

Curriculum Vitae

Bridget Barrett

Doctoral student and Roy H. Park Fellow

Hussman School of Journalism and Media,
University of North Carolina at Chapel Hill

Email: bridgetbarrett@unc.edu
Website: bridget-barrett.com

Education

M.A. in Media and Communication 2020
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Thesis: Platforms and Outsiders in Party Networks:
The evolution of the digital political advertising network.
Committee: Daniel Kreiss, Adam Saffer, Adam Sheingate

B.A. in Advertising and Political Science 2015
University of Oregon, *summa cum laude*

Research Positions

Graduate Research Assistant 2019- 2020
Dr. Daniel Kreiss. Center for Information, Technology, and Public Life.
Hussman School of Journalism and Media.
University of North Carolina at Chapel Hill

Research Assistant Summer, 2020
Dr. Anaïs Theviot. Arènes laboratory.
(Formerly the Center for Research on Political Action in Europe.)
University of Rennes 1 (France)

Graduate Teaching and Research Assistant Fall, 2018
MEJO 371.004: Advertising and Public Relations Research
Dr. Lucinda Austin. Hussman School of Journalism and Media.
University of North Carolina at Chapel Hill

Published Journal Articles

Peer-reviewed

Barrett, B.* & Kreiss, D.* (2020). Platform transience: changes in Facebook's policies, procedures, and affordances in global electoral politics. *Internet Policy Review*.

*Authors contributed equally to this paper.

Not peer-reviewed

Kreiss, D., & **Barrett, B.** (2020). Democratic Tradeoffs: Platforms and digital political advertising. *Ohio State Technology Law Journal*.

Journal Articles Under Review

McGregor, S., **Barrett, B.** & Kreiss, D. “Questionably Legal: Digital politics and foreign propaganda.”

Other Publications

Kreiss, D., **Barrett, B.** (2020). “The Bright Line Platforms Should Draw Around Election Misinformation.” Protego Press.

Barrett, B. (2020). “COVID-19 Shows How Hard It Will Be for Facebook and Twitter to Crack Down on Voting Misinformation.” Slate.

Barrett, B., Kreiss, D., Reddi, M. (2020). “Enforcers of Truth: Social media platforms and misinformation.” Public report from the Center for Information, Technology, and Public Life digital politics research group.

Barrett, B. (2020). “What we learned from Bloomberg’s online campaign.” Lawfare blog.

Barrett, B., Kreiss, D., Fox, A., Ekstrand, T. (2020). “Political Advertising on Platforms in the United States: A brief primer.” Public report from the Center for Information, Technology, and Public Life digital politics research group.

Adams, K., **Barrett, B.**, Miller, M., & Edick., C. (2019). “The Rise of Platforms: The Rise of Platforms: Challenges, Tensions, and Critical Questions for Platform Governance.” Public report for the the Social Science Research Council covering the Rise of Platforms post-conference of the 2019 annual International Communication Association conference.

Barrett, B. (2019). “How three presidential campaigns are putting supporters’ privacy at risk.” Protego Press. Also featured article on Medium’s Election 2020, Privacy, and Cybersecurity channels.

Refeered Conference Presentations and Research Workshops

Barrett, B., Reddi, M., Kreiss, D. (2020). ‘Enforcers of Truth: Social Media Platforms and Misinformation.’ To be presented virtually at the Humboldt Institute for Internet and Society’s Empirical Approaches to Platform Governance Research Workshop.

Barrett, B. (2020). “Evolution of the Digital Political Advertising Network: A longitudinal analysis of platforms’ rise to dominance over four election cycles.” Annual International Communication Association conference, held virtually due to COVID-19.

McGregor, S., **Barrett, B.** & Kreiss, D. (2019). “Barely Legal: Digital politics and foreign propaganda.” Political Communication pre-conference of the American Political Science Association. Washington, DC.

O’Donnell-Davidson, B. & Lin, M. (2015). “Messaging guide creation and application.” Annual Association for University and College Counseling Center Outreach conference. Salt Lake City, UT.

Invited Conference Presentations and Research Workshops

Kreiss, D. & **Barrett, B.** (2019). “Facebook and Google as Global Democratic Infrastructures: A preliminary five country comparative analysis of platforms, paid political speech, and data.” Presented at Data-Driven Elections: Implications and Challenges for Democratic Societies. Victoria, BC.

Honors and Awards

2020- Roy H. Park Doctoral Fellowship, University of North Carolina at Chapel Hill
2023

2018- Roy H. Park M.A. Fellowship, University of North Carolina at Chapel Hill
2020

2015 University of Oregon Honors and Awards Centurion

2014 University of Oregon School of Journalism and Communication Hall of Achievement

2014 Hendricks-Goodrich Scholarship, University of Oregon

2014 Ann Maxwell Allen Hall Advertising Scholarship, University of Oregon

2013 Mortar Board Junior Scholar, University of Oregon

2012 Scan | Design Scholarship, Scan | Design Foundation

Service

Service to University

2019 Graduate student representative, digital advertising hiring committee. University of North Carolina at Chapel Hill, Hussman School of Journalism and Media.

2019 Featured guest speaker, “Social Media.” Central Carolina J-Day Regional Workshop, North Carolina Scholastic Media Association, University of North Carolina at Chapel Hill, Oct. 17, 2019.

Service to Discipline

2019 Manuscript reviewer, annual conference of the International Communication Association, Political Communication Division

Media Coverage and Appearances

Quoted and cited in “How Social Media and Misinformation Complicat Journalism.” North Carolina News Daily. August 13th, 2020.

Quoted and cited in “On Social Media, Only Some Lies Are Against the Rules.” Consumer Reports. August 13th, 2020.

Invited guest on the Columbia Journalism Review’s weekly roundtable, “A roundtable on Trump vs. social media. June 5th, 2020.

Quoted in “Twitter’s Labels for Trump Tweets Show Platforms’ Split Over Political Speech.” The Wall Street Journal. May 28th, 2020.

Invited guest on the Lawfare Podcast’s Arbiters of Truth series on disinformation. “Bridget Barrett and Daniel Kreiss on the Chaos of Social Media Advertising.” Released February 27th, 2020.

Cited in “The Real Reason Facebook Won’t Fact-Check Political Ads.” The New York Times. November 2nd, 2019.

Professional Experience

Senior Automated Media Buyer, BrillMedia

August 2017-August 2018 & summer of 2019

- Ran online banner, video, digital out-of-home, connected television, and social media advertisements through demand side platforms including The Trade Desk, Media Math, and Vistar and social platforms including Facebook and Twitter.
- Managed up to half a million dollars in media spend per month.

Digital Media Manager, Liquidus Marketing

August 2016-August 2017

- Developed and led testing across campaigns to determine best practices for programmatic advertising campaign set up and optimizations.

- Specialized in finding and targeting Spanish-language speakers and Latino audiences online.
- Worked in data management, third party audience creation, and invalid traffic measurement platforms including Lotame, Bluekai, and MOAT.

Programmatic Analyst, Spark Foundry

September 2015-August 2016

- Planned, executed, and optimized direct response programmatic campaigns in Doubleclick Bid Manager (now Google's Display and Video 360), The Trade Desk, Videology, TubeMogul (now owned by Adobe), Twitter, and Facebook Ad Manager.
- Tripled a campaign's return on ad spend over six weeks for a traditional consumer packaged goods client looking to increase e-commerce sales.