

# Bridget Barrett

## *Curriculum Vitae*

Assistant Professor of Advertising  
College of Media, Communication and Information  
University of Colorado Boulder

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## EDUCATION

- Ph.D., Media and Communication 2023  
University of North Carolina at Chapel Hill (UNC-Chapel Hill)  
Dissertation title: Merchandising Democracy: Inside the online industry of campaign merchandise.  
Committee: Daniel Kreiss (chair), Lee McGuigan, Barbara Friedman, Francesca Tripodi, Lana Swartz
- 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: Daniel Kreiss, Adam Saffer, Adam Sheingate
- B.A., Advertising and Political Science 2015  
University of Oregon, *summa cum laude*

## ACADEMIC APPOINTMENTS

- Assistant Professor of Advertising Beginning August 2023  
College of Media, Communication and Information, University of Colorado Boulder
- 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

### NON-ACADEMIC EXPERIENCE

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, UNC-Chapel Hill	2020-2023
Roy H. Park M.A. Fellowship, UNC-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*.

*Law journals*

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

*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

*Book chapters (under review)*

Haenschen, K & **Barrett, B.** “Social Media Campaigning” in the Sage Handbook of Political Marketing. Editors: Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos.

*Academic research reports*

Bradshaw, S. & **Barrett, B.** (2022). [Civil Society Organizations’ Data, Access, and Tooling Needs for Social Media Research](#). Commissioned report for the Institute for Research on the Information Environment, Carnegie Endowment for International Peace.

**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.

**Barrett, B.**, Adams, K., 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.” Annual Association for Education in Journalism and Mass Communication conference, Political Communication Division.

**Barrett, B.**, McGuigan, L., Shapiro, A. (2022). “Making an Impression.” Annual International Communication Association conference, Media Industry Studies interest group. Paris, France.

**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 and panels*

**Barrett, B. (2023)** “Merchandising Democracy: Inside the Online Industry of Campaign Merchandise.” Center for Information, Technology, and Public Life public dissertation defense. Chapel Hill, NC.

**Barrett, B. (2022).** “Understanding the Potential harms of Digital Campaigns.” Presented at Princeton University’s Digital Campaigns Transparency Symposium. Co-panelist with Brandon M. Stewart, Eric M. Manning, and Zhao Li. Princeton, New Jersey.

**Barrett, B.** “Programmed Political Speech: How Programmatic Advertising Policies Shape Online Speech.” (2022). Webinar panel hosted by the UNC Center on Technology Policy. Co-panelists Cheryl Hori and Saurov Ghosh. Virtual.

**Barrett, B. (2022).** “Artificial Intelligence, Social Media: Promise or Peril?” UNC General Alumni Association 50<sup>th</sup> 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.

## TEACHING

### *Instructor of record*

MEJO 372.001 Advertising Media, Hussman School of Journalism and Media.

- Fall 2022, Spring 2023.
- 25 students per semester.

### *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, Dean’s Student Advisory Council 2022-2023  
UNC-Chapel Hill, Hussman School of Journalism and Media

Student liaison to the PhD Advisory Committee 2021-2022  
UNC-Chapel Hill, Hussman School of Journalism and Media

Graduate student representative, digital advertising hiring committee. 2019  
UNC-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,  
UNC-Chapel Hill, Hussman School of Journalism and Media, Oct. 17, 2019.

### *To the discipline*

Manuscript reviewer, annual conference of the International Communication Association, Political Communication Division 2019, 2021

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

### 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 “[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.