KELLEY COTTER
CURRICULUM VITAE
2020

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School of Social and Behavioral Sciences
Arizona State University
4701 W. Thunderbird Rd.
Glendale, AZ 85306

EDUCATION

2020	**Ph.D., Information & Media** Michigan State University Dissertation title: "Critical Algorithmic Literacy: Power, Epistemology, and Platforms" Dissertation Chair: Kjerstin Thorson, Ph.D.
2011	**M.L.I.S., Library & Information Science** Drexel University Concentration in Academic Libraries
2008	**B.A., English** Temple University Concentration in Creative Writing *Summa Cum Laude*
2008	**B.A., Spanish** Temple University *Summa Cum Laude*

POSITIONS HELD

2020-Present	**Postdoctoral Scholar** School of Social and Behavioral Sciences Arizona State University

RESEARCH & TEACHING AREAS

Critical algorithm studies; infrastructure and platform studies; science and technologies studies; data ethics and policy; human-centered computing; surveillance capitalism; digital literacy; digital divides and inequalities; mixed methods; feminist epistemology; political communication; digital influence and microcelebrity

PEER-REVIEWED JOURNAL PUBLICATIONS

Cotter, K., Medeiros, M., Pak, C., Thorson, K. (Forthcoming). "Reach the right people": The politics of "interests" in Facebook's classification system for ad targeting. *Big Data & Society.*

Thorson, K., Medeiros, M., **Cotter, K.**, Chen, Y., Rodgers, K., Bae, A., Baykaldi, S. (Forthcoming). Platform civics: Facebook in the local information infrastructure. *Digital Journalism*.

Thorson, K., **Cotter, K.,** Medeiros, M., Pak, C. (Forthcoming). Algorithmic inference, political interest, and exposure to news and politics on Facebook. *Information, Communication & Society*.

Cotter, K., Reisdorf, B. (2020) Algorithmic knowledge gaps: A new dimension of (digital) inequality. *International Journal of Communication, 20*, 745–765*.*

Pak, C., **Cotter, K.**, DeCook, J. (2020). Inter-media reliance and sustainability of emergent media: A large scale analysis of American news outlets' external linking behaviors. *International Journal of Communication, 20*, 3546–3568.

Cotter, K. (2019). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. *New Media & Society*, *21*(4), 895–913. https://doi.org/10.1177/1461444818815684

Cotter, K., & Sasso, M.D. (2016). Libraries protecting privacy on social media: Sharing without "oversharing." *Pennsylvania Libraries: Research & Practice*, *4*(2), 73–89. http://doi.org/10.5195/PALRAP.2016.130

PEER-REVIEWED CONFERENCE PROCEEDINGS

Rader, E., **Cotter, K**., Cho, J. (2018). Explanations as mechanisms for supporting algorithmic transparency. In the *Proceedings of the 2018 ACM Conference on Human Factors in Computing Systems (CHI).* Montreal, Canada, April 2018. http://doi.org/10.1145/3173574.3173677

Cotter, K., Cho, J., and Rader, E. (2017). Explaining the news feed algorithm: An analysis of the "News Feed FYI" blog. In *Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA).* Denver, CO., May 2017. http://doi.org/ 10.1145/3027063.3053114

CHAPTERS

Cotter, K., Baron, S. (2018). Actively engaging with patrons on social media. In R. L. Sittler & T. J. Rogerson (Eds.), *The Library Outreach Casebook* (pp. 59-68). Chicago: Association of College and Research Libraries

MANUSCRIPTS UNDER REVIEW

Cotter, K. (Under review). "Shadowbanning is not a thing": Black box gaslighting and the power to independently know and credibly critique algorithms. *Information, Communication & Society.*

MANUSCRIPTS IN PREPARATION

Cotter, K. (In preparation). Technical vs. practical knowledge of algorithms: A case study of the BreadTube community.

Cotter, K., DeCook, J.R., Kanthawala, S. (In preparation). Fact-Checking the crisis: COVID-19, infodemics, and the platformization of truth.

Thorson, K., **Cotter, K.** (In preparation). Judging value in a time of information cacophony: Young adults, social media, and do-it-yourself expertise.

Thorson, K., **Cotter, K.**, Medeiros, M., Pak, C. (In preparation). Inequality in algorithmic inference of political interest in Facebook advertising.

Pak, C**, Cotter, K.**, Thorson, K. (In preparation). Predicting political ideology from Facebook donated data.

Hampton, K., **Cotter, K.**, Medeiros, M., Slaker, J. (In preparation). Social tolerance in rural America as afforded by persistent and pervasive networks.

Hampton, K., Medeiros, M., **Cotter, K.**, Slaker, J. (In preparation). Modified multiple generator approach to enumerate personal support networks: a restricted five generator design.

AWARDS & HONORS

2019   **Outstanding Ph.D. Service Award**
            Department of Media & Information, Michigan State University

2019   **Chuck Kaplan Fellowship**

Department of Media & Information, Michigan State University

2019   **Travel Grant Award**
              International Communication Association

2019   **Travel Grant Award**
              International Communication Association, Communication and
              Technology Division

2018   **Robert W. Schlater Graduate Scholarship**
              Department of Media & Information, Michigan State University

2017   **Top Student Paper, Second Place**
              Association for Education in Journalism and Mass Communication
              Annual Conference, Electronic News Division

2017   **Thomas F. Baldwin Endowed Fellowship**
              Department of Media & Information, Michigan State University

2016   **Rasmussen Scholarship**
              Department of Media & Information, Michigan State University

2011   **Beta Phi Mu Society**
              Drexel University

2009   **Dean's Fellowship**
              Drexel University

GRANTS & FELLOWSHIPS

National Science Foundation, Dissertation   2020-2021 $15,567
Improvement Grant (SES-1946678)

Co-Principal Investigator with Kjerstin Thorson

"Critical algorithmic literacy: World building
around and with algorithms"

The Graduate School and the College of   2019-2020 $2,734
Communication Arts and Sciences,
Michigan State University, Dissertation
Completion Fellowship

Principal Investigator

"Critical algorithmic literacy: World building
around and with algorithms"

Information and Media Program, Michigan State University, Summer Research Fellowship	2018	$2,300

Principal Investigator

"Playing the visibility game: How digital influencers and algorithms co-construct influence on Instagram"

Information and Media Program Summer Research Fellowship, Michigan State University	2017	$2,000

Principal Investigator

"Overrun by emotion: How emotional reactions predict news sharing to social media"

CONFERENCE ACTIVITY & PARTICIPATION

Cotter, K., Medeiros, M., Pak, C., Thorson, K. (2020). The politics of distortion: A case study of Facebook's classification system for (political) ad targeting. International Communication Association Annual Conference, May 21-25, Gold Coast, Australia.

Poell, T., Nieborg, D., Duffy, B., Bishop, S., Prey, R., **Cotter, K.**, Carlson, M. (2020). "Visibility game." The Algorithmic Game Panel for the Media Industries 2020: Global Currents and Contradictions, April 16-18, London, UK.[*]

Chen, Y., Rodgers, K., Thorson, K., **Cotter, K.**, Baykaldi, S. (2019). "Local civic information beyond the news: Computational identification of civic content on social media." Association for Education in Journalism and Mass Communication Annual Conference, August 7-10, Toronto, Canada.

Hampton, K., **Cotter, K.**, Medeiros, M., Slaker, J. (2019). "Social tolerance in rural America as afforded by persistent and pervasive networks." XXXIX Sunbelt Social Networks Conference of the International Network for Social Network Analysis, June 18-23, Montreal, Canada.

Hampton, K., Medeiros, M., **Cotter, K.**, Slaker, J. (2019). "Modified multiple generator approach to enumerate personal support networks: a restricted five generator design." XXXIX Sunbelt Social Networks Conference of the International Network

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[*] Cancelled due to COVID-19

for Social Network Analysis, June 18-23, Montreal, Canada.

Cotter, K., Reisdorf, B. (2019). "Algorithmic knowledge gaps: Education and experience as co-determinants." International Communication Association Annual Conference, May 24-28, Washington, D.C.

Cotter, K., Medeiros, M., Pak, C., Thorson, K. (2019). "Building algorithmic knowledge: Customization as experiential learning." International Communication Association Annual Conference, May 24-28, Washington, D.C.

Thorson, K., Chen, Y., **Cotter, K.,** Medeiros, M., Rodgers, K., Bae, A., Baykaldi, S. (2019). "When the news shrinks: Social media, community information needs, and the evaporation of politics." International Communication Association Annual Conference, May 24-28, Washington, D.C.

Thorson, K., Medeiros, M., **Cotter, K.**, & Pak, C. (2018). "Advertising categories as clues about political content exposure on Facebook." American Political Science Association, August 30-September 2, Boston, MA.

Cotter, K., (2018). "Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram." Association for Education in Journalism and Mass Communication Annual Conference, August 6-9, Washington, D.C.

Thorson, K., **Cotter, K.,** Medeiros, M., Pak, C. (2018). "Digital traces of political interest and exposure to political content on Facebook." International Communication Association Annual Conference, May 24-28, Prague, Czech Republic.

Pak, C., **Cotter, K.,** DeCook, J. (2018). "An evolved media landscape: A network exploration of the incorporation of partisan news organizations into the larger media ecosystem." International Communication Association Annual Conference, May 24-28, Prague, Czech Republic.

Cotter, K., Fennell, C., Peng, Z. (2017*). "*Overrun by emotion: How emotional reactions predict news sharing to social media." Association for Education in Journalism and Mass Communication Annual Conference, August 9-12, Chicago, IL.

Cotter, K. (2014). "Social media synergy: A method to the madness." Internet Librarian International, October 21-22, London, United Kingdom.

Cotter, K. (2014, October). "#InfoEthics for libraries in the age of social media marketing." Library Communications Conference, October 6-7, Mount Laurel, NJ.

Cotter, K. (2014). "Leading the followers on Twitter: A case study in information literacy instruction." Technology, Knowledge & Society Conference, February 6-7, Madrid, Spain.

Cotter, K. (2013). "Social media and information literacy: Educational imperatives."
Social Media Conference, November 8, Fort Worth, TX.

Cotter, K. (2012). "Leveraging social media in education." e-Learning Conference,
March 29, Philadelphia, PA.

WORKSHOPS, SYMPOSIA, & SUMMER SCHOOLS

2021   *Narratives of COVID-19 in China and the World: Technology, Society, and
Nations*. Center on Digital Culture and Society, University of Pennsylvania,
Virtual. March 19-20.

2020   *Youth, News, and Democratic Engagement.* The International Journal of
Press/Politics, University of Southern Denmark, Virtual. November 19-20.

2020   *iConference Doctoral Colloquium*. Virtual. March 24.

2019   *Oxford Internet Institute Summer Doctoral Program.* Oxford Internet
Institute, Oxford University, Oxford, UK. July 1-12.

2019   *The Consortium for the Science of Sociotechnical Systems Summer
Research Institute.* Rutgers University Inn and Conference Center, New
Brunswick, NJ. June 18-21.

2018   *The Association for Internet Researchers Doctoral Colloquium.* Le Centre
Sheraton Montréal Hotel, Montreal, Canada. October 10.

EXTERNAL PRESENTATIONS

Cotter, K. (2015). Finding the threshold. Panel discussion at the Indiana University
Pennsylvania's Reflective Practice Workshop: New Information Literacy
Framework and Threshold Concepts: Tripping Point or Tipping Point for Great
Teaching?, October 17, Indiana, PA.

Cotter, K. (2013). Social media as an information resource. Presented at the State
System of Higher Education Libraries Council Annual Meeting, March 28,
Harrisburg, PA.

ON CAMPUS & DEPARTMENT PRESENTATIONS

Cotter, K. (2019). Researching algorithms and digital influencers. Guest speaker, Managing Digital Enterprises (MI 862), April 10. East Lansing, MI.

Cotter, K., Medeiros, M. (2018). Digital traces of political interest and exposure to political content on Facebook. Guest speaker, Media Theory (JRN 922), November 15. East Lansing, MI.

RESEARCH EXPERIENCE

2018	**Research Assistant, Dr. Keith Hampton** NSF Award SES- 1754863: Communication Technologies, Social Tolerance, and Relationship Persistence Department of Media & Information, Michigan State University
2016-2017	**Research Assistant, Behavior Information and Technology Lab (BITLab), Dr. Emilee Rader** NSF Award IIS-1217212: Effects of Automated Information Selection and Presentation in Online Information Systems Department of Media & Information, Michigan State University

TEACHING EXPERIENCE

Fall 2020	**Guest lecturer, Arizona State University** SOC 334: Technology and Society "Instagram + Algorithms + the Visibility Game"
Summer 2020	**Course developer and co-instructor of record, Michigan State University** MI 401: The Social Life of Digital Technology
Spring 2020	**Graduate Teaching Assistant, Michigan State University** MI 361: IT Network Management and Security
Fall 2019	**Graduate Teaching Assistant, Michigan State University** MI 302: Networks, Markets, and Society
Summer 2019	**Course developer and co-instructor of record, Michigan State University** MI 401: The Social Life of Digital Technology

Spring 2019	**Co-instructor of record, Michigan State University** MI 401: Digital Communication and Society
Spring 2019	**Graduate Teaching Assistant, Michigan State University** ADV 442: Digital Analytics
Fall 2015	**Instructor of record, Duquesne University** UCOR 030: Research & Information Skills
Fall 2019	**Guest lecturer, Michigan State University** MI 302: Networks, Markets, and Society "The Governing Logics of Algorithms"
Fall 2019	**Guest lecturer, Michigan State University** MI 302: Networks, Markets, and Society "The Intersection of Governance, Algorithms, and Social Networks"
Fall 2015 & Fall 2014	**Guest lecturer, Duquesne University** UPNS 112: Information Technology and Nursing "Social Media & Professional Image in Nursing"
Fall 2013 & Spring 2012	**Guest lecturer, Indiana University of Pennsylvania** ENGL 202: Composition II "Using Social Media for Research"

RELEVANT WORK EXPERIENCE

2017-2018	**Project Manager**, Studies in Radicalism Online Michigan State University Libraries, East Lansing, MI
2014 –2016	**Marketing & Electronic Communications Librarian** Duquesne University, Pittsburgh, PA
2012 –2014	**Social Media & Reference Librarian** Indiana University of Pennsylvania, Indiana, PA

SERVICE TO PROFESSION

Manuscript Reviewer
2018-2021   *New Media & Society*

2021	*International Journal of Communication*
2021	*Technology, Mind, and Behavior*
2020	*Big Data & Society*
2019-2020	*Information, Communication & Society*
2018-2020	International Communication Association Annual Conference
2019	*Social Inclusion*

SERVICE TO DEPARTMENT & COLLEGE

2019-2020   **Sustained Dialogue Program**
College of Communication Arts & Sciences
Michigan State University
Participant

2019-2020   **Peer Mentoring Program**
Information & Media Ph.D. Program
Michigan State University
Peer Mentor

2018-2019   **Information & Media Ph.D. Program Executive Committee**
Information & Media Ph.D. Program
Michigan State University
Ph.D. Student Representative

2018-2019   **Graduate Studies Committee**
Department of Media & Information
Michigan State University
Graduate Student Representative

2018–2019   **Incoming Student Orientation**
Information & Media Ph.D. Program
Michigan State University
Planner, Representative/Guide

MEDIA COVERAGE

Expert: Artists struggle to promote their work on Instagram amid algorithm changes, censorship and blocked hashtags. *Medium*, December 24, 2020. https://medium.com/8-million-stories/artists-struggle-to-promote-their-work-on-

instagram-amid-algorithm-changes-censorship-and-hashtag-cd83112e3258
(Author: Isabelle Bousquette)

Expert: Why it matters that TikTok wants to reveal its algorithms. *Recode*, July 29, 2020. https://www.vox.com/recode/2020/7/29/21346758/tiktok-for-you-algorithm-transparency-instagram-antitrust (Author: Rebecca Heilweil)

Expert: Facebook is taking a hard look at racial bias in its algorithms. *Recode*, July 22, 2020. https://www.vox.com/recode/2020/7/22/21334051/facebook-news-feed-instagram-algorithm-racial-bias-civil-rights-audit (Author: Rebecca Heilweil)

Cited: What does it mean to look at an algorithmic system as a game? *Rajapinta*, June 23, 2020. https://rajapinta.co/2020/06/25/what-does-it-mean-to-look-at-an-algorithmic-system-as-a-game/ (Author: Jesse Haapoja)

Expert: TikTok offered details about how its most popular feed works. Experts seem unimpressed. *Recode*, June 23, 2020. https://www.vox.com/recode/2020/6/23/21296056/tiktok-foryou-algorithm-explained-facebook-news-feed (Author: Rebecca Heilweil)

Cited: Daemons are the programs that run the internet. Here's why it's important to understand them. *The Conversation*, July 29, 2019. https://theconversation.com/daemons-are-the-programs-that-run-the-internet-heres-why-its-important-to-understand-them-119154 (Author: Fenwick McKelvey)

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)
Association of Internet Researchers (AoIR)
International Communication Association (ICA)