

Curriculum Vitae
Brianna Zichettella
Ph.D. Candidate

Department of Communication and Media
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EDUCATION

- 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 Valentino
Dissertation: *Investigating the Measurement, Facilitation, and Consequences of Parasocial Relationships in U.S. Politics*
- 2020 **The Ohio State University**
M.A. in Communication
Advisor: Dr. R. Kelly Garrett
Thesis: *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 Wendland
Thesis: *American Confederates and Deep State Subversives: Comparing Echo Chamber Formation on Hannity and The Rachel Maddow Show*

RESEARCH FOCI

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

PUBLICATIONS

Peer-Reviewed Journal Articles

* indicates equal contribution

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

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

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 Matter?* [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 |
| 2024 | Rackham Merit Fellowship (full tuition and living stipend) University of Michigan |
| 2023 | |
| 2020 | |

- 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?*
- 2023 Inter-university Consortium for Political and Social Research (ICPSR) Summer
2022 Training Award | University of Michigan

Conference Papers and Presentations

Zichettella, B. (2025, September) Parasocial Relationships, Affective Polarization, and Support for Anti-Democratic Political Actions. Paper to be presented at the 2025 APSA Political Communication Pre-conference; Vancouver, Canada.

Zichettella, B., Annie Li Zhang, & Pasek, J. (2025, May) *Automating the Oracle: Leveraging AI for Enhanced Analysis of Open-Ended Responses; Post-Election Retrospective*. Presented at the 80th annual American Association for Public Opinion Research Conference; St. Louis, Missouri.

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 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 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

*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 – present; 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

- 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

- 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

- 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

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 2025 Winter 2023	Welcome Weekend Guide for Prospective Students
Fall 2022	Political Communication Hiring Committee Graduate Student Liaison

The Ohio State University School of Communication

2019–2020	Peer Mentor
2019	Graduate Student Organization Historian

Peer Reviewer

International Communication Association
International Journal of Public Opinion Research