SHANNON C. McGREGOR
Associate Professor, Hussman School of Journalism and Media
Principal Researcher, Center for Information, Technology, and Public Life
University of North Carolina – Chapel Hill
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EDUCATION

PhD, School of Journalism, Moody College of Communication
University of Texas at Austin   2018
> *Dissertation:* Social (Media) Construction of Public Opinion by Political Elites
> Chairs: Gina Chen and Regina Lawrence
> ** 2018 Lynda Lee Kaid Outstanding Dissertation Award, National Communication
> Association

Master of Arts in Mass Communication, Journalism   2008
University of Florida
> *Master's Thesis:* Ownership Effects on Content: A Case Study of *The Indianapolis Star*

Bachelor of Arts in Communication, Journalism/PR   2005
Flagler College, St. Augustine, FL

ACADEMIC APPOINTMENTS

University of North Carolina
Hussman School of Journalism and Media
Associate Professor   July 2023 – present
Assistant Professor   July 2020 – June 2023

Department of Political Science
Adjunct Associate Professor   July 2023 – present
Adjunct Assistant Professor   July 2022 – June 2023

Center for Information, Technology, and Public Life
Principal Researcher   July 2023 – present
Senior Researcher   July 2020 – June 2023

The University of Utah   July 2017 – July 2020
Department of Communication
Assistant Professor

Microsoft Research, Social Media Collective   Summer 2016
PhD Intern (supervisor: Dr. Nancy Baym)

University of Texas at Austin
School of Journalism
Assistant Instructor   May '15 – May '16
Teaching Assistant/Lab Instructor   Aug. '13 – May '17

Center for Media Engagement
Research Associate   June '16 – May '18

HONORS/AWARDS

Best Public Facing Scholarship Award, 2022, Information, Technology and Politics Section, American Political Science Association

Kopenhaver Center Fellow, 2022 – 2023. Kopenhaver Center for the Advancement of Women in Communication and the Commission on the Status of Women, Association for Education in Journalism and Mass Communication

Lynda Lee Kaid Best Published Article Award, 2020, Political Communication Division, Association for Education in Journalism and Mass Communication

Political Communication Kaid-Sanders Best Published Paper Award, 2019, Honorable Mention, Political Communication Division, International Communication Association

Lynda Lee Kaid Outstanding Dissertation Award, 2018, National Communication Association

Top Paper Award, 2017, Political Communication Division, International Communication Association

Patricia Witherspoon Research Award, 2016, University of Texas

Graduate School Continuing Fellowship, 2016, 2015, University of Texas

Graduate Studies Summer Fellowship, 2015, University of Texas

Nettie Doscher More Fellowship, 2015, University of Texas

Jesse H. Jones Fellowship, 2014, University of Texas

Top Student Paper Award, 2015, Commission on the Status of Women, Association for Education in Journalism and Mass Communication

Latin American Research Award, 2015, International Communication Division, Association for Education in Journalism and Mass Communication

Top Student Research Paper Award, 2014, Midwest Association of Public Opinion Research

Mary Gardner Award for Graduate Student Research, 2014, Association for Education in Journalism and Mass Communication

Top Research Paper Award, 2013, Commission on the Status of Women of the Association for Education in Journalism and Mass Communication

SCHOLARLY PUBLICATIONS AND PRESENTATIONS

Note: Asterisk (*) indicates student at time research was conducted.

Books
2. Costley-White, K., Kreiss, D., **McGregor, S. C.** & Tromble, R. (Eds.) (in production). *The Media and January 6th.* Oxford University Press.

1. Stroud, T. J. & **McGregor, S. C.** (Eds.) (2018). *Digital Discussions: How Big Data Informs Political Communication.* Routledge.

Peer-Reviewed Journal Articles
27. Lorenz, A.*, Schmitt, C.*, & McGregor, S. C. (in press). "CNN CAN KISS MY AS$": Describing hyperpartisan U.S. news consumers from a 10k sample *Journal of Quantitative Description: Digital Media.*

26. Jang, H.*, Barrett, B.*, & **McGregor, S. C.** (2023). Social Media Policy in Two Dimensions: Understanding the role of anti-establishment beliefs and political ideology in Americans' attribution of responsibility regarding online content. *Information, Communication & Society.*

25. Kreiss, D. & McGregor, S. C. (2023). A review and a provocation: On polarization and platforms. *New Media & Society.*

24. **McGregor, S. C.,** Barrett, B*., & Kreiss, D. (2022). Questionably legal: Digital politics and foreign propaganda. *Journal of Information Technology & Politics*, *19*(1), 1-17.

23. Molyneux, L. & **McGregor, S. C.** (2021). Legitimating a platform: evidence of journalists' role in transferring authority to Twitter. *Information, Communication & Society.* (online ahead of print)

22. Saldaña, M., **McGregor, S.C.,** & Johnson, T. (2021). Mind the Gap! The role of political identity and attitudes in the emergence of belief gaps. *International Journal of Public Opinion Research.* (online ahead of print)

21. Ahn, S. J. G., Cripe, E. T., Foucault Welles, B., **McGregor, S. C**., Pearce, K. E., Usher, N., & Vitak, J. (2021). Academic Caregivers on Organizational and Community Resilience in Academia (Fuck Individual Resilience), *Communication, Culture and Critique. 14*(2), 301-305. [equal co-authors]

20. Pasquetto, I. V., Swire-Thompson, B., Amazeen, M. A., Benevenuto, F., Brashier, N. M., Bond, R. M., **McGregor, S. C.** ... & Yang, K. C. (2020). Tackling misinformation: What researchers could do with social media data. *The Harvard Kennedy School Misinformation Review.* [equal co-authors]

19. **McGregor, S. C.** (2020). "Taking the Temperature of the Room": How political campaigns use social media to understand and represent public opinion. *Public Opinion Quarterly 84(S1),* 236-256.

18. Kreiss, D., Lawrence, R. G., & **McGregor, S. C.** (2020). Political Identity Ownership: Symbolic Contests to Represent Members of the Public. *Social Media+ Society, 6(2), 2056305120926495.* [equal co-authors]

17. **McGregor, S. C.,** & Molyneux, L. (2020). Twitter's influence on news judgment: An experiment among journalists. *Journalism*, *21*(5), 597-613.
   - Covered in multiple news outlets, including *Columbia Journalism Review*

16. Kreiss, D. & **McGregor, S. C.** (2019). The "Arbiters of What Our Voters See": Facebook and Google's struggle with policy, process, and enforcement around political advertising. *Political Communication, 36*(4), 499-522.
   - Cited in multiple international news outlets

15. **McGregor, S.C.** (2019). Social Media as Public Opinion: How Journalists use Social Media to Represent Public Opinion. *Journalism, 20*(8), 1070-1086.

14. Muddiman, A., **McGregor, S. C.** & Stroud, N. J. (2018). (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. *Political Communication, 36*(2), 214-226.

13. Kreiss, D., & **McGregor, S. C**. (2018). Technology firms shape political communication: The work of Microsoft, Facebook, Twitter, and Google with campaigns during the 2016 US presidential cycle. *Political Communication*, *35*(2), 155-177.
   - Cited in numerous international news outlets. One of Harvard Neiman Lab's ten most important pieces of new research in digital and social media published in 2017. ICA Political Communication Best Published Paper Award, honorable mention. AEJMC Lynda Lee Kaid Best Published Article Award.

12. Kreiss, D., Lawrence, R. G., & **McGregor, S. C.** (2018). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. *Political Communication*, *35*(1), 8-31. [equal co-authors]

11. **McGregor, S. C.** (2017). Personalization, Social Media and Voting: Effects of candidate self-personalization on vote intention. *New Media & Society*, 20(3), 1139-1160.

10. **McGregor, S. C.** & Mourao, R. R. (2017). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. *Journal of Broadcasting & Electronic Media*, special issue on second screening and political participation. *61*(2), 264-290.

9. **McGregor, S. C.,** Mourao, R. R. & Molyneux, L. (2017). Twitter as a Tool for and Object of Political and Electoral Activity: Considering Electoral Context and Variance Among Actors. *Journal of Information Technology & Politics, 14*(2), 154-167.

8. **McGregor, S. C.** & Vargo, C. J. (2017). Election-Related Talk and Agenda Setting-Effects on Twitter: A Big Data Analysis of Salience Transfer at Different Levels of User Participation. *The Agenda Setting Journal*, 1(1), 44-62.

7. **McGregor, S. C.**, Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2017). Second Screening as Convergence in Brazil and the US. *Journal of Broadcasting & Electronic Media*, 61(1), 163-181.

6. **McGregor, S. C.** & Reis Mourao, R. (2016). Talking politics on Twitter: gender, elections, and social networks. *Social Media + Society* 2(3).

5. Mourao, R., Saldana, M., **McGregor, S. C.** & Zeh, A. (2016). Support for protests in Latin America: Classifications and the role of online networking. *Social Sciences*, *5*(4), 58.

4. **McGregor, S. C.,** Lawrence, R. G., & Cardona, A. (2017). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. *Information, Communication & Society*, *20*(2), 264-283.

3. Saldaña, M., Sylvie, G. & **McGregor, S**. *C.* (2016). Journalism-Business tension in Swedish newsroom decision-making. *Journal of Media Ethics. 31*(2), 100-115.

2. Saldaña, M., **McGregor, S. C.** & Gil de Zuniga, H. (2015). Social Media as a Public Space for Politics: Cross-National Comparison of News Consumption and Participatory Behaviors in the United States and the United Kingdom. *International Journal of Communication, 9*(1), 3304-3326.

1. Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2015). What is second screening? Exploring motivations of second screen use and its effect on online political participation. *Journal of Communication 65(5),* 793-815.

Invited Articles
4. **McGregor, S. C.** (in press). Book Review: *Governing with the news: The news media as a political institution.* Tim Cook. Chicago, IL: University of Chicago Press, 1998. *Journal of Mass Communication Quarterly.*

3. **McGregor, S. C.** (in press). Book Review: A Troubled Birth: The 1930s and American Public Opinion. *Contemporary Sociology: A Journal of Reviews.*

2. **McGregor, S. C.** (2021). Book Review: #HashtagActivism: Networks of Race and Gender Justice by Sarah J. Jackson, Moya Bailey, and Brooke Foucault Welles. *The International Journal of Press/Politics*, *26*(3), 747–749. https://doi.org/10.1177/1940161221993073

1. Tromble, R. & **McGregor, S. C.** (2019). You Break It, You Buy It: The Naiveté of Social Engineering in Tech – And How to Fix It. *Political Communication, 36*(2), 324-332.

Book Chapters
5. Kreiss, D. & **McGregor, S. C.** (2022). "Owning Identity: Struggles to Align Voters during the 2020 U.S. Presidential Election" in *Electoral campaigns, media, and the new world of digital politics.* Eds. Taras, D. & Davis, R. (pp. 23-43). University of Michigan Press.

4. Kreiss, D. & **McGregor, S. C.** (2022). "Tech Firms Shape Politics: Public Communication Scholarship at a Time of Democratic Uncertainty" in *Public Scholarship in Communication Studies: Advances in Theory and Practice.* Eds. Waisbord, S. & Billard, T. J., Routledge.

3. **McGregor, S. C.** & Lawrence, R. G. (2020). "Delete Your Account"? Hillary Rodham Clinton Across Social Media Platforms in the 2016 U.S. Presidential Election. *Power Shift? Political Leadership and Social Media.* Eds. R. Davis & D. Taras. Routledge.

2. Lawrence, R. G., **McGregor, S.**, Cardona, A. & Reis Mourao, R. (2016). Self-Presentation and Gender: 2014 Gubernatorial Candidates on Social Media. *Media, Message, and Mobilization: Communication and 2014 Mid-Term Elections* (p. 191-206). Eds. J. A. Hendricks & D. Schill. Palgrave Macmillan.

1. **McAleenan[1], S.** (2007). C-SPAN Network. *Encyclopedia of political communication.* (p. 147-148). Eds. L. L. Kaid & C. Holtz-Bacha. SAGE publications.

Under review
Archer, A. M. N., Schmitt, C.*, & **McGregor, S. C.** *International Journal of Press & Politics* (invited revise and resubmit).

Refereed Conference Presentations
72. Freelon, D., Jackson, J. M., Kreiss, D., Mason, L. H., **McGregor, S. C.,** Thompson, A. I., & Hutchings, V. L. (2023). Social Identity, Power, and Mis- and Disinformation. (accepted for presentation as a conference theme panel, the annual meeting of the American Political Science Association, Los Angeles, CA).

71. Boydbarrett, J. O., Brown, D. K., Freelon, D., Klein, H. K., Kreiss, D., Livingston, S. L., **McGregor, S. C.,** Narizny, K., Robinson, P. & Sussman, G. (2023). Disinformation Control: Is the Cure Worse than the Disease? (accepted for presentation as a conference theme roundtable, the annual meeting of the American Political Science Association, Los Angeles, CA).

70. **McGregor, S. C.** (2023). Political Identity Ownership: Style in Social Media Political Advertising. (accepted for presentation as part of a conference theme panel, the annual meeting of the American Political Science Association, Los Angeles, CA).

69. Peterson, E., **McGregor, S. C.** & Block, R.* (2023). Covering Election Denial: Local Journalists in the 2022 Midterm Elections. (accepted for presentation to the Political Communication Section, the annual meeting of the American Political Science Association, Los Angeles, CA).

68. Guess, A., **McGregor, S. C.,** Pennycook, G., & Rand, D. (2023). Unbundling Digital Media Literacy Tips: Experimental Evidence. (accepted for presentation to the Political Communication Section, the annual meeting of the American Political Science Association, Los Angeles, CA).

67. Schmitt, C.*, Bach, P.*, **McGregor, S. C.,** Archer, A. & Jang, H.* (2023). "Fox News Doesn't Deliver for Us Anymore": Political Elites and Far-Right Media. (accepted for presentation to the Political Communication Section, the annual meeting of the American Political Science Association, Los Angeles, CA).

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[1] Maiden name

66. McGregor, S. C. (2023). The identitarian citizenry in democracy. (accepted for presentation to the conference Responsible citizenship: Communication, social and democratic transitions, Paris, France).

65. Bach, P.*, Schmitt, C.*, & McGregor, S. C. (2023). "Let Me Be Perfectly Unclear: A Concept Explication of Strategic Ambiguity." (accepted for presentation to the Political Communication Division, the annual meeting of the International Communication Conference, Toronto, Canada).

64. Schumann, C.* & McGregor, S. C. (2023). "Examining Racial Differences in Concerns About Online Polarization." (accepted for presentation to the Journalism Studies Division, the annual meeting of the International Communication Conference, Toronto, Canada).

63. Lorenz, A.*, Schmitt, C.*, & **McGregor, S. C.** (2023). "'CNN CAN KISS MY AS$': Describing hyperpartisan U.S. news consumers from a 10k sample." (accepted for presentation to the Journalism Studies Division, the annual meeting of the International Communication Conference, Toronto, Canada).

62. **McGregor, S.C.,** Coe, K., Saldaña, M., Griffin, R.A., Chavez-Yenter, D., Huff, M., McDonald, A., & Smith, T. R. (2022). "Centering Identity in Political Communication Research." (presented to the Political Communication Division, the annual meeting of National Communication Association, New Orleans, LA).

61. Schuman, C.* & **McGregor, S. C.** (2022). "Examining Racial Differences in Concerns about Online Polarization." (presented to the Political Communication Pre-Conference, annual meeting of the American Political Science Association, Montreal, Quebec).

60. Archer, A. M. N., Schmitt, C.*, & **McGregor, S. C.** (2022). "Presidential Authority and the Legitimation of Far-Right News." (presented to the Political Communication Section, annual meeting of the American Political Science Association, Montreal, Quebec).

59. Lorenz, A.*, Schmitt, C.*, & McGregor, S. C. (2022). "'CNN CAN KISS MY AS$': Describing hyperpartisan U.S. news consumers from a 10k sample." (presented to the Political Communication Division, annual meeting of the Associated for Education in Journalism and Mass Communication, Detroit, MI).

58. Jang, H.*, Barrett, B.*, & **McGregor, S. C.** (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." (presented to the Political Communication Division, annual meeting of the Associated for Education in Journalism and Mass Communication, Detroit, MI).

57. **McGregor, S. C.** (2022). "Tech Firms Shape Politics: Public Communication Scholarship at a Time of Democratic Uncertainty" in Public Scholarship in Communication Studies: Advances in Theory and Practice (Chairs Waisbord, S. & Billard, T. J.). (presented to the Political Communication Division, annual meeting of the International Communication Association, Paris France).

56. Ahn, S. J. G., Cripe, E. T., Foucault Welles, B., **McGregor, S. C**., Pearce, K. E., Saldana, M., Usher, N., & Vitak, J. (2022). BLUE SKY WORKSHOP: We Fucking Warned You: A

Reminder About Institutional and Organizational Resilience. (presented to the annual meeting of the International Communication Association, Paris France).

55. Caplan, R., Katzenbach, C., **McGregor, S. C.,** MB, P., & Solomun, S. (2022) Practice-Based Panel – Building a Global Platform Governance Research Network. (presented to the Communication Law and Policy Division, annual meeting of the International Communication Association, Paris, France).

54. Barrett, B.* & **McGregor, S. C.** (2021). Facebook Ads: What are they good for? (presented to the Political Communication section, annual meeting of the American Political Science Association, Seattle, WA).

53. Kreiss, D. & **McGregor, S. C.** (2021). A review and a provocation: On polarization. (presented to the Political Communication pre-conference, annual meeting of the American Political Science Association, Seattle, WA).

52. **McGregor, S. C.** & Kuru, O. (2021). New data, old practices: Perceptions of public opinion in the news. (presented to the annual meeting of the Association of American Public Opinion Researchers, online).

51. **McGregor, S.C.** (2020). Social Public Opinion in U.S. Election News: Journalists' Routines, the News Product, and Audience Reception. (presented to the News Coverage of U.S. Elections workshop, Social Science Research Council, Brooklyn, NY).

50. **McGregor, S. C.** & Kuru, O. (2020). New data, old practices: Perceptions of public opinion in the news. (presented to the Political Communication Group, at the annual meeting of the American Political Science Association, online).

49. Molyneux, L. & **McGregor, S. C.** (2020). The legitimating power of platforms: How journalists treat tweets as news content. (presented to the Journalism Studies Division of the International Communication Association annual meeting Gold Coast, Australia).

48. **McGregor, S. C.** & Lawrence, R. G. (2020). Amplifying the Tweet: News Coverage of Presidential Twitter Across Two Presidencies. (presented to the Political Communication Division of the International Communication Association annual meeting Gold Coast, Australia).

47. **McGregor, S.C.** (2020). Social Public Opinion in Campaign News. In panel, "How (Not) to Track an Election in a Digital Ecosystem: Lessons From Around the World." (presented to the Political Communication Division of the International Communication Association annual meeting Gold Coast, Australia).

46. **McGregor, S. C.**, Kreiss, D. & Lawrence, R. G. (2019). Political Identity-Ownership: Symbolic Contests to Represent Members of the Public. (presented to the International Journal of Press & Politics conference, Loughborough, UK).

45. Molyneux, L. & **McGregor, S. C.** (2019). The legitimating power of platforms: How journalists treat tweets as news content. (presented to the Future of Journalism conference, Cardiff, UK).

44. **McGregor, S. C.** & Lawrence, R. G. (2019). Twitter & Shifting Press-State Relations: How Journalists Use Presidential Tweets. (presented to the Political Communication Division, APSA annual conference, Washington, D.C.)

43. **McGregor, S. C.,** Barrett, B.* & Kreiss, D. (2019). Barely Legal: Digital Politics and Foreign Propaganda. (presented to the Political Communication pre-conference, APSA annual conference, Washington, D.C.)

42. Kreiss, D., Lawrence, R. G. & **McGregor, S. C.** (2019). Communicating Identity-Ownership: Toward a Theoretical Synthesis. (presented to the Political Communication Division, ICA annual conference, Washington, D.C.)

41. Muddiman, A., **McGregor, S.C.** & Stroud, T. J. (2019). (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. (presented at Communication meets Political Science: Cross-Disciplinary Perspectives on Social Media and Politics, as part of SPSA annual conference, Austin).

40. **McGregor, S.C.** (2018). Social Public Opinion in the News. (Presented to the Political Communication division, APSA annual conference, Boston).

39. Kreiss, D. & **McGregor, S.C.** (2018). "They're Just Muddling Through": Technology Firms' Uneasy Relationship to Political Content and Advertising. (Presented to the Political Communication pre-conference, APSA annual conference, Boston).

38. **McGregor, S.C.** & Lawrence, R. G. (2018). "Executive Time": The Meaning and Reach of Presidential Tweets in the Press. (Presented to the Political Communication division, APSA annual conference, Boston).

37. **McGregor, S.C.** (2018). Social Public Opinion in Campaign News. (Presented to the Mass Communication and Society division, AEJMC annual conference, Washington, D.C.).

36. Kreiss, D. & **McGregor, S.C.** (2018). Interpreting the User: Technology Firms' Limited Imaginations of Their Democratic Responsibilities. (Presented to the Political Communication division, ICA annual conference, Prague).

35. **McGregor, S.C.** (2018). Social (Media) Construction of Public Opinion by Journalists. (Presented to Pre-conference, ICA annual meeting, Prague).

34. **McGregor, S.C.** (2017). Social (Media) Construction of Public Opinion by Elites. (Presented to the Political Communication Pre-conference, APSA annual meeting, San Francisco, CA).

33. **McGregor, S.C.** & Lawrence, R. G. (2017). Effects of Social Media Personalization on Public Assessment of Candidate Traits. (Presented to the Political Communication Division, APSA annual meeting, San Francisco, CA).

32. **McGregor, S.C.** & Lyons, B. (2017). Do Data Scandals Beget Boundaries? (Methodological) Tension Between the Social Sciences and Journalism in the Age of 'Data' Reporting. (Presented to the Journalism Studies division, ICA annual conference, San Diego, CA).

31. Kreiss, D. **& McGregor, S.C.** (2017). From Distribution Channels to Active Intermediaries: How Technology Firms Shape Political Communication. (Presented to the Political Communication division, ICA annual conference, San Diego, CA**)**
** winner of Top Paper award from the division

30. Saldana, M., Johnson, T. & **McGregor, S.C.** (2017). Mind the gap! Attitudes and belief gaps toward climate change and Syrian refugees. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

29. Lawrence, R. G., Kreiss, D. & **McGregor, S.C.** (2017). InstaStyle: Campaign Communication in a Selfie Era. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

28. **McGregor, S.C.** (2016). Media Issue Ownership: Reconciling Partisan News and Issue Ownership. (Presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

27. **McGregor, S.C.** & Baym, N. (2016). Relational Labor in Candidates' Social Media Presence. (presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

26. **McGregor, S. C.**, Kreiss, D. & Lawrence, R. G. (2016). "Instastyle": Campaign Communication In the Selfie Era. (presented at 2016 APSA annual conference, Philadelphia, PA).

25. **McGregor, S. C.** & Mourao, R. R. (2016). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. (presented to Political Communication Interest Group, 2016 AEJMC annual conference, Minneapolis, MN).

24. **McGregor, S.C.** & Molyneux, L. (2016). Twitter's influence on news judgment: An experiment among journalists. (presented to Newspaper & Online News Division, 2016 AEJMC annual conference, Minneapolis, MN).

23. **McGregor, S. C.** & Holton, A. E. (2016). (Mis)informaton and Vaccines: A Network and Content Analysis of Broad and Narrow Conversations on Twitter. (presented at 2016 Media Sociology pre-conference, 2016 American Sociological Association annual meeting, Seattle, WA).

22. Hasell, A. A. & **McGregor, S. C.** (2016). Black-Box Algorithms: Scholarly use of proprietary coding software in communication research. (presented at ICA preconference: Communication Research Methods 2016: Practices & Challenges).

21. **McGregor, S. C.** & Lawrence, R. G. (2015). Does Strategic Stereotyping 'Work' for Candidates? Testing the Effects of Personalization on Public Assessment of Candidate Traits. (presented at 2015 WAPOR annual conference, Austin, TX).

20. **McGregor, S. C.** & Holton, A. E. (2016, April). Vaccine networks: Examining acute and perpetual networks and discourse on Twitter. Presented at the 7th *Annual McCombs Healthcare Symposium*. The University of Texas at Austin, Austin, TX.

19. **McGregor, S.C.** (2015, September). Personalization, Social Media and Voting: Effects of candidate self-personalization on political support and voting intention. Presented at Political Communication pre-conference, 2015 APSA annual conference, San Francisco, CA.

18. **McGregor, S. C**., Reis Mourao, R. & Molyneux, L. (2015, September). Using Volume and Tone on Twitter for Electoral Prediction: Not so Simple. Presented at 2015 APSA annual conference, San Francisco, CA.

17. **McGregor, S. C.**, Lawrence, R. G. & Cardona, A. (2015, September). Personalization, Social Media, and Gubernatorial Candidates' Strategies. Presented at 2015 APSA annual conference, San Francisco, CA.

16. **McGregor, S. C.** & Reis Mourao, R. (2015, August). Gender, politics, and the networked public sphere: Tracking the 2014 elections on Twitter. Presented at 2015 AEJMC annual conference, San Francisco, CA.
*top student paper

15. Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, August). Online networking and protest behaviors in Latin America. Presented at 2015 AEJMC annual conference, San Francisco, CA.
*Latin American research award

14. **McGregor, S. C.**, Lawrence, R. G., & Cardona, A. (2015, May). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Presented at 2015 ICA annual conference, San Juan, PR.

13. **McGregor, S. C.**, Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2015, May). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at 2015 ICA annual conference, San Juan, PR.

12. Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, May). Online networking and protest behaviors in Latin America. Presented at 2015 Political Communication ICA pre-conference, San Juan, PR.

11. Sinta, V. & **McGregor, S. C.** (2014, November). The social media oracle: Professional and contextual variables in journalists' tweeting of poll results. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

10. Reis Mourao, R., Saldaña, M. & **McGregor, S. C.** (2014, November). Online networking and protest attitudes in the Americas. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.
*MAPOR Fellows Top Student Paper Award

9. **McGregor, S. C.**, Reis Mourao, R. & Straubhaar, J. D. (2014, October). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at the Global Fusion conference. Austin, TX.

8. **McGregor, S. C.**, Sylvie, G., Saldaña, M. & Funk, M. (2014, October). Considering ethics and business: Understanding high-level moral reasoning in Swedish newsrooms. Presented at the International Media Management Academic Association, annual conference. Pamplona, Spain.

7. Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, August). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Paper presented to the Political Communication Division of the American Political Science Association, annual conference. Washington, D.C.

6. **McGregor, S. C.** (2014, August). Press and Public on Twitter: Shared Space, Disparate Discussion. Paper presented to the Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

5. Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2014, August). Social TV and Democracy: How Second Screening During News Relates to Political Participation. Paper presented to the Electronic News Division of Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

4. Saldaña, M., Sylvie, G. & **McGregor, S**. **C.** (2014, May) Journalism-Business tension in Swedish newsroom decision-making. Paper presented at the International Communication Association Annual Conference. Seattle, WA.

3. Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, April). Images of (feminine) leadership: An analysis of 2014 gubernatorial candidate websites. Paper presented at Women, Media, and Politics: A Comparative Perspective. Phoenix, AZ.

2. **McGregor, S. C.** (2014, March). Tracking #standwithWendy from Public to Press: the Hashtag that Launched a Campaign. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.
*Top Paper Award

1. **McGregor, S. C.** (2014, March). Twitter's Ties to Tomorrow's News: Comparing Election Coverage Across Platforms. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

Organized Conferences and Panels
McGregor, S. C. Organizer and co-host for The First Annual Platform Governance Research Network: Network Day, Platform Governance Research Network, virtual conference, March 25-26, 2021.

Caplan, R., McMillan Cottom, T., Freelon, D., Kreiss, D., Kuo, R., Marwick, A., Lewis, B., **McGregor, S. C.**, Tripodi, F. "How did we get here? Where do we go next? A reaction to January 6th." January 19, 2021.

McGregor, S. C. & Young, D. G. APSA Annual Meeting Political Communication Pre-Conference. September 2020.

Enos, R., Goldsberry, K., **McGregor, S. C.,** and Pettigrew, S. (equal organizers). Political Analytics 2020, Political Analytics 2018, Political Analytics 2017, Political Analytics 2016 – held at Harvard University (http://politicalanalyticsconference.com/)

McGregor, S. C. #AcademicSquadGoals, Mentoring Happy Hour. (funded by the Political Communication Division, APSA). 2019 (Washington, D.C.), 2018 (Boston, MA), 2017 (San Francisco, CA), 2016 (Philadelphia, PA).

Ahn, S. J. G., Cripe, E. T., Fu, S., **McGregor, S. C.,** Pearce, K. E., Rollins, D., Steele, C. K., Vitak, J., Waldherr, A., & Foucault Welles, B. Caregiving and COVID: Reimagining Parenting and Academia for a Post-Pandemic World – Blue Sky Panel for ICA 2021.

Franklin-Fowler, E., Ganter, S.A., Karpf, D., Kleis Nielsen, R., Kreiss, D., and **McGregor, S. C.** (equal organizers). The rise of platforms: Individual, institutional, and governance questions for communication research – ICA 2019 post-conference

Belair-Gagnon, V., Duffy, B., Edgerly, S., Helmmueller, L., **McGregor, S. C.,** Meltzer, K., Thorson, K., and Usher, N. Badass Ladies of Communication: The Challenges and The Opportunities for Female Scholars' Success in the Field – ICA 2019 post-conference.

McGregor, S. C. On the Eve of Hilary: Women in the 2014 Elections. Research panel at the Association for Journalism and Mass Communication 2015 Annual Conference. Joint-sponsored by the Commission on the Status of Women and the Political Communication Interest Group. San Francisco, CA.

Select Invited Talks
31. McGregor, S.C. (February, 2023). The Responsive Public Intellectual. (Invited panelist, Royster Society of Fellows, UNC).

30. McGregor, S. C. (November, 2022). Navigating politics and the law. (invited speaker, Carolina Data Science Now, UNC).

29. McGregor, S. C. (October, 2022). Using social media to drive the online conversation. (invites speaker, Center for Social Media and Politics, New York University).

28. McGregor, S. C. (December, 2022). Elections Research Center symposium. (invited speaker, Election Research Center, University of Wisconsin).

27. McGregor, S. C. (October, 2022). How do candidates and officeholders use social media to drive the political conversation? (invited speaker for panel, Center for Social Media and Politics, New York University).

26. McGregor, S. C. (October, 2022). Weaponizing the First Amendment. (invited panelist, Center for Media Law & Policy, UNC).

25. McGregor, S. C. (September, 2022). Both Sides When There's Only One: Why We Need a Democracy-Centered Model for Journalism. (invited speaker, The Epistemology of the Media: New Directions, Applied Epistemology Workshop, University of North Carolina).

24. McGregor, S. C. (August, 2022). Internet Research Summit. (invited speaker for the event, hosted by Craig Newmark Graduate School of Journalism, City University of New York).

23. DelBianco, S., **McGregor, S. C.,** Neufeld, A., & Lima, C. (2022, July). Beyond Content: Improving Trust and Safety and Enabling User Choice. (invited speaker for the Internet Governance Forum, USA).

22. Clark, M., Kreiss, D., **McGregor, S. C.,** & Squire, M., Vraga, E. (2022, June). What are the necessary conditions for legitimate deliberation? (invited speaker for the Deliberation and Democracy Workshop, hosted by the Deliberative Media Lab, University of Virginia).

21. Nyhan, B., Wojcieszak, M., Klonick, K., **McGregor, S. C.**, & Yang, Y. (2022, April). Disinformation, Media, & Democracy. (invited speaker on panel hosted by the Watson Institute, Brown University and the Democratic Erosion Consortium, University of Denver).

20. McGregor, S. C. (2022, April). "Media and Democracy: Unpacking America's Complex Views on the Digital Public Square." (invited keynote speaker, State-Level Issues In Technology, Regulation, And Economic Development, University of Nebraska).

19. McGregor, S. C. (2022, April). "Re-thinking the public and public opinion." (invited keynote speaker Groupe de recherche en communication politique, University of Montreal).

18. McGregor, S. C. (2022, March). "Platforms, polarization, and the identarian citizen in democracy." (invited speaker Washington & Lee University).

17. McGregor, S. C. (2022, January). "Platforms, polarization, and the identarian citizen in democracy." (invited speaker Center for an Informed Public, University of Washington).

16. McGregor, S.C. (2022, January). "Online political advertising." (invited speaker, Combatting Election Misinformation Workshop, co-hosted by Center for Information, Technology, and Public Life & Center for Media Law & Policy, University of North Carolina).

15. McGregor, S. C. (2021, October). "Platforms, polarization, and the identarian citizen in democracy." (invited speaker Deliberative Media Lab/Democratic Statecraft Lab, UVA Democracy Initiative, University of Virginia).

14. Clegg, C., Gray, K., Heatherington, M., **McGregor, S. C.**, & Worthen, M. (2021, September). "Democracy and Public Discourse." (invited speaker, Program for Public Discourse, University of North Carolina).

13. Ardia, D., **McGregor, S. C.**, McNealy, J., Perault, M., & Randazza, M. (September, 2021). "Is the First Amendment Relevant in the Age of Social Media? (presented as part of a panel discussion for First Amendment Day, Center for Media Law & Policy, University of North Carolina).

12. Kreiss, D., **McGregor, S. C**., Soroka, S., & Wooley, S. (2021, May). "Communicating Findings." (presented as part of the Challenges and Considerations for Misinformation Research Workshop hosted by Center for an Informed Public at the University of Washington).

11. Masnick, M., **McGregor, S. C.**, Schechner, S. (2021, January). "De-platforming Donald Trump.' (presented as part of a panel discussion for the Media Law Resource Center).

10. Franklin-Fowler, **McGregor, S. C**., Messing, S. with Eckles, D. (2020, December). "Technology in Political Campaigns and Activism." (presented at 2020 Conference on Digital Experimentation at MIT).

9. **McGregor, S. C.** & Muddiman, A. "(Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries." (presentation given to the Digital Communication Research Lab at the University of Buffalo, SUNY & Georgia State University).

8. McGregor, S. C. "Disclosure and Political Ads," to present at Building Momentum, the annual convening of national advisors for the National Institute of Money in Politics, Bigfork, MT. May 13-16, 2020. (postponed due to covid)

7. McGregor, S. C. "Platforms, power, and affordances in the context of journalism," to present at Programming Inequalities: Media, Inequality and Power at Minnesota Journalism Center, University of Minnesota. May 8-9, 2020. (postponed due to covid)

6. McGregor, S.C. "Barely legal: Political ads, social media, and #sponcon," Washington & Lee University, Lexington, VA. March 20, 2020.

5. McGregor, S. C. "John Breaux Symposium 2020, Hacking Democracy: Technology, the Internet & Politics," Louisiana State University, March 5, 2020.

4. McGregor, S.C. "Public opinion in the news: How social media shapes journalistic practices, the news, and audience attitudes," presented at Fracturing Democracy: The Erosion of Civil Society in a Shifting Communication Ecology at the University of Wisconsin. February 27-28, 2020.

3. McGregor, S. C. "The role of digital advertising in campaigns," presented to Washington State's Public Disclosure Commission as part of their meeting, Shining Light on Digital Political Advertising, Olympia, WA. January 16, 2020.

2. McGregor, S.C. "Social (Media) Construction of Public Opinion," presentation given to the Political Communication Working Group, University of Michigan. March, 2019.

1. McGregor, S.C. To present at "Media & Politics Symposium," at the Thomas S. Foley Institute and the WSU Edward R. Murrow College of Communication, Washington State University. October, 2018.

Select Invited Class Guest Lectures
"Qualitative & ethnographic methods" – virtual talk given to Dr. Steve Reese's Media Sociology graduate seminar, University of Texas. 2023.

"Content analysis & analyzing social media content" – virtual talk given to Dr. Katie Abram's Research Methods graduate seminar, Colorado State University. 2023.

"Is there a better public sphere?" – virtual talk given to NYC-wide (NYU, CUNY, Columbia, Cornell Tech) graduate course Technology, Media & Democracy. 2021.

"Social Media & Public Opinion" – virtual talk given to Dr. Emily Vraga's Communication, Public Opinion, and Social Media class, an upper-level undergraduate course, University of Minnesota. 2021.

"Technology & Politics" – virtual talk given to Dr. Regina Lawrence's Mass Communication & Society graduate seminar, University of Oregon. 2020.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Lindsey Meeks' Media & Civic Life graduate seminar, University of Oklahoma. 2018.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Rachel Mourao's Social Media and News graduate seminar, Michigan State University. 2018.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Josh Scacco's Digital Democracies graduate seminar, Purdue University, Brian Lamb School of Communication. 2018.

"Women + Politics + News Media" – presentation given to Dr. Tom Johnson's News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism. 2017.

"Presenting at Academic Conferences: Best Practices" – presentation given to Dr. Tom Johnson's Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism. 2016.

"Women + Politics + News Media" – presentation given to Dr. Tom Johnson's News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism. 2016.

"Infographics and Data Journalism" – presentation given to Dr. Gina Chen & Dr. Maggie Rivas-Rodriguez's digital portfolio course, University of Texas – Austin, School of Journalism. 2015.

"Computer-Assisted Content Analysis" – virtual presentation given to Dr. Josh Scacco's Content Analysis graduate seminar, Purdue University, Brian Lamb School of Communication. 2015.

Invited Workshop Presentations
Invited speaker. Social Science Foo Camp, hosted by Meta, Sage, and the Alfred P. Sloan Foundation. February 10 – 12, 2023. Menlo Park, CA.

Invited participant. Informed, a conference hosted by the Knight Foundation. November 28 – 30, 2022. Miami, FL.

Invited participant. Pandemic Innovation Task Force, hosted by Data & Society. Fall 2022 – Spring 2023.

Invited speaker. Election Prep Workshop. North Carolina Local News Workshop, hosted by Elon University. August 10, 2022.

Invited speaker. Networking Panel for Graduate Students. Co-sponsored by AEJMC's Mass Communication & Society Division and the Graduate Student Interest Group. July 29, 2022.

Invited speaker. Industry Based Broadening: Information Advantage, hosted by the Institute for Defense and Business. July 19, 2022.

Invited Participant. Ads Targeting Transparency Design Jam Workshop, hosted by Facebook. November 10 & 11, 2021.

Invited speaker. FBI Foreign Influence Panel of Experts. February 7, 2020. Washington, DC.

Invited participant, 1 Year Until 2020: US Election Research Workshop, hosted by Facebook. November 6, 2019. Menlo Park, CA.

Invited speaker, Democracy Bootcamp, hosted by Civix, at a professional development workshop for Canadian teachers participating in a student vote ahead of 2019 national election.

ENGAGED SCHOLARSHIP

"Polarization" is not the problem. Is this Democracy? Podcast. May 2, 2023. https://podcasts.apple.com/us/podcast/23-polarization-is-not-the-problem-it-obscures/id1652741954?i=1000611437144

"The influence of Twitter on journalism and politics." Niskanen Center podcast. December 27, 2022. https://www.niskanencenter.org/the-influence-of-twitter-on-journalism-and-politics/

"In response to rampant misinformation, some see a solution in 'deplatforming'. With Shannon Bond (NPR) & Nandini Jammi (Check my Ads Institute). WFAE Charlotte. January 20, 2022. https://www.wfae.org/show/charlotte-talks-with-mike-collins/2022-04-20/in-response-to-rampant-misinformation-some-see-a-solution-in-deplatforming

"Both sides when there's only one." Predictions for Journalism 2022. With Carolyn Schmitt*. *Nieman Lab.* December 21, 2021. https://www.niemanlab.org/2021/12/both-sides-when-theres-only-one/

"Voter Fraud, Media Regulation, and Civic Design with Shannon McGregor and Whitney Quesenbery." The Radical AI Podcast. October, 21, 2020. https://podcasts.apple.com/us/podcast/voter-fraud-media-regulation-and-civic-design-with/id1505229145?i=1000495543600

"Admit it, you love being angry." Does Not Compute, a podcast produced by UNC's CITAP. July 27, 2021. https://citap.unc.edu/does-not-compute/episode-6

"When journalists put tweets in news stories, do they transfer too much power to Twitter?" with Logan Molyneux. *Nieman Lab.* March 26, 2021. https://www.niemanlab.org/2021/03/when-journalists-put-tweets-in-news-stories-do-they-transfer-too-much-power-to-twitter/

"Polarization Isn't America's Biggest Problem—or Facebook's. A debate is raging over the social media giant's role in dividing the country. But it's the US's deeply-rooted inequities that tech

should focus on." with Daniel Kreiss. *Wired.* March 5, 2021.
https://www.wired.com/story/polarization-isnt-americas-biggest-problem-or-facebooks/

"Facebook's Oversight Board Must Uphold the Ban on Trump. It's not just about penalizing the former president. It's about protecting democracy—in the US and around the world." with Daniel Kreiss. *Wired.* March 1, 2021. https://www.wired.com/story/facebook-oversight-board-trump-ban/

"Parler lets anything happen on its platform — what if nobody else cares?" Marketplace. November 20, 2020. https://www.marketplace.org/shows/marketplace-tech/parler-no-fact-check-moderation-conservatives-disinformation-no-algorithm-social-media-viral-content/

"Americans are Too Worried about Political Misinformation." with Daniel Kreiss. *Slate.* October 30, 2020. https://slate.com/technology/2020/10/misinformation-social-media-election-research-fear.html

"What Even Is 'Coordinated Inauthentic Behavior' on Platforms? No one knows, not even the policy writers or enforcers. And the ambiguity is exacerbating threats to our electoral process." *Wired.* September 17, 2020. https://www.wired.com/story/what-even-is-coordinated-inauthentic-behavior-on-platforms/

"Mass propaganda used to be difficult, but Facebook made it easy. Americans want – and need – regulation of microtargeting now" with Danna Young, *The Washington Post.* February 14, 2020. https://www.washingtonpost.com/outlook/2020/02/14/mass-propaganda-used-be-difficult-facebook-made-it-easy/

"Think twice before turning to Twitter" with Logan Molyneux. *Nieman Lab, Predictions for the Future of Journalism 2019.* December, 2019. https://www.niemanlab.org/2019/12/think-twice-before-turning-to-twitter/

"Why Twitter's ban on political ads isn't as good as it sounds" *The Guardian.* November 4, 2019. https://www.theguardian.com/commentisfree/2019/nov/04/twitters-political-ads-ban

"Controlling the message; American politics and new media", *To the Point, KCRW.* Guest on show and podcast with Tim Miller and Charlie Warzel. October 17, 2019. https://www.kcrw.com/news/shows/to-the-point/controlling-the-message-american-politics-and-new-media

"Conservatives say Google and Facebook are censoring them. Here's the real background: The social media giants say they don't want to regulate political speech. But they already are." with Daniel Kreiss, *The Washington Post, Monkey Cage.* August 1, 2019. https://www.washingtonpost.com/politics/2019/08/01/are-google-facebook-censoring-conservatives-problem-is-more-widespread-than-that/

"Journalists and Social Media" *Measure of Everyday Life.* Guest on podcast hosted by Dr. Brian Southwell. August 7, 2019. https://measureradio.libsyn.com/journalists-and-social-media

"Watching the Democratic debate tonight — with Twitter on the little screen? Keep this in mind. When journalists treat Twitter as representing public opinion, they're misshaping the news." *The*

Washington Post, Monkey Cage. June 26, 2019.
https://www.washingtonpost.com/politics/2019/06/26/watching-democratic-debates-tonight-with-twitter-little-screen-keep-this-mind/?utm_term=.c6c899e44d0d

"More Bogus Embedded Tweets in Our Stories." *Nieman Lab, Predictions for the Future of Journalism 2019.* December, 2018. http://www.niemanlab.org/2018/12/more-bogus-embedded-tweets-in-our-stories/

"Commentary: Stewart should know that the life of every journalist matters." with Avery Holton, *Salt Lake Tribune.* December 8, 2018.
https://www.sltrib.com/opinion/commentary/2018/12/08/commentary-stewart-should/

"Forget Russian Trolls. Facebook's Own Staff Helped Win The Election" with Daniel Kreiss. *Buzzfeed News.* October 3, 2017. https://www.buzzfeed.com/danielkreiss/forget-russian-trolls-facebooks-own-staff-did-more?utm_term=.iuG1NKq11#.eo663eL66

"Politics Podcast: Corker Uncorked" *FiveThirtyEight.* October 9, 2017.
https://fivethirtyeight.com/features/politics-podcast-corker-uncorked/

"Texas Loves Ted." With Adam Humphrey & Kaitlin Tasker, *Texas Monthly.* March 2016.
https://www.texasmonthly.com/politics/texas-loves-ted/

Select media appearances
Interview, "What a TikTok ban would mean for TikTokers." *Marketplace Tech.* March 22, 2023.
https://www.marketplace.org/shows/marketplace-tech/what-a-tiktok-ban-would-mean-for-tiktokers/

Quoted in, "Twitter's chaos could make political violence worse outside of the U.S." All Things Considered, *NPR.* November 30, 2022. https://www.npr.org/2022/11/30/1139924914/twitters-chaos-could-make-political-violence-worse-outside-of-the-u-s

Quoted in, "This year, GOP election deniers got a free pass from Twitter and Facebook." *The Washington Post.* November 6, 2022.
https://www.washingtonpost.com/technology/2022/11/06/election-misinformation-labels-missing/

Research featured in, "Time for press to reassess Twitter relationship." *The Seattle Times.* November 4, 2022. https://www.seattletimes.com/opinion/time-for-press-to-reassess-twitter-relationship/

Interview, "Misinformation, Disinformation, and Social Media." *Chapelboro.* October 26, 2022. https://chapelboro.com/the-aaron-keck-show/on-air-today/on-air-today-misinformation-disinformation-and-social-media

Interview, "Why what happens with twitter matters to everyone." All Things Considered, *NPR.* October 28, 2022. https://www.npr.org/2022/10/28/1132405426/why-what-happens-with-twitter-matters-to-everyone

Interview, "Candidates turn to TikTok to woo young voters." *Marketplace Tech.* October 26, 2022. https://www.marketplace.org/shows/marketplace-tech/candidates-turn-to-tiktok-to-woo-young-voters/

Quoted in, "TRUTH Social's Biggest Problem Is Trump." *TIME Magazine.* August 31, 2022. https://time.com/6209392/truth-social-financial-problems-trump/

Quoted in, "Google is trying out 'pre-bunking' in an effort to counter misinformation." *NBC News.* August 24, 2022. https://www.nbcnews.com/tech/misinformation/google-trying-pre-bunking-effort-counter-misinformation-rcna43818

Research featured in, "Journalists continue to lean on Twitter as fewer Americans use it as a news source." *Editor & Publisher.* August 22, 2022. https://www.editorandpublisher.com/stories/the-great-and-horrible-twitter,237859

Quoted in, "Meta, TikTok, and Twitter Hope to Fight Election Misinformation. Experts Say Their Plans Aren't Enough." *TIME.* August 18, 2022. https://time.com/6207092/tiktok-fighting-midterm-election-misinformation/

Quoted in, "How some TikTokers are explaining the Jan. 6 hearings." *The Washington Post.* July 21, 2022. https://www.washingtonpost.com/nation/2022/07/21/how-some-tiktokers-are-explaining-jan-6-hearings/

Appeared on, "TikTok users recap the January 6 hearings." *Symone,* MSNBC. July 27, 2022. https://www.msn.com/en-us/entertainment/entertainment-celebrity/tik-tok-users-recap-the-january-6-hearings/vp-AA100L26?ocid=a2hs&category=foryou

Quoted in, "Doug Mastriano is deleting his videos from Facebook as he runs for Pa. governor." *Philadelphia Inquirer.* July 19, 2022. https://www.inquirer.com/news/facebook-pennsylvania-governor-mastriano-abortion-climate-20220718.html

Quoted in, "These Black students at BYU are using TikTok to document attitudes in the LDS Church." *Salt Lake Tribune.* May 2, 2022. https://www.sltrib.com/news/education/2022/05/02/how-black-menaces-are/

Quoted in, "Trump's Truth Social Is Poised to Join a Crowded Field." *The New York Times.* February 20, 2022. https://www.nytimes.com/2022/02/18/business/trumps-truth-social.html

Quoted in, "Donald Trump's "Truth Social" App Set for Release on Presidents Day." *Slate.* February 20, 2022. https://slate.com/news-and-politics/2022/02/donald-trump-truth-social-app-release-presidents-day.html

Quoted in, "Opinion: How Twitter became the media of America's left." *The Washington Post.* October 26, 2021. https://www.washingtonpost.com/opinions/2021/10/26/how-twitter-became-media-americas-left/

Quoted in, "Why the Facebook whistleblower doesn't want the company broken up." *Quartz.* October 7, 2021. https://qz.com/2070290/why-the-facebook-whistleblower-doesnt-want-the-company-broken-up/

Quoted in, "Trump Teases Starting His Own Social Media Platform. Here's Why It'd Be Tough." NPR. March 24, 2021. https://www.npr.org/2021/03/24/980436658/trump-teases-starting-his-own-social-media-platform-heres-why-itd-be-tough

Quoted & research featured in, "Opinion: Twitter's Trump ban is even more important than you thought." *The Washington Post*, January 18, 2021. https://www.washingtonpost.com/opinions/2021/01/18/twitters-trump-ban-is-even-more-important-than-you-thought/

Appeared on NBC Nightly News, "Trump permanently banned from Twitter." January 9, 2021. https://www.youtube.com/watch?v=mqyaAJwJuQU

Appeared on NBC's Today Show, "How Trump's connection to conspiracy theory community fueled Capitol riot." January 8, 2021. https://www.today.com/video/how-trump-s-connection-to-conspiracy-theory-community-fueled-capitol-riot-99131461898

Quoted in PBS NewsHour, "Twitter permanently bans Trump, citing risk of incitement." January 8, 2021. https://www.pbs.org/newshour/politics/twitter-bans-trump-citing-risk-of-incitement

Quoted in, "Pro-Trump Mob Livestreamed Its Rampage, and Made Money Doing It." *The New York Times,* January 8, 2021. https://www.nytimes.com/2021/01/08/technology/dlive-capitol-mob.html

Quoted in, "Twitter Permanently Bans Trump, Capping Online Revolt." *The New York Times,* January 8, 2021. https://www.nytimes.com/2021/01/08/technology/twitter-trump-suspended.html

Appeared on Today Show, "How Trump's connection to conspiracy theory community fueled Capitol riot." January 8, 2021. https://www.today.com/video/how-trump-s-connection-to-conspiracy-theory-community-fueled-capitol-riot-99131461898

Appeared on Weekend Edition Sunday, NPR. "Conservatives Flock To Mercer-Funded Parler, Claim Censorship On Facebook And Twitter." November 14, 2020. https://www.npr.org/2020/11/14/934833214/conservatives-flock-to-mercer-funded-parler-claim-censorship-on-facebook-and-twi

Research featured in, "Not at the Dinner Table." Hidden Brain, NPR. October 26, 2020. https://omny.fm/shows/hidden-brain/not-at-the-dinner-table?fbclid=IwAR1WMkL3h0eqFQEro87ydb-YXvyJ4sgxewXEx6Qn5TV5wehtmKcX-L2Yer8

Research featured in, "The Real Divide in America Is Between Political Junkies and Everyone Else." *The New York Times*. October 20, 2020. https://www.nytimes.com/2020/10/20/opinion/polarization-politics-americans.html

Research featured in, "The Man Behind Trump's Facebook Juggernaut: Brad Parscale used social media to sway the 2016 election. He's poised to do it again." *The New Yorker*. March 2, 2020. https://www.newyorker.com/magazine/2020/03/09/the-man-behind-trumps-facebook-juggernaut

Quoted in, "The Technology 202: Meme-makers are newest frontier in Facebook's political content debate" *The Washington Post.* February 19, 2020. https://www.washingtonpost.com/news/powerpost/paloma/the-technology-202/2020/02/19/the-technology-202-meme-makers-are-newest-frontier-in-facebook-s-political-content-debate/5e4c21f188e0fa5fb3f8b088/

Quoted in, "Trump campaign, spending furiously to counter impeachment inquiry, assails Facebook over potential changes to political ad rules" *The Washington Post.* November 20, 2019. https://www.washingtonpost.com/technology/2019/11/20/trump-campaign-assails-facebook-over-potential-changes-political-ad-rules/

Quoted in, "Twitter's new rules ban political ads from candidates but not ads about causes" *The Washington Post.* November 15, 2019. https://www.washingtonpost.com/technology/2019/11/15/twitters-new-political-ads-rules-bans-them-candidates-not-about-causes/

Quoted in, "Twitter chose to ban political ads. But pressuring Facebook to do the same could backfire." *Vox, Recode.* November 5, 2019. https://www.vox.com/recode/2019/11/5/20943751/twitter-political-ads-ban-facebook-strategists-acronym-democrats-trump

Research featured in, "The Real Reason Facebook Won't Fact-Check Political Ads It's not about free speech." *The New York Times.* November 2, 2019. https://www.nytimes.com/2019/11/02/opinion/facebook-zuckerberg-political-ads.html

Quoted in, "Twitter's decision to ban political ads is misguided and wrong" *The Outline.* October 31, 2019. https://theoutline.com/post/8171/twitters-ad-ban-is-wrong?zd=2&zi=xgen75dx

Quoted in, "Facebook Takes More Heat For Enabling Political Falsehoods" *Agence France Press.* October 29, 2019. https://www.ibtimes.com/facebook-takes-more-heat-enabling-political-falsehoods-2856104

Quoted in, "Trump is using impeachment to collect new supporters with Facebook ads" *Quartz.* October 25, 2019. https://qz.com/1735875/trump-is-using-impeachment-to-collect-new-maga-fans-on-facebook/

Research featured in, "Trump Is Winning the Online War: The technical superiority and sophistication of the president's digital campaign is a hidden advantage of incumbency" *New York Times,* October 16, 2019. https://www.nytimes.com/2019/10/16/opinion/trump-digital-campaign.html

Quoted in, "Elizabeth Warren targets Facebook's ad policy -- with a Facebook ad." CNN, October 12, 2019. https://www.cnn.com/2019/10/11/politics/elizabeth-warren-facebook-ad/index.html

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Appeared in broadcast, "Data Voids: the Deceptive Paths to Hate." *Fox News 13, Salt Lake City.* February 26, 2019. https://fox13now.com/2019/02/26/data-voids-the-deceptive-paths-to-hate/

Quoted in, "Alexandria Ocasio-Cortez Is Showing Us the Future of Politics. Sort Of. A new breed of Democrats is giving fans an all-access backstage pass to the political sausage making. Is this transparency, or TMI?" *Mother Jones.* March/April Issue. https://www.motherjones.com/politics/2019/02/alexandria-ocasio-cortez-is-showing-us-the-future-of-politics-sort-of/

Quoted in, "Does Beto still have lightning in his bottle?" *Austin American Statesman.* February 1, 2019. https://www.statesman.com/news/20190201/does-beto-still-have-lightning-in-his-bottle

Quoted in, "Amy Klobuchar enters 2020 race ready to take on Big Tech: The issue sets her apart in a field focused on progressive ideals." *Vox News.* February 11, 2019. https://www.vox.com/policy-and-politics/2019/2/10/18205386/amy-klobuchar-2020-tech-policy-antitrust-minnesota

Appeared in broadcast, "Conspiracy theories and the media: A look at the consequences that conspiracy theories have in the real world." *The Listening Post, Al Jazeera English.* January 13, 2019. https://www.aljazeera.com/programmes/listeningpost/2019/01/conspiracy-theories-media-190112081418133.html

Quoted in, "Cesar Sayoc's Path on Social Media: From Food Photos to Partisan Fury." *The New York Times.* October 27, 2018. https://www.nytimes.com/2018/10/27/technology/cesar-sayoc-facebook-twitter.html

Research featured in, "5 fascinating digital media studies from fall 2018." *Journalist's Resource,* Harvard Kennedy School's Shorenstein Center on Media, Politics and Public Policy. November 20, 2018. https://journalistsresource.org/studies/society/news-media/media-journalism-twitter-studies/

Research featured in, "Do Journalists Pay Too Much Attention to Twitter?" *Columbia Journalism Review.* October 10, 2018. https://www.cjr.org/the_media_today/journalists-on-twitter-study.php

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Quoted in, "U Professor Studies Relationship Between Social Media and Politics." *The Daily Utah Chronicle.* April 5, 2018. http://dailyutahchronicle.com/2018/04/05/u-professor-studies-relationship-between-social-media-and-politics/

Quoted in, "Facebook uproar: Should personal data drive political ads?" *The Christian Science Monitor.* March 21, 2018. https://www.csmonitor.com/Business/2018/0321/Facebook-uproar-Should-personal-data-drive-political-ads

Quoted in, "'Everybody loves dog pictures': Sen. John Cornyn gets personal on Instagram." *Dallas Morning News.* February 26, 2018.

https://www.dallasnews.com/news/politics/2018/02/26/everybody-loves-dog-pictures-sen-john-cornyn-gets-personal-instagram

Research featured in, "Cross-examining the network: The year in digital and social media research" *Neiman Lab*, January 2, 2018. http://www.niemanlab.org/2018/01/cross-examining-the-network-the-year-in-digital-and-social-media-research/

Research featured in, "Eight questions Congress could ask Facebook." *CNN*. November 1, 2017. http://money.cnn.com/2017/11/01/media/eight-questions-congress-could-ask-facebook/index.html

Research featured in, "Study Reveals Trump Campaign Employed Unprecedented Amount of Silicon Valley 'Embeds'." *The Observer.* November 1, 2017. http://observer.com/2017/11/trump-campaign-facebook-twitter-google-microsoft/

Research featured in, "Team Trump Had At Least 8 Silicon Valley Embeds." *Vice News.* October 31, 2017. https://news.vice.com/en_us/article/8xmvkg/trump-campaign-had-help-from-8-silicon-valley-staffers

Research featured in, "Silicon Valley helped Russia sway the US election. So now what?" *The Guardian.* October 29, 2017. https://www.theguardian.com/media/2017/oct/29/media-symbiotic-relationship-facebook-worry-democracy

Quoted in, "How Facebook, Google and Twitter 'embeds' helped Trump in 2016
A study reveals employees the companies placed in the Trump campaign played a surprisingly active role in shaping its message and targeting voters." *Politico.* October 26, 2017. https://www.politico.com/story/2017/10/26/facebook-google-twitter-trump-244191

Quoted in, "According to University of Utah study, the Trump campaign viewed Facebook and Twitter teams as quasi-advisers in 2016" *The Salt Lake Tribune.* October 26, 2017. https://www.sltrib.com/news/politics/2017/10/26/new-u-study-the-trump-campaign-viewed-facebook-twitter-teams-as-quasi-advisers-in-2016/

Quoted in, "Facebook responds to new scrutiny with PR push." *The Hill.* October 8, 2017. http://thehill.com/policy/technology/354324-facebook-responds-to-new-scrutiny-with-pr-push

Quoted in, "Facebook Ads Targeted Michigan Voters in 2016." WKAR Michigan. October 8, 2017. http://wkar.org/post/facebook-ads-targeted-michigan-voters-2016#stream/0

Quoted in, "What Google and Twitter Can Tell Us About 2016." *TIME Magazine*. February 22, 2016. http://time.com/4229252/google-twitter-presidential-elections-predictions-analysis/

RESEARCH COLLABORATIONS

Principle Advisor, Tech and Democracy Research Initiative, Gallup and Knight Foundation (2021 – 2023).

Expert Witness, Attorney General's office, State of Washington v Facebook (2021 – 2022).

International Advisory Board, Nordic Political Communication, Norwegian Research Council. (2021 – present).

Academic Advisory Board Member, Center for Journalism & Liberty. (2020 – present).

Expert Consultant, Knight First Amendment Institute, Knight First Amendment Institute v. Trump (2017).

TEACHING RECORD

University of North Carolina | Hussman School of Journalism and Media

Fall 2022	Market Intelligence (27 students)
	Graduate Seminar – Survey Methods & Public Opinion (6 students)
Spring 2022	Digital Data & Analytics (17 students)
Fall 2021	Market Intelligence (23 students)
	Graduate Seminar – Survey Methods & Public Opinion (9 students)
Spring 2021	Digital Data & Analytics (17 students)
Fall 2020	Market Intelligence (23 students)
	Graduate Seminar – Network Theory & Methods (5 students)

University of Utah | Department of Communication

Digital Journalism: Spring 2020, Spring 2019, Fall 2018, Spring 2018
Introduction to News Writing: Spring 2020
Graduate Seminar – Social Media & Society: Fall 2019
Persuasion and Political Communication: Spring 2019
Introduction to News Writing: Fall 2018
Data Journalism: Spring 2018

University of Texas | School of Journalism

Reporting: Spring 2016, Fall 2015, Spring 2015

Florida Institute of Technology | Department of Communication

Science and Technical Communication: Fall 2012, Spring 2013
Speech Communication: Fall 2012, Spring 2013

Brevard Community College | Department of Communication

Fundamentals of Speech Communication: Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013

GRADUATE AND UNDERGRADUATE STUDENT COMMITTEES

Dissertations

Committee Chair:
Heesoo Jang (Royster Fellow, University of North Carolina)
- Fourth year

Parker Bach (University of North Carolina)
- Second year

Committee member:
Andrea Lorenz Nenque (University of North Carolina)
- Assistant Professor, Kent State University

Lauren Hahn (University of Michigan)
- Fourth year

Kirsten Adams (University of North Carolina)
- "The Righteous and the woke: "Racists", "radicals", and the moralization of American Political Communication" (2021)
- post-doctoral researcher, Oxford University

Michele Meyers (University of North Carolina)
- "Affordances, Audiences, and Audio Memes: LGBTQIA+ TikTokers in Lockdown" (2022)
- Senior Research Director, Geena Davis Institute

Tegan R. Bratcher (University of North Carolina)
- "Power to the podcasts: Public, opinions, and the economy of Black podcasts" (2021)
- Assistant professor, University of the Pacific

Mariah Wellman (University of Utah)
- "Social media influencers and the operationalization of credibility in the wellness industry"
- Assistant professor, University of Illinois – Chicago

Duncan Stewart (University of Utah)
- "An American conspiracy theory: A Critical rhetorical intervention in the Qanon phenomenon" (2021)
- Research Strategist at Goodby Silverstein & Partners

Master's Theses

Committee chair:
Carolyn Schmitt (University of North Carolina)
- "Conspiracy, identity, and American conservatism: how political elites use conspiratorial discourse in their official communications" (2023)

Cara Schumann (University of North Carolina)
- Second year MA Theory & Research

Kate Johnson (University of North Carolina)
- "Examination of the Advantages of Augmented and Virtual Reality in Marketing Content" (2022) (MA – strategic communication); now a Blockchain Software Engineer at Popcorn

Brynn Garner (University of North Carolina)
- "The Effects of Data Visualization on Public Opinion in Response to Endangered Species Act (ESA) Listing Announcements" (2022) (MA – strategic communication); now the Gulf Restoration Public Affairs Specialist at the US Fish and Wildlife Service

Ginny Horne (University of North Carolina)

- "Beyond the annoying and repetitive: Determining thematic strategies present in southern 2020 Senate races" (2021) (MA – strategic communication); now a Senior Account Specialist at Eckel & Vaughan

Jenny Jackson (University of Utah)
- "Voting for celebrities: parasocial interactions & perceived interactivity on twitter" (2019 – MA Theory & Research); now a PhD student at Purdue University

Committee member:
Jessica Maki (Louisiana State University)
- "Changes in Fox News coverage: Blame and tone shifts between presidencies" (2022); now a PhD student at the University of Wisconsin

Daniel Johnson (University of North Carolina)
- "Information Warfare during the George Floyd Protests" (2022) (MA Theory & Research); now a PhD student at UNC

Maggie Foster (University of North Carolina)
- "Miscommunication or misconduct? A critical discourse analysis of reactions to the Aziz Ansari #metoo controversy" (2022) (MA Theory & Research); now a PhD student at Cornell University

Katelyn Brooks (University of Utah)
- "Twitter, Framing, and Communicating Contested Policy: For the People Act of 2019" (2020); now a PhD student at Purdue University

Dakota Park-Ozee (University of Utah)
- "Digitizing Press-State Relations: A Comparative Test of the Indexing Hypothesis" (2018); went on to complete PhD at University of Texas; now an assistant professor at the University of Denver

Undergraduate Honors Theses
Committee Chair:
Bennett Johnson (University of Utah)
- "A Widening Divide: An Examination of Polarization in Supreme Court Nomination Hearings" (2020)

Emily Anderson (University of Utah)
- "Executive time: The meaning and reach of presidential tweets regarding Middle east policy in the press" (2019)

GRANTS

Awarded
Platforms, Polarization, and the Identitarian Citizen in Democracy. (2022). $20,000, Course Buyout Grant, Institute for Humane Studies, George Mason University.

Platform Governance Research Network. (2020). $20,000 MacArthur Foundation X-Grant, 2020

Political Identity Ownership: Scope, Style, and Impact in Political Advertising. (2020). $100,000. Facebook Research Foundational Integrity Research Grant.

Marwick, A., Freelon, D., **McGregor, S.C.**, Kreiss, D. & Squire, M. (2018). An Ecological Approach to Disinformation Spread on Social Media. [Co-investigator]. $50,000, Social Science One.

Social Public Opinion: The role of social media in public opinion. (2020). One year faculty fellowship (with full course releases), funded by the Tanner Humanities Center, University of Utah. [awarded for 2020-2021, but declined]

International Travel & Research Grant (2019). College of Humanities, University of Utah ($1,500)

International Travel & Research Grant (2018). College of Humanities University of Utah ($1,500)

Applied for
Marwick, A. & **McGregor, S. C.** (2021). The CITAP Dispatch: A Repository of Public Scholarship on Information, Technology, and Public Life. [co-principal investigator]. $199,000. National Endowment for the Humanities, Scholarly Digital Projects Collaborative Research Grant. (not funded).

Kreiss, D., **McGregor, S. C**. & Saffer, A. J. (2018). The New Platforms for Democratic Processes. [Co- Investigator]. $242,768, National Science Foundation, 15-506 Directorate for Social, Behavioral & Economic Sciences, Division of Social and Economic Sciences. (not funded).

SERVICE

Service to the discipline

Journal Reviewer
Political Communication (editorial board member)
Journal of Communication
American Political Science Review
American Journal of Political Science
International Journal of Press and Politics
New Media & Society
Public Opinion Quarterly
Information, Communication & Society
Mass Communication & Society
Journal of Broadcasting & Electronic Media
Social Media + Society
Journalism & Mass Communication Quarterly
Digital Journalism
Journalism
Journal of Information Technology & Politics
Communication and the Public
Journal of Elections, Public Opinion & Parties
Research and Politics
Israeli Science Foundation
National Science Foundation

Service roles and activities

Chair – Diversity, Equity, and Inclusion Committee, *Political Communication* Editorial Board (2021).
- Founded the ad-hoc committee and led group to a series of journal guidelines and action items to increase diversity in the journal.

American Political Science Association, Political Communication Section's Committee on Representation and Excellence (CORE)
- Founding member of the committee
- Developed two awards for graduate students I SPARK grant: Supporting Projects Aimed at Representation and Knowledge; INSPIRE award: Investing in Student Projects for Inclusion and Representation

Selection committee, Center for an Informed Public's Award for Excellence, University of Washington, 2021 – 2023

Member, International Advisory Board, Nordic Political Communication (funded research center), Høyskolen Kristiania/Kristiania University College 2021 – present

Assessment committee, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, and Communication Science, Vrije University Amsterdam, 2020

Early Career and Graduate Student Representative, Political Communication Division, ICA (appointed for a 3-year term), 2017 – 2019

Executive committee, Political Communication Section, APSA, 2019 – 2020

Nominating Committee, Political Communication Division, NCA, 2019 – 2020

Lynda Lee Kaid Outstanding Dissertation Award Committee, Political Communication Division, NCA, 2019 – 2020

Travel Award committee, Political Communication Section, APSA, 2018

Top Graduate Student Paper Award committee, Political Communication Section, APSA, 2016

Top Paper Award committee, Information, Technology & Politics Section, APSA, 2015

Mid-winter conference chair, Association for Education in Journalism and Mass Communication, Commission on the Status of Women, 2015 – 2016

Communications Co-Chair, Association for Education in Journalism and Mass Communication, Political Communication Interest Group, August 2014 – August 2016

Service to the university

<u>Service roles and activities</u>
Graduate Committee, Hussman School of Journalism and Media, University of North Carolina, 2020 – 2021, 2021 – 2022, 2022 – 2023

Senior Faculty, Center for Information, Technology and Public Life, University of North Carolina, 2020 – present

Graduate Committee, Department of Communication, The University of Utah, 2019 – 2020

Student Media Advisory Council, voting member, The University of Utah, 2017 – 2019

Peer Teaching Committee, Department of Communication, The University of Utah, 2019

Search committee, Department of Communication, The University of Utah, 2018

Awards Committee, Department of Communication, The University of Utah, 2018 (Chair)

PROFESSIONAL MEMBERSHIPS

American Political Science Association
- Political Communication Section
- Information, Technology, and Politics Section

International Communication Association
- Political Communication Division
- Journalism Studies Division

National Communication Association
- Political Communication Division

Association for Education in Journalism and Mass Communication
- Political Communication Division
- Commission on the Status of Women
- Communication Theory & Methodology Division