

Ericka Menchen-Trevino, Ph.D.

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EDUCATION

Northwestern University

Ph.D., School of Communication program in Media Technology & Society. December 2012

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

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

Dissertation Awards:

- International Communication Association, Communication and Technology Division, The Dordick Award, 2nd place, 2013
- Northwestern School of Communication Graduate Dissertation Award, 2013

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

EMPLOYMENT

September 2012 – Present, Assistant Professor (Universitair Docent), Erasmus University Rotterdam

September 2007 – June 2012, Research Assistant, Teaching Assistant and Ph.D. Candidate, Northwestern University

PUBLICATIONS

Journal articles

Dvir Gvirsman, S., Tsfti, Y., Menchen-Trevino, E. (In Press) "The Extent and Nature of Ideological Selective Exposure Online: Combining Survey Responses with Actual Web Log Data from the 2013 Israeli Elections" *New Media & Society*

Menchen-Trevino, E. (2013) "Collecting Vertical Trace Data: Big Possibilities and Big Challenges for Multi-method Research" *Policy & Internet*, 5(3), 328-339. doi: 10.1002/1944-2866.POI336 –SSRN's Top Ten download list for: AARN: Research Methods (Sub-Topic)

Menchen-Trevino, E.; Karr, C. (2012) "Researching Real-world Web Use with Roxy, Collecting observational Web data with informed consent" *Journal of Information Technology & Politics*, 9(3), 254-268. doi: 10.1080/19331681.2012.664966

Menchen-Trevino, E.; Hargittai, E. (2011) "Young Adults' Credibility Assessment of Wikipedia" *Information Communication & Society*, 14(1), 24-51. doi: 10.1080/13691181003695173

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

Book chapters

- Menchen-Trevino, E. & Mao, Y. (In Press) "Online Political Discussion in English and Chinese: The Case of Bo Xilai" in Chen, W. & Reese, S. D. (Eds.), *Networked China: Global Dynamics of Digital Media and Civic Engagement*. Routledge.
- Elfving, D., & Menchen-Trevino, E. (2008). One Wiki, Two Classrooms. In R. Cummings & M. Barton (Eds.), *Wiki Writing: Educators on Collaborative Writing and Learning* (p. 137-143). Ann Arbor: University of Michigan Press.

MANUSCRIPTS UNDER REVIEW

- Menchen-Trevino, E. & Ettema, J. S. "Mundane Media Iconography: The Cultural Resonances of an Everyday Atrocity"
- Menchen-Trevino, E. "Exactly What You Want?: Political Information Retrieval and Information Polarization in the Contemporary Media Environment"

MANUSCRIPTS IN PREPARATION

- Menchen-Trevino, E. "Attitudes and Practices of Citizenship in the Digital Media Age: When what we say and what we do diverge" (Monograph)
- Menchen-Trevino, E. "Using digital traces as mixed-method observational data"

RESEARCH GRANTS

- Ministry of Science and Technology, Israel. Program to Develop Scientific and Technological Infrastructure in the Social Sciences. "The impact of exposure to online media content on attitude polarization." Awarded 373,328 Shekels (\$100,000) over 3 years, co-PIs Shira Dvir (Netanya College) and Yariv Tsafti (University of Haifa).
- Northwestern University
 - Graduate Research Grant, 2010, The Graduate School, \$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.

REFEREED PRESENTATIONS

- Menchen-Trevino, E., Ettema, J. "Mundane Media Iconography: The Cultural Resonances of an Everyday Atrocity" National Communication Association, Chicago IL, Nov. 2014
- Menchen-Trevino, E. "Using digital traces as qualitative observational data" Qualitative Political Communication (a pre-conference of the International Communication Association) Seattle, Washington. May 2014
- Dvir-Gvirsman, S., Tsfati, Y., Menchen-Trevino, E. "Exploring the Frequency and Predictors of Online Ideological News Exposure Using Actual Web Use Data" International Communication Association, Seattle, Washington. May 2014.
- Menchen-Trevino, E. & Mao, Y. "Framing Bo Xilai in the Global Fifth Estate" China and the New Internet World (a pre-conference of the International Communication Association). Oxford, England. June, 2013.

- Menchen-Trevino, E. "Collecting Vertical Big Data: Big Possibilities and Big Challenges" Internet, Politics, Policy 2012: Big Data, Big Challenges. Oxford, England, September 2012.
- Menchen-Trevino, E. "Exactly what you want?: Comparing interest in politics & elections to observed Web use" International Communication Association, Phoenix Arizona, May 2012. *Top Student Paper, Second Place, Political Communication Division.*
- 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

HONORS & AWARDS

- SSRN's Top Ten download list for: AARN: Research Methods (Sub-Topic), "Collecting Vertical Trace Data: Big Possibilities and Big Challenges for Multi-method Research" http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2286234
- The Dordick Award, Second Place, International Communication Association, Communication and Technology Division, 2013
- Northwestern School of Communication Graduate Dissertation Award, 2013
- Top Student Paper, Second Place, International Communication Association, Political Communication Division, 2012
- Second Place Faculty Paper, co-authored with Hargittai, Fullerton & Thomas, International Communication Association, Communication & Technology Division, 2009
- Graduate Student Excellence in Teaching Award, International Communication Association, Instructional and Developmental Division, 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
- Presidential Fellowship, Loyola University Chicago, 1998 – 2001

INVITED PRESENTATIONS

"Using digital traces as inductive observational data" Media Exposure Seminar, University of Amsterdam, 2 Oct 2014

"Election 2012: One thing no one is talking about and three things everyone is talking about" Stars and Stripes: USA Election Night, Erasmus University Rotterdam Stadium Generale & Erasmus Cultuur program, In co-operation with Embassy of the United States of America, Rotterdam, 6 Nov 2012

TEACHING EXPERIENCE

Courses Designed & Taught

Digital Research Methods, Erasmus University Rotterdam, Fall 2012 & 2014 (enrollment 25)

Course Designer, Instructor & Coordinator

Compulsory seminar for students enrolled in the M.A. in Media & Business program.

Equal parts research methodology and hands-on workshops with digital tools.

Coordinated the teaching of the course among myself and another instructor (2014).

(New) Media & Politics, Erasmus U. Rotterdam, Fall 2012, Spring 2015 (enrollment 25)

Course Designer & Instructor

Seminar for second year students in the International Bachelors in Communication

program. Covered theories of the relationship between media, politics, journalism, and

audience/citizens in international perspective.

Survey Research Module, Methods of Media Research, Erasmus University Rotterdam, Fall 2014

(Enrollment 20)

Module Co-designer & Instructor

Two weeks of instruction and an assignment on survey question construction for M.A.

students in the Media and Culture program.

Political Communication & New Media, Northwestern University, Spring 2012 (enrollment 12)

Course Designer & Instructor

Writing intensive course for Communication Studies majors. Focus on theories of new media's impact on politics as well as the impact of politics and policy on new media.

Includes writing instruction, peer and instructor writing feedback.

The Impacts of Digital Media on Political Life, Bachelor's Thesis Class, Erasmus University

Rotterdam, Spring 2013 & 2014 (enrollment 10)

Theme Designer & Instructor

Capstone course in the BA program where students complete a theoretically

embedded empirical research project on a topic within the theme of the course.

Courses Taught

Introduction to Social Science Research, Erasmus University Rotterdam, Fall 2014 (enrollment 121)

Teaching Assistant, Instructor of 25 students in weekly tutorial groups

Introduction to basic concepts and traditions of social science research. Creating

activities and examples to illustrate concepts, and writing exam questions.

Communication Technologies and their Impacts, Erasmus University Rotterdam, Spring 2013 & 2014 (enrollment 117)

Teaching Assistant, Instructor of 72 students in weekly tutorial groups

Communication technology developments and social consequences over time.

Media Systems in Comparative Perspective, Erasmus University Rotterdam, Winter 2014 (enrollment 120)

Teaching Assistant, Instructor of 50 students in weekly tutorial groups

Theories and methods of cross-national comparative media studies, primarily based on

Halin and Mancini's approach.

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.

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.

PROFESSIONAL SERVICE

- Book review editor, *International Journal of Media & Cultural Politics*, 2014
- Reviewer:
 - Conferences: National Communication Association; International Communication Association, Association of Internet Researchers; Hawaii International Conference on System Sciences, Media Technology & Society Graduate Student Conference, Etmaal Conference
 - Journals: *Journal of Communication*, *Communication Research*, *Cyberpsychology, Behavior, and Social Networking*; *New Media & Society*, *Social Science Computer Review*, *Journal of Broadcasting & Electronic Media*
 - Grants: Time Sharing Experiments for the Social Sciences (TESS)
 - Awards: Baschwitz award jury, Amsterdam School of Communication Research
- 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

PROFESSIONAL AFFILIATIONS

- American Political Science Association (APSA)
- Association for Education in Mass Communication and Journalism (AEJMC)
- Association of Internet Researchers (AoIR)
- International Communication Association (ICA)
- National Communication Association (NCA)
- Netherlands School of Communication Research (NeSCoR)