04.11.1995, Bonn (GER)

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Amsterdam (NL)
Wachtberg (GER)

RebeccaWald_

MY PHILOSOPHY

"ANYONE WHO LIVES WITHIN THEIR MEANS SUFFERS FROM A LACK OF IMAGINATION."
OSCAR WILDE

I consider myself a behavioural scientist, Human-Computer-Interaction enthusiast, yogi, slow-fashionist, and optimist. My vision is to play an active part in creating a future of trustworthy AI that is at the service of its users. My dedicated focus hereby lays on the implementation of emerging technologies in the unique spaces of families.

Rebecca Wald

MY KEY QUALITIES

- ☑ Communicative and open-minded

- ☑ Quantitative, qualitative, & computational research experience

- ☑ Teaching and supervision experience

- ☑ Programming knowledge (R & Python)

- ☑ Supporter of Open Science practices

MY BLOG

Rebecca Wald
Website: www.rebeccawald.me

OTHER WORK EXPERIENCE

Data Scientist

Y.digital, Zeist (NL) | May - Jul. 2020

I supported the Y.Digital team in the development of AI-solutions for business cases, while getting a first introduction to Python.

Administrative Assistant

Behavioural Science Institute Office, RU, Nijmegen (NL) | Oct. 2019 - May 2020

I was responsible for the event management of research colloquia and symposia at the BSI, I helped with the financial administration of participant reimbursements, and I supported the institute with their website maintainance.

Student Ambassador

Unibuddy RU, Nijmegen (NL) | Sep. 2018 - May 2020

I was active as an online student representative for RU-applicants answering questions about master programmes, life on campus, and in the Netherlands more generally.

Student Research Assistant

Department of Journalism Research , WWU Münster (GER) | Dec. 2017 - Jul. 2018

At the department of "Journalism Research" of Prof. Dr. Blöbaum I supported researchers in literature research, revision work (e.g. presentation, dissertations), and I administered the institute's website.

MY ACADEMIC EXPERIENCE

Amsterdam School of Comunication Research (ASCoR), University of Amsterdam (NL)

PhD in Communication Science, 2020 - fall 2024 (expected graduation)

Early indicators show that the worldwide phenomenon of virtual assistants (e.g., Google Assistant, Alexa, Siri) may have found an interesting niche in families with young children.

Yet, research about the adoption and acceptance of virtual assistants in families is lacking depth. Specifically, a comprehensive perspective on individual as well as contextual factors is missing so far.

To fill this research gap, questions central to my dissertation are:
(1) Who are those families that do/do not adopt a virtual assistant?
(2) What information does the public receive about virtual assistants in the (Dutch) news?
(3) How do families accept a virtual assistant in their home over time?

I make use of traditional (i.e., cross-sectional surveys) as well as advanced computational methodologies (i.e., automated content analysis, data donation) to provide answers to these questions.

With my dissertation, I eventually aim to contribute meaningful insights about what actually happens in families when an emerging AI-powered technology enters the home. I ultimately strive to propose concrete guidelines for policy making (in form of interventions, regulations) that may ensure that emerging technologies, such as virtual assistants, remain at the service of families.

Graduate School BSI, Radboud University Nijmegen (NL)

Behavioural Science (Research) M. Sc., 2020, cum laude

Institute for Communication Science, WWU Münster (GER)

Communication Science B.A., 2018, cum laude

MY EXPERIENCES ABROAD

Cultural Exchange Student

Avondale College, Auckland, New Zealand | Jul. - Oct. 2011

In the suburbs of Auckland, I experienced the Kiwi life and followed courses in psychology, economics, fashion and dance.

Teaching Volunteer

United Through Sports, Port Elizabeth, South Africa | Aug. - Oct. 2014

I worked as a teaching assistant and sport program coordinator at South African township schools.

Publications

Wald, R., Piotrowski, J., Araujo, T., & van Oosten, J.M.F. (accepted for publication). Who are the (Non)Adopters of Smart Speakers? A Cross-Sectional Survey Study of Dutch Families. *Tijdschrift voor Communicatiewetenschap*

Wald, R., Piotrowski, J., Araujo, T., & van Oosten, J.M.F. (2023). Virtual Assistants in the Family Home. Understanding Parents' Motivations to Use Virtual Assistants With Their Child(ren). *Computers in Human Behavior*, 139. https://doi.org/10.1016/j.chb.2022.107526

Følstad, A., Araujo, T., Law, E.L.C. [...] Wald, R. et al. (2021). Future directions for chatbot research: an interdisciplinary research agenda. *Computing*, 103, 2915–2942. https://doi.org/10.1007/s00607-021-01016-7

Wald, R., Heijselaar, E., & Bosse, T. (2021). Make your own: The Potential of Chatbot Customization for the Development of User Trust. *Adjunct Proceedings of the 29th ACM Conference on User Modeling, Adaptation and Personalization.* Association for Computing Machinery, New York, NY, USA, 382–387. https://doi.org/10.1145/3450614.3463600

Conferences

Pre-conference on AI-Frameworks and main annual conference at the International Communication Association, to be held in Toronto, May 23-30, 2023.

Pre-conference 'The Datafied Child - Child growing in the algorithmic condundrum' and main conference of the European Communication Research and Education Association, Aarhus, October 19-22, 2022.

International Communication Association Conference, Paris, May 26-30, 2022.

Etmaal van de Communicatiewetenschap, Brussels, Feb 10-11, 2022.

Etmaal van de Communicatiewetenschap, Feb 4-5, 2021.

Committee work

PhD Representative | Mar. 2023 - Today

ComCom editor | Sep. 2021 - Feb. 2023

Young Scholar Network Steering Committee Member | Sep. 2021 - Feb. 2023

Co-organizer of the CeCoR Lectures Series | Oct. 2020 - Jul. 2022