

Ava Francesca Battocchio

ASSISTANT PROFESSOR • JOURNALISM

Medill School of Journalism, Media, Integrated Marketing Communications,
Northwestern University

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Academic Positions

Assistant Professor, Northwestern University

MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS

Evanston, Illinois

Sept. 2025 - Present

Education

PhD Information and Media

MICHIGAN STATE UNIVERSITY

East Lansing, Michigan

2020 – 2025

Dissertation: “Place, Identity, and Hybridity Matters: An Ethnographic-Computational Study of Critical Information Ecosystems in Remote Communities 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

Cross-Disciplinary Research Areas

Community Information Systems & Rural Media Environments

- Information flows in hybrid media contexts across rural, remote, and post-industrial communities in Upper Great Lakes
- Critical information needs and digital inequality in changing local news landscapes
- Place-based identity effects on engagement with information from news and non-news actors

Consumer Communication & Brand Authenticity

- Consumer perceptions of brand authenticity, genuineness, and trustworthiness
- Influence of social media advertising and influencer marketing on purchase behavior
- Corporate social responsibility communication during crisis contexts




Research Methods

- Mixed qualitative-computational design (sequential and convergent approaches)
- Community-driven ethnography and in-depth interviews
- Computational content analysis with constructed datasets using digital trace data, and historical/archival sources
- Machine learning applications in content analysis using transformer ensembles and BERT topic modeling
- Geographic visualization techniques for spatial analysis of information and media ecosystems

Publications

Since 2020, I have **produced 13 publications**, including **9 peer-reviewed journal articles** (2 first-authored), **2 first-authored book chapters**, and **2 peer-reviewed conference publications**. 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 8 Sept. 2025), these have been **cited a total of 276 times** with an **h-index of 5** and **i10-index of 3**.

PEER-REVIEWED JOURNAL ARTICLES

- [9] Neuls, G. S., **Battocchio, A. F.**, and da Silva, M. P. (forthcoming). "Learning from Indigenous journalism: A case for standpoint journalism." *Journalism Studies*.
- [8] Kang, T., **Battocchio, A. F.**, Thorson, K., Dong, C., and Sharma, P. (2025). "Trade-offs in a bigger pie: How the relationships between digital civic infrastructure and political participation vary across rural and urban communities – the case of Michigan." *Information, Communication & Society*. doi:10.1080/1369118X.2025.2524579
- [7] Proferes, N., Cotter, K., Thorson, K., De, A., Chang, C.-F.⁺, and **Battocchio, A. F.** (2025). "Local platformized utopias? Corporate discourse, community groups, and volunteer moderation on Facebook, Reddit, and NextDoor." *Platforms & Society*, 2. doi:10.1177/29768624251356761 
- [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: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: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: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*, 11(8), 1–23. doi: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: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:10.1108/JPBM-03-2020-2803

PEER-REVIEWED CONFERENCE PUBLICATIONS

- [2] Hardy, J., Gleason, M.*⁺, and **Battocchio, A. F.** (2025). "Playing with rural design: Design probe failure and community disconnections." In *Proceedings of the 12th International Conference on Communities Technologies (CT '25)*, July 20–23, 2025, Siegen, Germany. ACM, New York, NY, USA, 27 pages. doi:10.1145/3742800.3742830 
- [1] Proferes, N., Cotter, K., Thorson, K., **Battocchio, A. F.**, De, A., and Chang, C.-F. (2024). "Localized volunteer moderation and its discursive construction." In *AoIR Selected Papers of Internet Research 2024*, October 30 – November 2, 2024, Sheffield, England.

BOOK CHAPTERS

- [2] **Battocchio, A. F.**, Bode, L., Wells, C., Vraga, E., Thorson, K., and Edgerly, S. (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:10.4337/9781800377585.00021
- [1] **Battocchio, A. F.**, Wells, C., Vraga, E., Thorson, K., Edgerly, S., and Bode, L. (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: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

Since 2019 I have had a total of 29 accepted conference papers, presentations, posters (23) or panels (6). Of these, 3 won awards, 13 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)**, **Association for Education in Journalism and Mass Communication (AEJMC)**, and **Association of Internet Researchers (AOIR)**.

PEER-REVIEWED CONFERENCE PAPERS, POSTERS, AND PRESENTATIONS

- [23] De, A., Cotter, K., **Battocchio, A. F.**, Antolini, M., Davis, B., Proferes, N., and Thorson, K. (2025). "Volunteer moderators' role in facilitating news flow in local groups." Presented at News Futures @ CHI 2025 (Re-)Designing Socio-technical Systems for News and Journalism, Yokohama, Japan, April 26, 2025.

- [22] Proferes, N., Cotter, K., Thorson, K., De, A., **Battocchio, A. F.**, Antolini, M., Davis, B., and Chang, C.-F.* (2025). "Facebook, value, and volunteer moderators in local community groups." Presented at the 50th Annual Meeting of the Society for Social Studies of Science (4S): Reverberations, Seattle, WA, September 5, 2025.
- [21] **Battocchio, A.F.**, Stover, B.*, Hardy, J and Thorson, K. "Remoteness and Rural News: A Computational-Ethnographic Approach to Local News on Facebook in Michigan's Upper Peninsula." Presented at the Community Journalism Interest Group of the Association for Education in Journalism and Mass Communication (AEJMC) in Philadelphia, PA, August 10, 2024.
- [20] Kang, T., **Battocchio, A.F.**, Dong, C., and Thorson, K. "Multidimensionality of Rurality and Spatial Disparities: The Role of Local Information Connectedness in Mental Health." Presented at the Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication (AEJMC) in Philadelphia, PA, August 9, 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." 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." Presented in the Political Communication Division at the 74th International Communication Association Conference, Gold Coast, Australia, June, 21, 2024. 🏆 *Division's Top Student-Led Paper*
- [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 9, 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. May 25 - 29, 2023
- [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. 🏆 *Division's 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. 🏆 *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. 🏆 Alfred J. Seaman Undergraduate Paper of the Year on Advertising and Society, Association of National Advertisers (ANA) Educational Foundation
- [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

- [6] **Battocchio, A.F.** (2024). Panel titled "Using Technology to Increase Academic Productivity: Managing Time, Project, and Collaboration." (organized by Jieun Shin). To be presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Philadelphia, PA, August 8, 2024.
- [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
January 2021 – August 2024

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

Summer 2023

ADV 342: Account Planning and Research

Co-Instructor of Record

FIRST AND SECOND YEAR ADVISING, LOYOLA UNIVERSITY CHICAGO

Fall 2019 – Spring 2020

UNIV 102 Loyola Seminar

UNIV 101 First-Year Seminar

Guest Lecturing

SCHOOL OF JOURNALISM, MICHIGAN STATE UNIVERSITY

Fall 2024

JRN 472 Environmental Journalism: “Great Lakes research and the environment”

JRN 472 Environmental Journalism: “Telling stories with data”

Guest Lecturing

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

Fall 2024

MI 401 Rural Computing: “Mixed methods rural computing research”

Guest Lecturing

SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS

Fall 2024

DAT410 Digital Literacy in Business Linguistics: “Computational approaches in social media research”

Guest Lecturing

SCHOOL OF JOURNALISM, MICHIGAN STATE UNIVERSITY

Spring 2024

JRN 916 PhD-Level Qualitative Methods: “Digital interviewing, observation, and guided narratives”

JRN 472 Environmental Journalism: “Great Lakes research and the environment”

Guest Lecturing

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

Summer 2022, 2023, 2024

MI 220 Methods for Understanding Users: “Field observations”

Guest Lecturing

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

Fall 2019

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”

Guest Lecturing

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

Spring 2019

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”

Guest Lecturing

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

Spring 2015

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”

Research Mentoring

CIVIC INFRASTRUCTURE LAB RESEARCH ASSISTANTS AND AFFILIATES

2023 – Present	Brandi Stover , Undergraduate
2022 – 2023	Wanjiru Njonge , Undergraduate
2022 – 2024	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	Top Student-Led Paper , Political Communication Division of ICA	
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
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Service

SERVICE TO PROFESSION

2024 – 2025 **AEJMC Community Journalism Interest Group**, Graduate Student Liaison
2022 – 2025 **AEJMC Communication Theory and Methods Division**, Graduate Student Liaison
2020 – 2025 **AEJMC History Division**, Graduate Student Liaison
ad hoc **Social Media + Society**, Reviewer
ad hoc **Communication Studies**, Reviewer
ad hoc **AEJMC, Communication Theory and Methods**, Reviewer
ad hoc **AEJMC, Political Communication**, Reviewer
ad hoc **ICA, Political Communication**, Reviewer

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

RESEARCH TRANSLATION AND COMMUNITY ENGAGEMENT

Battocchio, A. F., Antolini, M. C., Cotter, K., Davis, B., De, A., Proferes, N., and Thorson, K. (2025). "Local online community moderation: A research-based guide for digital community leaders." Open access public scholarship zine translating NSF-funded research into practical tools for local online group moderators. Issue 1, Fall 2025. 

SELECT 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.
www.youtube.com/watch?v=AdO9PRTMtoU&ab_channel=C2STTV

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/

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/

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. 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

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

SELECT 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.
- 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/](https://substreet.org/swp4-5/)
- 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/](http://web.archive.org/zenithcity.com/archive/parks-landmarks/forest-hill-cemetery-est-1890/)
- 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/](http://web.archive.org/zenithcity.com/archive/parks-landmarks/oneota-cemetery/)
- 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/](http://web.archive.org/zenithcity.com/archive/parks-landmarks/park-hill-cemetery/)
- 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/](http://web.archive.org/zenithcity.com/archive/parks-landmarks/symbolism-in-historic-grave-markers/)
- 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/](https://substreet.org/ogilvies-elv/)
- 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/](https://substreet.org/thunder-bay-elevators/)
- 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

April 2020 – August 2020
Chicago, Illinois

- 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

Social Media Marketing

GULLIVER'S CANDLES

2018 – 2020
Chicago, Illinois

- Developed small business branding strategy for locally-made, environmentally-friendly, minimal-waste chandler
- Designed graphics, marketing materials, and product labels using Adobe Illustrator, Photoshop, InDesign, Spark, and Canva
- Created social media content and platform management strategy for Facebook and Instagram

Curriculum Developer, Tour Guide, and Lecturer

CHICAGO FOR CHICAGOANS 501(c)(3)

2018 – 2022
Chicago, Illinois

- 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
- Created supplemental visuals to support curriculum using Adobe InDesign and Spark
- 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)

2018 – 2020
Gary, Indiana

- 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
- Researched and identified local information-seeking behaviors to guide audience-driven, community-level channel selection
- Provided ongoing pro bono communication strategy consultation

Dressmaking and Social Media Marketing; Business Owner

2016 – 2020

TIMELY ATTIRE COMPANY

Duluth, Minnesota; Evanston, Illinois

Designed and produced small-batch, handmade, size-inclusive vintage reproduction women's apparel
Researched and identified market trends to guide design, purchasing, and production costs and timelines
Created and managed social media campaigns via Facebook and Instagram, utilizing Pixel and Facebook advertising tools
Created and managed digital storefront, order processing, and financials through Shopify and Quickbooks

Alternative Press Publishing, Distribution and Promotions

2012 – 2015

MINERVA ZINE

Duluth, Minnesota

Assisted with development, production, and distribution of independently produced feminist zine
Designed promotional material and campaign strategy for print and social media
Identified and built working relationships with distribution venues throughout Duluth, Minnesota, and Superior, Wisconsin
Developed and led execution of social change-oriented grassroots media campaigns

Event Booking and Marketing, Store Management

2007 – 2013

HOT TOPIC

Twin Cities Metro; Duluth, Minnesota

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 and designing visuals 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/Quarto, **LaTeX** (TeXShop, Overleaf)
Natural Languages, English (native), German (heritage/proficient), Portuguese (beginner)

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
Front-End, HTML/CSS/PHP, WordPress, Drupal, Jekyll, Hugo
Back-End, Unix/Linux (beginner)

DESIGN SKILLS

Graphic Design Software, Adobe (Acrobat, Illustrator, InDesign, Lightroom, Photoshop, Spark), Canva
Data Visualization and Storytelling, ArcGIS StoryMaps, R (ggplot2, ggmap), Tableau
Computational Design, Research poster design for reproducible research using R and Rmarkdown
Hard Design, Apparel Design, Pattern Drafting, Garment Construction
Digital Typesetting and Layout Design, **LaTeX**

ICONS



Preregistered through OSF.io



Award/Honorable Mention



Undergraduate student



Open Access



Creative Commons ShareAlike



Graduate student