

# Ava Francesca Battocchio

PHD STUDENT · INFORMATION AND MEDIA

Department of Advertising + Public Relations, Michigan State University  
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## Research Interests

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Media ecology, civic engagement, information access, news and political content exposure, civic infrastructure, rural and post-industrial community structures, ethnography, netnography, and computational textual analysis

## Education

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### 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

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### 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

### BOOK CHAPTERS

**Battocchio, A.F.**, Wells, C., Vraga, E., Thorson, K., Edgerly, S., and Bode, L. (In Press) "Gen Z's civic engagement: News use, politics, and cultural engagement." in *Handbook of Digital Politics*

**Battocchio, A.F.**, Bode, L., Wells, C., Vraga, E., Thorson, K., and Edgerly, S. (In Press). "Gen Z's civic engagement: Civic skills, political expression, and identity." in *Handbook of Digital Politics*

### CONFERENCE PAPERS, POSTERS, AND PRESENTATIONS

**Battocchio, A. F.**, Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Edgerly, S., Cotter, K., Denzin, K., Choung, H., Dong, C., Moldagaliyeva, M., Etheridge, C., Kohlmeier, S., and Werth, L. (2022). "Localizing social justice stories: Social media and local civic information infrastructure in six midwestern United States communities." Presented in the Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 5, 2022.

- Chen, Y., Choung, H., **Battocchio, A.F.**, Hiaeshutter-Rice, D., Smith, M., Draeger, M., Dong, C., and Xiao, A. (2022). "Discursive Opportunity Structure: The evolutions of racial justice discourses by local community organizations on Facebook." Presented in the Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 5, 2022.
- Battocchio, A.F.** and Smith, M. (2022). "Reaching the Rust Belt: Exploring identity and intergroup threat in 2020 election speeches." Presented in the Political Communication Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 3, 2022.
- Battocchio, A.F.** (2021) "Hyperlocal affective polarization: Remixing rural understanding." Presented in the Communication Theory and Method (CT&M) Division of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference, August 6, 2021. \*awarded CT&M Top Student Paper: Second Place
- 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." Presented in the Advertising Division of the Association for Education in Journalism and Mass Communication(AEJMC), Virtual Conference, August 7, 2021.
- Battocchio, A.F.**, Etheridge, C., Thorson, K., Moldagaliyeva, M., Hiaeshutter-Rice, D., Dong, C., Cotter, K., Chen, Y., Kohlmeier, S., Denzin, K., Draeger, M. and Edgerly, S. (2021). "A systematic method of cataloging civic information infrastructure." Presented in the Communication Theory and Method Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 5, 2021.
- Thorson, K. and **Battocchio, A.F.** (2021). "Change is the only constant: Young adults as platform architects and the consequences for news". Presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 7, 2021. \*awarded 2021 News Audience Research Paper Award
- 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.
- 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.

## SYMPOSIUMS & CONFERENCE PANELS

- Battocchio, A.F.** (2022) Panel titled "Graduate Student and Early Career Professional Development and Network Building Panel" (organized by Claire M. Segijn) to be presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Detroit, MI, August 4, 2022
- Thorson, K., and **Battocchio, A.F.** (2022). "Combining interviews with digital trace data for rich understanding of political content exposure across algorithmically curated platforms." Panel titled "Caught the bull by the horns! New tools for measuring media use in a changing media landscape" (organized by Peter Neijens, Judith Moeller, Theo Araujo, and Claes de Vreese). Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 30, 2022
- Thorson, K., and **Battocchio, A.F.** (2022). "Platform repertoires and perceptions of information quality among American young adults." Panel titled "Everyday Misinformation on Private Social Media: Relationality, Affordances, and Norms in the Traversal of Interpersonal and Public Networks" (organized by Andrew Chadwick). Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 29, 2022
- Battocchio, A.F.** (2022). "Opportunities Lost to the Pandemic: Guiding students through Disrupted Educational Trajectories." Panel titled "Un-Conference: Bringing Experiences to the Front." (organized by Saleem Alhabash, Teresa Mastin, Gordon Miracle, Karen Mallia, Cynthia Frisby, and Wei-Na Lee). To be presented at the American Academy of Advertising(AAA) preconference "Diversity, Equity, Inclusion in Action: Advertising Research, Teaching, and Practice", March 26, 2022
- Battocchio, A.F.**, Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Edgerly, S., Cotter, K., Denzin, K., Choung, H., Dong, C., Moldagaliyeva, M., Etheridge, C., Kohlmeier, S., and Werth, L.(2021). "Local information infrastructure and the distribution of COVID-19 information on Facebook in six Great Lakes communities." Panel titled "Media Deserts, Platforms, and Community Civic Infrastructure: Tales from the Great Lakes States During COVID-19" (organized by Usher, N., Rus-sel, A., and Holcomb, J.) To be presented at the National Communication Association's annual meeting, Seattle, WA, November 18-21, 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.) Presented at the Urban Communication Ethics conference, Virtual Conference, June 6-8, 2021.

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 segmentation and community segregation on Chicago's Rapid Transit System." Presented at the Undergraduate Research and Engagement Symposium, Loyola University, Chicago, IL, April 13, 2019.

## Awards, Fellowships, & Grants

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2022	<b>Summer Research Funding</b> , Department of Advertising + Public Relations, Michigan State University	\$ 1,200
2022	<b>Inter-university Consortium for Political and Social Research(ICPSR) Summer School Award</b> , Department of Advertising + Public Relations, Michigan State University	\$ 4,120
2022	<b>Travel Funding Award</b> , Department of Advertising + Public Relations, Michigan State University	\$ 1,850
2022	<b>Bonnie B. Reece Graduate Scholarship</b> , Department of Advertising + Public Relations, Michigan State University	\$ 665
2021	<b>2021 News Audience Research Paper Award</b> , <i>Jointly awarded with Kjerstin Thorson</i> , Association for Education in Journalism and Mass Communication(AEJMC)	
2021	<b>Second Place Student Paper</b> , Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC)	
2021	<b>Janet L. Loria Scholarship</b> , Department of Advertising + Public Relations, Michigan State University	\$ 1,000
2021	<b>Information and Media Program Summer Research Fellowship</b> , Department of Advertising + Public Relations, Michigan State University	\$ 2,700
2020 –2025	<b>University Enrichment Fellowship</b> , The Graduate School, Michigan State University *awarded to ≈4 % of all incoming doctoral students	\$ 245,000
2019	<b>Loyola Business Leadership Doug Reese Scholarship</b> , Quinlan School of Business, Loyola University Chicago	\$ 1,500
	<b>Alfred J. Seaman Undergraduate Paper of the Year</b> , Association of National Advertisers (ANA) Educational Foundation	
2019	<b>Provost Fellowship</b> , Loyola University Chicago Undergraduate Research Opportunities Program	\$ 3,000
2019	<b>Stock Family Endowed Scholarship</b> , School of Communication, Loyola University Chicago	\$ 9,000
2017 – 2019	<b>Rambler Scholarship</b> , Loyola University Chicago	\$ 32,000

## Research Experience

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### Department of Media and Information, Michigan State University

RESEARCH ASSISTANT

2022-2023

- **PI:** Dr. Jean Hardy
- **Funding:** Merit Network
- "Human-Centered Infrastructure Design"

**Civic Infrastructure Lab, Department of Advertising + Public Relations, Michigan State University**

RESEARCH ASSISTANT

Summer 2022

- **PI:** Dr. Kjerstin Thorson

**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

- **PI:** 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**

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- 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**

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- 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**

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- 2021-2022 **Sabrina Kohlmeier**, Master’s Student (Department of Advertising + Public Relations), Civic Infrastructure Lab (CIL), Michigan State University
- 2021-2022 **Melody Draeger**, Master’s Student (Department of Advertising + Public Relations), Civic Infrastructure Lab (CIL), Michigan State University
- 2021-present **Moldir Moldagaliyeva**, Master’s Student (Department of Advertising + Public Relations), Civic Infrastructure Lab (CIL), Michigan State University
- 2020-2022 **Lydia Werth**, University Undergraduate Research and Arts Forum (UURAF), Michigan State University

## Public Scholarship

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### 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 and Professional Development

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### SERVICE TO DISCIPLINE

2022 – 2023 **Association for Education in Journalism and Mass Communication (AEJMC) Communication Theory and Methods Division**, Graduate Student Liaison

2020 – 2023 **Association for Education in Journalism and Mass Communication (AEJMC) History Division**, Graduate Student Liaison

**SERVICE TO DEPARTMENT, COLLEGE & UNIVERSITY, MICHIGAN STATE UNIVERSITY**

- 2022 **Information & Media Ph.D. Program, Michigan State University**, Incoming Student Orientation Committee, Co-Chair
- 2021 – 2022 **Association for Doctoral Students in Information & Media(ADSIM), Michigan State University** , Vice President
- 2021 – 2023 **PhD Pal Peer Mentoring Program, Michigan State University** , Program Coordinator; Mentor
- 2021 – 2022 **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*

## Affiliations

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**Civic Infrastructure Lab, Michigan State University**, Grad Student Lab Manager  
**Quello Center, Michigan State University**, Research Fellow  
**Rural Computing Research Consortium, Michigan State University**, Affiliate

## Memberships

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**Association for Education in Journalism and Mass Communication (AEJMC)**, member  
**International Communication Association (ICA)**, member  
**National Communication Association (NCA)**, member  
**Society for Industrial Archaeology (SIA)**, member

## Reviewing

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**Association for Education in Journalism and Mass Communication (AEJMC)**, Political Communication  
**Social Media + Society**

## Skills and Software

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### ANALYSIS AND STATISTICAL SOFTWARE, AND PROGRAMMING LANGUAGES

Linux (bash)  
L<sup>A</sup>T<sub>E</sub>X  
NVivo  
R  
SPSS

### LANGUAGES

English (native)  
German (heritage: reading, writing, speaking, listening)

### SOFTWARE

Adobe Suite (Illustrator, InDesign, Lightroom, Photoshop)  
CrowdTangle  
Google Workspace  
Microsoft 365