

# 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 University of North Carolina at Chapel Hill	Expected 2024
M.A., Media and Communication 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	2020
B.A., Advertising and Political Science University of Oregon, <i>summa cum laude</i>	2015

## EXPERIENCE

Graduate Research Assistant to Dr. Lee McGuigan Hussman School of Journalism and Media, UNC-Chapel Hill	Spring, Fall 2021
Graduate Research Assistant to Dr. Daniel Kreiss Center for Information, Technology, and Public Life, UNC-Chapel Hill	2019-2020
Research Assistant to Dr. Anaïs Theviot Arènes laboratory (Formerly the Center for Research on Political Action in Europe), University of Rennes 1 (Virtual)	Summer 2020
Graduate Teaching and Research Assistant to Dr. Lucinda Austin. MEJO 371.004: Advertising and Public Relations Research Hussman School of Journalism and Media, UNC-Chapel Hill	Fall 2018
Senior Automated Media Buyer BrillMedia	2017-2018
Digital Media Manager Liquidus Marketing	2016-2017

Programmatic Analyst  
Spark Foundry 2015-2016

### 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

### PUBLICATIONS

\*alphabetical ordering of authorship

#### *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*.

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.

#### *Journal articles under review*

**Barrett, B.** When is political ad targeting acceptable? Testing three theories of privacy.

*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: 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.

*Policy*

Wrote [a comment to the Federal Election Commission](#) in support of the petition for rulemaking on REG 2021-02 Subvendor Reporting. Submitted on behalf of the Center for Information, Technology, and Public Life. (2021).

## PRESENTATIONS

### *Refereed conference presentations*

**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*

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.

### *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

“Facebook & Falsehoods.” October 18<sup>th</sup>, 2021. MEJO 141.5: Media Ethics, Hussman School of Journalism and Media. Taught by Heesoo Jang.

“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.

## SERVICE

### *To the university*

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

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

### *To the discipline*

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

## 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 13<sup>th</sup>, 2021.

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.