

Francesca Bolla Tripodi

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CURRENT POSITION

Assistant Professor, School of Information and Library Science
Senior Faculty Researcher, Center for Information Technology and Public Life
Affiliate, Data & Society Research Institute

EDUCATION

2017 Ph.D., Sociology, University of Virginia
Dissertation: *The Silenced Minority: How Integrated Audiences Limit Participation Across Platforms*
2012 M.A., Sociology, University of Virginia
2010 M.A., Communication, Culture, and Technology, Georgetown University
2003 B.A., Communication, University of Southern California

PREVIOUS POSITIONS

Assistant Professor of Sociology, James Madison University (2018 – 2020)
Postdoctoral Scholar, Data & Society Research Institute (2017-2018)
PhD Intern, Office of the Dean of Students, University of Virginia (2015-2016)

PUBLICATIONS

Books

Tripodi, Francesca. 2022. *The Propagandists' Playbook: How Conservative Elites Manipulate Search and Threaten Democracy*. Yale University Press.
Press, Andrea and Francesca Tripodi. 2021. *Media Ready Feminism and Everyday Sexism*. State University of New York Press.

Refereed Journal Articles

Tripodi, Francesca and Yuanye Ma. 2022. You've got mail: how the Trump administration used legislative communication to frame his last year in office. *Information, Communication & Society*
Tripodi, Francesca. 2021. ReOpen demands as public health threat: a sociotechnical framework for understanding the stickiness of misinformation. *Computational and Mathematical Organization Theory*
Tripodi, Francesca. 2021. Ms. Categorized: Gender, Notability, and Inequality on Wikipedia. *New Media & Society*
Lim, E., Siple, G.M., Siad, L., Tripodi, F.B., Perez, V. 2021. Declarations of interdependence: How media literacy practices are developed, negotiated, rejected, and exploited across platforms. *The 22nd Annual Conference of the Association of Internet Researchers*.
<https://www.spir.aoir.org/ojs/index.php/spir/article/download/12298/10480>
Pasquetto, Irene, Briony Swire-Thompson, et. al. 2020. Tackling misinformation What researchers could do with social media data. *The Harvard Kennedy School Misinformation Review*

Tripodi, Francesca. 2017. 50 Shades of Consent? *Feminist Media Studies*.

Book Chapters

Tripodi, Francesca. 2017. "Yakking About College Life." in Tressie McMillan Cottom, Jessie Daniels, and Karen Gregory (eds.) *Digital Sociologies*. Policy Press.

Press, Andrea L., Fan Mai, Francesca Tripodi, and Mike Wayne. 2016. "Audiences." *The Encyclopedia of the Social Sciences*. Oxford: Elsevier.

Press, Andrea L., and Francesca Tripodi. 2014. "Feminism in a Postfeminist World: Who's Hot – and Why We Care – on the Collegiate 'Anonymous Confession Board.'" in Cindy Carter, Lisa McLaughlin, and Linda Steiner (eds.). *The Routledge Companion to Media and Gender*. New York: Routledge.

Academic Reports

Lowe, Sarah, Shauna Siggelkow, and Francesca Tripodi. 2022. Fueling Anti-Immigration Propaganda through Data Manipulation. *Define American*

Tripodi, Francesca. 2018. "Searching for Alternative Facts: Analyzing Scriptural Inference in Conservative News Practices." [Data & Society Research Institute](#).

Book Review Essay

Tripodi, Francesca. 2018. "Radicalism, Authoritarianism, and the Role of New Media" *New Media & Society*.

Book Reviews

Rohlinger, Deana. 2019. *New Media and Society*. *Contemporary Sociology: A Journal of Reviews*.

Moss, Mark. 2013. *The Media and the Models of Masculinity*. Lanham, MD: Lexington Books. *Men and Masculinities*. 16(20): 274-274.

Popular Press

Kreiss, Daniel, Alice Marwick, and Francesca Tripodi. 2021. The Anti-Critical Race Theory Movement Will Profoundly Affect Public Education. *Scientific American*

Tripodi, Francesca, 2021. Don't expect breaking up Google and Facebook to solve our information woes. *Nieman Lab – Predictions for Journalism 2021* .

Tripodi, Francesca.2020. ["Conservatives are gearing up to blame Big Tech for Trump's Loss."](#) *Slate*

Tripodi, Francesca. 2020. ["Google and the Cost of 'Data Voids' During a Pandemic"](#) *Wired*

Tripodi, Francesca. 2019. ["Devin Nunes and the Power of Keyword Signaling."](#) *Wired*

Tripodi, Francesca. 2019. ["Escaping the 'Invincible Mom' Trap."](#) *Medium*

Tripodi, Francesca.2018. ["There's No Such Thing as a Web Without Gatekeepers."](#) *Medium*

Tripodi, Francesca.2018. ["No, Big Tech Isn't Silencing Conservatism."](#) *Medium*

Tripodi, Francesca.2018. ["How Trump Voters Decide Who to Trust."](#) *Medium*

Tripodi, Francesca.2018. ["Alternative Facts, Alternative Truths."](#) *Points*.

Tripodi, Francesca.2015. ["What Colleges Might Lose by Banning Yik Yak."](#) *The Chronicle of Higher Education*.

Press, Andrea L. and Francesca Tripodi. 2014. ["What we found while lurking on an Anonymous Confession Board for two years."](#) *Slate*.

GRANTS & FELLOWSHIPS

- 2021 NSF Convergence Accelerator Track F: Adapting and Scaling Existing Educational Programs to Combat Authenticity and Instill Trust in Information. \$750,000
- 2020 In Search of Search and its Engines – The Pufendorf Institute for Advanced Studies (Lund University)
- 2019 Sociology & Anthropology Summer Research Grant – James Madison University \$4000
- 2019 Innovative Efforts Award (IDEA) “Celebrating Academic Bravery- Filling the Bowl with Hope and Understanding” / Office of Access & Inclusion, James Madison University - \$4000
- 2019 College of Arts & Letters Scholarly Workshop - \$5000
- 2016/2017 Research Fellowship – Provost’s Office – University of Virginia - \$14,000
- 2016 Digital Humanities Summer Fellow – University of Virginia - \$5,000
- 2016 Page Barbour Grant – Speaker Series on Campus Sexual Assault - \$5,000
- 2015 Eastern Sociological Society Travel Grant - \$270
- 2014 Eastern Sociological Society Travel Grant - \$300
- 2013/2014 Praxis Program Digital Humanities Fellowship - \$8000
- 2012 Arts Humanities and Social Sciences (AHSS) Summer Research – \$4420
- 2010 Georgetown University Conference Travel Grant - \$725
- 2009 Health Resources and Services Administration (HRSA) Health Careers Opportunity Program (Pathways to Success) - \$1.3 million

INVITED TALKS/WORKSHOPS

- 2022 Ms. Categorized – Gender Inequality on Wikipedia – Wikimedia Foundation Research Showcase
- 2022 Keynote Address for NASIG – “Ms. Categorized: Gender, Access, & Inequality on Wikipedia”
- 2022 Fake News? – American Sociological Association Culture & Contemporary Talk Series
- 2022 A Conversation: Every Data Point Tells as Story – University of Virginia School of Data Science
- 2022 Adapting & Scaling Tools for Doing Your Own Research Right – The Center for Disease Control
- 2021 Searching for Alternative Facts
- 2021 Reimagine the Internet – Knight First Amendment Institute at Columbia University
- 2021 Truth and Denial – UC Berkeley Social Science Matrix
- 2020 Disinformation, Authenticity, and Democratic Participation – Social Science Research Council
- 2020 Oliver Smithies Nobel Symposium – UNC School of Medicine
- 2020 National Academy of Sciences – Symposium on Addressing Misinformation on the Web in Science, Engineering, and Health.
- 2019 Senate Judiciary Committee Testimony – Subcommittee on the Constitution (April 10 and July 16)
- 2018 Friends of O’Reilly (FOO) Camp
- 2018 Searching for Alternative Facts – Laboratory of Social Machines – MIT Media Lab
- 2018 Online Platforms: Personalization and Polarization - Center for Democracy & Technology and the Charles Koch Institute.
- 2015 The Silencing Problem of Participatory Media Environment - Yale University

CONFERENCES

- 2022 “Too Soon” To Count? The Impact of Gender and Race on Perceived Notability – American Sociological Association
- 2021 Media Literacy + Tech Affordances = Media Manipulation – Association of Internet Researchers
- 2021 Elected Officials as Interacting Organisms: Examining the role politicians play in sustaining the right-wing media ecosystem - American Sociological Association
- 2021 Media Manipulation Affordances: How Producers’ Exploit Platforms to Spread Misinformation – American Sociological Association
- 2020 Social-Cybersecurity in Times of Crisis and Change – IDEaS Institute – Carnegie Mellon University

- 2020 Digital Sociology Collective “un”Conference – University of Pennsylvania – co-organizer
- 2019 “Amplifying Hate” – Invited Session – American Sociological Association Annual Conference
- 2019 “Mainstreaming the Extreme” – Eastern Sociological Society – Digital Sociology Mini-Conference
- 2019 Organizer – Digital Sociology Mini-Conference – Eastern Sociological Society Annual Conference
- 2018 “Alternative Facts, Alternative Trajectories: A Journey from Mainstream to Extreme” – Association of Internet Researchers (AoIR).
- 2018 “Alternative News, Alternative Facts: Deconstructing the Realities of ‘Fake News’” – American Sociological Association
- 2017 “Deletion as Discrimination on Wikipedia” – American Sociological Association
- 2017 “Non-Notable? Deletion, Devaluation, and Discrimination on Wikipedia” - Eastern Sociological Society - Digital Sociology Mini-Conference
- 2015 “Social Media & Universalism Panel” - Social Media Technology Conference
- 2015 “Aggregation & Individualism Panel” – Social Media Technology Conference
- 2015 “Consensual Entertainment? An examination of BDSM culture and Fifty Shades of Grey Portrayals” - International Communications Association
- 2015 “Yakking about College Life: A Case Study of Media-In-Interaction” - Eastern Sociological Society - Digital Sociology Mini-Conference

AWARDS

- 2022 Deborah Barreau Award For Teaching Excellence – UNC SILS
- 2022 Edward G. Holley For the Good of the Order Award – UNC SILS
- 2020 James Madison University Liberal Arts Legacy Award – Excellence in Teaching & Scholarship
- 2014 1st Place – Huskey Research Exhibition – University of Virginia
- 2013 All-University Graduate Teaching Assistant Award in Media Studies

MEDIA COVERAGE

- 2021 Who Gets to Be Notable and Who Doesn’t: Gender Bias on Wikipedia *All Things Considered* – NPR
- 2021 Why is it so hard for biographies about women to stay on Wikipedia? *Marketplace Tech*
- 2021 Undisciplined: Women and Wikipedia – *UPR Utah Public Radio*
- 2021 Women’s Wikipedia pages are more likely than men’s to be nominated for deletion – *Fortune*
- 2021 You Have to See It to Be It: Missing Female Role Models *Ms. Magazine*
- 2020 Trump, Inc. Podcast (WYNC Studies) – June 24, 2020: Trump Team Online
- 2020 Is Google biased against conservatives? These Republicans think so. *Desert News*
- 2020 Conservative Youtuber Steven Crowder Thrives by Pushing Conflict with Site. *Bloomberg News*.
- 2020 The election is over, but voter fraud conspiracies aren’t going away. *MIT Technology Review*
- 2020 Censorship or conspiracy theory? Trump supporters say Facebook and Twitter censor them but conservative still rule social media. *USA Today*.
- 2020 11 experts explain how our digital world is fueling polarization. *Business Insider*.
- 2019 “The Fight for the Future of YouTube” *The New Yorker*
- 2019 “Trump supporters cried media suppression. Now they have more followers than ever.” *The Washington Post*
- 2018 “How Googling it can send conservatives down secret rabbit holes of alternative facts” *The Washington Post*
- 2018 “From Bible Study to Google: How some Christian conservatives fact-check the news and end up confirming their own beliefs.” *The Neiman Lab*
- 2018 “The Faith Filter: How Conservatives Parse the News.” *Columbia Journalism Review*
- 2015 “Yik Yak on campus: Safe Space to vent, form for hate – or both?” *Seattle Times*
- 2015 “Mary Baldwin Students to Submit Proposal Against Yik Yak App” NBC-29 – Charlottesville, VA