

Curriculum Vitae
Maria Gruber, M.Sc. BA Bakk.phil.

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Education

10/2015 – 10/2017
Degree: **University of Vienna**
Communication Science
Thesis: Master of Science (M.Sc.)
Corporate Social Responsibility Rhetoric in Times of Crises

09/2013 – 02/2014
University of Nottingham, UK
Erasmus Exchange Semester

10/2011 – 04/2015
Degree: **University of Vienna**
Communication Science
Bachelor of Philosophy (Bakk.phil.)

10/2010 – 06/2014
Degree: **University of Vienna**
German Philology
Bachelor of Arts (BA)

Publications

Gruber, M. (2018). Corporate Social Responsibility in Times of Crises. A Rhetorical Analysis of CSR Reports Prior to and After Major Corporate Crises. *Medien Journal* 42(1), 33-50.

Lind, F., Gruber, M., & Boomgaarden, H. G. (2017). Content Analysis by the Crowd: Assessing the Usability of Crowdsourcing for Coding Latent Constructs. *Communication Methods and Measures*, 11(3), 191-209.

Conferences

Gruber, M., Mayer, C. & Einwiller S. (2017). Participation in Online Firestorms. Adapting the Situational Theory of Problem Solving to the Online Sphere. Paper presented at the 68th annual conference of the International Communication Association (ICA), May 24-28, Prague.

Awards

- 07/2018 **Communication Methods and Measures - Article of the Year Award** for *Content Analysis by the Crowd (2017)*
- 05/2018 **Franz-Bogner-Award**
PRVA (Public Relations Association Austria)
1st Place for Master Theses at Universities

Professional Experience

- 09/2019 – dato
Position: **University of Vienna, Department of Communication**
Research Associate (pre-doc): *Project Migration-Related Risks Caused by Misconceptions of Opportunities and Requirement (MIRROR)*
- 05/2018 – 08/2019
Position: **Austrian Red Cross ACCORD** (Austrian Center for Country of Origin and Asylum Research and Documentation)
Country Research: research and scientific editing of country of origin information (COI) for all parties involved in asylum procedures
- 01/2017 – 04/2018
Position: **IP Österreich**
Media Research: planning and managing of research studies and controlling, planning and analysis of TV campaigns
- 09/2014 – 03/2017
Position: **University of Vienna, Department of Communication**
Tutorial Lecturer: Introduction to Scientific Work (STEP3) and History of Media and Communication (STEP2)
- 02/2016 – 11/2016
Position: **University of Vienna, Department of Communication**
Student Research Assistant, Prof. Boomgaarden: research on sentiment-analysis (using crowdcoding)
- 01/2015 – 03/2015
Position: **Caritas-Headquarters Austria**
Internship: *Department of Communication*
- 10/2014 – 11/2014
Position: **Gemeindebund – Austrian Association of Municipalities**
Internship: *Department for Press and Communication*
- 09/2012
Position: **Bezirksrundschau Wels**
Internship: *Editorial Department*