

Bridget Barrett

Curriculum Vitae

Assistant Professor of Advertising
College of Media, Communication and Information
University of Colorado Boulder

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EDUCATION

Ph.D., Media and Communication	2023
University of North Carolina at Chapel Hill (UNC-Chapel Hill)	
Dissertation title: Merchandising Democracy: Inside the online industry of campaign merchandise.	
M.A., Media and Communication	2020
UNC-Chapel Hill	
B.A., Advertising and Political Science	2015
University of Oregon, <i>summa cum laude</i>	

ACADEMIC APPOINTMENTS

Assistant Professor of Advertising	August 2023- Present
College of Media, Communication and Information, University of Colorado Boulder	
Graduate Research Fellow	Spring, Summer 2022
Center for Information, Technology, and Public Life (CITAP), UNC-Chapel Hill	
Graduate Research Assistant to Dr. Lee McGuigan	Spring, Fall 2021
Hussman School of Journalism and Media, UNC-Chapel Hill	
Graduate Research Assistant to Dr. Daniel Kreiss	2019-2020
Center for Information, Technology, and Public Life, UNC-Chapel Hill	
Research Assistant to Dr. Anaïs Theviot	Summer 2020
Arènes laboratory (Formerly the Center for Research on Political Action in Europe), University of Rennes 1 (Virtual)	
Graduate Teaching and Research Assistant to Dr. Lucinda Austin	Fall 2018
Hussman School of Journalism and Media, UNC-Chapel Hill	

PROFESSIONAL ADVERTISING EXPERIENCE

Senior Automated Media Buyer, BrillMedia	2017-2018
Digital Media Manager, Liquidus Marketing	2016-2017

Programmatic Analyst, Spark Foundry

2015-2016

PUBLICATIONS

Journal articles

Barrett, B. (2025). [Defining “Conservative” and “Progressive” Identities Through Popular Political Merchandise](#). *Journal of Broadcasting & Electronic Media*.

Barrett, B., Tackett, T., & Lorenz, A. (2025). [Pistols and Pearls: A Textual Analysis of Woman vs. Woman US 2022 Gubernatorial Political Advertisements](#). *Communication & Democracy*.

Barrett, B. & McGregor, S. (2025). [No Better Than Soup? Comparing null experimental effects of political Facebook ads across persuasive and instrumental measures of effectiveness](#). *Social Media + Society*.

Jang, H., **Barrett, B.**, & McGregor, S. (2023). [Social Media Policy in Two Dimensions: Understanding the Role of Anti-establishment Beliefs and Political Ideology in Americans’ Attribution of Responsibility regarding Online Content](#). *Information, Communication and Society*.

Barrett, B. (2021). [Commercial Companies in Party Networks: Digital Advertising Firms in US Elections from 2006-2016](#). *Political Communication*.

***Barrett, B.**, Dommett, K., Kreiss, D. (2021). [The Capricious Relationship Between Technology and Democracy: Analyzing Public Policy Discussions in the UK and US](#). *Policy & Internet*.

McGregor, S., **Barrett, B.** & Kreiss, D. (2021). [Questionably Legal: Digital Politics and Foreign Propaganda](#). *Journal of Information Technology & Politics*.

Kreiss, D., & **Barrett, B.** (2020). [Democratic Tradeoffs: Platforms and Digital Political Advertising](#). *Ohio State Technology Law Journal*

***Barrett, B.** & Kreiss, D. (2019). [Platform Transience: Changes in Facebook’s Policies, Procedures, and Affordances in Global Electoral Politics](#). *Internet Policy Review*.

*alphabetical ordering of authorship

Journal articles under review

A Civic Duty to Purchase: Campaign Merchandise in the United States. **Barrett, B.**

Who Gets What Ads? Tail-Aware Metrics and the Composition of Mobile Political Exposure. Vargo, C. & **Barrett, B.**

Divided by Ads: Understanding Partisan Consumerism through Online Ad Exposure. **Barrett, B.** & Vargo, C.

What Advertising Agencies Want. **Barrett, B.**, Young, M., Nottoli, D., Gillette, J., Wang, M.

Book chapters

Haenschen, K & **Barrett, B.** (2025) “Social Media Campaigning” in the Sage Handbook of Political Marketing. Editors: Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos.

Academic research reports

Bradshaw, S. & **Barrett, B.** (2022). [Civil Society Organizations' Data, Access, and Tooling Needs for Social Media Research](#). Commissioned report for the Institute for Research on the Information Environment, Carnegie Endowment for International Peace.

Barrett, B., Kreiss, D., & Reddi, M. (2020). [Enforcers of Truth: Social Media Platforms and Misinformation](#). The Bulletin of Technology & Public Life.

Barrett, B., Kreiss, D., Fox, A., & Ekstrand, T. (2020). [Political Advertising on Platforms in the United States: A Brief Primer](#). The Bulletin of Technology & Public Life.

Barrett, B., Adams, K., Miller, M., & Edick., C. (2019). [The Rise of Platforms: Challenges, Tensions, and Critical Questions for Platform Governance](#). Public report for the the Social Science Research Council covering the Rise of Platforms post-conference of the 2019 annual International Communication Association conference.

Popular press

Barrett, B. & Kreiss, D. (2023). [Platforms are Abandoning U.S. Democracy](#). Tech Policy Press.

Kreiss, D. & **Barrett, B.**, Reddi, M. (2021) [The Need for Race-Conscious Platform Policies to Protect Civic Life](#). Tech Policy Press.

Kreiss, D. & **Barrett, B.** (2021) [Democratic Decay: What Can and Should Platforms Be Responsible For?](#) Tech Policy Press.

Kreiss, D. & **Barrett, B.** (2020). [The Bright Line Platforms Should Draw Around Election Misinformation](#). Tech Policy Press.

Barrett, B. (2020). [COVID-19 Shows How Hard It Will Be for Facebook and Twitter to Crack Down on Voting Misinformation](#). Slate.

Barrett, B. (2020). [What We Learned From Bloomberg's Online Campaign](#). Lawfare.

Barrett, B. (2019). [How Three Presidential Campaigns are Putting Supporters' Privacy at Risk](#). Tech Policy Press. Also featured article on Medium's Election 2020, Privacy, and Cybersecurity channels.

Policy

Wrote [a comment to the Federal Election Commission](#) in support of the petition for rulemaking on REG 2021-02 Subvendor Reporting. Submitted on behalf of the Center for Information, Technology, and Public Life. (2021).

Book reviews

Barrett, B. (2021). Tim Hwang, *Subprime Attention Crisis: Advertising and the Time Bomb at the Heart of the Internet*. *International Journal of Communication*.

PRESENTATIONS

Refereed conference presentations

Barrett, B. & Vargo, C. (2025). Divided by Ads: Understanding Partisan Consumerism through Online Ad Exposure. To be presented at the Annual International Communication Association conference, Political Communication division. Denver, Colorado.

Barrett, B., Tackett, T., & Lorenz, A. (2024). “Pistols and Pearls: A Textual Analysis of Woman vs. Woman US 2022 Gubernatorial Political Advertisements.” National Communication Association annual conference, Political Communication Division. New Orleans, Louisiana.

- Top paper panel

Jang, H., **Barrett, B.**, & McGregor, S. (2022). “Social Media Policy in Two Dimensions: Understanding the Role of Anti-establishment Beliefs and Political Ideology in Americans’ Attribution of Responsibility regarding Online Content.” Annual Association for Education in Journalism and Mass Communication conference, Political Communication Division.

Barrett, B., McGuigan, L., Shapiro, A. (2022). “Making an Impression.” Annual International Communication Association conference, Media Industry Studies interest group. Paris, France.

Barrett, B. (2021). “When is Political Ad Targeting Acceptable? Testing Theories of Privacy.” American Political Science Association Annual Meeting Political Communication preconference. Seattle, Washington.

Barrett, B. & McGregor, S., (2021). “Ads. What Are They Good For?” American Political Science Association Annual Meeting. Seattle, Washington.

Barrett, B., Reddi, M., & Kreiss, D. (2020). “Enforcers of Truth: Social Media Platforms and Misinformation.” Humboldt Institute for Internet and Society’s Empirical Approaches to Platform Governance Research Workshop. Virtual.

Barrett, B. (2020). “Evolution Of The Digital Political Advertising Network: A Longitudinal Analysis of Platforms’ Rise to Dominance Over Four Election Cycles.” Annual International Communication Association conference, Political Communication Division. Virtual.

McGregor, S., **Barrett, B.** & Kreiss, D. (2019). “Barely Legal: Digital Politics and foreign propaganda.” Political Communication pre-conference of the American Political Science Association. Washington, DC.

Invited presentations & research workshops

Barrett, B. ,Tackett, T., & Lorenz, A (2024). “Pistols and Pearls: A Textual Analysis of Woman vs. Woman US 2022 Gubernatorial Political Advertisements.” Wesleyan Media Project 2024 Post Election Research Project. Middletown, Connecticut.

Barrett, B. (2023) “Merchandising Democracy: Inside the Online Industry of Campaign Merchandise.” Center for Information, Technology, and Public Life public dissertation defense. Chapel Hill, NC.

Barrett, B. (2022). “Understanding the Potential Harms of Digital Campaigns.” Presented at Princeton University’s Digital Campaigns Transparency Symposium. Co-panelist with Brandon M. Stewart, Eric M. Manning, and Zhao Li. Princeton, New Jersey.

Barrett, B. (2022). “Programmed Political Speech: How Programmatic Advertising Policies Shape Online Speech.” Webinar panel hosted by the UNC Center on Technology Policy. Co-panelist with Cheryl Hori and Saurov Ghosh. Virtual.

Barrett, B. (2022). “Artificial Intelligence, Social Media: Promise or Peril?” UNC General Alumni Association 50th anniversary reunion panel. Co-panelist with Dr. Francesca Tripodi. Chapel Hill, NC.

Urbelis, A., Mostert, F. (2022). “Adversarial Versatility: Examining How and Why Advanced Cyber Adversaries Exploit the Inherent Flexibility of the Internet for Deception.” Commentator: **Bridget Barrett**. Presented at the Technologies of Deception Conference. Yale Information Society Project. Virtual.

Barrett, B., Dommett, K., Kreiss, D. (2022). “The perceived threats digital media poses to democracy in debates over platform regulation.” Presented as part of Ofcom’s Online Communications Seminar speaker series. Virtual.

Kreiss, D. & **Barrett, B.** (2020). “What Can and Should Platforms Be Responsible For?” Presented at Information Society Project 2020 Workshop, hosted by Yale Information Society Project. Virtual.

Kreiss, D. & **Barrett, B.** (2020). “What Can and Should Platforms Be Responsible For?” Presented at Digital Technology, Social Media, and the 2020 Presidential Election, hosted by Stanford Cyberpolicy Center. Virtual.

Kreiss, D. & **Barrett, B.** (2019). “Facebook and Google as Global Democratic Infrastructures: A Preliminary Five Country Comparative Analysis of Platforms, Paid Political Speech, and Data.” Presented at Data-Driven Elections: Implications and Challenges for Democratic Societies. Victoria, BC.

TEACHING

Instructor of record

APRD 3009: Brand Building, CU Boulder.

- 1 section Spring 2026. 10 students.

APRD 3010: Consumer Insights, CU Boulder.

- 1 section Spring, 2025, 2 sections Fall 2025.
- 20-30 students per section.

APRD 7841: Independent Study on Political Communicaiton

- Spring, 2025. 1 student

APRD-JRNL 7003: ProSeminar in Mass Comm II, CU Boulder.

- Spring, 2025. 8 students.

APRD 4873.001: Special Topics: Political Advertising, CU Boulder.

- Fall 2024, 18 students.

APRD 3002: Communication and Media Planning, CU Boulder.

- 1 section Fall 2023, 2 sections Spring 2024, 1 section Fall 2024, 1 section Spring 2026.
- 20-40 students per section.

MEJO 372.001: Advertising Media, UNC-Chapel Hill.

- Fall 2022, Spring 2023.
- 25 students per semester.

Guest lectures

“Facebook & Falsehoods.” October 18th, 2021. MEJO 141.5: Media Ethics, Hussman School of Journalism and Media. Taught by Heesoo Jang.

“Digital Ad Fraud.” October 19th, 2020. MEJO 372: Advertising Media, Hussman School of Journalism and Media. Taught by Dr. Joe Bob Hester.

“Digital Advertising.” November 12th, 2020. MEJO 479: Market Intelligence, Hussman School of Journalism and Media. Taught by Dr. Shannon McGregor.

SERVICE

To the university

CU Boulder, APRD

Committee member, Primary Unit Evaluation Committee for instructor going up for associate	Present
Committee member, Faculty Merit Review Committee	2024- Present
Committee member, Undergraduate Curriculum Committee	2024-Present
Committee member, Assistant Professor of Advertising (2 tenure-track lines) hiring committee.	2023-2024

UNC-Chapel Hill, Hussman School of Journalism and Media

Graduate student representative, Dean's Student Advisory Council	2022-2023
Student liaison to the PhD Advisory Committee	2021-2022
Graduate student representative, digital advertising hiring committee	2019
Featured guest speaker, "Social Media." Central Carolina J-Day Regional Workshop, North Carolina Scholastic Media Association.	2019

To the discipline

Incoming editorial board member, Communication & Democracy.	Beginning 2026
Manuscript reviewer, annual conference of the National Communication Association.	2024
Manuscript reviewer, annual conference of the International Communication Association, Political Communication Division	2019, 2021, 2024
Manuscript reviewer, annual conference of the International Communication Association, Media Industry Studies Division	2021

To students

Outside reader to Alex Jensen's dissertation, University of Colorado Boulder, Political Science. Dissertation title: Toxic Masculinity and the Puplic Square	2024
Outside committee member for Sjur Hamre's dissertation, Duke University, Political Science. Dissertation title: Political Consumers: Who they are and how they impact firms.	2024

SELECTED MEDIA COVERAGE AND APPEARANCES

Appeared on 9News Denver investigative segment, "["Suspicious' donations to political campaigns might have another explanation, 9NEWS finds."](#)" October 9th, 2024.

Quoted in “[What to know about the debut of Trump's \\$399 golden, high-top sneakers.](#)” NPR. February 20th, 2024.

Quoted in “[Nobody Wants Your RBG Candle Anymore.](#)” Politico. December 1st, 2023.

Quoted in “[How Facebook's Ad System Lets Companies Talk Out of Both Sides of Their Mouths.](#)” The Mark Up. April 13th, 2021.

Quoted in “[Parler is Fertile Ground for Climate Denialism, Experts Worry.](#)” E&E News. November 30th, 2020.

Interviewed on CNN Newsroom’s segment “[Conservatives Flock to Platforms Rife with Misinformation.](#)” November 15th, 2020.

Quoted in “[Trump Won Florida After Running a False Ad Tying Biden to Venezuelan Socialists.](#)” ProPublica. November 12th, 2020.

Quoted in “[Campaigns Sidestep Cambridge Analytica Crackdown with New Methods.](#)” AFP. Run on msn.com, Yahoo! Finance Australia, and TechXplore, among others. October 11th, 2020.

Interviewed on the Columbia Journalism Review’s weekly roundtable, “[Disinformation and the Election.](#)” October 6th, 2020.

Quoted in “[Facebook's Election Plans.](#)” Protego Press. August 4th, 2020.

Quoted and cited in “[On Social Media, Only Some Lies Are Against the Rules.](#)” Consumer Reports. August 13th, 2020.

Invited guest on the Columbia Journalism Review’s weekly roundtable, “[A Roundtable On Trump Vs. Social Media](#)” and [interview](#). June 5th, 2020.

Quoted in “[Twitter's Labels for Trump Tweets Show Platforms' Split Over Political Speech.](#)” The Wall Street Journal. May 28th, 2020.

Invited guest on the Lawfare Podcast’s Arbiters of Truth series on disinformation. “[Bridget Barrett and Daniel Kreiss on the Chaos of Social Media Advertising.](#)” Released February 27th, 2020.

Cited in “[The Real Reason Facebook Won't Fact-Check Political Ads.](#)” The New York Times. November 2nd, 2019.

HONORS AND AWARDS

Top Paper Panel, National Communication Association, Political

2024

Communication Division

UNC-Chapel Hill Graduate Student Transportation Grant	2022
CITAP Graduate Affiliate Summer Research Award	2021
Roy H. Park Doctoral Fellowship, UNC-Chapel Hill	2020-2023
Roy H. Park M.A. Fellowship, UNC-Chapel Hill	2018-2020
University of Oregon Honors and Awards Centurion	2015
University of Oregon School of Journalism and Communication Hall of Achievement	2015
Hendricks-Goodrich Scholarship, University of Oregon	2014
Ann Maxwell Allen Hall Advertising Scholarship, University of Oregon	2014
Mortar Board Junior Scholar, University of Oregon	2013
Scan Design Scholarship, Scan Design Foundation	2012