*Curriculum Vitae* **Brianna Zichettella**
Ph.D. Candidate

Department of Communication and Media

University of Michigan, Ann Arbor

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**EDUCATION**

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| 2026 |  | **University of Michigan** |
|  |  | Ph.D. Candidate, Communication and Media*Dissertation Chair:* Dr. Ariel Hasell*Committee:* Dr. Sonya Dal Cin, Dr. Yanna Krupnikov, Dr. Nicholas ValentinoDissertation: *Investigating the Measurement, Facilitation, and Consequences of Parasocial Relationships in U.S. Politics* |
| 2020 |  | **The Ohio State University** |
|  |  | M.A. in CommunicationAdvisor: Dr. R. Kelly GarrettThesis: *What to Believe and What to Avoid: Examining the Impact of Affective Polarization on Credibility Perceptions and Norm Sensitivity*  |
| 2018 |  | **Daemen University (formerly Daemen College)** |
|  |  | B.A. in Political Science, with highest honors Advisor: Dr. Jay WendlandThesis: *American Confederates and Deep State Subversives: Comparing Echo Chamber Formation on Hannity and The Rachel Maddow Show* |

**RESEARCH FOCI**

Affective and Ideological Polarization in the U.S.; Political Identity; Group, Interpersonal, and Parasocial Relationships in Politics; Partisan Media

**PUBLICATIONS**

**Peer-Reviewed Journal Articles**

\* indicates equal contribution

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|  | **Zichettella, B.**, Weeks, B., Hasell, A. (2024). The Blame Game: The Role of Media Environments and Political Discussion in Americans’ Attribution of Blame for Interparty Hostility. *International Journal of Public Opinion Research.* doi: 10.1093/ijpor/edae051 |
|  | Chinn, C., Hasell, A., Roden, J., **Zichettella, B.** (2023). Threatening Experts: Correlates of Viewing Scientists as a Social Threat. *Public Understanding of Science, 33*(1). doi: 10.1177/09636625231183115 |
|  | Hegland, A.\*, Zhang, A. L.\*, **Zichettella, B.**\*, & Pasek, J. (2022). A Partisan Pandemic: How COVID-19 was Primed for Polarization. *The ANNALS of the American Academy of Political and Social Science*, *700*(1), 55-72. doi: 10.1177/00027162221083686 |

**Manuscripts in Preparation**

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|  | **Zichettella, B.**, Pasek, J., Jefferson, H., Neuner, F., & Lippman, J. Diverging Public Attitudes on Racialized Topics: Can Anti-Bias Training Make a Difference? |
|  | Pasek, J., **Zichettella, B.**, Neuner, F., & Jefferson, H., & Lippman, J. Reducing Racial Polarization in Perceptions of Police-Involved Shootings |

**Public-Facing Scholarship**

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|  | **Zichettella, B.** and Pasek, J. (September 10, 2024). Kamala Harris’s Ascent Shows How Political Hardball—and Smart Polling—Pays Off. *Scientific American.* https://www.scientificamerican.com/article/kamala-harriss-ascent-shows-how-political-hardball-and-smart-polling-pays/Calvert, D. (Host). *Celebrity Endorsements: How Much Do They Really Mater?* [Audio podcast]. The Daily Weekly. https://open.spotify.com/episode/4Nc16XRB3AyPZB3wvNVJck?si=91778e9b86694943 [Subject matter guest appearance] |

**Grants, Fellowships, & Awards**

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| 2025 | Chair’s Graduate Student Research Award ($3,000) | Department of Communication and Media, University of Michigan |
| 2024 | Thought Summit on the Future of Survey Science Emerging Scholar Support (full funding for travel and attendance) | Cornell University |
| 202420232020 | Rackham Merit Fellowship (full tuition and living stipend) | University of Michigan |
| 2024 | Rackham Conference Travel Grant ($1,400) | University of Michigan |
| 2024 | Department Conference Travel Grant ($1,400) | Department of Communication and Media, University of Michigan |
| 2023 | Faculty Diversity Research Grant ($5,000) | Department of Communication and Media, University of Michigan (joint award with Dr. Josh Pasek) |
|  | *Project: When Do Anti-Bias Interventions Reduce the Influence of Implicit Attitudes?* |
| 20232022 | Inter-university Consortium for Political and Social Research (ICPSR) Summer Training Award | University of Michigan |

**Conference Papers and Presentations**

**Zichettella, B.** (2024, September). *Automating the Oracle: Investigating AI Analysis of Short Answer Survey Responses*. Presented at the 2024 Cornell Thought Summit on The Future of Survey Science; Ithaca, New York

Pasek, J., **Zichettella, B**., Neuner, F., &. Jefferson, H. (2024, September). *Reducing Racial Polarization in Perceptions of Police-Involved Shootings. (Updated Results)* Paper to be presented at the 120th American Political Science Association Annual Meeting & Exhibition; Philadelphia, Pennsylvania.

**Zichettella, B.,** Pasek, J., Jefferson, H., & Neuner, F. (2024, September).

*Diverging Public Attitudes on Racialized Topics: Can Anti-Bias Training Make a Difference?* *(Updated Results)* Paper to be presented at the 120th American Political Science Association Annual Meeting & Exhibition; Philadelphia, Pennsylvania.

**Zichettella, B.**, Zhang, A. L., Hasell, A., & Chinn, S. (2024, June). *Examining the Relationship between Anti-Establishment Views, Emotion, and Covid-19 Mitigation Behaviors in the U.S.*. Presented virtually at the 74th International Communication Association Conference; Gold Coast, Australia.

Pasek, J., **Zichettella, B.**, Neuner, F., &. Jefferson, H. (2024, May). *Reducing Racial Polarization in Perceptions of Police-Involved Shootings.* Presented at the 79th annual American Association for Public Opinion Research Conference; Atlanta, Georgia.

**Zichettella, B.**, Pasek, J., Jefferson, H., & Neuner, F. (2024, May). *Diverging Public Attitudes on Racialized Topics: Can Anti-Bias Training Make a Difference?* Presented at the 79th annual American Association for Public Opinion Research Conference; Atlanta, Georgia.

Ploger, G., **Zichettella, B.**, & Weeks, B.E. (2024, April). *Emotional Polarization as an Alternative to Affective Polarization.* Presented at 81st annual Midwestern Political Science Association Conference; Chicago, Illinois.

**Zichettella, B.**, Weeks, B.E., & Hasell, A. (2022, May). The Blame Game: The Role of Media Environments and Political Discussion in Americans’ Attribution of Blame for Interparty Conflict. Paper presented at the 72nd annual International Communication Association Preconference on ‘Post-Truth and Affective Publics.’ Metz, France.

Chinn, S, Hasell, A., Roden, J., & **Zichettella, B.** (2022, May). Threatening experts: Correlates of viewing scientists as a social threat. Paper presented at the 72nd annual International Communication Association Conference; Paris, France.

**Additional Research Experience and Training**

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| *Center for Political Studies at University of Michigan Institute for Social Research; Research staff* |
|  | “Reducing Racial Polarization in Reactions to Police Use of Force: Identifying Mechanisms and Testing Interventions” (with Dr. Josh Pasek; 2022 – ongoing; funded by the Russell Sage Foundation) |
| *Thought Summit on The Future of Survey Science | Cornell, 2024* |
| *ICPSR Summer Program in Quantitative Methods of Social Science Research* |
|  | 2023 | Mixed Methods Research: Combining Quantitative and Qualitative Data and Strategies  |
|  | 2022 | Usage and Application of Meta-Analysis Techniques |
|  | 2022 | Longitudinal Data Analysis, Including Categorical Outcomes  |
| *University of Michigan Data Carpentries Workshop (Fall 2023)* |
| *Research Labs* |
|  | Media and Psychology in Everyday Life (MaPiEL) Lab |
|  | Political Communication Working Group (PCWG) |
|  | Politics and Communication (PaC) Lab |
|  | Politics, Environment, and Science (PES) Lab |

*Software proficiencies:* R, Qualtrics, Photoshop, Premiere Pro (video editing software)

**Teaching**

**University of Michigan**

*Graduate Student Instructor, Discussion Section Lead*

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| COMM 221 | – | Quantitative Skills for Communication Studies, Fall 2025 |
| COMM 102 | – | Media Effects and Processes, Winter 2023 |
| COMM 307 | – | Political Communication, Fall 2022 |
| COMM 102 | – | Media Effects and Processes, Winter 2022 |
| COMM 340 | – | Gender and the Media, Fall 2021 |

**The Ohio State University**

 *Graduate Teaching Associate*

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| COMM 3620 | – | Introduction to Interpersonal Communication, Summer 2020 |
| COMM 3415 | – | Sports and Media, Spring 2020 |
| COMM 3444 | – | Advertising and Society, Fall 2019 |
| COMM 3620 | – | Introduction to Interpersonal Communication, Summer 2020 |
| COMM 3163 | – | Industry Research Methods (Lab Instructor), Spring 2019 |
| COMM 4445 | – | Stereotypes and the Media, Fall 2018 |

**Additional Training**

*Center for Research on Learning and Teaching (CRLT) Workshops – University of Michigan*

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|  | Fall 2024 | – | Framing & Facilitating High Stakes Discussions: Election Edition |
|  | Fall 2024 | – | It's Time for Action: Incorporating Active Learning Techniques in Your STEM Class |
|  | Winter 2023 | – | Midterm Teaching Consultation (COMM 102) |
|  | Winter 2023 | – | Making Groupwork Work |
|  | Winter 2023 | – | Equity-focused Facilitation Strategies |
|  | Winter 2022 | – | Writing and Grading Multiple Choice Exams |
|  | Winter 2022 | – | Introduction to Equity-Focused Teaching |

**Service**

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| *University of Michigan Department of Communication and Media* |
|  | 2023 – 2026 | Political Communication Working Group Coordinator |
|  | 2025-2026 | Graduate Student Mentor |
|  | Winter 2024 | Department Graduate Committee; Student Member |
|  | 2023 - 2024 | Graduate Student Representative |
|  | Winter 2025Winter 2023 | Welcome Weekend Guide for Prospective Students |
|  | Fall 2022 | Political Communication Hiring Committee Graduate Student Liaison |

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| *The Ohio State University School of Communication* |
|  | 2019 - 2020 | Peer Mentor |
|  | 2019 | Graduate Student Organization Historian |

*Peer Reviewer*

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|  | International Communication Association  |
|  | International Journal of Public Opinion Research |