

Ulrike Gretzel



Short Bio:

Dr. Ulrike Gretzel is currently a Senior Fellow at the Center of Public Relations, Annenberg School of Communication, University of Southern California and also serves as the Director of Research at Netnografica, a market research company that extracts insights from online conversations.

Her previous academic appointments include Visiting Professor at the Annenberg School for Communication and Journalism, University of Southern California, Professor of Tourism, UQ Business School, University of Queensland, Associate Professor of Marketing, University of Wollongong, and Associate Professor of Tourism, Texas A&M University. She has also taught social media and research-related courses at Colorado State University, Hong Kong Polytechnic University, IULM in Milan, Italy and MODUL University in Vienna, Austria. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign and holds a master's degree in International Business from the Vienna University of Economics and Business.

Her research focuses on the impact of technology on human experiences and specifically looks at the structure of technology-mediated communication. Her work in tourism has addressed the ways in which tourists engage with each other and with tourism organizations through websites, mobile apps and social media, and has analyzed how tourism experiences are represented online. She has also researched smart tourism

development, tourism in technological dead zones, and the quest for digital detox experiences.