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

Areas of Research Interest

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

Michigan State University   *East Lansing, Michigan*
PHD INFORMATION AND MEDIA   *2020 - present*
  Advisor: Kjerstin Thorson, Ph.D.
  Committee: Jean Hardy, Ph.D., Marisa Smith, Ph.D., Dan Hiaeshutter-Rice, Ph.D.
  Graduate Certificate: Community Engagement, in progress

Loyola University Chicago   *Chicago, Illinois*
MS GLOBAL STRATEGIC COMMUNICATION (DUAL-DEGREE)   *2018 - 2020*

Loyola University Chicago   *Chicago, Illinois*
BA ADVERTISING, MAGNA CUM LAUDE (DUAL-DEGREE)   *2017 - 2019*

Housatonic Community College   *Bridgeport, Connecticut*
AS CRIMINAL JUSTICE   *2015*

Peer-reviewed Journals

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

Peer-reviewed 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*

Peer-reviewed 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.

Peer-reviewed Conference Panels and Symposiums

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, and 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., Russel, 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.

Commissioned and Peer-adjudicated Book Reviews

Battocchio, A.F. (Forthcoming). Review of Hirsh, Richard F. *Powering American Farms: The Overlooked Origins of Rural Electrification*. H-Sci-Med-Tech, H-Net Reviews

Professional Work

Social Media + Society
REVIEWER   *Spring 2022 – Present*

Association for Education in Journalism and Mass Communication (AEJMC), Political Communication
REVIEWER   *Spring 2022 – Present*

Funding

2022	**Summer Research Funding**, Department of Advertising + Public Relations, Michigan State University	*$ 1,200*
2022	**Inter-university Consortium for Political and Social Research(ICPSR) Summer School Award**, Department of Advertising + Public Relations, Michigan State University	*$ 4,120*
2022	**Travel Funding Grant**, Department of Advertising + Public Relations, Michigan State University	*$ 1,850*
2022	**Bonnie B. Reece Graduate Scholarship**, Department of Advertising + Public Relations, Michigan State University	*$ 665*
2021	**Janet L. Loria Scholarship**, Department of Advertising + Public Relations, Michigan State University	*$ 1,000*
2021	**Information and Media Program Summer Research Grant**, Department of Advertising + Public Relations, Michigan State University	*$ 2,700*
2019	**Loyola Business Leadership Doug Reese Scholarship**, Quinlan School of Business, Loyola University Chicago	*$ 1,500*
2019	**Stock Family Endowed Scholarship**, School of Communication, Loyola University Chicago	*$ 9,000*
2017 – 2019	**Rambler Scholarship**, Loyola University Chicago	*$ 32,000*

Fellowships and Honors

2021	**2021 News Audience Research Paper Award**, *Jointly awarded with Kjerstin Thorson*, Association for Education in Journalism and Mass Communication(AEJMC)	*$1,000*
2021	**Second Place Student Paper**, Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC)	
2020 –2025	**University Enrichment Fellowship**, The Graduate School, Michigan State University *awarded to ≈4 % of all incoming doctoral students	*$ 245,000*
2019	**Alfred J. Seaman Undergraduate Paper of the Year**, Association of National Advertisers (ANA) Educational Foundation	*$1,000*
2019	**Provost Fellowship**, Loyola University Chicago Undergraduate Research Opportunities Program	*$3,000*

Research Experience

Department of Media and Information, Michigan State University
RESEARCH ASSISTANT   *2022-2023*
    PI: Dr. Jean Hardy
    Funding: Merit Network
    Project: "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
    Project: "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
    Project: "Flannery: The Storied Life of the Writer from Georgia"

Teaching Experience

Department of Media and Information, Michigan State University
GUEST LECTURER   *Summer 2022*
    MI 220: Methods for Understanding Users: "Field Observations"

First and Second Year Advising, Loyola University Chicago
CO-INSTRUCTOR OF RECORD   *Fall 2019 – Spring 2020*
    UNIV 102 Loyola Seminar
    UNIV 101 First-Year Seminar

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

Mentoring

UURAF (UNIVERSITY UNDERGRADUATE RESEARCH AND ARTS FORUM)

UURAF Students:
    Lydia Werth(2020-2022)

CIVIC INFRASTRUCTURE LAB MENTORING

Graduate Students:
    Moldir Moldagaliyeva(2021-present), Melody Draeger(2021-2022), Sabrina Kohlmeier(2021-2022)

Undergraduate Students:
    Wanjiru Njonge (current), Brandi Stover (current), Katie Denzin (2021-2022)

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.

Trade Publications, Alternative Press and Community Writing

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

Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F** (2015). "Forest Hill Cemetery." *Zenith City Press*.

Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F** (2015). "Oneota Cemetery." *Zenith City Press.*

Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F** (2015). "Park Hill Cemetery." *Zenith City Press.*

Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F.** (2015). "Symbolism in Historic Grave Markers." *Zenith City Press.*

Battocchio, A.F. and Turner, D.R. (Dan Glass). (2015). "Grain Elevators of Port Arthur & Fort William." *Substreet.*

Battocchio, A.F. and Turner, D.R. (Dan Glass). (2015). "Ogilvie's Grain Elevators." *Substreet.*

Battocchio, A.F. and Turner, D.R. (Dan Glass). (2015). "Saskatchewan Wheat Pool Elevators #4 and #5."*Substreet.*

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

Service

2022 – 2023	**Association for Education in Journalism and Mass Communication (AEJMC) Communication Theory and Methods Division**, Graduate Student Liaison
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 – 2022	**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 – 2023	**Association for Education in Journalism and Mass Communication (AEJMC) History Division**, Graduate Student Liaison
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
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
2019 – present	**Chicago for Chicagoans, 501(c)(3), Chicago, Illinois** , Public Historian, Tour Guide and Lecturer
2018 –2019	**Decay Devils, 501(c)(3), Gary, Indiana** , 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
2013-2016	**Program for Aid to Victims of Sexual Assault (PAVSA), 501(c)(3), Duluth, Minnesota**, Hospital Crisis Advocate

Affiliations

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

Computing Skills

ANALYSIS AND STATISTICAL SOFTWARE, AND PROGRAMMING LANGUAGES

R (intermediate), Python (beginner), LaTeX, TeX, NVivo, SPSS, Unix/Linux

CERTIFICATION

Empirical Implications of Theoretical Models(EITM) for Machine Learning: Applications in Social Science Research

SOFTWARE

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

Language Skills

English (Native), German (Heritage), Dutch (with dictionary), Latin (studied)