
Alexandra Mittelstädt

PhD Fellow

Bremen International School of Social Sciences

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Research Interests: Social media, integration, ethnic minority groups

Current Research: Designing and implementing an online survey on social media use and integration among young adult Turks and Koreans living in Germany

Education

since 09/2013 Bremen International Graduate School of Social Sciences, Bremen, Germany
PhD fellow in the field of *Changing Lives in Changing Socio-Cultural Context*.
Dissertation topic: "The Role of Social Media Use in the Social Integration of Young Adults with a Migration Background Living in Germany"

10/2010 – 04/2013 Europa Universität-Viadrina, Frankfurt (o), Germany
Intercultural Communication Studies, Master of Arts
Master Thesis: "Using Facebook for Political Action? Social Networking Sites and Political Participation of Young Adults"

09/2011 – 02/2012 Universiteit Utrecht, Utrecht, Netherlands
ERASMUS Program
Exchange Student at the Faculty of Humanities

09/2007 – 06/2010 Jacobs University Bremen, Bremen, Germany
Integrated Social Sciences, Bachelor of Arts
With a focus on sociology, political science, economics and mass communication.
Bachelor Thesis: "The Role of the Internet during the US Presidential Election 2008"

Publications

12/2014 Mittelstädt, A. (2014). *Using Social Media for Business: Tools, Benefits and Pitfalls*. In A. Ternès & Towers (Eds.), *Internationale Trends in der Markenkommunikation*. Wiesbaden: Springer Gabler, 131-150.

05/2014 Ternès, A., Mittelstädt, A., & Towers, I. (2014). Using Facebook for Political Action? Social Networking Sites and Political Participation of Young Adults. *Arabian Journal of Business and Management Review*.

Workshops and Conferences

05/2015 "Social Media Use and Social Integration of Ethnic Minorities in Germany: A New Interdisciplinary Conceptual Approach", paper presentation & session chair at the *13th Annual International Conference on Communication & Mass Media*, May 2015, Athens, Greece.

10/2014 "The Role of Social Media in the Social Integration of Young Adults with a Migration Background: An Interdisciplinary Mixed-Methods Approach", poster presentation at the *Social Media Workshop: Scientific Research from Brain to Behavior*, October 2014, Berlin, Germany.

10/2013 "Using Facebook for Political Action? Social Networking Sites and Political Participation of Young Adults", paper presentation at the *ECREA Symposium: (Mis)understanding Political Participation*, October 2013, Munich, Germany.

Further Skills

Languages: German: native language
English: professional working proficiency

PC Knowledge: Microsoft Office, Windows Operating Systems, SPSS, Adobe Photoshop, designing and implementing online surveys using Unipark (QuestBack)