

# **Ericka Menchen-Trevino, Ph.D.**

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## EMPLOYMENT

August 2015 – Present, Assistant Professor, American University, Washington D.C.

September 2012 – August 2015, Assistant Professor (Universitair Docent), Erasmus University Rotterdam

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

## 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

## PUBLICATIONS

Menchen-Trevino, E. (In Press) "A Proactive Research Ethics for Incorporating Digital Trace Data into the Social Sciences" in Gonzales Bailon, S. & Welles, B. (Eds.) *Oxford Handbook of Networked Communication*, Oxford: Oxford University Press.

Menchen-Trevino, E. (2016) "Web Historian: Enabling multi-method and independent research with real-world web browsing history data" iConference Proceedings 2016. Available: <http://hdl.handle.net/2142/89388>

Menchen-Trevino, E. & Mao, Y. (2015) "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.

Dvir Gvirsman, S., Tsfti, Y., Menchen-Trevino, E. (2014 online first) "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*. doi: 10.1177/1461444814549041

- 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
- 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.
- 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.

## SOFTWARE

- Menchen-Trevino, E., Karr, C., and contributors (2015-present) *Web Historian*. Available via [Chrome Web Store](#). Open source code available [on GitHub](#).
- Karr, C., Menchen-Trevino, E. (2010) *Roxy: A Research Proxy*.

## RESEARCH GRANTS

- American University, Washington D.C. 2016-17, Faculty Research Support Grant (\$9,500)
- Ministry of Science and Technology, Israel 2012. 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., "Integrating digital trace data into communication studies," National Communication Association Annual Meeting, National Communication Association, Philadelphia, PA., November, 2016.
- Menchen-Trevino, E., "Using web browsing histories to facilitate multimethod research," Internet Rules!, Association of Internet Researchers, Berlin. October 2016.
- Menchen-Trevino, E. "Web Historian: Enabling the collection of self-reported & behavioral data about web browsing" International Communication Association. San Juan Puerto Rico, June 2015.

- Menchen-Trevino, E., Ettema, J. "Mundane Media Iconography: The Cultural Resonances of an Everyday Atrocity" National Communication Association. Chicago, November 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

#### EDITORIALS & BOOK REVIEWS

- Seoane Pérez, F. & Menchen-Trevino, E. (2016) "Requiem for a master: A homage to professor Kevin G. Barnhurst. *International Journal of Media & Cultural Politics*, 12(2), 147-149.
- Menchen-Trevino, E. (2016, August). The Two-party System Is Rigged, But It's Not Against You. Retrieved from [http://www.huffingtonpost.com/entry/the-two-party-system-is-rigged-but-its-not-against\\_us\\_57bb4baf4b07d22cc392b4b](http://www.huffingtonpost.com/entry/the-two-party-system-is-rigged-but-its-not-against_us_57bb4baf4b07d22cc392b4b)
- Menchen-Trevino, E. (2015). Review of "The Hidden Agenda of the Political Mind." *International Journal of Media and Cultural Politics*, 11(1), 129. [https://doi.org/10.1386/macp.11.1.129\\_5](https://doi.org/10.1386/macp.11.1.129_5)

#### INVITED PRESENTATIONS

- Menchen-Trevino, E., "The Web Historian Project: Trace Partnership in Practice" American University School of Communication Faculty Forum, Washington D.C. 30 March 2017. Available: <https://www.youtube.com/watch?v=v8FjFrenryE>
- Menchen-Trevino, E., "The Web Historian Project: Trace Partnership in Practice" Data Visualization DC, Washington D.C. 28 March 2017
- Menchen-Trevino, E., "Using digital traces as mixed-method observational data" Media Exposure Seminar, University of Amsterdam, 2 October 2014
- Menchen-Trevino, E., "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

## HONORS & AWARDS

- 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

## TEACHING EXPERIENCE

*Understanding Media*, American University, Fall 2016 (40 students)

Course Designer & Instructor

Interactive lecture course designed to introduce students to media studies and practices across several fields of communication. The major writing assignment involved making productive contributions to Wikipedia.

*Using Digital Data for Strategic Communication*, American University, Spring 2017 (15 students)

Course Designer & Instructor

Seminar and lab course with graduate and undergraduate students 400/600 level. Mix of conceptual topics and practical skills for understanding and using digital traces to inform strategic decisions in organizations.

*Public Communication Research*, American University, Fall 2015- Fall 2016 (16-19 students)

Course Designer & Instructor

Introduction to social science and applied research methods, including qualitative and quantitative approaches.

*Digital Research Methods*, Erasmus University Rotterdam, Fall 2012 and 2014 (25 students)

Course Designer, Instructor & Coordinator

Seminar with students enrolled in the M.A. in Media & Business program. Discussed social science methodology and the role of natively digital methods. Included a group project with hands-on analysis of digital data. Coordinated the teaching of the course among myself and another instructor (2014).

*Media & Politics*, Erasmus University Rotterdam, Fall 2012, Spring 2015 (25 students)

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.

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

Course Designer & 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. 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 (10 students)

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.

*Media Systems in Comparative Perspective*, Erasmus University Rotterdam, Winter 2014 (115 students)

Teaching Assistant, Instructor of 45 students in two weekly tutorial groups

Covered key theories and dimensions of cross-national media comparisons. Required course for first year students

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

Teaching Assistant, Instructor of 72 students in three weekly tutorial groups

Required course for first year students covering communication technology developments and social consequences over time.

*Persuasive Images*, Northwestern University, Winter 2012 (80 students)

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 (117 students)

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 (11 students)

Teaching Assistant

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

## PROFESSIONAL SERVICE

- 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
- Book Reviews Editor, International Journal of Media & Cultural Politics, 2014-Present
- American University Committees:
  - University Level: Undergraduate Research Committee
  - School of Communication Level: Ph.D. Program Committee
  - Public Communication Department Level: Assessment Committee

#### PROFESSIONAL AFFILIATIONS

- American Political Science Association (APSA)
- American Society for Information Science and Technology (ASIS&T)
- Association for Education in Mass Communication and Journalism (AEJMC)
- Association of Internet Researchers (AoIR)
- International Communication Association (ICA)
- National Communication Association (NCA)