

Ericka Menchen-Trevino

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EDUCATION

Northwestern University

Ph.D., Media Technology & Society. Expected Graduation: June 2012

Dissertation: *Partisans and Dropouts?: News Filtering in the Contemporary Media Environment*

Committee: James Ettema (chair), Eszter Hargittai, James Webster, Jamie Druckman

University of Illinois at Chicago

M.A. Communication. December 2006

Thesis: *Social bookmarks: Personal organization and collective discovery on the web*

Committee: Steve Jones (chair), Andrew Rojecki, Nancy John

Loyola University Chicago

B.S., Anthropology, *Magna cum laude*. May 2001

PUBLICATIONS

Journal articles

Menchen-Trevino, E.; Karr, C. (In Press) "Researching Real-world Web Use with Roxy, Collecting observational Web data with informed consent" *Journal of Information Technology & Politics*, 9.3.

Menchen-Trevino, E.; Hargittai, E. (2011) "Young Adults' Credibility Assessment of Wikipedia" *Information Communication & Society*, 14.1.

Hargittai, E.; Fullerton, L.; Menchen-Trevino, E.; Thomas, K. (2010) "Trust Online: Young Adults' Evaluation of Web Content" *International Journal of Communication*, 4.

Book chapter

Elfving, D., & Menchen-Trevino, E. (2008). One Wiki, Two Classrooms. In R. Cummings & M. Barton (Eds.), *Wiki Writing: Educators on Collaborative Writing and Learning*. Ann Arbor, Michigan: University of Michigan Press.

ARTICLES UNDER REVIEW

Menchen-Trevino, E. "Social public measures of news: Gatekeeping practices on Digg.com."

REFEREED PRESENTATIONS

Menchen-Trevino, E. "Exactly what you want?: Comparing interest in politics & elections to observed Web use" International Communication Association, Phoenix, (forthcoming) May 2012. *Top 3 Student Paper*.

- Menchen-Trevino, E. "Ideological 'deviants' and selective exposure to political communication" National Communication Association, New Orleans, Nov. 2011
- Menchen-Trevino, E. "Flocking together? Political information in multiply mediated social networks" National Communication Association, New Orleans, Nov. 2011
- Menchen-Trevino, E. "The Future of Internet Research Methods: Combining Real-World Observation & Self Reports" The Association of Internet Researchers, Seattle, Washington, October 2011
- Menchen-Trevino, E. "Avoiding politics, avoiding the other side: An in-depth study of selectivity practices across media" Association of Internet Researchers conference, Seattle, Washington, October 2011
- Menchen-Trevino, E. "Registered voters on the web: Looking for information, looking for confirmation, not looking at all" The Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, Missouri, August 2011
- Menchen-Trevino, E. "Social public measures of news: Users as gatekeepers on Digg.com" International Communication Association, Boston, May 2011
- Menchen-Trevino, E.; Karr, C., "Researching Real-world Web Use with Roxy, A Research Proxy" Journal of Information Technology & Politics conference on The Future of Computational Social Science. Seattle, May 2011
- Menchen-Trevino, E. "Users as news gatekeepers online" National Communication Association, Chicago, Illinois, November 2009
- Fullerton, L; Keegan B.; Menchen-Trevino, E. "Institutionalizing notability on Wikipedia: process, policy and change" The Association of Internet Researchers, Milwaukee, Wisconsin, October 2009
- Menchen-Trevino, E.; Hargittai, E. "Online credibility assessment: the case of Wikipedia" Association of Internet Researchers conference, Milwaukee, Wisconsin, October 2009
- Menchen-Trevino, E. "Milblogs as a Networked Public Sphere: The Case of Haditha" International Communication Association, Chicago, May 2009
- Hargittai E.; Fullerton L.; Menchen-Trevino E.; Thomas, K. "Trust on the Web: How young adults judge the credibility of online content" International Communication Association, Chicago, May 2009. *Second Place Faculty Paper.*
- Menchen-Trevino, E.; Jha, S.; Pathak, M.; Papagari S.; Sridhar R.; Seo, D.; and Ye, C., (2009) "Wikis in the Classroom: An Agenda for Studying Collaborative Writing in Information Systems Research" Americas Conference on Information Systems, *AMCIS 2009 Proceedings*. Paper 732.
- Menchen-Trevino, E. "Peer Monitoring in Everyday Life" The Association of Internet Researchers, Copenhagen, Denmark, October 2008
- Hargittai E.; Fullerton L.; Menchen-Trevino E.; Thomas, K. "Trust Online: How Search Context and Branding Influences User Perception of Content Credibility" Telecommunications Policy Research Conference, Washington D.C., September 2008
- Jones, S.; Menchen-Trevino, E. et. al. "Internet Research at an Internet Research Conference: A Case Study of Internet Use at AoIR 6.0," The Association of Internet Researchers, Brisbane, Australia, September 2006
- Menchen-Trevino, E.; Elfving, D. "When does a wiki work? A case study in graduate education" Teaching and Learning with Technology, West Lafayette, Indiana, March 2006
- Menchen-Trevino, E. "Blogger Motivations: Power, Pull and Positive Feedback," The Association of Internet Researchers, Chicago, Illinois, October 2005. *First Place Student Research Award, Carl Couch Center for Social and Internet Research.*

Menchen, Ericka. "Visual Images of Quepos, Costa Rica: The photographic Gaze of a Tourist Community in Flux" The Society for Applied Anthropology, Merida, Mexico, March 2001

Menchen, Ericka. "Virtual Museums and the Production of Cultural Identities," Central States Anthropological Society, Bloomington, Indiana, April 2000

RESEARCH GRANTS

- "The impact of exposure to online media content on attitude polarization" Program to Develop Scientific and Technological Infrastructure in the Social Sciences, Ministry of Science and Technology, Israel, 373,328 Shekels (\$100,000) over 3 years, co-PI with Shira Dvir (Hebrew University of Jerusalem) and Yariv Tsafti (University of Haifa).
- Graduate Research Grant, 2010, The Graduate School, Northwestern University, \$3,000.
- Special Research Grant, Department of Communication Studies, Northwestern University \$3,000.
- Graduate Research Ignition Grant, 2010, School of Communication, Northwestern University, \$2,000.
- Dissertation Grant, 2010, Department of Communication Studies, Northwestern University \$1,000.

HONORS & AWARDS

- Top 3 Student Paper, "Exactly what you want?: Comparing interest in politics & elections to observed Web use" International Communication Association, Political Communication division, 2012
- Second Place Faculty Paper, "Trust on the Web" co-authored with Hargittai, Fullerton & Thomas, International Communication Association, Communication & Technology Division, 2009
- Graduate Student Excellence in Teaching Award, International Communication Association, 2006
- Student Research Award, First Place, Carl Couch Center for Social and Internet Research, 2005
- Outstanding Student in Cultural Anthropology, Loyola University Department of Anthropology, 2001
- Phi Beta Kappa, Loyola University Chicago, 2001
- Study Abroad Scholarship to Italy, The Forum Associates, Spring 1999, \$3,000
- Presidential Fellowship, Loyola University Chicago, 1998 – 2001, \$10,000 per year

ADDITIONAL RESEARCH TRAINING

Carnegie Mellon University
Center for Computational Analysis of Social and Organizational Systems (CASOS)
Summer Institute, network analysis, 2008

The Field Museum
Urban Research Institute, Ethnographic field school, Center for Cultural Understanding and Change, Summer 2003

North Carolina State University
Ethnographic field school, Quepos, Costa Rica. Summer 2000

DOCTORAL CONSORTIA & MENTORING PROGRAMS

- Association of Internet Researchers, Doctoral Consortium. October 2011. Seattle, Washington.
- NSF Summer Institute, Consortium for the Science of Sociotechnical Systems (CSST). June 2011. Captiva Island, Florida.
- International Communication Association, Political Communication Division, Doctoral Consortium. May 2011. Boston, MA.
- International Communication Association, Communication and Technology Division, Doctoral Consortium. June 2010. Singapore.

TEACHING EXPERIENCE

Courses

Political Communication & New Media, Northwestern University, (forthcoming) Spring 2012 (enrollment 15)

Instructor

Writing intensive course for Communication Studies majors in their junior year. Focus on theories of new media's impact on politics as well as the impact of politics and policy on new media. These theories will inform and motivate student papers.

Persuasive Images, Northwestern University, Winter 2012 (enrollment 80)

Teaching Assistant

Communication Studies elective course on the rhetoric of popular culture images. The course features a research-based video production team project.

Theories of Mediated Communication, Northwestern University, Spring 2010 (enrollment 117)

Teaching Assistant

Communication studies required course covering several theoretical traditions in communication and media studies.

Contemporary Media in Business, Government and Society, Northwestern University, Master of Science in Communication Program, Winter 2010 (enrollment 15)

Course Development Assistant

Assisted Professor Jim Ettema in developing the course plan, readings, syllabus, and supplementary materials for this professional course in our M.A. program.

The Fundamentals of Human Communication, University of Illinois at Chicago, Summer 2005, Fall 2005 & Spring 2006 (enrollment up to 20 per section, taught 4 sections)

Instructor

Social science core course focusing on public speaking, speech writing, and basic rhetorical skills.

Qualitative Methods in the Social Sciences, University of Illinois at Chicago, Spring 2005 (enrollment 11)

Teaching Assistant

Graduate-level methods course including a service-learning component, fieldwork for North Lawndale Community News.

Pedagogical Training

Searle Center for Teaching Excellence, Northwestern University

Graduate Teaching Mentor, 2011-2012

Graduate Teaching Certificate, 2009-2010

- Year long program including discipline specific as well as cross-disciplinary discussions of core issues in university teaching, culminating in a teaching portfolio project
- Teaching portfolio chosen as a model for future participants
- Selected for the position of Graduate Teaching Mentor, guiding current Graduate Teaching Certificate participants

University of Illinois at Chicago, Communication Department

Teacher training course, 2005

- Semester length preparation for teaching the Communication 100 course
- Included practical research-based teaching and learning instruction

SOFTWARE SKILLS

- Co-created software for observational Web research (see <http://www.roxyproxy.org/>)
- Management and analysis of large text corpora using Perl, Python, and Unix shell utilities
- Statistical modeling using Stata
- Network analysis using UCINET

PROFESSIONAL SERVICE

- Reviewer:
 - Conferences: National Communication Association; Association of Internet Researchers; Hawaii International Conference on System Sciences
 - Journals: *Cyberpsychology, Behavior, and Social Networking*; *New Media & Society*, *Social Science Computer Review*
- Graduate Student Representative of the Media, Technology & Society program to the Graduate Student Association, Northwestern University, 2010-2011
- Northwestern's Media, Technology & Society speaker series, student host, 2010
- Caterpillar Scholarship Committee, University of Illinois at Chicago, Summer 2006
- Graduate Program Committee, University of Illinois at Chicago 2005-2006

- Chicago Association for the Practice of Anthropology, Program Coordinator & Webmaster, June 2003 – June 2004

SELECTED PRESS COVERAGE OF RESEARCH

- Chronicle of Higher Education, “Wikipedia’s Editing Process Is Still a Mystery to Students,” February 10, 2011.
- The Chicago Sun-Times, “Study: Students take what Google gives,” July 28, 2010.
- The Huffington Post, “Students Not That Web-Savvy, Rely Mainly On Google: Report,” July 28, 2010.

ACADEMIC & INDUSTRY EMPLOYMENT

- Research Assistant, Irving Rein, Northwestern University, September 2009 - March 2010; Researched cases for book, working title ‘*Overlooked*’.
- Research Assistant 2007-2008, Lab Manager 2008-2009, Web Use Project, Eszter Hargittai, Northwestern University; Performed observational task interviews. Managed a survey data collection project.
- Knowledge Management Specialist, September 2006 - September 2007, Wm. Wrigley Jr. Company; Technical writing, intranet website and database design.
- Coordinator of Teaching Assistants for Public Speaking summer courses, University of Illinois at Chicago May–July 2006; Assisted new teachers of Comm. 100 course.
- Research Assistant, Kevin G. Barnhurst, University of Illinois at Chicago, August 2004 - May 2005; Assisted with literature gathering for book, *The New Long Journalism*.
- Grant Writer, *Centro Comunitario Juan Diego*, May 2004–August 2004; Author of small grants with awards totaling approximately \$100,000.
- Assistant Ethnographer, Social Solutions Inc. May 2001–August 2002; Worked with R&D engineers and a senior ethnographer to research the “paperless zone” project at Pitney Bowes.

PROFESSIONAL AFFILIATIONS

- American Political Science Association
- American Society for Information Science and Technology
- Association for Education in Mass Communication and Journalism
- Association of Internet Researchers
- International Communication Association
- National Communication Association