

Francesca Bolla Tripodi

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PERSONAL STATEMENT

Dr. Tripodi is an Assistant Professor in the School of Information and Library Science and a Principal Investigator at the Center for Information Technology and Public Life at UNC-Chapel Hill who studies how social and technical systems are interdependent and co-constructed. For over a decade, she has used innovative methods and an interdisciplinary mindset to better understand how people access, find, and trust information.

EDUCATION

- 2017 Ph.D., Sociology, University of Virginia
- 2012 M.A., Sociology, University of Virginia
- 2010 M.A., Communication, Culture, and Technology, Georgetown University
- 2003 B.A., Communication, University of Southern California

PROFESSIONAL EXPERIENCE

- Assistant Professor, School of Information and Library Science, UNC-Chapel Hill (2020 – present)
- Principal Investigator, Center for Information Technology and Public Life (2023 – present)
- Senior Faculty Researcher, Center for Information Technology and Public Life (2020 – 2023)
- 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)

HONORS

- 2023 Award for Impact & Excellence – Center for an Informed Public – University of Washington
- 2023 Honorable Mention – Best Book Award (*The Propagandists' Playbook*) – Communication, Information Technologies, and Media Sociology section of the American Sociological Association
- 2022 Deborah Barreau Award for Teaching Excellence – School of Information and Library Science, UNC-Chapel Hill
- 2022 Edward G. Holley Good of the Order Award – School of Information and Library Science, UNC-Chapel Hill
- 2013 Outstanding Graduate Teaching Award – Department of Media Studies, University of Virginia

PUBLICATIONS

Books

Tripodi, F. (2022). *The Propagandists' Playbook: How Conservative Elites Manipulate Search and Threaten Democracy*. Yale University Press. (266 pages)

Press, A. & **Tripodi, F.** (2021). *Media Ready Feminism and Everyday Sexism*. State University of New York Press. (214 pages)

Book Chapters

Tripodi, F. (in press). “Stop the Steal” and the racial legacy of election disinformation. In Costley-White, K., Kreiss, D., McGregor, S.C., and Tromble, R. (Eds.), *January 6, 2021: Media and the Assault on Democracy in the United States*. New York: Oxford University Press

Tripodi, F. (2017). Yakking About College Life: Examining the role of anonymous forums on community identify formation. In Cottom, T.M., Daniels, J. and Gregory, K. (Eds.) *Digital Sociologies* (pp. 251-272). Bristol University Press.

Press, A.L., Mai, Fan., **Tripodi, F.**, and Wayne, M. (2016). Audiences. *The Encyclopedia of the Social Sciences*. (pp. 216-222) Oxford: Elsevier.

Press, A.L., and **Tripodi, F.** (2014). Feminism in a Postfeminist World: Who's Hot – and Why We Care – on the Collegiate 'Anonymous Confession Board.' In Carter, C., McLaughlin, L., and Steiner, L. (Eds.) *The Routledge Companion to Media and Gender* (pp. 543-553). New York: Routledge

Refereed Journal Articles

Tripodi, F., Garcia, L.C., Marwick, A.E. (in press). “Do Your Own Research”: Affordance Activation and Disinformation Spread. *Information, Communication, & Society*.

Tripodi, F. & Dave, A. (in press). Abortion near me? The implications of semantic media on accessing health information. *Social Media + Society*

Lemieux, M., Zhang, R. & **Tripodi, F.** (2023). “Too Soon?” To Count? How Gender and Race Cloud Notability Considerations on Wikipedia. *Big Data & Society*, 10(1) <https://doi.org/10.1177/20539517231165490>

Tripodi, F. (2023). Ms. Categorized: Gender, Notability, and Inequality on Wikipedia. *New Media & Society*, 25(7), 1687-1707. <https://doi.org/10.1177/14614448211023772> (first published online June 27, 2021)

Tripodi, F., Stevenson, J.A., Slama, R. & Reich, J. (2023). Libraries Combating Disinformation: From the Frontline to the Long Game. *The Library Quarterly* 93(1), 48-71. <https://doi.org/10.1086/722551>

Tripodi, F. & Ma, Y. (2022). You've got mail: how the Trump administration used legislative communication to frame his last year in office. *Information, Communication & Society* 25(5), 669-689. <https://doi.org/10.1080/1369118X.2021.2020873> (first published online January 4, 2022)

Tripodi, F. (2021). ReOpen demands as public health threat: a sociotechnical framework for understanding the stickiness of misinformation. *Computational and Mathematical Organization Theory* 28, 321-334. <https://doi.org/10.1007/s10588-021-09339-8>

Tripodi, F. (2019). Radicalism, authoritarianism, and the role of new media. *New Media & Society* 21(4), 1021-1026. <https://doi.org/10.1177/1461444818816085>

Tripodi, F. (2017). 50 Shades of Consent? *Feminist Media Studies* 17(1), 93-107 <https://doi.org/10.1080/14680777.2017.1261846>

Products of Engaged Scholarship

Lowe, S., Siggelkow, S. & **Tripodi, F.** (2022). “Immigration Will Destroy Us” & Other Talking Points. Uncovering the tactics of anti-immigration messaging on YouTube. [*Define American*](#)

Pasquetto, I.V, Swire-Thompson, B., Amazeen, M., Benevenuto, F., Brashier, N.M., Bond, R.M, Bozarth, L.C., Budak, C., Ecker, U.K.H, Grinberg, N., Hertwig, R., Jamieson, K.H., Joseph, K., Jones, J.J., Garrett, R.K., Kreiss, D., McGregor, S., McNealy, J., Margolin, D., Marwick, A., Menczer, F., Metzger, M., Nah, S., Lewandowsky, S., Lorenz-Spreen, P., Orellado, P., Pennycook, G., Porter, E., Rand, D.G., Robertson, R.E., **Tripodi, F.**, Vosoughi, S., Vargo, C., Varol, O., Weeks, B.E., Wihbeh, J., Wood, T.J., & Yank, K-C. (2020). Tackling misinformation: What researchers could do with social media data. [*The Harvard Kennedy School Misinformation Review*](#)

Kreiss, D., Marwick, A.E., & **Tripodi, F.** (2021). The Anti-Critical Race Theory Movement Will Profoundly Affect Public Education. [*Scientific American*](#)

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

Refereed unpublished oral presentations &/or abstracts

Hanna, A., Illiadis, A., **Tripodi, F.** Dave, A., Jones, K.L., Acker, A., Ford, H. (2023) Infrastructures of Manipulation. The 23rd Annual Conference of the Association of Internet Researchers.

Donovan, J., Nyabola, N., Johnson, K., & **Tripodi, F.** (2023) Public Sociology and Digital Technology. Invited Session – American Sociological Association Annual Conference

Tripodi, F. & Lemieux, M. (2022). “Too Soon” To Count? The Impact of Gender and Race on Perceived Notability – American Sociological Association Annual Conference

Lim, E., Siple, G.M., Siad, L., **Tripodi, F.**, 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://doi.org/10.5210/spir.v2021i0.12298>

Tripodi, F. and Ma., Y (2021). Elected Officials as Interacting Organisms: Examining the role politicians play in sustaining the right-wing media ecosystem - American Sociological Association Annual Conference.

Tripodi, F. (2021). Social-Cybersecurity in Times of Crisis and Change – IDEaS Institute – Carnegie Mellon University

Zuckerman, E., **Tripodi, F.**, Fister, B. (2021) Misinformation, Disinformation, and Media Literacy in a Less-Centralized Social Media Universe – Reimagine the Internet – Columbia University

Tripodi, F., Hong, S-H., Roose, K., Barstow, D. (2021). Truth & Denial: Searching for Information in the Digital Era – University of California Berkley – Social Science Matrix

Banet-Weiser, S., **Tripodi, F.**, Brock, A., Tworek, H. (2020). Disinformation, Authenticity, and Democratic Participation – Social Science Research Council.

Greenland, F., Simi, P., Vickerman, M., **Tripodi, F.** (2019). Social Justice after Unite the Right – Invited Session – American Sociological Association Annual Conference

Marwick, A.E., Jack, C., Woolley, S., & **Tripodi, F.** (2018). Making Meaning from “Fake News” and Disinformation: Creation, Dissemination, and Solutions to the Problem. The 19th Annual Conference of the Association of Internet Researchers.

Tripodi, F. (2018). Alternative News, Alternative Facts: Deconstructing the Realities of “Fake News” – American Sociological Association Annual Conference

Tripodi, F. (2017). Non-notable? Deletion as Devaluation on Wikipedia – American Sociological Association Annual Conference

Other Products of Scholarship

Book Reviews

Tripodi, F. (2019) [Review of the book *New Media and Society*, by D. Rohlinger] *Contemporary Sociology: A Journal of Reviews*, 49(3), 292-294

Tripodi, F. (2013). [Review of the book *The Media and the Models of Masculinity*, by M. Moss] *Men and Masculinities*, 16(20), 274-274.

Popular Press

Tripodi, F. (2022). [Google Search is Quietly Damaging Democracy](#). *Wired*

Tripodi, F. (2021). [Don't expect breaking up Google and Facebook to solve our information woes](#). *Nieman Lab – Predictions for Journalism*

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

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

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

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

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

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

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

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

TEACHING ACTIVITIES

Courses Taught

Fall 2020

INLS 581: Research Methods Overview (15 students)

Spring 2021

INLS 581: Research Methods Overview (18 students)

INLS 697: Emerging Topics in Information Science (19 students)

Fall 2021

INLS 581: Research Methods Overview (20 students)

INLS 690: Misinformation and Society (23 students)

Spring 2022

INLS 776: Ethics, Values, and Society (29 students)

Fall 2022

INLS 778: Research Methods & Proposal Development (22 students)

INLS 690: Misinformation and Society (27 students)

Spring 2023

INLS 776: Ethics, Values, and Society (35 students)

Fall 2023

INLS 778: Research Methods & Proposal Development (15 students)

Graduate Students Supervised

MSIS/MSLS Students – School of Information & Library Science

| Name | Thesis Title | Graduation Date |
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| Adrienne F. Olson McNair | Stirring Up the Ground: How Artists' Reflective Practices Inform their Work and Shape Understanding | Spring 2021 |
| Haocheng Zhao | Comparison of Left-wing and Right-wing Media Coverage on Coronavirus in Early 2021 | Spring 2021 |
| Ayotade Gbade-Alabi | Capitalizing on Affordances: Studying How Organizations Perceive Themselves as Solutions During Periods of Crisis | Fall 2021 |
| Rachel A. O'Reilly | When Hurricanes Go Viral: The Influence of Social Media on Eastern North Carolinians' Evacuation Decision Making | Fall 2021 |
| Kyle Ashburn | Peering Into Parler: Topic Modeling and Data Exploration on a Dataset of Parler Posts | Spring 2022 |
| Sarah E. Bulger | Modern Hate and Historicizing the Medieval: Exposing White Supremacist Pseudo-History on Stormfront through Qualitative Content Analysis | Spring 2022 |
| Jonathan B. Gonzalez | Money and Misinformation vs Knowledge of Truth: A Study on the Effects That Knowledge of Money-Influenced Environmental Politics Has on Public Opinion | Spring 2022 |
| Sydney C. Macomson | #Hydroxychloroquine: Misinformation Narratives Flourish in Absence of Public Health on Twitter. | Spring 2022 |
| Caroline H. Salant | Investigating Student User Satisfaction of Davis Library's Physical Features | Spring 2022 |
| Kimmi Kresica | Sings of the Time: Collective Identity Framing the 2017 Women's March at Home and Abroad | Fall 2022 |
| Jennifer Ying | Asian Women and Algorithmic Bias | Fall 2022 |
| Allison Beatty | A Room of One's Own: Contextualizing Occupational Safety in the Platform Economy Through Qualitative Content Analysis | Spring 2023 |
| Madison Evans | Tracking Lineage-Based Language in Presidential Statements. | Spring 2023 |
| Hope Riffie | Queering In Red: A Content Analysis of Transgender Scientists' Wikipedia Articles and Revision Histories | Spring 2023 |
| Robert Michael Wells | Bare Procedural Violations: Practices and patterns in dismissed federal data breach cases and why the dismissal matter for normal people. | Spring 2023 |
| Daniel Woomer | The Policy That Has No Name: A Content Analysis of Reconsideration Policies in North Carolina Public Libraries | Spring 2023 |
| Jesse Bethany | Can We Handle the (Post)Truth?: An Assessment of how Librarians can Encourage Metacognitive Thinking in a Skeptical Culture | Fall 2023 |

PhD Students Supervised

Vivian Ito (Advisor) – SILS First Year

Aashka Dave (Advisor) – SILS Fourth Year

Daniel Johnson (Committee Member) – Journalism and Media Fourth Year

Carolyn Schmitt (Committee Member) - Journalism and Media Fourth Year

Katherine Furl (Committee Member) – Sociology Fifth Year

Yuyu Yang (Committee Member) SILS Fifth Year

Ken Cai Kowalski (Committee Member) – Sociology Sixth Year

Bridget Barrette (Committee Member) – Journalism and Media – Graduated Spring 2023

Daniel Earixson (Committee Member) – Psychology – Graduated Spring 2023

GRANTS & FELLOWSHIPS

2022 The Weaponization of Intellectual Thought – Global Affairs – UNC-Chapel Hill \$13,000

2022 Junior Faculty Development Award – Committee on Faculty Research and Scholarly Leaves - UNC-Chapel Hill \$10,000

2021 NSF Convergence Accelerator Track F: Adapting and Scaling Existing Educational Programs to Combat Authenticity and Instill Trust in Information. Co-PI (20%) \$750,000

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| 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 |
| 2016/2017 | Research Fellowship – Provost’s Office – University of Virginia - \$14,000 |
| 2013/2014 | Praxis Program Digital Humanities Fellowship – University of Virginia - \$8000 |
| 2012 | Arts Humanities and Social Sciences (AHSS) Summer Research – Univ of VA - \$4420 |

PROFESSIONAL SERVICE

Service at the University of North Carolina at Chapel Hill

SILS Undergraduate Committee (2020-2021); SILS Inclusion, Diversity, Equity, and Accessibility (IDEA) Committee (2021-2022); SILS Tenure and Promotion Committee (2022-2023); CITAP Research Affiliate Workshop (2022-2023); IDEA Committee (2023-2024); co-organizer for the Annual Symposium on Information for Social Good (2022 and 2023).

Search Committees

SILS Dean (2023-2024); SILS Assistant Professor in User Experience/Design (2022-2023); CITAP Administrative Associate (2022-2023); CITAP Communications and Project Coordinator (2021-2022)

Service to the Academic Community and the Public

Program Committee Member: Council on Communication, Information Technologies, and Media Sociology – ASA (2022-2024)

Special Issue Editor: The Journal of the Association for Information Science and Technology (JASIST) “Healthier Information Ecosystems”

Reviewer: JASIST; The Proceedings of the National Academy of Sciences (PNAS); New Media & Society; Big Data & Society; Information, Communication, and Society; Social Media + Society; Journalism

Guest Speaker: North Carolina Public Library Directors Meeting (2023); North American Serials Interest Group (NASIG) Continuing Education Series (2022); Presentation to The Center for Disease Control on Adapting & Scaling Tools for Doing Research Online (2022); American Sociological Association Culture & Contemporary Talk Series (2022); National Academy of Sciences – Symposium on Addressing Misinformation on the Web in Science, Engineering, and Health (2020)

Facilitator: co-organizer of the 10th Annual Wiki Research Workshop (2023); co-organizer of the Digital Sociology (un)Conference (2020 and 2022)

Expert Testimony: Statement for the Record to the Select Committee to Investigate the January 6th Attack on the United States Capitol (2022); Senate Judiciary Committee Testimony – Subcommittee on the Constitution (April 10, 2019); Senate Judiciary Committee Testimony – Subcommittee on the Constitution (July 16, 2019)

Please refer to my Research, Teaching, and Service Statements for more details.