

Ava Francesca Battocchio

PHD STUDENT · INFORMATION AND MEDIA

Department of Advertising + Public Relations, Michigan State University
404 Wilson Rd, #579, East Lansing, MI 48824

✉ battocch@msu.edu | 🏠 afbat.co | Pronouns: they/them/theirs

Education

Michigan State University

PHD INFORMATION AND MEDIA

- **Advisor:** Dr. Kjerstin Thorson
- **Graduate Certificate:** Community Engagement, in progress

East Lansing, Michigan

2020 - present

Loyola University Chicago

MS GLOBAL STRATEGIC COMMUNICATION (DUAL-DEGREE)

Chicago, Illinois

2018 - 2020

Loyola University Chicago

BA ADVERTISING, MAGNA CUM LAUDE (DUAL-DEGREE)

Chicago, Illinois

2017 - 2019

Housatonic Community College

AS CRIMINAL JUSTICE

Bridgeport, Connecticut

2015

Peer-Reviewed Research

JOURNAL PUBLICATIONS

Yang, J., Teran, C., **Battocchio, A.F.**, Bertellotti, E., and Wrzesinski, S. (2021). "Building Brand Authenticity on Social Media: The Impact of Instagram Ad Model Genuineness and Trustworthiness on Perceived Brand Authenticity and Consumer Responses." *Journal of Interactive Advertising*. DOI: 10.1080/15252019.2020.1860168

Yang, J. and **Battocchio, A.F.** (2020). "Effects of Transparent Brand Communication on Perceived Brand Authenticity and Consumer Responses." *Journal of Product & Brand Management*. Vol. ahead-of-print No. ahead-of-print. DOI: 10.1108/JPBM-03-2020-2803

CONFERENCE ACTIVITY

Battocchio, A.F. (2021) "Hyperlocal affective polarization: Remixing rural understanding." To be presented in the Communication Theory and Method Division of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference, August 4-7, 2021.

Yang, J., Bertellotti, E., **Battocchio, A.F.**, and Teran, C. (2021) "Do Good and Be 'Liked'": Corporate messaging on social media during COVID-19 and consumer responses." To be presented in the Advertising Division of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference, August 4-7, 2021.

Battocchio, A. F., Etheridge, C., Thorson, K., Moldagaliyeva, M., Hiaeshutter-Rice, D., Dong, C., Cotter, K., Chen, Y., and Edgerly, S. (2021). "A systematic method of cataloging civic information infrastructure." To be presented in the Communication Theory and Method Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 4-7, 2021.

Thorson, K. and **Battocchio, A.F.** (2021). "Change is the only constant: Young adults as platform architects and the consequences for news". To be presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 4-7, 2021.

Battocchio, A.F. (2021). "Take only photos, leave only digital traces: Listening to community narratives in urbex photography". Panel titled "Rhetorical Rhythms of the City; A Dialogic Engagement with Ethics in Urban Contexts" (organized by Carmack, P.) To be presented at the Urban Communication Ethics conference, Virtual Conference, June 6-8, 2021.

- Yang, J. and **Battocchio, A.F.** (2020). "Effects of Transparent Brand Communication on Perceived Brand Authenticity and Consumer Responses." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 6-9, 2020.
- Yang, J., Teran, C., **Battocchio, A.F.**, Bertellotti, E., and Wrzesinski, S. (2020). "Building Brand Authenticity on Social Media: The Impact of Instagram Ad Model Genuineness and Trustworthiness on Perceived Brand Authenticity and Consumer Responses." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 6-9, 2020.
- Morris, P.K. and **Battocchio, A.F.** (2019). "Outdoor Advertising Heats Up: Transforming Digital Signage and Ethical Issues." Presented at Ninth Symposium on Digital Ethics, Center for Digital Ethics and Policy, Loyola University, Chicago, IL, November 7-8, 2019.
- Battocchio, A.F.** (2019). "Advertising and Ethics: Theme and Community Segregation on Chicago's Rapid Transit System." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Toronto, ON, August 8, 2019.

Awards, Fellowships, & Grants

AWARDS & HONORS

2021	Second Place Student Paper , Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication (AEJMC)	
2021	Janet L. Loria Scholarship , Department of Advertising + Public Relations, Michigan State University	
2019	Loyola Business Leadership Doug Reese Scholarship , Quinlan School of Business, Loyola University Chicago	\$ 1,500
	Alfred J. Seaman Undergraduate Paper of the Year , Association of National Advertisers (ANA) Educational Foundation	
2019	Stock Family Endowed Scholarship , School of Communication, Loyola University Chicago	\$ 9,000
2017 – 2019	Rambler Scholarship , Loyola University Chicago	\$ 32,000

GRANTS & FELLOWSHIPS

2021	Information and Media Program Summer Research Fellowship , Department of Advertising + Public Relations, Michigan State University	\$ 2,700
2020 – 2025	University Enrichment Fellowship , The Graduate School, Michigan State University *awarded to ≈4 % of all incoming doctoral students	\$ 245,000
2019	Provost Fellowship , Loyola University Chicago Undergraduate Research Opportunities Program	\$ 3,000

Research Experience

Social Data Research Fellowship

RESEARCH ASSISTANT

2020 - 2021

- **PI:** Dr. Kjerstin Thorson
- **Funding:** Social Science Research Council
- "Infodrought and Infodemic: Conceptualizing Information Vulnerabilities on Social Media"

Social and Interactive Media Lab (SIMLab) at Loyola University Chicago

RESEARCH ASSISTANT

2018 - 2020

- **Advisor:** Dr. Florence Chee

School of Communication, Loyola University Chicago

RESEARCH ASSISTANT

2018 - 2019

- **PI:** Dr. Elizabeth Coffman
- **Funding:** National Endowment for the Humanities and Library of Congress Lavine and Ken Burns Prize for Film
- “Flannery: The Storied Life of the Writer from Georgia”

Teaching Experience

- Spring 2020 **UNIV 102 Loyola Seminar**, *Loyola University Chicago*, Co-instructor of record
- Fall 2019 **UNIV 101 First-Year Seminar**, *Loyola University Chicago*, Co-instructor of record

Guest Lecture Experience

- Fall 2019 **COMM 211 Principles of Advertising**, *Loyola University Chicago* Guest Lecturer: “Transforming Digital Signage and Ethical Issues: Perspectives of Practitioners and Anti-Ad Activists”
- Fall 2019 **COMM 360 Digital Media Ethics**, *Loyola University Chicago* Guest Lecturer: “Intro to Research Poster Creation”
- Fall 2019 **COMM 100 School of Communication Seminar**, *Loyola University Chicago* Guest Lecturer: “Intro to SIMLab and On-Campus Research Opportunities”
- Spring 2019 **COMM 322 Guerrilla Media**, *Loyola University Chicago* Guest Lecturer: Creation and Distribution of Fringe Publications”
- Spring 2019 **COMM 360 Digital Media Ethics**, *Loyola University Chicago* Guest Lecturer: “Disclosure and Doxing: Creating Ethical Guidelines for ‘Me Too’ Narratives”

Mentoring

- 2020-2021 **Lydia Werth**, University Undergraduate Research and Arts Forum (UURAF), Michigan State University

Public Scholarship

EDUCATIONAL TOURS, LECTURES AND WORKSHOPS

- Battocchio, A.F.**, Lin, J., Ruggiero, E., and Zhou, B. (2021) “Here to There: The History and Future of Chicago’s Transportation.” The Chicago Council on Science and Technology, Science is for Everyone, virtual, May 3, 2021.
- Battocchio, A.F.** (2021). “Trolleys and Trouble: Chicago’s Traction Wars.” Chicago for Chicagoans, What’s Old is New(s) Again: Protests, Problematic Politicians, and Public Health, Virtual, January 22, 2021.
- Battocchio, A.F.** (2020). “Chicago History 102: “Advertise Judiciously.” A Brief History of Advertising in Chicago.” Chicago for Chicagoans, Virtual Series, Chicago, IL, June 1, 2020.
- Battocchio, A.F.** (2020). “Chicago History 101: The City That Works—Grains, Trains, and Labor in Chicago.” Chicago for Chicagoans, Speakeasy Series, Chicago, IL, January 22, 2020.
- Swanson, P. and **Battocchio, A.F.** (2019). “Cultural Geography Exploration Tour: Albany Park.” Chicago for Chicagoans, Chicago, IL, September 25, 2019.
- Battocchio, A.F.** (2019). “Cultural Geography Exploration Tour: Edgewater.” Chicago for Chicagoans, Chicago, IL, July 18 and July 27, 2019.
- Battocchio, A.F.** and Swanson, P. (2019). “Brown Line Chicago Transit Authority Tour: Kimball to Montrose.” Chicago for Chicagoans, Chicago, IL, May 4, 2019.
- Battocchio, A.F.** (2015). “Photographs as Poetic Reference Material.” Lecture and Workshop to Department of Writing and Library Science’s “Intro to Writing Studies” at University of Wisconsin, Superior, Superior, Wisconsin, March 3, 2015.

INVITED PRESENTATIONS

Battocchio, A.F. (2016). "Raising Voices; Breaking Down Gender Barriers in the Trapping Community." Presentation at *Northwest Ontario Fur Trappers Association Convention*, Thunder Bay, Ontario, February 28, 2016.

Battocchio, A.F. and Gard, J. (2015). "Pollution, Poetry and Photography: Celebrating the River's Restoration through Words and Images." Presentation at *River Talks*, Duluth, Minnesota, June 10, 2015.

Battocchio, A.F. (2015). "That's Not My Name: Self-Identification and NW Ontario's Female Trapping Community." Presentation at *Prøve Collective*, Duluth, Minnesota, February 13, 2015.

Battocchio, A.F. (2015) "If You Don't Have a Scene, Build One: Creating Alternative Print Media for Under-Represented Voices." Presentation in Department of Writing and Library Science at University of Wisconsin Superior, March 3, 2015.

Battocchio, A.F. and Gapske, L. (2015). "Hear Our Story: Engaging Women's Art and Writing in Fringe Publication." Presentation at *Summit on Equity, Diversity and Multiculturalism: Creating Inclusion: One Story at a Time*, University of Minnesota Duluth, February 25, 2015.

Griep, T., Monson, K., and **Battocchio, A.F.** (2014). "A Celebration of Writing." Presentation in the Department of Writing Studies at University of Minnesota Duluth, Duluth, Minnesota, September 29, 2014.

TRADE PUBLICATIONS AND ALTERNATIVE PRESS

Battocchio, A.F. (2016). "Raising Voices: Breaking Down Gender Barriers in the Trapping Community." *Ontario Fur Managers Federation Magazine*, November 2016.

Battocchio, A.F. (a f b a t) (2014). "The Great Disconnect: Relationships in the Digital Media Age." *Minerva Zine*. December 2014.

Outreach & Professional Development

SERVICE TO DISCIPLINE

2020 – 2021 **Association for Education in Journalism and Mass Communication (AEJMC) History Division**, Graduate Student Co-Liaison

SERVICE TO DEPARTMENT, COLLEGE & UNIVERSITY, MICHIGAN STATE UNIVERSITY

2021 **Association for Doctoral Students in Information & Media(ADSIM), Michigan State University** , Accountability Co-Working Hours Facilitator

2021 **Department of Advertising + Public Relations, Michigan State University** , MA Capstone Poster Judge

2021 **Information & Media Ph.D. Program, Michigan State University**, Incoming Student Orientation, Planner and Representative

2020 – 2021 **Association for Doctoral Students in Information & Media(ADSIM), Michigan State University** , Graduate Employees Union Rep

2020 – 2021 **Graduate Employees Union (GEU) AFT Local 6196**, Information and Media Department Steward

SERVICE TO DEPARTMENT, COLLEGE & UNIVERSITY, LOYOLA UNIVERSITY CHICAGO

- 2020 **COVID-19 Emergency Task Force, Loyola University Chicago** , Communication Platform Project, Research and Development Assistant and Graduate Student Representative
- 2020 **Loyola Graduate Workers Union, Loyola University Chicago**, Organizing Committee Member
- 2020 **Graduate Professional Adult Council, Award Selection Committee, Loyola University Chicago**, Member
- 2020 **School of Communication, Loyola University Chicago**, Undergraduate Admissions Accepted Students Panel Member
- 2019 **School of Communication, Loyola University Chicago**, Great Wolf Scholarship Selection Committee Chair
- 2019 **School of Communication, Loyola University Chicago**, Dean Search Student Panel Reviewer
- 2019 – 2020 **Graduate Professional Adult Council, Loyola University Chicago**, Co-Chair, Volunteerism and Service Committee Chair, and School of Communication Representative
- 2019 – 2020 **Executive Council on Diversity, Equity, and Inclusion, Loyola University Chicago**, Graduate Student Representative
- 2019 – 2020 **Shared Governance Task Force, Loyola University Chicago**, Graduate Student Representative
- 2019 – 2020 **School of Communication, Loyola University Chicago**, Dual-Degree Program Student Ambassador

SERVICE TO NON-PROFITS AND PUBLICS

- 2019 – present **Chicago for Chicagoans, 501(c)(3)** , Public Historian, Tour Guide and Lecturer *Chicago, Illinois*
- 2018 –2019 **Decay Devils, 501(c)(3)** , Union Station Project Advertising Campaign Designer * Union Station Project funded through Legacy Foundation of the John S. and James L. Knight Foundation's donor-advised fund *Gary, Indiana*
- 2013-2016 **Program for Aid to Victims of Sexual Assault (PAVSA), 501(c)(3)** , Hospital Crisis Advocate *Duluth, Minnesota*

PROFESSIONAL MEMBERSHIPS

- Society for Industrial Archaeology (SIA)
- Association for Education in Journalism and Mass Communication (AEJMC)