

Ava Francesca Battocchio

PHD CANDIDATE • INFORMATION AND MEDIA

Department of Advertising + Public Relations, Michigan State University
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Research Areas

Thematic Area 1: Impact of place and identity on information dynamics in rural/remote and post-industrial hybrid media ecosystems

Keywords: Hybrid media ecology, civic engagement, critical information needs, broadband access, news deserts, community structures, social identity, Upper Great Lakes

Thematic Area 2: Influence of consumer perceptions of brand authenticity, genuineness, and trustworthiness on behavior

Keywords: Social media advertising, influencer marketing, corporate social responsibility during COVID-19, brand authenticity, purchase intention

Methods: Qualitative (including ethnography); computational text analysis; mixed qualitative-computational sequential design

Education

PhD Information and Media

MICHIGAN STATE UNIVERSITY

East Lansing, Michigan

2020 - June 2025 (expected)

Dissertation: "Examining the Role of Regional Identity on Critical Health and Safety Information Flows and Hybrid Media Ecosystems in Michigan's Upper Peninsula"

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

MS Global Strategic Communication (Dual-Degree)

LOYOLA UNIVERSITY CHICAGO

Chicago, Illinois

2018 - 2020

BA Advertising, magna cum laude (Dual-Degree)

LOYOLA UNIVERSITY CHICAGO

Chicago, Illinois

2017 - 2019

AS General Studies

HOUSATONIC COMMUNITY COLLEGE

Bridgeport, Connecticut

2015

Publications

PUBLICATIONS TRACK RECORD

Since 2020 I have produced 8 publications. Of these, 6 are peer-reviewed journal articles, including 2 first-authored articles, and 2 first-authored book chapters. I have published in top journals like *Digital Journalism* (2022 IF = 5.4; 5-year IF = 6.4) and *Journal of Product & Brand Management* (2022 IF = 5.6; 5-year IF = 5.4). According to Google Scholar (as of 14 Apr 2024) these have been cited a total of 105 times. I have an h-index of 3.

PEER-REVIEWED JOURNAL ARTICLES

- [6] Hiaeshutter-Rice, D., Madrigal, G., Ploger, G., Carr, S., Carbone, M., **Battocchio, A. F.**, and Soroka, S. (2024). "Identity driven information ecosystems." *Communication Theory*. doi.org/10.1093/ct/qtac006
- [5] **Battocchio, A. F.**, Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Edgerly, S., Cotter, K., Choung, H., Dong, C., Moldagaliyeva, M., and Etheridge, C. (2023). "Who will tell the stories of health inequities? Platform challenges (and opportunities) in local civic information infrastructure." *The ANNALS of the American Academy of Political and Social Science*, 707(1), 144–171. doi.org/10.1177/00027162231214398 .
- [4] **Battocchio, A. F.**, Yang, J., Dong, C., Bertellotti, E., and Teran, C. (2024). "Do Good and Be 'Liked': Corporate messaging on social media during COVID-19 and consumer responses." *Journal of Current Issues & Research in Advertising*. doi.org/10.1080/10641734.2023.2291778 .
- [3] Thorson, K. and **Battocchio, A.F.** (2023). "'I use social media as an escape from all that': Personal platform architecture and the labor of avoiding news." *Digital Journalism*, 0(0), 1–23. doi.org/10.1080/21670811.2023.2244993 .
- [2] 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*, 21(1), 34–48. doi.org/10.1080/15252019.2020.1860168 .
- [1] Yang, J. and **Battocchio, A.F.** (2020). "Effects of transparent brand communication on perceived brand authenticity and consumer responses." *Journal of Product & Brand Management*, 30(8), 1176–1193. doi.org/10.1108/JPBM-03-2020-2803 .

BOOK CHAPTERS

- [2] **Battocchio, A. F.**, Bode, L., Wells, C., Vraga, E., and Thorson, K. (2023). "Gen Z's civic engagement: Civic skills, political expression, and identity." In S. Coleman & L. Sorensen (Eds.), *Handbook of digital politics* (Second Edition, pp. 181–194). Northampton: Edward Elgar Publishing. doi.org/10.4337/9781800377585.00021.
- [1] **Battocchio, A. F.**, Wells, C., Vraga, E., Thorson, K., and Edgerly, S. (2023). "Gen Z's civic engagement: News use, politics, and cultural engagement." In S. Coleman & L. Sorensen (Eds.), *Handbook of digital politics* (Second Edition, pp. 168–180). Northampton: Edward Elgar Publishing. doi.org/10.4337/9781800377585.00020.

COMMISSIONED AND PEER-ADJUDICATED BOOK REVIEWS

- [1] **Battocchio, A. F.** (2022). "Review of Powering American Farms: The Overlooked Origins of Rural Electrification by Richard F. Hirsh." *H-Sci-Med-Tech, H-Net Reviews* www.h-net.org/reviews/showpdf.php?id=58057

Conference Presentations

PRESENTATION TRACK RECORD

Since 2019 I have had a total of 25 accepted conference papers, presentations, posters (20) or panels (5). Of this total, 2 won awards, 12 are first-authored and 4 are solo-authored. My work has been presented at national and international conferences, including the International Communication Association (ICA), National Communication Association (NCA), and Association for Education in Journalism and Mass Communication (AEJMC).

PEER-REVIEWED CONFERENCE PAPERS, POSTERS, AND PRESENTATIONS

- [20] Proferes, N., Cotter, K., Thorson, K., **Battocchio, A.F.**, De, A., and Chang, C.F. (2024). "Localized Volunteer Moderation and its Discursive Construction", To be presented at the Association of Internet Researchers (AOIR) in Sheffield, England, October 30 - November 2, 2024.
- [19] De, A., Chang, C. F., **Battocchio, A.F.**, Cotter, K., Thorson, K., and Proferes, N. (2024). "The New Gatekeepers: Volunteer Moderation in Local Communities on Social Media Platforms". To be presented at the Social Media Moderation Summit, New Jersey Institute of Technology, Newark, NJ, May 25, 2024
- [18] Kang, T., **Battocchio, A.F.**, Thorson, K., Dong, C., and Sharma, P. (2024). "Trade-Offs in a Bigger Pie: How the relationships between digital civic infrastructure and political participation vary across rural and urban communities in the U.S.—the case of Michigan." To be presented at the 74th International Communication Association Conference, Gold Coast, Australia
- [17] **Battocchio, A.F.**, and Hardy, J. (2023). "Considering Community Assets and Deficits in Rural Broadband Work." Presented at the Michigan Broadband Summit, East Lansing, Michigan, November 2, 2023.
- [16] Neuls, G., **Battocchio, A.F.**, and da Silva, M. (2023). "Learning from Indigenous Journalism: A Case for Standpoint Journalism." Presented at the Critical and Cultural Studies Division of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC, August, 2023.
- [15] **Battocchio, A.F.** (2023). "Bridging the gap between Facebook and Dollar General: A mixed methods approach to understanding rural hybrid media ecosystems." Presented at the Political Communication Graduate Student Pre-Conference of the 73rd International Communication Association Conference, Toronto, Canada, May 25, 2023.
- [14] Hiaeshutter-Rice, D., Madrigal, G., Ploger, G., Carr, S., Carbone, M., **Battocchio, A.F.**, and Soroka, S. (2023). "Identity Driven Information Ecosystems: TikTok, Truckstops, and Barbershops." Presented in the Political Communication Division of the 73rd International Communication Association Conference, Toronto, Canada.
- [13] **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.
- [12] 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.
- [11] **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.
- [10] **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
- [9] 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.
- [8] **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.
- [7] 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
- [6] **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 Preston Carmack). Presented at the Urban Communication Ethics conference, Virtual Conference, June 6-8, 2021.

- [5] 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.
- [4] 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.
- [3] Morris, P.K., & **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.
- [2] **Battocchio, A.F.** (2019). "Advertising and ethics: Theme segmentation 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.
- [1] **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.

PEER-REVIEWED CONFERENCE PANELS

- [5] **Battocchio, A.F.** (2022). Panel titled "Graduate Student and Early Career Professional Development and Network Building Panel." (organized by Claire M. Segijn) Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Detroit, MI, August 4, 2022.
- [4] Thorson, K., and **Battocchio, A.F.** (2022). "Combining interviews with digital trace data for rich understanding of political content exposure across algorithmically curated platforms." Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 30, 2022.
- [3] Thorson, K., and **Battocchio, A.F.** (2022). "Platform repertoires and perceptions of information quality among American young adults." Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 29, 2022.
- [2] **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) Pre-conference "Diversity, Equity, and Inclusion in Action: Advertising Research, Teaching, and Practice", March 26, 2022.
- [1] **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., & Werth, L. (2021). "Local information infrastructure and the distribution of COVID-19 information on Facebook in six Great Lakes communities." Presented at the National Communication Association's annual meeting, Seattle, WA, November 18-21, 2021.

Research and Lab Experience

Research Assistant

COLLEGE OF COMMUNICATION ARTS & SCIENCES, MICHIGAN STATE UNIVERSITY

East Lansing, MI
2023-2024

PIs: Drs. Kjerstin Thorson, Kelley Cotter, and Nicholas Proferes

Funding: National Science Foundation Award HCC-016833-00001

Project: "The New Gatekeepers: Content Moderation and Information Threats in Local Communities"

Research Assistant

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

East Lansing, MI
2022-2023

PI: Dr. Jean Hardy

Funding: Merit Network

Project: "Human-Centered Infrastructure Design"

Research Assistant

CIVIC INFRASTRUCTURE LAB, DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS, MICHIGAN STATE UNIVERSITY

East Lansing, MI
Summer 2022

PI: Dr. Kjerstin Thorson

Graduate Student Lab Manager

CIVIC INFRASTRUCTURE LAB, MICHIGAN STATE UNIVERSITY

East Lansing, MI
Spring 2021 - Present

Managed a team of 15 faculty, graduate, and undergraduate students from 5 institutions

Responsible for scheduling, event coordination, task management, mentorship, and oversight of undergraduate- and masters-level RAs

Produced 5 conference presentations and 1 publication to date

Research Assistant

SOCIAL DATA RESEARCH FELLOWSHIP

East Lansing, MI
2020-2021

PI: Dr. Kjerstin Thorson

Funding: Social Science Research Council

Project: "Infodrought and Infodemic: Conceptualizing Information Vulnerabilities on Social Media"

Research Assistant

SOCIAL AND INTERACTIVE MEDIA LAB (SIMLAB) AT LOYOLA UNIVERSITY CHICAGO

Chicago, IL
2018-2020

PI: Dr. Florence Chee

Completed literature reviews on social media, advertising, journalism, games and social justice in a digital era

Produced social media content and promotional flyers for lab events and guest speakers

Managed and wrote content for lab Wordpress website

Research Assistant

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

Chicago, IL
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

Instructor of Record

DEPARTMENT OF ADVERTISING + PUBLIC RELATIONS, MICHIGAN STATE UNIVERSITY

- ADV 342: Account Planning and Research

Summer 2023

Co-Instructor of Record

FIRST AND SECOND YEAR ADVISING, LOYOLA UNIVERSITY CHICAGO

- UNIV 102 Loyola Seminar
- UNIV 101 First-Year Seminar

Fall 2019 – Spring 2020

Guest Lecturing

SCHOOL OF JOURNALISM, MICHIGAN STATE UNIVERSITY

- JRN 916 PhD-Level Qualitative Methods: “Digital interviewing, observation, and guided narratives”
- JRN 472 Environmental Journalism: “Great Lakes research and the environment”

Spring 2024

Guest Lecturing

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

- MI 220 Methods for Understanding Users: “Field observations”

Summer 2022, 2023

Guest Lecturing

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

- COMM 211 Principles of Advertising: “Transforming digital signage and ethical issues”
- COMM 360 Digital Media Ethics: “Intro to research poster creation”
- COMM 100 School of Communication Seminar: “Intro to SIMLab and on-campus research opportunities”

Fall 2019

Guest Lecturing

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

- 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”

Spring 2019

Guest Lecturing

DEPARTMENT OF WRITING AND LIBRARY SCIENCE, UNIVERSITY OF WISCONSIN-SUPERIOR

- Intro to Writing Studies: “If you don’t have a scene, build one: Creating alternative print media for under-represented voices”
- Research for Creative Writing: “Photographs as poetic reference material”

Spring 2015

Research Mentoring

CIVIC INFRASTRUCTURE LAB RESEARCH ASSISTANTS AND AFFILIATES

2023 – Present	Brandi Stover , Undergraduate
2022 – 2023	Wanjiru Njonge , Undergraduate
2022 – Present	Taewoo Kang , PhD student
2022 – Present	Marialina Antolini , PhD student
2021 – 2022	Moldir Moldagaliyeva , MA and PhD student
2021 – 2022	Katie Denzin , Undergraduate
2021 – 2022	Melody Draeger , MA student
2021 – 2022	Sabrina Kohlmeier , MA Student, including MA Capstone project
2021 – 2022	Jacqueline Hamill , MA Student
2021 – 2022	Lydia Werth , Undergraduate

UURAF (UNIVERSITY UNDERGRADUATE RESEARCH AND ARTS FORUM) STUDENTS

2023 – 2024	Brandi Stover , Co-Advised with Kjerstin Thorson on project: “How News Outlets on Facebook Interact with Rural Communities: A Case Study In Michigan’s Upper Peninsula”
2020 – 2022	Lydia Werth , Co-Advised with Kjerstin Thorson on projects: “How Local Civic Organizations Share Information On Social Media” and “It’s Not Easy: Analyzing Communities’ Social Media From Local Nonprofit Organizations and Governments”

Awards and Honors

2024	Dissertation Completion Funding , The Graduate School, Michigan State University	\$5,000
2024	Strosacker Grant , Charles J. Strosacker Graduate Research Fund for Health and Risk Communication, College of Communication Arts & Sciences, Michigan State University	\$4,000
2024	Summer Research Grant , Department of Advertising & Public Relations, Michigan State University	\$3,780
2024	Travel Funding , College of Communication Arts & Sciences, Michigan State University	\$1,291
2024	Travel Funding , Department of Advertising & Public Relations, Michigan State University	\$1,500
2024	Bonnie B. Reece Graduate Scholarship (Advertising Practice-Oriented) , Department of Advertising & Public Relations, Michigan State University	\$940
2023	Digital IDEAS Summer Institute Scholarship , Digital Studies Institute, University of Michigan	\$750
2023	Travel Funding , Department of Advertising & Public Relations, Michigan State University	\$1,500
2023	Summer Research Grant , Department of Advertising & Public Relations, Michigan State University	\$3,818
2023	Janet L. Loria Scholarship (Service-Oriented) , Department of Advertising & Public Relations, Michigan State University	\$2,000
2022	Summer Research Grant , Department of Advertising & Public Relations, Michigan State University	\$1,200
2022	ICPSR Summer School Award , Department of Advertising & Public Relations, Michigan State University	\$4,120
2022	Travel Funding , Department of Advertising & Public Relations, Michigan State University	\$1,850
2022	Bonnie B. Reece Graduate Scholarship (Advertising Practice-Oriented) , Department of Advertising & Public Relations, Michigan State University	\$665

2021	2021 News Audience Research Paper Award , AEJMC	
2021	Top Student Paper (Second Place) , Communication Theory and Methods Division of AEJMC	
2021	Summer Research Grant , Department of Advertising & Public Relations, Michigan State University	\$2,700
2021	Janet L. Loria Scholarship (Service-Oriented) , Department of Advertising & Public Relations, Michigan State University	\$1,000
2019	Alfred J. Seaman Undergraduate Paper of the Year , Association of National Advertisers (ANA) Educational Foundation	

Fellowships

2020 – 2025 **The Graduate School, Michigan State University**, University Enrichment Fellowship *awarded to ~4% of all incoming doctoral students

Service

SERVICE TO PROFESSION

2022 – 2023	Social Media + Society , Reviewer
2022 – 2023	AEJMC, Political Communication , Reviewer
2022 – 2023	ICA, Political Communication , Reviewer
2022 – Present	AEJMC Communication Theory and Methods Division , Graduate Student Liaison
2020 – Present	AEJMC History Division , Graduate Student Liaison

SERVICE TO DEPARTMENT AND COLLEGE

2022	Incoming Student Orientation Committee, Co-Chair , Information & Media Ph.D. Program, Michigan State University
2021 – 2023	Incoming Student Orientation, Planner and Representative , Information & Media Ph.D. Program, Michigan State University
2021 – 2022	Vice President , Association for Doctoral Students in Information & Media(ADSIM), Michigan State University
2021 – 2023	Program Coordinator; Mentor , PhD Pal Peer Mentoring Program, College of Communication Arts & Sciences
2021 – 2021	Graduate Employees Union Rep , Association for Doctoral Students in Information & Media(ADSIM), Michigan State University
2020 – 2023	Information and Media Program Steward , Graduate Employees Union AFT Local 6196, Michigan State University
2019 – 2020	Graduate Student Representative , Executive Council on Diversity, Equity, and Inclusion, Loyola University Chicago
2019 – 2020	Graduate Student Representative , Shared Governance Task Force, Loyola University Chicago
2019 – 2020	Co-Chair and School of Communication Representative , Graduate Professional Adult Council, Loyola University Chicago

Research Affiliations

American Communities Project, Michigan State University, Advisory Committee Member
Civic Infrastructure Lab, Michigan State University, Grad Student Lab Manager
Center for Information, Technology, and Public Life, University of North Carolina-Chapel Hill, Graduate Student Affiliate
Quello Center, Michigan State University, Research Fellow
Rural Computing Research Consortium, Michigan State University, Affiliate

Public Scholarship

SELECT EDUCATIONAL TOURS, LECTURES AND WORKSHOPS

- [20] **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.
www.youtube.com/watch?v=AdO9PRTMtoU&ab_channel=C2STTV
- [19] **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.
www.facebook.com/chicagoforchicagoans/videos/214931620266978/
- [18] **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. www.facebook.com/chicagoforchicagoans/videos/302737330889160/
- [17] **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.
- [16] Swanson, P. and **Battocchio, A.F.** (2019). "Cultural Geography Exploration Tour: Albany Park." Chicago for Chicagoans, Chicago, IL, September 25, 2019.
- [15] **Battocchio, A.F.** (2019). "Cultural Geography Exploration Tour: Edgewater." Chicago for Chicagoans, Chicago, IL, July 18 and July 27, 2019.
- [14] **Battocchio, A.F.** and Swanson, P. (2019). "Brown Line Chicago Transit Authority Tour: Kimball to Montrose." Chicago for Chicagoans, Chicago, IL, May 4, 2019.
- [13] **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.

INVITED PRESENTATIONS

- [12] **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.
- [11] **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, 2016.
- [10] **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.

SELECT TRADE PUBLICATIONS, ALTERNATIVE PRESS AND COMMUNITY WRITING

- [9] **Battocchio, A.F.** (2016). "Raising Voices: Breaking Down Gender Barriers in the Trapping Community." *Ontario Fur Managers Federation Magazine*, November 2016.
- [8] **Battocchio, A.F.** and Turner, D.R. (Dan Glass/Dan Turner). (2016). "Saskatchewan Wheat Pool Elevators #4 and #5, Thunder Bay, Ontario." *Substreet*. web.archive.org: <https://substreet.org/swp4-5/>
- [7] Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F.** (2015). "Forest Hill Cemetery." *Zenith City Press*. web.archive.org: zenithcity.com/archive/parks-landmarks/forest-hill-cemetery-est-1890/
- [6] Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F.** (2015). "Oneota Cemetery." *Zenith City Press*. web.archive.org: zenithcity.com/archive/parks-landmarks/oneota-cemetery/
- [5] Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F.** (2015). "Park Hill Cemetery." *Zenith City Press*. web.archive.org: zenithcity.com/archive/parks-landmarks/park-hill-cemetery/
- [4] Bakk-Hansen, H., Dierckins, T. and **Battocchio, A.F.** (2015). "Symbolism in Historic Grave Markers." *Zenith City Press*. web.archive.org: zenithcity.com/archive/parks-landmarks/symbolism-in-historic-grave-markers/
- [3] **Battocchio, A.F.** and Turner, D.R. (Dan Glass/Dan Turner). (2014). "Ogilvie's Grain Elevators, Thunder Bay, Ontario." *Substreet*. web.archive.org: <https://substreet.org/ogilvies-elv/>
- [2] Turner, D.R. (Dan Glass/Dan Turner) and **Battocchio, A.F.** (2014). "Thunder Bay Grain Elevators: Histories and Explanations from the Lakehead" *Substreet*. web.archive.org: <https://substreet.org/thunder-bay-elevators/>
- [1] **Battocchio, A.F.** (a f b a t) (2014). "The Great Disconnect: Relationships in the Digital Media Age." *Minerva Zine*. December 2014.

Select Professional and Industry Experience

Communication Specialist

COMMUNICATION PLATFORM PROJECT, COVID-19 EMERGENCY TASK FORCE, LOYOLA UNIVERSITY CHICAGO

Chicago, IL
April 2020 – August 2020

- Co-led working group in designing and deploying a Digital Community for COVID-19 response
- Developed strategic communication plan materials, risk management protocol, campaign deployment, and messaging content
- Collaborated with UX lead to develop onboarding strategies and user features for over 6,000 Graduate, Professional, and Adult students
- Ensured platform messaging alignment with crisis communication and brand marketing strategies outlined by University Communications

Curriculum Developer, Tour Guide, and Lecturer

CHICAGO FOR CHICAGOANS 501(C)(3)

Chicago, Illinois
2018 – 2022

- Chicago for Chicagoans provides pay-what-you-can walking tours designed to make public history accessible
- Researched and wrote curriculum for local history walking tours and public lectures
- Led experiential learning with groups of 20+ non-residents through walking tours in Chicago neighborhoods

Advertising Campaign Designer

UNION STATION PROJECT, DECAY DEVILS, 501(C)(3)

Gary, Indiana
2018 – 2020

- Union Station Project funded through Legacy Foundation of the John S. and James L. Knight Foundation's donor-advised fund
- Designed advertising campaign strategy and graphic design work for local historic preservation project
- Produced social media and printed advertising content for community events with Adobe Photoshop, Illustrator, and InDesign
- Provided ongoing pro bono communication strategy consultation

Alternative Press Publishing, Distribution and Promotions

MINERVA ZINE

Duluth, Minnesota
2012 – 2015

- Assisted with development, production, and distribution of independently produced feminist zine
- Designed promotional material and campaign strategy for print and social media

Event Booking and Marketing, Store Management

HOT TOPIC

Twin Cities Metro; Duluth, Minnesota
2007 – 2013

- Led Minnesota-wide initiative to transition to store-level social media marketing through creation of 13 store-level Facebook profiles
- Created and managed store-level social media campaigns for stores generating between \$500,000 – \$1 million in annual revenue
- Provided district-wide mentoring for adapting company-wide marketing to align with local culture and consumers
- Scouted, scheduled and promoted local bands for in-store concerts to achieve company-wide event metrics across 13 locations
- Designed, created, and distributed print and social media promotional event content using Adobe Illustrator and Photoshop

Skills

PROGRAMMING AND LANGUAGE SKILLS

Programming, R (intermediate), Python (beginner)

Markup, Markdown/Rmarkdown, ~~LaTeX~~ (TeXShop, Overleaf)

Natural Languages, English (native), German (heritage/proficient), Portuguese (beginner), French (basic)

RESEARCH SKILLS

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

Qualitative Research, Ethnography, Digital Ethnography, Interviewing, Content Analysis, Asynchronous Remote Communities

Computational Research, Unsupervised/Supervised Machine Learning, Dictionary Approach

Mixed Research, Text Mining, Explanatory/Exploratory Sequential Mixed Methods

Reproducible Research, GitHub, GitHub Desktop, OSF
Digital Data Collection, Crowdtangle, Web-scraping with Rvest
Analysis and Statistical Software, Atlas.TI, NVivo, R, SPSS
Data Visualization and Storytelling, ArcGIS StoryMaps, R (ggplot2, ggmap), Tableau
Front-End, HTML/CSS/PHP, WordPress, Drupal, Hugo
Back-End, Unix/Linux (beginner)

SOFTWARE

Graphic Design, Adobe (Acrobat, Illustrator, InDesign, Lightroom, Photoshop, Spark), Canva

References

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