SHREENITA GHOSH

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RESEARCH SCIENTIST | DATA ANALYST

Data-driven research scientist and analyst with 7+ years of diverse experience employing statistical techniques, data manipulation, and an array of programming languages to derive key insights. Innovative thinker who develops novel methodologies to drive research projects from start to finish. Harnesses data visualization and presentation skills to detail findings for diverse audiences. Multilingual in English, Bengali, and Hindi. Holds an MA in mass communication and is on track to complete a PhD in 2022 in journalism and mass communication.

Core Competencies

Quantitative & Qualitative Research • Natural Language Processing (NLP) • R • Python • SQL • Data Analysis
Project Management • Written & Verbal Communication • Collaboration • Interviewing • Survey Methodologies
Statistical Analysis • Social Network Analysis • Data Mining • Data Manipulation • Data Visualization

EXPERIENCE

UNIVERSITY OF WISCONSIN-MADISON   Madison, WI
Student Research Support, Mass Communication Research Center   2017–Present
- Draws on expertise in statistical techniques and survey methodologies—including bias correction and sampling—to garner insights on audience behavior/preferences and verify the accuracy of analyses.
- As a mixed-methods scholar, employs disparate methodologies where traditional methods fail, including surveys with experiments, topic modeling, sentiment and discourse analysis, and interviews.
- Helped shape the research agenda and drive end-to-end research projects on topics such as COVID-19, the 2020 United States presidential election, and reproductive rights, applying unique theoretical frameworks.
  - Collaborated with an interdisciplinary team from Georgia Tech and Washington State University on a $750K grant, working to detect the networks and content behind vaccine and election fraud misinformation.
  - Employed custom analytical framework—which amalgamated NLP, rhetorical analysis, and reproductive rights discourse—to analyze and interpret observations. Used SQL to query Twitter data and conducted analysis.
  - Created Python web-scraping algorithms for U.S. news websites as well as Python and R scripts to automate the download of media statistics from multiple news archives.
  - Developed workflows for downloading social media content, test preprocessing, n-gram analysis, term frequency-inverse document frequency (TF-IDF) analysis, and semantic network analysis.

UNIVERSITY OF WISCONSIN-MADISON   Madison, WI
Graduate Teaching Assistant   2015–Present
- Teaches classes of up to 150 students in strategic communication, journalism, and creative thinking, ensuring content is understood by students of all cultural backgrounds. Earned 3 leadership awards and a teaching excellence award.
- Presented academic research at 30 international, national, and regional conferences while publishing articles in peer-reviewed journals, clearly communicating analysis and results to diverse audiences.

SATYAJIT RAY FILM AND TELEVISION INSTITUTE (film school)   Kolkata, India
Assistant Director   2015
- Supervised 70 cast and crew members and assisted the director.
- Created storyboards and shot lists, coordinated production activity, updated the production office, tracked daily progress, and ensured that production met director's creative vision.

LOG5 COMMUNICATIONS PVT LTD (advertising agency)   Mumbai, India
Copy Writer | Account Executive   2013–2014
- Liaised between clients and creative and advertising team. Discussed strategy and helped develop advertising campaigns, producing engaging content for different advertising channels.
- Collaborated cross-functionally with client teams to better understand products. Developed marketing and advertising strategies, including surveys, user interviews, telephonic interviews, and A/B testing.
- Presented creative proposals to clients and addressed client concerns with innovative solutions.
- Deployed quantitative methodologies to answer client questions, delivering insights and recommendations.

93.5 RED FM (largest FM radio network in India)   Siliguri, India
Producer | Radio Anchor   2011–2013
- Hosted and managed the North Bengal morning primetime program and the South Bengal afternoon show, maintaining organized lists of programming and ensuring that paid commercials ran as scheduled.
- Provided teams with usable measurement strategies and methodologies, such as developing surveys and interview instruments, to meet product and business needs.
- Assisted the sales team with marketing strategies and programming integration and delivered marketing pitches, leveraging brand and audience insights to provide recommendations.

EDUCATION

- **Doctor of Philosophy**, journalism and mass communication with minors in sociology and gender and women's studies, University of Wisconsin-Madison (UW-Madison), Madison, WI, expected 2022
- **Google Data Analytics Professional Certificate,** 2022
- **IBM Data Science Professional Certificate,** 2022
- **Master of Arts,** mass communication, Guru Jambheshwar University of Science and Technology, Hisar, India
- **Post Graduate Diploma**, advertising and public relations, Indian Institute of Mass Communication, New Delhi, India
- **Bachelor of Science,** economics, Lady Brabourne College, Kolkata, India

SELECTED PUBLICATIONS

- Ghosh, S. (in press). Attention @Publication: How news tweets, user-generated interactions, and moderation waltz on Twitter. *McGill–Queen's University Press.*
- Jiang, X., Hwang, J., Shah, D.V., Ghosh, S., & Brauer, M. (2021). Attention and social distancing behavior amid COVID-19: How media trust and social norms moderate a mediated relationship. *Health Communication*, 1-10.
- Ghosh, S., & Kamath, K. (2021). An analysis of the #MeToo movement in Indian Newspapers. In M.B. Marron (Ed.), *Misogyny across Global Media.* Lexington Books/Fortress Academic.
- Ghosh, S., Su, M.H., Abhishek, A., Suk, J., Tong, C., Kamath, K., Hills, O., Correa, T., Garlough, C., Borah, P., & Shah, D. (2020). Covering #MeToo across the News Spectrum: Political accusation and public events as drivers of press attention. *The International Journal of Press/Politics.*
- Duncan, M., Pelled, A., Wise, D., Ghosh, S., Shan, Y., Zheng, M., & McLeod, D. (2020). Staying silent and speaking out in online comment sections: The influence of spiral of silence and corrective action in reaction to news. *Computers in Human Behavior*, *102*, 192-205.

HONORS & AWARDS

- First Place Paper Award, Political Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), 2020
- Louise Elizabeth George Scholarship, UW-Madison, 2019–2020
- Top Research Paper, Crossroads Communication, UW-Madison, 2018
- Mellon Fellowship, Institute for Regional and International Studies, 2015
- Representative of East Zone, Regional Programming Head at Red FM Radio Presenters and Programming Meet, 2011

ADDITIONAL INFORMATION

- **Technical Skills:** R; Structured Query Language (SQL); MySQL; Python; Stata; SPSS Statistics; Tableau; Microsoft Power BI; Cascading Style Sheets (CSS); HTML; Apache Hive and Hadoop; Zyte Data API**;** Leximancer; Linguistics Inquiry and Word Count (LIWC); DICTION; QDA Miner; WordStat; Gephi; Cytoscape
- **Languages:** Multilingual in Bengali, English, and Hindi; intermediate in Spanish and novice in Nepali
- **Professional Organizations**: Newspaper and Online News Division (NOND), South Asian Communication Association (SACA), South Asia Communication Interest Group (SACIG), AEJMC

Volunteerism: Reviewer, New Media & Society, 2021–present; reviewer, Field Methods, 2021–present; graduate student liaison, NOND, AEJMC, 2020–present; reviewer, Humanities & Social Sciences Communications, 2020–present; reviewer, Journal of Creative Communications, 2019–present; shared governance board member, WSUM, 2016–present; publicity and communications chair, Communication Crossroads Conference, UW–Madison, 2017–2019; digital media and strategic communication chair, AEJMC SACIG, 2017–2018; membership chair, SACA, 2017–2018