

Bridget Barrett



Curriculum Vitae

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 2023
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*

Peer-Reviewed Journal Articles

Barrett, B. (2021, In Press). Commercial Companies in Party Networks: Digital Advertising Firms in US Elections from 2006-2016. *Political Communication*.

Barrett, B.,* Dommett, K.,* Kreiss, D.*(2021). [The Capricious Relationship Between Technology and Democracy: Analyzing Public Policy Discussions in the UK and US.](#) *Policy & Internet*. *Authors contributed equally to this paper.

McGregor, S., **Barrett, B.** & Kreiss, D. (2021). [Questionably Legal: Digital Politics and Foreign Propaganda.](#) *Journal of Information Technology & Politics*.

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*.

Engaged Scholarship

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: 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.

Popular Press

Kreiss, D. & **Barrett, B.** (2021) [Democratic Decay: What Can and Should Platforms Be Responsible For?](#) Tech Policy Press.

Kreiss, D. & **Barrett, B.** (2020). [The Bright Line Platforms Should Draw Around Election Misinformation](#). Tech Policy 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.

Barrett, B. (2019). [How Three Presidential Campaigns are Putting Supporters' Privacy at Risk](#). Tech Policy Press. Also featured article on Medium's Election 2020, Privacy, and Cybersecurity channels.

Research Positions

Graduate Research Assistant Spring, Fall 2021
Dr. Lee McGuigan. Hussman School of Journalism and Media.
University of North Carolina at Chapel Hill

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

Refereed Conference Presentations and Research Workshops

Barrett, B. (2021). “When is Political Ad Targeting Acceptable? Testing Theories of Privacy.” To be presented at the American Political Science Association Annual Meeting Political Communication preconference. Seattle, Washington.

Barrett, B. & McGregor, S., (2021). “Ads. What Are They Good For?” To be presented at the American Political Science Association Annual Meeting. Seattle, Washington.

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.

Invited Conference Presentations and Research Workshops

Kreiss, D. & **Barrett, B.** (2020). “What Can and Should Platforms Be Responsible For?” Presented at Information Society Project 2020 Workshop, hosted by Yale Information Society Project. Virtual.

Kreiss, D. & **Barrett, B.** (2020). “What Can and Should Platforms Be Responsible For?” Presented at Digital Technology, Social Media, and the 2020 Presidential Election, hosted by Stanford Cyberpolicy Center. Virtual.

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 19th, 2020. MEJO 372: Advertising Media, Hussman School of Journalism and Media. Taught by Dr. Joe Bob Hester.

“Digital Advertising.” November 12th, 2020. MEJO 479: Market Intelligence, Hussman School of Journalism and Media. Taught by Dr. Shannon McGregor.

Honors and Awards

Center for Information, Technology, and Public Life Graduate Affiliate Summer Research Award	2021
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. 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. 2019

Service to Discipline

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

2019

Selected Media Coverage and Appearances

Quoted in “[How Facebook’s Ad System Lets Companies Talk Out of Both Sides of Their Mouths.](#)” The Mark Up. April 13th, 2021.

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

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

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

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

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

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

Quoted and cited in “[How Social Media and Misinformation Complicate 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](#)” and [interview](#). 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.

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 Latinx 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.