

Bridget Barrett

Curriculum Vitae

Doctoral student and Roy H. Park Fellow
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill

Website: bridget-barrett.com
Email: bridgetbarrett@unc.edu
Twitter: [@BridgetOBarrett](https://twitter.com/BridgetOBarrett)

EDUCATION

Ph.D., Media and Communication Expected Spring, 2023
University of North Carolina at Chapel Hill

M.A., Media and Communication 2020
University of North Carolina at Chapel Hill (UNC-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*

EXPERIENCE

Graduate Research Fellow Spring, Summer 2022
Center for Information, Technology, and Public Life (CITAP), UNC-Chapel Hill

Graduate Research Assistant to Dr. Lee McGuigan Spring, Fall 2021
Hussman School of Journalism and Media, UNC-Chapel Hill

Graduate Research Assistant to Dr. Daniel Kreiss 2019-2020
Center for Information, Technology, and Public Life, UNC-Chapel Hill

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

Graduate Teaching and Research Assistant to Dr. Lucinda Austin Fall 2018
MEJO 371.004: Advertising and Public Relations Research
Hussman School of Journalism and Media, UNC-Chapel Hill

Senior Automated Media Buyer, BrillMedia 2017-2018

Digital Media Manager, Liquidus Marketing	2016-2017
Programmatic Analyst, Spark Foundry	2015-2016

HONORS AND AWARDS

UNC-Chapel Hill Graduate Student Transportation Grant	2022
CITAP 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, equal authorship

Journal articles

Barrett, B. (2021). [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. (2019). [Platform Transience: Changes in Facebook's Policies, Procedures, and Affordances in Global Electoral Politics](#). *Internet Policy Review*.

Journal articles under review

Jang, H., **Barrett, B.**, & McGregor, S. Social Media Policy in Two Dimensions: Understanding the Role of Anti-establishment Beliefs and Political Ideology in Americans' Attribution of Responsibility regarding Online Content

Barrett, B., McGregor, S. No Better Than Soup: Null persuasive and instrumental effects of political Facebook ads.

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](#). The Bulletin of Technology & Public Life.

Barrett, B., Kreiss, D., Fox, A., & Ekstrand, T. (2020). [Political Advertising on Platforms in the United States: A Brief Primer](#). The Bulletin of Technology & Public Life.

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.**, Reddi, M. (2021) [The Need for Race-Conscious Platform Policies to Protect Civic Life](#). Tech Policy 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).

Book reviews

Barrett, B. (2021). Tim Hwang, *Subprime Attention Crisis: Advertising and the Time Bomb at the Heart of the Internet*. *International Journal of Communication*.

PRESENTATIONS

Refereed conference presentations

Jang, H., **Barrett, B.**, & McGregor, S. (2022) "Social Media Policy in Two Dimensions: Understanding the Role of Anti-establishment Beliefs and Political Ideology in Americans' Attribution of Responsibility regarding Online Content." To be presented at the annual Association for Education in Journalism and Mass Communication conference, Political Communication Division.

Barrett, B., McGuigan, L., Shapiro, A. (2022). "Making an Impression." To be presented at the Annual International Communication Association conference, Media Industry Studies interest group. Paris.

Barrett, B. (2021). "When is Political Ad Targeting Acceptable? Testing Theories of Privacy." American Political Science Association Annual Meeting Political Communication preconference. Seattle, Washington.

Barrett, B. & McGregor, S., (2021). "Ads. What Are They Good For?" 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 presentations

Barrett, B. (2022). “Artificial Intelligence, Social Media: Promise or Peril?” UNC General Alumni Association 50th anniversary reunion panel. Co-panelist with Dr. Francesca Tripodi. Chapel Hill, NC.

Barrett, B., Dommett, K., Kreiss, D. (2022). “The perceived threats digital media poses to democracy in debates over platform regulation.” Presented as part of Ofcom’s Online Communications Seminar speaker series. Virtual.

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.

Urbelis, A., Mostert, F. (2022). “Adversarial Versatility: Examining How and Why Advanced Cyber Adversaries Exploit the Inherent Flexibility of the Internet for Deception.” Commentator: **Bridget Barrett**. Presented at the Technologies of Deception Conference. Yale Information Society Project. Virtual.

GUEST LECTURES

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

“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.

SERVICE

To the university

Student liaison to the PhD Advisory Committee 2021-2022
University of North Carolina at Chapel Hill, Hussman School of
Journalism and Media

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, 2021
Communication Association, Political Communication Division

Manuscript reviewer, annual conference of the International 2021
Communication Association, Media Industry Studies 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 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.