

Curriculum Vitae
Brianna Zichettella

Ph.D. Candidate

Department of Communication and Media

University of Michigan, Ann Arbor

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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 Undemocratic Implications 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: Parasocial Relationships and the Perceived Acceptability of Political Corruption*

Zichettella, B., Zhang, A. L., & Pasek, J. *These Aren't 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 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

2026 Rackham Doctoral Intern Fellowship (full funding for Spring/Summer salary) | Rackham Graduate School

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 Inter-university Consortium for Political and Social Research (ICPSR) Summer Training
2022 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., 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.

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.

CONFERENCE PAPERS AND PRESENTATIONS (continued)

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, University of Michigan;

Paid research staff for “Reducing Racial Polarization in Reactions to Police Use of Force: Identifying Mechanisms and Testing Interventions” (with Dr. Josh Pasek; 2022 – 2026; funded by the Russell Sage Foundation)

- Organized goals, progress, and documentation for a multi-site team across four pilot tests and four primary studies, including two multi-wave studies with id-matching of returning participants
- Contributed to sample design, oversampling to create a stratified sample evenly split between Black and white Americans.
- Utilized advanced logic and randomization to create complex survey flows in Qualtrics
- Created study stimuli, including editing video-based stimuli spliced together from multiple sources in Adobe Premiere Pro
- Pilot tested survey items, including cognitive pre-testing of questions
- Led dashboard monitoring of incoming results
- Analyzed results to improve and update survey items across multiple waves and studies
- Coordinated survey distribution and data collection with contracted companies
- Instructed and supervised undergraduate research assistants working on the project through the University of Michigan's Undergraduate Research Opportunity Program (UROP)
- Wrote project preregistrations, presentations, and papers, as well as reports for both University-based and external stakeholders, in conjunction with other team members
- Presented project results at academic conferences held by the American Association for Public Opinion Research and the American Political Science Association

ADDITIONAL EXPERIENCE AND TRAINING (continued)

Ithaka S+R (research and consulting service of Ithaka Harbors, Inc., parent company of JSTOR)

- 2026 International Research Policy Intern (Spring/Summer semester)
- Conducted research on public policy governing international academic collaboration
 - Maintained and updated Ithaka S+R's US-Sino Policy Tracker
 - Collaborated on topic briefs, presentations, and other deliverables for stakeholders with different levels of project knowledge

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 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

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 group
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, Adobe Premiere Pro (video editing software)

TEACHING

University of Michigan

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

Graduate Teaching Associate

Summer 2020	COMM 3620	Introduction to Interpersonal Communication
Spring 2020	COMM 3415	Sports and Media
Fall 2019	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