

Guillaume ZUMOFEN

☎ +41 (79) 389 13 05 [ORCID: 0000-0002-9047-9099](https://orcid.org/0000-0002-9047-9099) [in linkedin.com/in/guillaume-zumofen](https://www.linkedin.com/in/guillaume-zumofen)
✉ guillaume.zumofen@unibe.ch

SUMMARY

I am a Postdoctoral researcher at the Institute of Political Science, University of Bern. I am currently involved in two SNF projects: "Sociotechnological Breakthrough of Thermal Energy Storage – a new Approach of Constructive Technology Assessment (SOTES)" (2022-2025) and "Swiss Direct Democracy in the 21st Century (SDD-21) (2023-2027)". I am also working as a research assistant of the 'Année Politique Suisse' (APS), focusing notably on political advertisement in campaigns. I have been teaching empirical social sciences methods in the course "Training in empirical research and research skills" (10 ECTS).

My research interests include political communication, political psychology, information processing, voting behavior, media effects (offline and online), social acceptance, and election and referendum campaigns.

EMPLOYMENT / ACADEMIC POSITIONS

| | |
|--|-------------------|
| University of Bern <i>Postdoctoral Researcher</i> | Jan 23 - Present |
| University of Bern <i>Lecturer - Empirical Methods in Social Science (10 ECTS)</i> | Sept 21 - Present |
| University of Bern <i>Scientific collaborator</i> | Dec 21 - Dec 22 |
| University of Bern <i>Ph.D. Candidate in Political Science</i> | April 17 - Dec 22 |
| UniDistance <i>Project Manager</i> | Sept 18 - June 21 |
| Swiss Parliament <i>Parliamentary Assistant</i> | Jan 17 - Aug 18 |
| University of Bern <i>Student and Research Assistant - Année Politique Suisse</i> | Jan 12 - Present |

EDUCATION

| | |
|---|-------------------|
| University of Bern <i>Postdoctoral fellowship - SNF funded projects</i> | Jan 23 - Present |
| <ul style="list-style-type: none">• Sociotechnological Breakthrough of Thermal Energy Storage (2021-2025)• Swiss Direct Democracy in the 21st Century (2023-2027) | |
| University of Bern <i>Dr.rer.soc (Ph.D.) in Political Science (Grade: Summa Cum Laude)</i> | April 17 - Dec 22 |
| <ul style="list-style-type: none">• Doctoral thesis: Information Selection and Opinion Formation in Political Campaigns - Is it all about cues or are Citizens Selecting and Processing Policy Arguments? | |
| University of Bern <i>Certificate of Advanced Studies in Applied Data Science with focus on Machine Learning (CAS ADS UNIBE) (16 ECTS)</i> | Aug 20 - Mar 21 |

Workshop & Summer School

Different work sessions on methods and statistics

- ECPR Summer School in Methods and Techniques: (Automated) Content Analysis Jul 17
- University of Bern: Applied Panel Data Analysis Dec 19

University of Bern

Master of Science in Economics

Jan 15 - Dec 16

Universidad Autonoma de Madrid (ES)

Student Exchange Program

Jan 14 - Jun 14

University of Fribourg

Bachelor of Arts in Political Economy

Sept 11 - Jun 14

Florida Institute of Technology (USA)

Bachelor in International Business - Sport scholarship

Aug 10 - Jun 11

RESEARCH PROJECTS

- 2023 - 2027 “Swiss Direct Democracy in the 21st Century (SDD-21)”
funded by the Swiss National Science Foundation, in collaboration with
ZDA, UZH, UNIBAS, UNIGE, UNIL and FORS.
- 2021 - 2025 “SOTES - Sociotechnological Breakthrough of Thermal Energy Storage
- a new Approach of Constructive Technology Assessment”, Sinergia-project
funded by the Swiss National Science Foundation, in collaboration with
HSLU, Aarhus University, OST and Interface.
- 1965 - 2025 “Année Politique Suisse”
funded by the Schweizerische Akademie der Geistes- und Sozialwissenschaften (SAGW).

TEACHING

Training in Empirical Research and Research Skills

10 ECTS, 2-semester course, Bachelor & Master, in English

Sept 21 - Jun 22

Training in Empirical Research and Research Skills

10 ECTS, 2-semester course, Bachelor & Master, in English

Sept 22 - Jun 23

Training in Empirical Research

8 ECTS, 2-semester course, Bachelor & Master, in English

Sept 23 - Jun 24

ARTICLES IN PEER REVIEWED JOURNALS

Zumofen, G., Stadelmann-Steffen, I. & Bühlmann, M. (2023). No, It Is Not All About Selective Exposure: Information Selection Strategies in Referendums. *Political Behavior*.

[DOI: 10.1007/s11109-023-09893-8](https://doi.org/10.1007/s11109-023-09893-8)

Zumofen, G (2023) Generic or Motivated Search Terms: What Do Citizens Type in the Google Search Bar to Obtain Political Information? *Journal of Information Technology & Politics*, online.

[DOI: 10.1080/19331681.2023.2221681](https://doi.org/10.1080/19331681.2023.2221681)

Zumofen, G. (2022) What Drives the Selection of Political Information in Google? Tension Between Ideal Democracy and the Influence of Ranking. *Swiss Political Science Review* 29 (1), 120-138.

[DOI: 10.1111/spsr.12545](https://doi.org/10.1111/spsr.12545)

Zumofen, G. & Gerber, M. (2018) Effects of Issue-Specific Political Advertisements in the 2015 Parliamentary Elections of Switzerland. *Swiss Political Science Review* 24 (4):442-463.

DOI: 10.1111/spsr.12333

BOOK CHAPTERS

Zumofen, G. (2022) Die Wirtschaftsbeziehungen mit der EU – Fakten und Narrative, in Heer, E, Heidelberger, A., & Bühlmann, M. (eds.) *Schweiz – EU: Sonderwege, Holzwege, Königswege. Die vielfältigen Beziehungen seit dem EWR-Nein.*, Zürich: Seismo Verlag, 2022.

Zumofen, G. (2021) ‘Es war einmal in der Schweiz... Eine Geschichte über Verwaltungsräte, Geschäftsführungen, und einige Frauen’, in Gerber, M & Heidelberger, A. (eds.) *Dem Laufgitter entkommen: Frauenforderungen in eidgenössischen Parlament seit 1950*, Zürich: Seismo Verlag, 2021.

Zumofen, G. (2019) ‘Nomen est (Pro)nomen: Wie Sprachen Kompromissbereitschaft kennzeichnet’, in Bühlmann, M, Heidelberger, A. & Schaub, H.-P. (eds.) *Konkordanz im Parlament*, Zürich: NZZ-Libro, 2019.

Zumofen, G. (2012 – 2013 – 2014 - 2015). ‘8.a Enseignement et recherche – Bildung und Forschung’, In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2012 – 2013 – 2014 - 2015*, Université de Berne.

WORKING PAPERS

Zumofen, G. Bringing Content Into the Equation: A Supervised Machine Learning Method to Compare the Effect of Newspaper and Television on Vote Choice in Referendums. *Revise & Resubmit in Studies in Communication Sciences.*

Zumofen, G., Stadelmann-Steffen, I., & Sträter, R. Measuring the role of information format and information framing on social acceptance of (new) energy technologies: Make it visual and claim technological readiness.

Zumofen, G., Bühlmann, M., & Stadelmann-Steffen, I. Looking the other way, or not looking at all: Selective attention to political advertisement.

Zumofen, G. Combining Conjoint Experiment and Machine Learning to Include End-Users in a Constructive Technology Assessment: The Case of Seasonal Thermal Energy Storage.

Sträter, R., Lüchinger, R. & Zumofen, G. Same, same but different? Exploring the acceptance and preferences of seasonal thermal energy storage systems.

Zumofen, G. Reinforcing (or not) associative issue ownership: Political advertisement and party strategy in the Swiss national election in 2023.

MEDIA & OTHER PUBLICATIONS

Zumofen, G. (2023). ‘6.a Énergie - Energie’ ,In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2023*, Université de Berne. Retrieved from www.anneepolitique.swiss (2023)

Zumofen, G. (2022). ‘6.a Énergie - Energie’ ,In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2022*, Université de Berne. Retrieved from www.anneepolitique.swiss (2022)

Zumofen, G. (2021). ‘4.a Politique économique – Wirtschaftspolitik’ ,In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2021*, Université de Berne. Retrieved from www.anneepolitique.swiss (2021)

Zumofen, G. (2021). ‘4.b Crédit et monnaie – Geld, Währung und Kredit’. In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2020*, Université de Berne. Retrieved from www.anneepolitique.swiss (2021)

Zumofen, G. (2020). ‘4.a Politique économique – Wirtschaftspolitik’ ,In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2020*, Université de Berne. Retrieved from www.anneepolitique.swiss (2020)

Zumofen, G. (2020). ‘4.b Crédit et monnaie – Geld, Währung und Kredit’. In Institut des sciences politiques, Dr. Bühlmann, *Année Politique 2020*, Université de Berne. Retrieved from www.anneepolitique.swiss (2020)

Heidelberger, A., G. Zumofen & M. Bühlmann (2019) APS- Zeitungs- und Inserateanalyse zur Abstimmung vom 10. Februar 2019 : Zwischenstand vom 31.01.2019. Bern : Année Politique Suisse, Institut für Politikwissenschaft der Universität Bern. Retrieved from APS- Zeitungs- und Inserateanalyse zur Abstimmung vom 10. Februar 2019

Zumofen, G. (2019). '4.a Politique économique – Wirtschaftspolitik' ,In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2019, Université de Berne. Retrieved from www.anneepolitique.swiss (2019)

Zumofen, G. (2019). '4.b Crédit et monnaie – Geld, Währung und Kredit'. In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2019, Université de Berne. Retrieved from www.anneepolitique.swiss (2019)

Zumofen, G. (2019) Les pronoms personnels comme marqueurs de la concordance. DeFacto Expert. Retrieved from DeFacto Expert (2019)

Zumofen, G. (2018). '4.a Politique économique – Wirtschaftspolitik' ,In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2018, Université de Berne. Retrieved from www.anneepolitique.swiss (2018)

Zumofen, G. (2018). '4.b Crédit et monnaie – Geld, Währung und Kredit'. In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2018, Université de Berne. Retrieved from www.anneepolitique.swiss (2018)

Zumofen, G. & M. Gerber (2018) Publicité politique lors des élections fédérales de 2015. Des campagnes intenses pour l'UDC et le PLR. DeFacto Expert. Retrieved from DeFacto Expert (2018)

Zumofen, G. (2017). '4.a Politique économique – Wirtschaftspolitik' ,In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2017, Université de Berne. Retrieved from www.anneepolitique.swiss (2017)

Zumofen, G. (2017). '4.b Crédit et monnaie – Geld, Währung und Kredit'. In Institut des sciences politiques, Dr. Bühlmann, Année Politique 2017, Université de Berne. Retrieved from www.anneepolitique.swiss (2017)

CONFERENCE PAPERS

Zumofen, G., Bühlmann, M., & Stadelmann-Steffen, I. (2024). Looking the other way, or not looking at all: Selective attention to political advertisement. Paper presented at the SVPW Annual Congress, St.-Gallen, 2024, February.

Zumofen, G. (2024). Combining Conjoint Experiment and Machine Learning to Include End-Users in a Constructive Technology Assessment: The Case of Seasonal Thermal Energy Storage. Paper presented at the SVPW Annual Congress 2024, St.-Gallen, 2024, February.

Zumofen, G. (2023). Constructive Technology Assessment: Combining Conjoint Experiment and Machine Learning to Forecast Acceptance at an Early Phase of Renewable Energy Technology Development. Paper presented at the APSA Annual Meeting 2023, Los Angeles (CA), 2023, September.

Zumofen, G., Bühlmann, M., & Stadelmann-Steffen, I. (2023). Looking the other way, or not looking at all: Selective attention to political advertisement. Paper presented at the SGKM Annual Conference, Luzern, 2023, April.

Zumofen, G., Stadelmann-Steffen, I., & Sträter, R. (2023). Banking on Text or Video: What is the Influence of Information Format and Information Framing on Social Acceptance of Seasonal Thermal Energy Storage? Paper Presented at the SVPW Annual Congress, Basel, 2023, February.

Zumofen, G. (2020) When Searching for Political Information using Google, What is the Importance of Ranking. Paper presented at the SVPW Annual Congress, Luzern, 2020, February 3.

Zumofen, G. (2019) When Searching for Political Information using Google, What is the Importance of Ranking. Paper presented at the ECPR Annual Meeting, Wroclaw, 2019, September 5.

Zumofen, G. (2018) Media Effects on Voting Behavior: New Insights into a Common Tale. Paper presented at the 77th Annual MPSA Conference, Chicago, 2018, April 5.

Zumofen, G., I. Stadelmann-Steffen, M. Bühlmann & C. Dermont (2018) Information Gathering Strategy in a Changing Media Environment: What Drives Selective Exposure during Political Campaigns? Paper presented at the 77th Annual MPSA Conference, Chicago, 2018, April 6.

Zumofen, G. (2017). David vs Goliath: What can do smaller political parties to compensate for a lack of media attention? Paper presented at the workshop “The 2015 Swiss national elections” in Neuchâtel.

PROFESSIONAL SERVICES

Co-lead Working group ”Political Behaviour and Communication”, Jun 23 - Present
Swiss Political Science Association

Reviewer for:

International Journal of Political Opinion Research (IJPOR), Swiss Political Science Review (SPSR)

SKILLS

Languages: STATA (Expert), Python (Intermediate), R (Intermediate)

Tools: Qualtrics, Overleaf(LaTeX), Github, draw.io, Jupyter Notebook

Competencies: Empirical social science methods, Survey design, Experimental design, (Automated) Content Analysis, Machine Learning

Methods used: OLS regression, Logistic regression, Panel models, Information treatment experiment, Conjoint experiment (with choice-based and rating-based), Vignette experiment, Wordscore, Multilevel modeling, Structural Equation Modeling (SEM).

LANGUAGES

French (native), English (proficiency), German (advanced), Spanish (elementary)