

# Johanna Hölzl

PhD candidate in Sociology at the University of Mannheim  
researching the quality of new data sources and methods for the social sciences

[johanna@hoelzl.email](mailto:johanna@hoelzl.email) | [johanna-hoelzl.github.io](https://johanna-hoelzl.github.io)

 [johanna-hoelzl](#) |  [johanna-hoelzl](#) |  [0009-0002-4954-2209](#) |  Scholar

## EXPERIENCE

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### University of Mannheim

Research Associate and Lecturer

2022 - now

Mannheim, Germany

- Empirical Research Course I and II (Spring and Fall 2023 and 2024)
- Data Collection Exercise Course (Fall 2022, 2023, 2024, and 2025)
- Bachelor Thesis Colloquium and Theses Supervision (Spring 2024, 2025, and 2026)

### University of Mannheim and Mannheim Center for European Social Research

Research Associate

2021 - 2023

Mannheim, Germany

- Project "Integration research 2.0" on new data sources in migration and integration research
- Working on the methodological challenges, reliability and validity of Google Trends data

### Leibniz-Institut für Bildungsverläufe e.V.

Research Associate

2021

Bamberg, Germany

- ReGes project on refugee's educational trajectories in Germany
- Support in the process of data collection and validation

### Leibniz-Institut für Bildungsverläufe e.V.

Student Research Assistant

2015 - 2020

Bamberg, Germany

- ReGes project and other departments
- Support in the process of data collection, data analysis, and paper writing

### University of Trento

Internship

2020

Trento, Italy

- Department of Sociology and Social Research
- Data cleaning and harmonization of longitudinal data

### European Parliament

Internship

2017

Brussels, Belgium

- Office of Ismail Ertug, MEP
- Support in legislative, administrative, and organizational tasks in two committees

## EDUCATION

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### University of Mannheim

PhD candidate

2021 - now

Mannheim, Germany

- Chair of Social Data Science and Methodology, Supervisor Prof. Florian Keusch
- Dissertation on "What We Can and Cannot Do: The Quality of New Data Sources and Methods in Social Science Research"

### University of Bamberg and University of Trento

M.A. Sociology and Laurea Magistrale Sociology and Social Research

2018 - 2021

Bamberg, Germany and Trento, Italy

- Grade: 1.0 (GPA: 4.0), ranked 1st in cohort

### University of Bamberg

B.A. Sociology

2014 - 2018

Bamberg, Germany

- Grade: 1.2 (GPA: 3.8)

## PUBLICATIONS

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- [1] Johanna Hölzl, Florian Keusch, John Collins (2026). **Where You Are Is What You Get! Inconsistencies of Digital Trace Data Across Download Locations**. *Social Science Computer Review* 0(0). DOI: 10.1177/08944393261469494
- [2] Johanna Hölzl, Florian Keusch, Christoph Sajons (2025). **The (mis)use of Google Trends data in the social sciences — A systematic review, critique, and recommendations**. *Social Science Research* 126(103099). DOI: 10.1016/j.ssresearch.2024.103099
- [3] Johanna Hölzl, Daria Szafran, Florian Keusch (2025). **Digitale Ungleichheiten in Deutschland**. *GESIS Data Archive*. DOI: 10.7802/2915
- [4] Johanna Hölzl, Marie-Lou Sohnus (2023). **Spotify API**. In *APIs for social scientists: A collaborative review*, edited by P. C. Bauer, C. Landesvatter, and L. Behrens.

## CONFERENCE PRESENTATIONS, POSTERS, AND INVITED TALKS

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| <b>Meeting of the CS3 lab for Computational Survey and Social Science</b><br>Still problematic? Generalizability, validity, and reliability of API-based research (invited talk)                                                                       | May 19, 2026                               |
| <b>General Online Research Conference 2026 (GOR 26)</b><br>"My (22m) Girlfriend (23f) Comes Home and Does Nothing" — Gendered Perceptions of Paid and Household Labor in Reddit Relationship Discussions over Time (poster presentation)               | February 26-27, 2026<br>Cologne, Germany   |
| <b>11th International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>)</b><br>Where You Are Is What You Get? Sample Inconsistencies of Digital Trace Data Across Download Locations (poster presentation)                      | July 21-24, 2025<br>Norrköping, Sweden     |
| <b>2025 Conference of the European Survey Research Association (ESRA)</b><br>Where You Are Is What You Get? Sample Inconsistencies of Digital Trace Data Across Download Locations (presentation)                                                      | July 14-18, 2025<br>Utrecht, Netherlands   |
| <b>General Online Research Conference 2025 (GOR 25)</b><br>Where You Are Is What You Get? Sample Inconsistencies of Google Trends Data Across Download Locations (presentation)                                                                        | March 31-April 02, 2025<br>Berlin, Germany |
| <b>79th Annual Conference of the American Association for Public Opinion Research (AAPOR)</b><br>Where You Are Is What You Get? Sample Inconsistencies of Google Trends Data Across Download Locations (poster presentation)                           | May 15-17, 2024<br>Atlanta, USA            |
| <b>General Online Research Conference 2023 (GOR 23)</b><br>What do racists google? A systematic approach to selecting and validating Google Trends data using the example of xenophobic attitudes (presentation)                                       | September 20-22, 2023<br>Kassel, Germany   |
| <b>GESIS course on "Data Science Tools for Survey Researchers"</b><br>The (mis)use of Google Trends data in the social sciences - A systematic review, critique, and guidelines (invited talk)                                                         | August 22, 2023<br>Mannheim, Germany       |
| <b>2023 Conference of the European Survey Research Association (ESRA)</b><br>Sustainable Trend or Trending Mayfly? A Systematic Literature Review and Guidelines on Using Google Trends Data for Social Science Research (presentation)                | July 17-21, 2023<br>Milan, Italy           |
| <b>Research Plus by the German Society for Online Research (DGOF)</b><br>Wonach googeln Rassisten? Chancen und Herausforderungen von Google Trends Daten für die Forschung (invited talk)                                                              | June 12, 2023<br>Mannheim, Germany         |
| <b>78th Annual Conference of the American Association for Public Opinion Research (AAPOR)</b><br>What do racists google? A systematic approach to selecting and validating Google Trends data using the example of xenophobic attitudes (presentation) | May 10-12, 2023<br>Philadelphia, USA       |
| <b>MZES Ethnic Diversity Spring Workshop</b><br>Use of Google Trends Data in Research on Migration and Integration (presentation)                                                                                                                      | May 30, 2022<br>Mannheim, Germany          |

## AWARDS

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### GESS Publication of the Year Award

2025

*Graduate School of Economic and Social Sciences (GESS), University of Mannheim*

- Awarded for the publication "The (mis)use of Google Trends data in the social sciences A systematic review, critique, and recommendations"
- Endowed with 1000€

### ABS<sup>2</sup> Preis für Abschlussarbeiten

2022

*Alumni-Verein der Bamberger Soziologie und Survey-Statistik (ABS<sup>2</sup> e.V.)*

- Awarded the price for the best Master thesis for "Additionally disadvantaged? The effect of technological change on the impact of a migration background on labor market outcomes across Europe"
- Endowed with 200€

## COMMUNITY ACTIVITIES AND SERVICE

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### Peer Review

2022 - now

*Conferences and Journals including Social Science Computer Review, Sociological Methods & Research, Social Sciences & Humanities Open, PLOS One, Survey Methods: Insights from the Field, AAPOR, and ESRA*



### Deputy Equal Opportunities Officer for the Social Sciences

2022 - now

*University of Mannheim*

- Appointment committee member for new social science professorships
- Co-organization of workshops on diversity and equality in research and teaching at the University of Mannheim

### Conference Co-Organizer

2025

*Mannheim Center for European Social Research*

- Hybrid conference on "Novel Data Sources, New Methods and Computational Approaches for Understanding Discrimination and Bias"
- Co-organized with Nicole Schwitter, Daria Szafran, and Johanna Gereke

### Organizing Committee Member of DataFest Germany

2024 and 2026

*University of Mannheim*

- Part of the organizing committee of a Hackathon for ~70 students

### Conference Session Organizer

2023

*10th ESRA Conference, Milan, Italy*

- Session on Applications, Potentials, and Challenges when Using Google Trends in Combination or as Substitute for Surveys
- Co-organized with Florian Keusch

## SKILLS

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- **Programming Languages:** R, Stata, Python, SPSS
- **Software:** Version control with Git, LaTeX, Unipark, MAXQDA
- **Languages:** German (Native proficiency), English (Business fluent), French (Fluent), Italian (Basics)