

Curriculum Vitae

Brianna Zichettella

Ph.D. Candidate

Department of Communication and Media
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EDUCATION

- 2026 **University of Michigan** (*Expected August, 2026*)
Ph.D. Candidate, Communication and Media
Dissertation Chair: Dr. Ariel Hasell
Committee: Dr. Sonya Dal Cin, Dr. Yanna Krupnikov, Dr. Nicholas Valentino
Dissertation: *Shooting on Fifth Avenue: Investigating the Conceptualization, Measurement, and Undemocratic Consequences of Parasocial Relationships in 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*

PUBLICATIONS

Peer-Reviewed Journal Articles

- 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

* indicates equal contribution

PUBLICATIONS (continued)

Manuscripts in Preparation

- Zichettella, B., & Pasek, J.,** *With Thunderous Applause: Examining the Nature and Anti-Democratic Associations of Parasocial Relationships in U.S. Politics*
- Zichettella, B.,** *Burning Both Ends: Revisiting the Measurement of Parasocial Relationships in Political Contexts*
- Zichettella, B.,** *Shooting on Fifth Avenue: The Impact of Parasocial Relationships on Perceived Acceptability of Politicians' Undemocratic Actions*
- Zichettella, B.,** Zhang, A. L., & Pasek, J. *These are Not the Droids You're Looking For: Assessing the Impact of Data Missingness Levels on Synthetic Short Answer Response Variance*
- 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 Mater?* [Audio podcast]. The Daily Weekly. <https://open.spotify.com/episode/4Nc16XRB3AyPZB3wvNVJck?si=91778e9b86694943> [Subject matter guest appearance]

GRANTS, FELLOWSHIPS, & AWARDS

- 2026 Rackham Doctoral Intern Fellowship (full funding for Spring/Summer salary) | Rackham Graduate School
- 2026 Garth Taylor Dissertation Fellowship in Public Opinion (\$10,000) | Institute for Social Research
- 2026 Marsh Research Grant for Graduate Students (\$5,000) | Department of Communication and Media, University of Michigan
- 2025 Department Dissertation Research Award (\$5,000) | Department of Communication and Media, University of Michigan
- 2025 Rackham Conference Travel Grant (\$1,150) | Rackham Graduate School
- 2025 Chair's Graduate Student Research Award (\$3,000) | Department of Communication and Media, University of Michigan

GRANTS, FELLOWSHIPS, & AWARDS (continued)

- 2024 Thought Summit on the Future of Survey Science Emerging Scholar Support (full funding for travel and attendance) | Cornell University
- 2024 Rackham Conference Travel Grant (\$1,400) | Rackham Graduate School
- 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)
- 2023, 2022 Inter-university Consortium for Political and Social Research (ICPSR) Summer Training Award | Department of Communication and Media, University of Michigan
- 2020 Rackham Merit Fellow | Rackham Graduate School
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- 2026

CONFERENCE PAPERS AND PRESENTATIONS

Zichettella, B. (2025, September) Parasocial Relationships, Affective Polarization, and Support for Anti-Democratic Political Actions. Paper 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: 2024 U.S. Presidential 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*. 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?* Paper presented at the 120th American Political Science Association Annual Meeting & Exhibition; Philadelphia, Pennsylvania.

CONFERENCE PAPERS AND PRESENTATIONS (continued)

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.

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 EXPERIENCE AND TRAINING

Center for Political Studies at the Institute for Social Research

Research staff for "Reducing Racial Polarization in Reactions to Police Use of Force: Identifying Mechanisms and Testing Interventions" (with Dr. Josh Pasek; 2022 – 2025; funded by the Russell Sage Foundation)

- Organized project meetings, goals, documentation, and records
- Built and ran surveys in Qualtrics
- Coordinated survey distribution and data collection with contracted companies
- Instructed and supervised undergraduate research assistants through the University of Michigan's Undergraduate Research Opportunity Program (UROP)
- Wrote project papers, presentations, preregistrations, and administrative updates in collaboration with team members
- Presented project results at academic conferences

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

ADDITIONAL EXPERIENCE AND TRAINING (continued)

Ithaka S+R (research and consulting branch of Ithaka Harbors, Inc.)

International Research Policy Associate (Spring/Summer semester 2026)

- Conducted research on public policy governing international academic collaboration
- Maintained and updated Ithaka S+R's policy tracker
- Collaborated on topic briefs, presentations, and other deliverables for stakeholders with different levels of project knowledge

Research Labs

Media and Psychology in
Everyday Life (MaPiEL) Lab Mixed graduate and undergraduate project-focused research lab

Political Communication
Working Group (PCWG) Interdisciplinary faculty and graduate student research workshop

Politics and Communication
(PaC) Lab Faculty-led graduate student research lab

Politics, Environment, and
Science (PES) Lab Mixed graduate and undergraduate project focused research lab

Other Experience and Training

University of Michigan Data Carpentries Workshop (R code and GitHub integration, Fall 2023)

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

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

2024 Framing & Facilitating High Stakes Discussions: Election Edition

2024 It's Time for Action: Incorporating Active Learning Techniques in Your STEM Class

2023 Midterm Teaching Consultation (COMM 102)

2023 Making Groupwork Work

2023 Equity-focused Facilitation Strategies

2022 Writing and Grading Multiple Choice Exams

2022 Introduction to Equity-Focused Teaching

TEACHING

University of Michigan Department of Communication and Media

Graduate Student Instructor, Discussion Section Lead

Winter 2026	COMM 230	Advertising
Fall 2025	COMM 221	Quantitative Skills for Communication Studies
Winter 2023	COMM 102	Media Effects and Processes
Fall 2022	COMM 307	Political Communication
Winter 2022	COMM 102	Media Effects and Processes
Fall 2021	COMM 340	Gender and the Media

The Ohio State University School of Communication

Graduate Teaching Associate

Summer 2020	COMM 3620	Introduction to Interpersonal Communication
Spring 2020	COMM 3415	Sports and Media
Fall 2029	COMM 3444	Advertising and Society
Summer 2019	COMM 3620	Introduction to Interpersonal Communication
Spring 2019	COMM 3163	Industry Research Methods (Lab Instructor)
Fall 2018	COMM 4445	Stereotypes and the Media

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	Welcome Weekend Guide for Prospective Students
Winter 2023	
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