,321,462.
- 2026 ACASC Small Grant, Annenberg Public Policy Center, University of Pennsylvania - \$12,500.
- 2026 Departmental Internal Funding, Political Science, University of Zurich — CHF 10,000.
- 2026 GRC Short Grant, Graduate Campus, University of Zurich — CHF 5,000.
- 2025 DIZH 2nd Founder Call, Start-up Grant — CHF 75,000.
- 2025 Una Europa Seed Funding — €40,000 (co-lead; PIs Prof. Tom Louwerse & Prof. Stefan Müller).
- 2025 Departmental Internal Funding, Political Science, University of Zurich — CHF 9,000.
- 2022 Center for Comparative and International Studies (CIS) Research Funding — CHF 9,000.
- 2021 Facebook Research Award in Misinformation and Polarization — \$50,000.

PEER-REVIEWED PUBLICATIONS

- Hoes, E.** & Altay, S. (2026). Debriefings in Misinformation Research Should Include Fact-Checks to Correct Misperceptions and Increase Perceived Learning. *Political Science Research and Methods*.
- Gilardi, F., Di Lorenzo, S., Ezzaini, J., Santa, B., Streiff, B., Zurfluh, E., & **Hoes, E.** (2026). Quality Perceptions and Intended Engagement in Response to AI-Generated and AI-Assisted News. *Scientific Reports*.
- Hoes, E.**, Clemm von Hohenberg, B., Gessler, T., Qian, S., & Wojcieszak, M. (2025). (Media Attention to) Misinformation Can Undermine Trust in Scientists. *Political Behavior*.
- Altay, S., **Hoes, E.**, & Wojcieszak, M. (2025). News Informs and Boosts Discernment: A Replication in France and Germany. *International Journal of Press/Politics*.
- Hoes, E.** & Gilardi, F. (2025). Existential Risk Narratives About Artificial Intelligence Do Not Distract From Its Immediate Harms. *PNAS*.
- Altay, S., **Hoes, E.**, & Wojcieszak, M. (2025). News on Social Media Boosts Knowledge, Belief Accuracy, and Trust: A Field Experiment on Instagram and WhatsApp. *Nature Human Behaviour*.
- Altay, S., de Angelis, A., & **Hoes, E.** (2024). Media Literacy Tips Promoting Reliable News Improve Discernment and Enhance Trust in Traditional Media. *Communications Psychology*, 2(74).
- Hoes, E.**, Aitken, B., Gackowski, T., Zhang, J., & Wojcieszak, M. (2024). Prominent Misinformation Interventions Reduce Misperceptions but Increase Skepticism. *Nature Human Behaviour*, 1–9.
- Marchal, N., **Hoes, E.**, Klüser, K. J., Hamborg, F., Alizadeh, M., Kubli, M., & Katzenbach, C. (2024). How Negative Media Coverage Impacts Platform Governance: Evidence from Facebook, Twitter, and YouTube. *Political Communication*, 42(2), 215–233.
- Nasr, M. & **Hoes, E.** (2023). The Times They Are A-Changing: An Experimental Assessment of the Causes and Consequences of Sudden Policy U-turns. *European Journal of Political Research*.
- Alizadeh, M., **Hoes, E.**, & Gilardi, F. (2023). Tokenization of Social Media Engagements Increases the Sharing of False (and Other) News but Penalization Moderates It. *Scientific Reports*, 13.
- Hoes, E.**, Kamphorst, J., & Krouwel, A. (2023). Prominence over Proximity? The Effects of Terrorist Attacks on Party Preferences for Incumbent versus Populist Radical Right Parties. *European Political Science Review*, 1–19.
- Alizadeh, M., Gilardi, F., **Hoes, E.**, Klüser, K. J., Kubli, M., & Marchal, N. (2022). Content Moderation as a Political Issue: The Twitter Discourse Around Trump’s Ban. *Journal of Quantitative Description: Digital Media*, 2.

BOOK CHAPTERS

- Hoes, E.** (forthcoming 2027). Trust Erosion in the Digital Age. In M. M. Torres (Ed.), *Public Trust in Institutions: Qualitative and Quantitative Perspectives*. Elsevier.
- Hoes, E.** (2022). De Media en Politieke Polarisatie: De Rol van Ons Gedrag. In P. Dekker (Ed.), *Politieke Polarisatie in Nederland* (Ch. 9). Het Wereldvenster.

IN PROGRESS / UNDER REVIEW / R&R

- Formisano, G., Henry, C., Proma, A., **Hoes, E.**, Klüser, K. J., Donnay, K., & Gilardi, F. Indirect Effects of Content Moderation Errors: A Chatroom Experiment with AI Agents. (Registered Report; Under Review at the Journal of Politics)

- Klüser, S., Klüser, K. J., & **Hoes, E.** AI-Generated Explicit Deepfakes Damage Politicians' Perceived Leadership Competence, Trustworthiness and Electoral Prospects. (R&R at Communications Psychology)
- Lindekilde, L., **Hoes, E.**, Klüser, K. J., Gilardi, F., & Quint, F. Bystander or Bot? The Effects of Human versus AI Responses to Online Hostility.
- Hoes, E.**, Klüser, K. J., Altay, S., & Valentim, V. Following Alpha Male and Tradwife Influencers: A Field Experiment on Attitudes, Norms, and Wellbeing.
- Wertz, E., **Hoes, E.**, & Wojcieszak, M. Increasing Consumption of High-Quality News on Instagram and TikTok: A Field Experiment.
- Wertz, E., **Hoes, E.**, & Wojcieszak, M. Same News, Different Package: How Format Shapes Engagement with the News.
- Hoes, E.**, Klüser, K. J., & Gilardi, F. VIRENA: Virtual Arena for Research, Education, and Democratic Innovation. (in development)
- Archived
- Klüser, K. J. & **Hoes, E.** (Dis)information for Hire? Dispelling Exaggerated Concerns about Social Media Influencers' Role in Spreading Misinformation.
- Kubli, M., **Hoes, E.**, & Umansky, N. The Blackbox of Social Media Content Moderation: A First Look into a Novel Twitter Dataset.
- Hoes, E.**, Altay, S., & Bermeo, J. Leveraging ChatGPT for Efficient Fact-Checking.
- Hoes, E.** The Effect of a Real-World, Long-Term Media Literacy Intervention: A Difference-in-Differences Approach.

TEACHING, WORKSHOPS & SUPERVISION

BACHELOR COURSES

UZH **Agenda Setting and the Media: Framing the Political Debate** (Bachelor specialisation). Taught: Fall/Spring 2024/25 & 2025/26 & 2026/27

MASTER COURSES

UZH **(Fake) News & What (Not) To Do About It** (Master seminar). Taught: Spring 2022, 2023, 2025 & 2026

WORKSHOPS

Sep 2026 **Experimental Design and Open Science** — ECPR Methods School.

Fall 2025 **Digital Skills Workshop: Experimental (Survey) Methods in Social Sciences** (Master & PhD) — University of Lucerne.

Spring 2024 **From Dream to Draft: Converting Ideas to Text with a Compelling Start** (PhD) — University of Zurich.

SUPERVISION

Supervision at both BA and MA level — to date 4 MA students and 19 BA students. One BA supervisee received the Department of Political Science's **Best Bachelor Thesis** award (University of Zurich, 2025).

INVITED TALKS

November 2026 **The Hidden Politics of Everyday Media**— Research Seminar, Social Media Observatory, Oxford Internet Institute, DIPR, Oxford University.

October 2026 **The Hidden Politics of Everyday Media**— Workshop, Cognitive Foundations and Political Manifestations of Attitude Change, University of Osnabrück.

May 2026	VIRENA: Virtual Arena for Research, Education, and Democratic Innovation — Research Seminar, Department of Communication, University of Warsaw.
Apr 2026	VIRENA: Virtual Arena for Research, Education, and Democratic Innovation — Workshop “Content Moderation, Free Speech & Democracy”, TUM Think Tank, Munich School of Politics and Public Policy, Technical University of Munich.
Apr 2026	VIRENA: Virtual Arena for Research, Education, and Democratic Innovation — Computational Media & Politics Lab, Department of Communication & Center for Communication and Public Policy, Northwestern University.
Apr 2026	VIRENA: Virtual Arena for Research, Education, and Democratic Innovation — American Politics Seminar, Department of Political Science, Northwestern University.
Oct 2025	Influencers & Political Attitudes — Digital Democracy Summit, The Hague.
Sep 2025	Fighting Fake News: What Works, What Backfires, and What’s Next? — Schweizerische Studienstiftung, Bern.
Oct 2024	Everything You Know About Misinformation is Wrong — Digital Society Initiative (DSI), University of Zurich.
Oct 2024	Deepfakes, Distrust & Misinformation: The Impact of AI on Elections and Public Perception — Center for Digital Trust (C4DT), EPFL, Lausanne.
Sep 2024	Rethinking the Problem of Misinformation and What (Not) To Do About It (workshop) — Digital Society Initiative (DSI), University of Zurich.
Sep 2024	Digitale Demokratie 2024: Herausforderungen und Chancen für politische Kommunikation — Young LSA, NEULAND.

SELECTED CONFERENCE PRESENTATIONS

Jul 2026	Hoes, E. & Altay, S. <i>Between Theory and Practice: Re-examining the Methods, Implementation, and Ethics of Misinformation Research</i> . European Association of Social Psychology, Strasbourg.
Jun 2026	Hoes, E., Klüser, J., Altay, S., & Valentim, V. <i>Following Alpha Male and Tradwife Influencers: A Field Experiment on Attitudes, Norms, and Wellbeing</i> . European Political Science Association, Belfast.
Jun 2025	Hoes, E. & Altay, S. <i>Debriefing Dilemmas: Trust, Skepticism and Engagement After Deception in Experimental Research on Misinformation</i> . European Political Science Association, Madrid.
Jul 2024	Hoes, E. & Gilardi, F. <i>From Existential Threats to Immediate Harms: The Impact of AI Media Narratives</i> . European Political Science Association, Cologne.
Sep 2023	Altay, S., de Angelis, A., & Hoes, E. <i>Media Literacy or Media Skepticism? Testing Novel Trust-Preserving Media Literacy Interventions</i> . European Consortium for Political Research, Prague.
Jun 2023	Hoes, E. & Klüser, K. J. <i>(Dis)information for Hire? A Computational Exploration of the Extent to Which Social Media Influencers Spread or Combat Misinformation</i> . European Political Science Association, Glasgow.
Feb 2023	Hoes, E. & Kubli, M. <i>The Prevalence of Conspiracy Theories from Web 1.0 to 3.0</i> . Swiss Political Science Association, Basel.
Sep 2022	Hoes, E., Klüser, K. J., & Marchal, N. <i>Exacerbating or Attenuating? The Effects of Content Moderation on False and Provocative Claims</i> . American Political Science Association, Montreal.
Jun 2022	Alizadeh, M., Hoes, E., & Gilardi, F. <i>Crypto Social Media: Platform Decentralization and Its Effects on User Behavior</i> . European Political Science Association, Prague.

May 2022	Marchal, N., Hamborg, F., Hoes, E., Katzenbach, C., Klüser, K. J., Alizadeh, M., & Kubli, M. <i>The Role of Media Coverage in Platform Policy Change</i> . International Communication Association, Paris.
Oct 2021	Alizadeh, M., Gilardi, F., Hoes, E., Klüser, J., Kubli, M., & Marchal, N. <i>Content Moderation in the Digital Democracy: What's the Problem?</i> . American Political Science Association, Virtual.
Aug 2020	Hoes, E. & Kamphorst, J. <i>Prominence over Proximity? The Effects of Terrorist Attacks on Party Preferences for Incumbent versus Populist Radical Right Parties</i> . European Consortium for Political Research, Virtual.

PROFESSIONAL ACTIVITIES

Reviewer for 30+ journals, including Nature Human Behaviour, PNAS, Journal of Politics, British Journal of Political Science, Political Behavior, Political Communication, and New Media & Society.

Section chair (Political Behavior & Communication), International Society of Political Psychology Conference, Prague (July 2025).

EXTRA - CURRICULAR

2025–present	Member, Working Group on AI in Teaching (UZH, Department of Political Science).
2024–2025	President, European University Institute Alumni Association (EUI AA).
2019–2020	Co-organizer, Political Behaviour Colloquium, EUI, Florence.
2018–2019	Manager, Fiasco Social Club, EUI, Florence.

LANGUAGES & SOFTWARE

Languages: Dutch (native) · English (C2) · Spanish (C1) · German (B2) · French (B1) · Italian (A2).

Software: Stata (proficient), LaTeX (proficient), R (intermediate), Qualtrics, QuestionPro, MTurk, Prolific.