

# Sara Alida Volkmer

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Am Seemoser Horn 20, 88045 Friedrichshafen

## Research interests

- Modern information technology and human experiences
- Social media and influencers
- Source credibility
- Consumer psychology
- Positive psychology
- Health psychology
- Open science and transparent research practices
- Experimental methods

## Experience

Early Stage Researcher, Zeppelin University

Since August 2020

- Focus: source credibility and social media marketing
- Teaching: Marketing II–Consumer Behavior, Marketing & Branding, Advanced Marketing (teaching assistant)

Early Stage Researcher, University College Cork

August 2019 – August 2020

- Focus: Social acceptance of renewable energy projects
- Project: MISTRAL (**M**ulti-sectoral approaches to **I**nnovative **S**kills **T**raining for **R**enewable energy & **s**oci**A**L acceptance)

## Education

Leiden University – Leiden – Master of Science

- Focus: social psychology, health psychology
- Thesis: “Putting executive functioning into the obsessive-compulsive spectrum: a network analysis”
- Research project: “Troll story: the dark tetrad revisited”

Ludwig-Maximilian University of Munich – Munich – Bachelor of Science

- Focus: social psychology, clinical psychology
- Thesis: “Unhappy and addicted to your phone?”
- Research projects in social psychology and biological psychology
- Exchange semester at National University of Ireland Galway

## **Publications**

O'Leary, D., & Volkmer, S. A. (2021). Are the Negative Effects of Social Networking a Privilege of the Rich? Social Network Usage and Life Satisfaction Across European Countries. *Computers in Human Behavior Reports*, 3, 100078.

Ellis, G., Chateau, Z., Johnston, N., Luga, D., Pons-Seres de Brauer, C., Volkmer, S. A., & Wade, R. (2020). Feature: Public Support for Renewables. In *REN21, Renewables 2020: Global Status Report*, 196-203.

Volkmer, S. A., & Lerner, E. (2019). Unhappy and addicted to your phone?—Higher mobile phone use is associated with lower well-being. *Computers in Human Behavior*, 93, 210-218.