

# Ava Francesca Battocchio

PHD CANDIDATE • INFORMATION AND MEDIA

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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 perception, purchase intention

**Methods:** Mixed Qualitative-Computational Sequential Design

## Education

### PhD Information and Media

MICHIGAN STATE UNIVERSITY

East Lansing, Michigan

2020 - 2025 (expected)

**Dissertation:** "Title TBD"

**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 are 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 23 Feb 2024) these have been cited a total of 95 times. I have an h-index of 3.

### PEER-REVIEWED JOURNAL ARTICLES

Hiaeshutter-Rice, D., Madrigal, G., Ploger, G., Carr, S., Carbone, M., Battocchio, A. F., & Soroka, S. (forthcoming). "Identity driven information ecosystems." *Communication Theory*.

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. <https://doi.org/10.1177/00027162231214398>

Battocchio, A. F., Yang, J., Dong, C., Bertellotti, E., & 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*. <https://doi.org/10.1080/10641734.2023.2291778>

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. <https://doi.org/10.1080/21670811.2023.2244993>

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. <https://doi.org/10.1080/15252019.2020.1860168>

Yang, J. and Battocchio, A.F. (2020). "Effects of transparent brand communication on perceived brand authenticity and consumer responses." *Journal of Product & Brand Management*, 30(8), 1176–1193. <https://doi.org/10.1108/JPBM-03-2020-2803>

### BOOK CHAPTERS

Battocchio, A. F., Bode, L., Wells, C., Vraga, E., & 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.

Battocchio, A. F., Wells, C., Vraga, E., Thorson, K., & 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.

## COMMISSIONED AND PEER-ADJUDICATED BOOK REVIEWS

**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*.

## Conference Presentations

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### PRESENTATION TRACK RECORD

Since 2019 I have had a total of 30 accepted conference papers, presentations, posters (21) or panels (9). 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

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 74th International Communication Association Conference, Gold Coast, Australia

**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.

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.

**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.

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.

**Battocchio, A. F.**, Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Edgerly, S., Cotter, K., Denzin, K., Choung, H., Dong, C., Moldagaliyeva, M., Etheridge, C., Kohlmeier, S., and Werth, L. (2022). "Localizing social justice stories: Social media and local civic information infrastructure in six midwestern United States communities." Presented in the Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 5, 2022.

Chen, Y., Choung, H., **Battocchio, A.F.**, Hiaeshutter-Rice, D., Smith, M., Draeger, M., Dong, C., and Xiao, A. (2022). "Discursive Opportunity Structure: The evolutions of racial justice discourses by local community organizations on Facebook." Presented in the Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 5, 2022.

**Battocchio, A.F.** and Smith, M. (2022). "Reaching the Rust Belt: Exploring identity and intergroup threat in 2020 election speeches." Presented in the Political Communication Division of the Association for Education in Journalism and Mass Communication(AEJMC), Detroit, MI, August 3, 2022.

**Battocchio, A.F.** (2021) "Hyperlocal affective polarization: Remixing rural understanding." Presented in the Communication Theory and Method (CT&M) Division of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference, August 6, 2021. \*awarded CT&M Top Student Paper: Second Place

Yang, J., Bertellotti, E., **Battocchio, A.F.**, and Teran, C. (2021) "Do Good and Be 'Liked': Corporate messaging on social media during COVID-19 and consumer responses." Presented in the Advertising Division of the Association for Education in Journalism and Mass Communication(AEJMC), Virtual Conference, August 7, 2021.

**Battocchio, A. F.**, Etheridge, C., Thorson, K., Moldagaliyeva, M., Hiaeshutter-Rice, D., Dong, C., Cotter, K., Chen, Y., Kohlmeier, S., Denzin, K., Draeger, M. and Edgerly, S. (2021). "A systematic method of cataloging civic information infrastructure." Presented in the Communication Theory and Method Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 5, 2021.

Thorson, K. and **Battocchio, A.F.** (2021). "Change is the only constant: Young adults as platform architects and the consequences for news". Presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 7, 2021. \*awarded 2021 News Audience Research Paper Award

Yang, J. and **Battocchio, A.F.** (2020). "Effects of transparent brand communication on perceived brand authenticity and consumer responses." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 6-9, 2020.

Yang, J., Teran, C., **Battocchio, A.F.**, Bertellotti, E., and Wrzesinski, S. (2020). "Building brand authenticity on social media: The impact of Instagram ad model genuineness and trustworthiness on perceived brand authenticity and consumer responses." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual Conference, August 6-9, 2020.

**Battocchio, A.F.**(2019). "Advertising and ethics: Theme and community segregation on Chicago's Rapid Transit System." Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Toronto, ON, August 8, 2019.

### PEER-REVIEWED CONFERENCE PANELS AND SYMPOSIUMS

**Battocchio, A.F.** (2022) Panel titled "Graduate Student and Early Career Professional Development and Network Building Panel."(organized by Claire M. Segijn) Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Detroit, MI, August 4, 2022

Thorson, K., and **Battocchio, A.F.** (2022). "Combining interviews with digital trace data for rich understanding of political content exposure across algorithmically curated platforms." Panel titled "Caught the bull by the horns! New tools for measuring media use in a changing media landscape." (organized by Peter Neijens, Judith Moeller, Theo Araujo, and Claes de Vreese). Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 30, 2022

Thorson, K., and **Battocchio, A.F.** (2022). "Platform repertoires and perceptions of information quality among American young adults." Panel titled "Everyday Misinformation on Private Social Media: Relationality, Affordances, and Norms in the Traversal of Interpersonal and Public Networks." (organized by Andrew Chadwick). Presented at the 72nd Annual International Communication Association Conference, Paris, France, May 29, 2022

**Battocchio, A.F.** (2022). "Opportunities Lost to the Pandemic: Guiding students through Disrupted Educational Trajectories." Panel titled "Un-Conference: Bringing Experiences to the Front." (organized by Saleem Alhabash, Teresa Mastin, Gordon Miracle, Karen Mallia, Cynthia Frisby, and Wei-Na Lee). To be presented at the American Academy of Advertising(AAA) Pre-conference "Diversity, Equity, and Inclusion in Action: Advertising Research, Teaching, and Practice", March 26, 2022

**Battocchio, A.F.**, Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Egerly, S., Cotter, K., Denzin, K., Choung, H., Dong, C., Moldagaliyeva, M., Etheridge, C., Kohlmeier, S., and Werth, L.(2021). "Local information infrastructure and the distribution of COVID-19 information on Facebook in six Great Lakes communities." Panel titled "Media Deserts, Platforms, and Community Civic Infrastructure: Tales from the Great Lakes States During COVID-19." (organized by Nikki Usher, Adrienne Russel, and Jesse Holcomb). Presented at the National Communication Association's annual meeting, Seattle, WA, November 18-21, 2021

**Battocchio, A.F.** (2021). "Take only photos, leave only digital traces: Listening to community narratives in urbex photography." Panel titled "Rhetorical Rhythms of the City; A Dialogic Engagement with Ethics in Urban Contexts." (organized by Preston Carmack). Presented at the Urban Communication Ethics conference, Virtual Conference, June 6-8, 2021.

Morris, P.K. and **Battocchio, A.F.** (2019). "Outdoor advertising heats up: Transforming digital signage and ethical issues." Presented at Ninth Symposium on Digital Ethics, Center for Digital Ethics and Policy, Loyola University, Chicago, IL, November 7-8, 2019.

**Battocchio, A.F.** (2019). "Advertising and ethics: Theme segmentation and community segregation on Chicago's Rapid Transit System." Presented at the Undergraduate Research and Engagement Symposium, Loyola University, Chicago, IL, April 13, 2019.

## Professional Experience

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### 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

### 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
- Created project materials for securing project approval and implementation through University governance
- Collaborated with UX lead to develop onboarding strategies and user features for over 6000 Graduate, Professional, and Adult students
- Ensured platform messaging alignment with crisis communication and brand marketing strategies outlined by University Communications

## Research Experience

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### Research Assistantships

COLLEGE OF COMMUNICATION ARTS & SCIENCES, MICHIGAN STATE UNIVERSITY

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"

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

2022-2023

**PI:** Dr. Jean Hardy

**Funding:** Merit Network

**Project:** "Human-Centered Infrastructure Design"

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

Summer 2022

**PI:** Dr. Kjerstin Thorson

SOCIAL DATA RESEARCH FELLOWSHIP

2020 - 2021

**PI:** Dr. Kjerstin Thorson

**Funding:** Social Science Research Council

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

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

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

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

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

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### 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

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

Fall 2019 – Spring 2020

## 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”

DEPARTMENT OF MEDIA AND INFORMATION, MICHIGAN STATE UNIVERSITY

Summer 2022, 2023

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

SCHOOL OF COMMUNICATION, LOYOLA UNIVERSITY CHICAGO

Fall 2019

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

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”

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

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### 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: “Local Civic Infrastructure: Campaign Communication Shift During the COVID-19 Pandemic”
- 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”

## Research Affiliations

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**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

## Awards and Honors

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- 2023 **Digital IDEAS Summer Institute Grant**, Digital Studies Institute, University of Michigan
- 2023 **Travel Funding Grant**, Department of Advertising + Public Relations, Michigan State University
- 2023 **Summer Research Funding**, Department of Advertising + Public Relations, Michigan State University
- 2023 **Janet L. Loria Scholarship (Service-Oriented)**, Department of Advertising + Public Relations, Michigan State University
- 2022 **Summer Research Funding**, Department of Advertising + Public Relations, Michigan State University
- 2022 **Inter-University Consortium for Political and Social Research(ICPSR) Summer School Grant**, Department of Advertising + Public Relations, Michigan State University
- 2022 **Travel Funding Grant**, Department of Advertising + Public Relations, Michigan State University
- 2022 **Bonnie B. Reece Graduate Scholarship**, Department of Advertising + Public Relations, Michigan State University
- 2021 **News Audience Research Paper Award**, Association for Education in Journalism and Mass Communication(AEJMC)
- 2021 **Top Student Paper (Second Place)**, Communication Theory and Methods Division of the Association for Education in Journalism and Mass Communication(AEJMC)
- 2021 **Janet L. Loria Scholarship (Service-Oriented)**, Department of Advertising + Public Relations, Michigan State University
- 2021 **Summer Research Funding**, Department of Advertising + Public Relations, Michigan State University
- 2019 **Alfred J. Seaman Undergraduate Paper of the Year**, Association of National Advertisers (ANA) Educational Foundation
- 2019 **Provost Fellowship**, Loyola University Chicago Undergraduate Research Opportunities Program

## Grants and Fellowships

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

## Service

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### SERVICE TO PROFESSION

- 2022 – 2023 **Social Media + Society**, Reviewer  
2022 – 2023 **Association for Education in Journalism and Mass Communication (AEJMC), Political Communication**, Reviewer  
2022 – 2023 **International Communication Association(ICA), Political Communication**, Reviewer  
2022 – Present **Association for Education in Journalism and Mass Communication (AEJMC) Communication Theory and Methods Division**, Graduate Student Liaison  
2020 – Present **Association for Education in Journalism and Mass Communication (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 (GEU) 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

## Public Scholarship

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### 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.  
[https://www.youtube.com/watch?v=AdO9PRTMtoU&ab\\_channel=C2STTV](https://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.  
<https://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. <https://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*. <https://web.archive.org/web/20211026091121/https://substreet.org/swp4-5/>
- Battocchio, A.F.** and Turner, D.R. (Dan Glass/Dan Turner). (2014). “Ogilvie’s Grain Elevators, Thunder Bay, Ontario.” *Substreet*. <https://web.archive.org/web/20220122062306/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*. <https://web.archive.org/web/20140903143100/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.

# Skills

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## PROGRAMMING AND LANGUAGE SKILLS

**Programming**, R (intermediate), Python (beginner)

**Markup**, Markdown/Rmarkdown, **L<sup>A</sup>T<sub>E</sub>X** (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/Netnography, Interviewing, Content Analysis, Grounded Theory

**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

## SOFTWARE

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