

Natália de Paula Moreira
Wesleyan Media Project & Hazel Quantitative Analysis Center
Wesleyan University
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Research Interests

Quantitative Research Methods, Public Opinion, Public Policy, Gender & Politics, Latin America

Professional Experience

- Post-Doctoral Fellow**, Wesleyan University. Oct 2022 – Present
- Leadership Team, Wesleyan Survey Lab
 - Research Leader, "Media Coverage of Competitive Messaging on Race and Racism Project."
 - Statistical analysis in R/Stata for survey-based studies.
 - Teaching load of one course and supporting another per semester.
- Senior Research Scientist**, Oswaldo Cruz Foundation (Fiocruz). Feb 2022 – Jul 2022
- Work funded via a Vital Strategies Grant on a project to "Improve Data and Public Policy for the State of Piauí" at the Oswaldo Cruz Foundation (Fundação de apoio à Fiocruz).
 - Performed statistical analyses, conducted relevant literature review searches, and actively engaged in collaborative meetings with state and local community leaders to assess their specific requirements and offer tailored solutions.
- Senior Policy Analyst**, The Butantan Foundation. Jan 2021 – Jun 2022
- Worked on the ANVISA project at the Butantan Foundation (Fundação Butantan), conducting policy research, analyzing policy and administrative data sets, and working directly with a multidisciplinary team to provide support for research to evaluate the impact of nonpharmaceutical policies on health outcomes.
 - Supported the research team by conducting panel data analysis and writing scientific reports.
- Graduate Research Assistant**, University of São Paulo 2016 – 2021
- Visiting Student**, Texas A&M University 2017 – 2018
- Research Assistant**, Consórcio de Informações Sociais, ANPOCS 2011 – 2012
- Teaching Assistant**, Fundação Getúlio Vargas 2009 – 2011

Education

- University of São Paulo** **São Paulo, Brazil**
- Ph.D.*, Political Science 2016 – 2021
- Concentrations: Quantitative Research Methods, Public Opinion, and Public Policy
 - Committee: Lorena G. Barberia (advisor, co-chair), Guy D. Whitten (co-chair, Texas A&M University), Laron Williams (University of Missouri), Andrew Philips (University of Colorado Boulder), and George Avelino (Fundação Getúlio Vargas)
- Ph.D. dissertation written and defended in English. Approved with strong recommendation for Ph.D. prize.
- M.S.*, Political Science 2014 – 2016
- Concentration: Gender and Politics
- B.A.*, Social Science 2009 – 2013

Honors & Awards

International Political Science Association – University of São Paulo Summer School in Concepts, Methods and Techniques in Political Science, Public Policy and International Relations

- Best Poster 2020
- Best Poster: Society for Political Methodology (POLMETH) Prize in Methodology 2019

Grants & Funding

Fundação de Amparo a Pesquisa do Estado de São Paulo (FAPESP)

- Research Training Fellowship at Texas A&M University 2017 – 2018
- Ph.D. 2016 – 2020
- Research Assistant 2012

Coordenação de Aperfeiçoamento de Ensino Superior (CAPES)

- Master's Degree 2014 – 2016

Publications

Journal Articles

Barberia, Lorena, **Moreira, Natália**, Brigina Kemp, Maria Amelia de Sousa Mascena Veras, Marcela Zamudio, Isabel Seelaender Costa Rosa, Rebeca de J. Carvalho, and Tatiane M. Sousa. "Evaluation of the Effectiveness of Surveillance Policies to Control the COVID-19 Pandemic in São Paulo, Brazil". *Global Health Research and Policy* (2022).

Barberia, Lorena, **Moreira, Natália**, Marcela Zamudio, Rebeca de J. Carvalho, Isabel Seelaender Costa Rosa, and Maria Leticia Claro de Faria Oliveira. "The Relationship between Ideology and COVID-19 Deaths: An Ecological Fallacy?" *Brazilian Political Science Review* (2022).

Barberia, Lorena, Luiz GR Cantarelli, Maria Leticia Claro de Faria Oliveira, **Moreira, Natália**, and Isabel Seelaender Costa Rosa. "The effect of state-level social distancing policy stringency on mobility in the states of Brazil". *Revista de Administração Pública* 55 (2021): 27–49.

Barberia, Lorena, Maria Leticia Claro Oliveira, Andrea Junqueira, **Moreira, Natália**, and Guy D. Whitten. "Should I stay or should I go? Embracing causal heterogeneity in the study of pandemic policy and citizen behavior". *Social Science Quarterly* (2021).

Moreira, N de P and LG Barberia. "Por que elas são poucas? Uma revisão sobre as causas da baixa presença de mulheres no Congresso brasileiro". *Revista Brasileira de Informação Bibliográfica em Ciências Sociais* 79 (2016): 38–56.

Working Papers

Moreira, Natália, Steven Moore, Breeze Floyd, Sarah E. Gollust, and Erika F. Fowler. "Racism Declarations and Local TV News Coverage of Racism". *Working paper*, 2024.

Moore, Steven, **Moreira, Natália**, Markus Neumann, Sarah E. Gollust, and Erika F. Fowler. "Media Agenda-Setting Around Racism: Volume and Predictors of Attention to Racism and Critical Race Theory in Television News". Under review, 2023.

Dancey, Logan, Ethan Brill-Cass, **Moreira, Natália**, and Geoffrey Sheagley. "An Exploratory Analysis of Americans' (Dis)satisfaction with U.S. Democracy". *Working paper*, 2023.

Moreira, Natália. "Gender and Accountability during the COVID-19 Pandemic". *Working paper*, 2023.

Whitten, Guy, and **Moreira, Natália**. "Strategies for Interpreting Polychotomous Dependent Variables Models Results". *Working paper*, 2023.

Moreira, Natália. "Uncovering the Dynamics of the Incumbency Advantage". *Working paper*, 2023.

Barberia, Lorena, and **Moreira, Natália**. "Executive Approval and Accountability: The Impact of Global Shocks in Less-Developed Democracies". Under review, 2023.

Barberia, Lorena, Maria Leticia Oliveira, Ali Kagalwala, **Moreira, Natália**, and Guy Whitten. "The Use of Causal-Ordering Tests in Time Series Analyses in Political Science". *Work in progress*, 2023.

Blog Posts

Dancey, Logan and Fowler, Erika Franklin and Butler, Alisha and **Moreira, Natália**. *Wesleyan SurveyLab CT Poll: Lamont Approval At 60%; Voters Prioritize Tax Relief And Cite Affordability Of Housing And Energy Costs As Big Problems*. <https://surveylab.wescreates.wesleyan.edu/uncategorized/wesleyan-surveylab-ct-poll-lamont-approval-at-60-voters-prioritize-tax-relief-and-cite-affordability-of-housing-and-energy-costs-as-big-problems/>. Published: 2023-05-01.

Fowler, Erika Franklin and **Moreira, Natália** and Yao, Jielu. *2022 Campaign Advertising Highlights: Child Tax Credit References Largely Absent in Ads*. <https://commhsp.org/2022-campaign-advertising-highlights-child-tax-credit-references-largely-absent-in-ads/>. Published: 2022-11-08.

Barberia, Lorena and **Moreira, Natália**. *Caminho da reeleição de Bolsonaro será difícil e eleitoras podem ser decisivas [Translation: Bolsonaro's path to re-election will be challenging, and female voters may be decisive]*. <https://www.jota.info/opiniao-e-analise/colunas/lorena-barberia/caminho-da-reeleicao-de-bolsonaro-sera-dificil-e-eleitoras-podem-ser-decisivas-02062022>. Published: 2022-06-02, 2022.

– *Impactos da crise inflacionária do Brasil na campanha de reeleição de Bolsonaro [Translation: Impacts of Brazil's Inflation Crisis on Bolsonaro's Reelection Campaign]*. <https://www.jota.info/opiniao-e-analise/colunas/lorena-barberia/impactos-inflacao-reeleicao-bolsonaro-24022022>. Published: 2022-02-24, 2022.

– *Lições dos governos Trump e Biden para o candidato Bolsonaro em 2022 [Translation: Lessons from the Trump and Biden Administrations for Candidate Bolsonaro in 2022]*. <https://www.jota.info/opiniao-e-analise/colunas/lorena-barberia/licoes-dos-governos-trump-e-biden-para-o-candidato-bolsonaro-em-2022-26012022>. Published: 2022-01-26, 2022.

- . *O que um governo Lula-Alckmin significa para as mulheres? [Translation: What does a Lula-Alckmin government mean for women?]* <https://www.jota.info/opiniao-e-analise/colunas/lorena-barberia/o-que-um-governo-lula-alckmin-significa-para-as-mulheres-10112022>. Published: 2022-11-10, 2022.

Barberia, Lorena and **Moreira, Natália** and et. al. *Lack of coordination between the Federal government and states undermines social distancing policies*. <https://redepesquisasolidaria.org/en/bulletins/bulletin-4/lack-of-coordination-between-the-federal-government-and-states-undermines-social-distancing-policies-increased-and-unregulated-relaxation-could-aggravate-the-pandemic/>. Published: 2020-04-30, 2020.

- . *Social Distancing Policies for Confronting COVID-19: The Brazilian States*. <https://redepesquisasolidaria.org/en/bulletins/bulletin-1/social-distancing-policies-for-confronting-covid-19-the-brazilian-states-2/>. Published: 2020-04-10, 2020.

Media Mentions

Tupina, Matheus. “Mídia local dos EUA aborda racismo conforme ideologia da audiência, diz pesquisa”, 2024. Visited on 01/16/2024. <https://www1.folha.uol.com.br/mundo/2024/01/midia-local-dos-eua-aborda-racismo-conforme-ideologia-da-audiencia-diz-pesquisa.shtml>.

Ferreira, Pedro. “Representação política: o que influencia o comparecimento dos brasileiros nas eleições do País?”, 2023. Visited on 01/05/2023. <https://jornal.usp.br/ciencias/representacao-politica-o-que-influencia-o-comparecimento-dos-brasileiros-nas-eleicoes-do-pais/>.

Scarpa, Steve. “Researchers Release New Poll on Connecticut Politics”, 2023. Visited on 05/17/2023. <https://newsletter.blogs.wesleyan.edu/2023/05/17/researchers-release-new-poll-on-connecticut-politics/>.

Prado, Luiz. “Voto feminino aponta postura mais crítica das mulheres”, 2022. Visited on 06/24/2022. <https://jornal.usp.br/ciencias/representacao-politica-o-que-influencia-o-comparecimento-dos-brasileiros-nas-eleicoes-do-pais/>.

Tavares, Joelmir. “Dianteira de Lula opõe 'dois Brasis' e acentua redesenho de forças”, 2022. Visited on 06/11/2022. <https://www1.folha.uol.com.br/poder/2022/06/dianteira-de-lula-opoe-dois-brasis-e-acentua-redesenho-de-forcas.shtml>.

Conference Presentations

- Interdisciplinary Association for Population Health (2023)
- American Political Science Association (2021, 2023)
- Midwest Political Science Association (2015, 2016, 2017, 2018, 2019, 2021, 2022)
- Society of Political Methodology (2019)
- European Political Science Association (2019)
- Latin American Society of Political Methodology (2019)

Teaching Experiences

International Political Science Association – University of São Paulo Summer School

- Basics of Time Series Analysis, Instructor Jan 2024
 - 7 students
- Fundamentals of Time Series Cross-Section Analyses, Instructor Jan 2024
 - 7 students

Wesleyan University

- QAC216: Introduction to Survey Design and Analysis, Instructor Fall 2023
 - 18 students
 - "I learned so much from survey design. I definitely went into the the course thinking that there wouldn't be much substantial information, but I was proven wrong! There are so many potential issues and biases to consider when constructing a survey, and the structure of the course made sure that I understood everything in depth. I liked the mix of group exercises and lectures, and found that the different modes of learning made the class very engaging. I thought Prof. Moreira's instruction was very clear and she was able to answer all questions in a way that made sense, and I really loved the way she constructed the course."
- GOVT380: Public Opinion and Polling Lab, Lab Manager Fall 2023
 - 8 students
- QAC378-01 DeltaLab: Computational Media Analysis, Lab Member Fall 2023
 - 7 students
- QAC216: Introduction to Survey Design and Analysis, Instructor Spring 2023
 - 15 students

"The professor was very helpful and enthusiastic about teaching the class. She helped a lot with one on one help with our projects and regularly offered helpful pointers that helped me go in the right direction. I learned a lot in the class because the professor did an excellent job of breaking large and difficult topics into easily manageable chunk. I look forward to taking more classes with her if they are available (Student's testimonial)."

International Political Science Association Summer School in Singapore

- Modern Regression Analysis, Teaching Assistant 2022

International Political Science Association – University of São Paulo Summer School

- Advances in Modeling Dynamics, Teaching Assistant 2017
- Modeling Dynamics, Teaching Assistant 2017
- Essentials of Multiple Regression Analysis, Teaching Assistant 2014
- Predicting Elections: Analytical Techniques and Illustrative Case Studies, Teaching Assistant 2014

University of São Paulo

- FLP0406: Methods and Techniques of Research in Political Science, Teaching Assistant Spring 2015
- FLP0406: Methods and Techniques of Research in Political Science, Teaching Assistant Fall 2014
- FLP0406: Methods and Techniques of Research in Political Science, Teaching Assistant Spring 2014

Research Mentorship

2023 Summer Apprenticeship, Quantitative Analysis Center, Wesleyan University

- Aniya Akhtar, "Exploring Partisan Attitudes of Crime Threat Perception and Federal Spending in the 2022 Midterm Election"
- Efi Miller, "Analyzing Factors that Predict Interest in Critical Race Theory News Stories"
- Mallika Srinivas, "The Effect of Media Consumption and Race on Economic Assessment"

Committee Member

- Isabel Seelaender Costa Rosa, "How does Gender Impact Economic Evaluations in Brazil? A Multinomial Logistic Approach"
 - Master's Thesis Defense, University of São Paulo, 2023
- Pedro H. de Santana Schmalz, "Quando Tweets Se Tornam Virais: Uma Abordagem de Aprendizagem Profunda para a Análise de Posicionamento de Tweets de Congressistas sobre as Vacinas contra a Covid-19"
 - Qualifying Examination for Master's Degree, University of São Paulo, 2023
- Fabiana da Silva Pereira, "Camponesas e Banqueiros na América Latina: uma Abordagem com VARs para Sentimento do Consumidor, Condições Econômicas e Aprovação Presidencial no Brasil"
 - Master's Thesis Defense, University of São Paulo, 2023
- Gustavo Fernandes de Paula, "A Pandemia de COVID-19 e o Espaço Fiscal dos Estados Brasileiros"
 - Qualifying Examination for Master's Degree, University of São Paulo, 2022

Invited talks

Department of Political Science, Texas A&M University Mar-2024

- "Media Agenda-Setting Around Racism: Volume and Predictors of Attention to Racism and Critical Race Theory in Television News."

Wesleyan Economics Seminars Feb-2024

- "Gender and Accountability during the COVID-19 Pandemic."

International Political Science Association – USP Summer School Jan-2024

- "Media Agenda-Setting Around Racism: Volume and Predictors of Attention to Racism and Critical Race Theory in Television News."

Professional Development

Wesleyan University

- QAC 239: Machine Learning Methods for Audio and Video Analysis. Course taught by Jieli Yao and Markus Neumann. 2023

BITSS RT2, University of California

- Travel scholarship for training in Computational Reproducibility in the Social Sciences 2023

LAPOP, Vanderbilt University

- LAPOP Lab Summer School in International Survey Methods 2023

SICSS-FGV/DAPP Brazil

- Summer Institute in Computational Social Science 2022

Department of Economics, Michigan State University

- ÊSTIMATE: The Reduced Form Short Course Difference-in-Differences with Panel Data. Seminar taught by Jeffrey Wooldridge. 2021

T.H. Chan School of Public Health, Harvard University

- Harvard - Brazil Collaborative Public Health Field Course. Seminar taught by Marcia Castro. 2021

Watson Institute for International and Public Affairs, Brown University

- Governance and Development in the Age of Globalization Institute. Seminar taught by Peter Evans, Patrick Heller, Richard Locke, and Prerna Singh. 2018

Statistical and Policy Consulting

- Secretary of Health, State of Piauí, Brazil 2022

Volunteer work

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| Solidarity Research Network in Public Policy and Society | 2020 – 2022 |
| Oxford COVID-19 Government Response Tracker (OxCGRT) | 2020 – 2021 |
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