

*Curriculum Vitae*

**Bridget Barrett**

Doctoral student and Roy H. Park Fellow

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

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**Education**

Ph.D., Media and Communication Expected 2024  
University of North Carolina at Chapel Hill

M.A., Media and Communication 2020  
University of North Carolina at Chapel Hill  
Thesis: Platforms and Outsiders in Party Networks:  
The Evolution of the Digital Political Advertising Network.  
Committee: Dr. Daniel Kreiss, Dr. Adam Saffer, Dr. Adam Sheingate

B.A., 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  
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 (Virtual)

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

**Peer-Reviewed Journal Articles**

**Barrett, B.** Platforms in Party Networks: The Evolution of the Digital Political Advertising Network. (Revise and resubmit.)

McGregor, S., **Barrett, B.** & Kreiss, D. Questionably Legal: Digital Politics and Foreign Propaganda. (Conditionally accepted.)

**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.

### **Invited Articles**

Kreiss, D., & **Barrett, B.** (2020). [Democratic Tradeoffs: Platforms and Digital Political Advertising.](#) *Ohio State Technology Law Journal*.

### **Academic Research Reports**

**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.**, 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.

### **Refereed Conference Presentations and Research Workshops**

**Barrett, B.**, Reddi, M., & Kreiss, D. (2020). “Enforcers of Truth: Social Media Platforms and Misinformation.” Humboldt Institute for Internet and Society’s Empirical Approaches to Platform Governance Research Workshop. Virtual.

**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, Political Communication Division. Virtual.

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.

**Guest Lectures**

"Digital Ad Fraud." October 19<sup>th</sup>, 2020. MEJO 372: Advertising Media, Hussman School of Journalism and Media. Taught by Dr. Joe Bob Hester.

"Digital Advertising." November 12<sup>th</sup>, 2020. MEJO 479: Market Intelligence, Hussman School of Journalism and Media. Taught by Dr. Shannon McGregor.

**Honors and Awards**

Roy H. Park Doctoral Fellowship, University of North Carolina at Chapel Hill	2020-2023
Roy H. Park M.A. Fellowship, University of North Carolina at Chapel Hill	2018-2020
University of Oregon Honors and Awards Centurion	2015
University of Oregon School of Journalism and Communication Hall of Achievement	2015
Hendricks-Goodrich Scholarship, University of Oregon	2014
Ann Maxwell Allen Hall Advertising Scholarship, University of Oregon	2014
Mortar Board Junior Scholar, University of Oregon	2013
Scan   Design Scholarship, Scan   Design Foundation	2012

**Service**

*Service to University*

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

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. 2019

*Service to Discipline*

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

**Engaged Scholarship**

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.** (2020). [What We Learned From Bloomberg’s Online Campaign](#). Lawfare blog.

**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.

**Selected Media Coverage and Appearances**

Quoted in “[Parler is Fertile Ground for Climate Denialism, Experts Worry](#).” E&E News. November 30<sup>th</sup>, 2020.

Interviewed on CNN Newsroom’s segment “[Conservatives Flock to Platforms Rife with Misinformation](#).” November 15<sup>th</sup>, 2020.

Quoted in “[Trump Won Florida After Running a False Ad Tying Biden to Venezuelan Socialists](#).” ProPublica. November 12<sup>th</sup>, 2020.

Quoted in “[Campaigns Sidestep Cambridge Analytica Crackdown with New Methods](#).” AFP. Run on msn.com, Yahoo! Finance Australia, and TechXplore, among others. October 11<sup>th</sup>, 2020.

Interviewed on the Columbia Journalism Review’s weekly rountable, “[Disinformation and the Election](#).” October 6<sup>th</sup>, 2020.

Quoted in “[Facebook’s Election Plans](#).” Protego Press. August 4<sup>th</sup>, 2020.

Quoted and cited in “[How Social Media and Misinformation Complicate Journalism.](#)” North Carolina News Daily. August 13<sup>th</sup>, 2020.

Quoted and cited in “[On Social Media, Only Some Lies Are Against the Rules.](#)” Consumer Reports. August 13<sup>th</sup>, 2020.

Invited guest on the Columbia Journalism Review’s weekly roundtable, “[A Roundtable On Trump Vs. Social Media](#)” and [interview](#). June 5<sup>th</sup>, 2020.

Quoted in “[Twitter’s Labels for Trump Tweets Show Platforms’ Split Over Political Speech.](#)” The Wall Street Journal. May 28<sup>th</sup>, 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 27<sup>th</sup>, 2020.

Cited in “[The Real Reason Facebook Won’t Fact-Check Political Ads.](#)” The New York Times. November 2<sup>nd</sup>, 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.