

# Cristina Monzer

Annenberg School of Communication

University of Pennsylvania

[cristina.monzer@asc.upenn.edu](mailto:cristina.monzer@asc.upenn.edu)

[cristina.monzer@cmonzer.com](mailto:cristina.monzer@cmonzer.com) (alternative email)

X [Twitter]: [@CristinaMonzer](https://twitter.com/CristinaMonzer)

Website: [www.cmonzer.com](http://www.cmonzer.com)

## Research interests & methods

- Identity, symbolic and value-based politics; Social media communication of political actors and news media, contentious public debates; Framing and strategic communication, cultural resonance processes.
- Computational methods, survey experiments, discourse, and linguistic text analysis, focus groups, generating and analyzing geospatial data.

## Education & work

01/25 - current	Postdoctoral Fellow in Deen Freelon's Research Lab University of Pennsylvania Research focus: Investigating identity on social media with computational social science techniques
01/23 – 06/24	Researcher in the ERC project LEGACIES Norwegian University of Science and Technology (NTNU) Georeferencing historical maps for Africa and Asia (1750-1920); extracting information on historical polities with NLP techniques from historical dictionaries
02/19 – 03/24	PhD candidate Political Science Norwegian University of Science and Technology (NTNU) Defense date: September 13, 2024 Research focus: cultural resonance, framing dynamics & effects, comparative research, values, survey experiments, computational text analysis, discourse analysis, social media data
09/16 – 08/18	Research Master's Communication Science University of Amsterdam Methodology- and research-intensive master's program Specialization: Journalism Studies and Political Communication Grade: 7.8

- 10/12 – 08/16 BA in Sociology and Communication Science  
Ludwig Maximilian University Munich (LMU)  
Specialization: Journalism Studies, Sociology of Gender and Religion; International migration  
Grade: 1.98
- 12/12 – 08/14 Focus group organizer and interviewer  
QUOVADIS field & tab GmbH, Munich  
Organizing and supervising focus groups and the implementation of CAPI interviews; client-oriented project management

## Awards & Grants

- 11/21 Mentee in the ECREA Political Communication Mentoring Program for Young Scholars, program start - winter 2021. Mentor: Prof. Dr. Annie Waldherr, University of Vienna.
- 02/20 Strategic research funds "Cultural resonance of policy proposals in crisis and routine situations: A two-country comparative survey experiment" (15,000 Euro), funded by NTNU Department of Sociology and Political Science. Co-applicant. Principal investigator: Stefan Geiss.
- 04/20 Funding for research stay abroad (4,000 Euro), funded by NTNU Faculty of Social and Educational Sciences. Principal applicant

## Publications

- 2025 Monzer, C. & Dimitrova, D.V. The role of value references in shaping cultures of engagement: evidence from COVID-19 news on Facebook in Romania and the UK. *Human Communication Research*, 51(1), 40-51.  
<https://doi.org/10.1093/hcr/hgae021>
- 2022 Bil-Jaruzelska, A. & Monzer, C. All about feelings? Emotional appeals as drivers of user engagement with Facebook posts. *Politics & Governance*, 10(1), 172-184.  
<https://doi.org/10.17645/pag.v10i1.4758>.
- 2020 Monzer, C., Moeller, J., Helberger, N. & Eskens, S. User perspectives on the news personalisation process: Agency, trust and utility as building blocks. *Digital Journalism*, 8(9), 1142-1162. <https://doi.org/10.1080/21670811.2020.1773291>

## Articles in preparation & ongoing projects

"How culture works in frames: Conceptualizing cultural carriers".

Monzer, C., Baden, C. & Geiss, S.

"Culturally specific reactions to guilt and shame: A large language models approach". **Monzer, C.**

"Aligning and deviating cultural resonance responses: The case of Covid-19 political Facebook communication in the United Kingdom". Monzer, C.

"Individual resonance, not cultural: How resonance impacts framing effects". Monzer, C., Geiss, S. & Aalberg, T.

"Theorizing for the empirically trained early career communication scholar". Monzer, C.

## Invited lectures and talks

- Jan 2023 "The role of media in public opinion formation"  
Invited lecture in class *Political Behavior and Political Communication*, NTNU
- Apr 2022 "Cultural resonance in framing processes: is a methodological assortment required for concept development?"  
*Computational Communication Lab*, University of Vienna

## Research stays abroad

- Apr - Jun 2022 Research fellow, Computational Communication Lab, University of Vienna  
Host: Prof. Dr. Annie Waldherr

## Service to profession & conference organization

- 10/23 - today Social media editor for the academic journal *Gender and Justice*; Outreach officer for LEX Research Network (Law, Gender & Sexuality)
- 08/23 Organizer of the ECREA Workshop in Political Communication: "Communicating through the noise", Science communication
- 10/22 Organizer of the ECREA Early Career Scholars Workshop in Political Communication: "Advancing concepts and methods in Political Communication", virtual event. (co-organizers: Emilija Gagrčin, Melanie Magin, Agnieszka Stępińska & Jakob Ohme)
- 02/22 - 01/24 YECREA Representative Political Communication Section  
Reviewer for *Information, Communication & Society*; *Central European Journal of Communication*; *Frontiers in Sociology*

## Statistical skills & programming

Programming	<p>Python—proficient user</p> <ul style="list-style-type: none"><li>• Natural language processing, feature extraction from unstructured text – e.g., spaCy, nltk.</li><li>• Unsupervised machine learning—e.g., structural LDA, word embeddings.</li><li>• Supervised machine learning with commonly used algorithms, neural networks—e.g., scikit-learn, tensorflow.</li><li>• Working knowledge of transformer-based models—e.g., BERT Hugging Face transformers.</li></ul> <p>R—proficient user</p> <ul style="list-style-type: none"><li>• Statistical analysis—e.g., multilevel modelling with lme4, glmmTMB.</li><li>• Data visualization—e.g., ggplot2.</li></ul>
Software	<p>SPSS—proficient user</p> <p>ATLAS.TI—intermediate user</p> <p>QGIS—intermediate user</p> <p>Georeferencing historical maps (aligning the maps with real-world geographic coordinates for further geospatial analysis)</p>

## Teaching experience & research assistant work

04/21	<p>Master thesis examination for Anjani Wollan, NTNU</p> <p>“Framing and communication: A study of culture-sensitive communication regarding climate change and energy policy”</p>
01/20-05/20	<p>Teaching assistant Media Sociology</p> <p>NTNU Trondheim</p> <p>Lectures on communicator research topics &amp; seminars focused on conducting quantitative content analysis of media texts</p>
09/18 – 01/19	<p>Junior lecturer</p> <p>University of Amsterdam</p> <p>Tutorials in the pre-master’s class - Introduction to research methodology &amp; in the bachelor’s class – Methods of communication research and statistics</p>
07/17 – 06/18	<p>Research assistant at the Institute for Information Law</p> <p>University of Amsterdam</p> <p>Focus groups with German online news readers resulting in first author publication; ERC project PersoNews, led by Prof. Natali Helberger</p>

03/18 – 04/18	Research assistant for Dr Sharron A. FitzGerald (Ed.) Index for the book entitled – Realizing justice for sex workers. An agenda for change
10/16 – 12/16 09/14 – 12/15	Research assistant at the Department of Communication Studies and Media Research LMU Munich Dictionary development for digital-automated identification of conflict-relevant concepts; EU FP/-Research Project INFOCORE
04/14 – 07/14	Student teaching assistant Strategies of media use LMU Munich Seminar on conducting literature review, organization of fieldwork

## Presentations & conferences

2024, 2022, 2018, 2016	ECREA European Communication Research and Education Association conference.
2023, 2019	ECREA Political Communication interim conference.
2022, 2021, 2020, 2018	ICA Annual Conference of the International Communication Association.
2022	EPSA Annual conference of the European Political Science Association.
2022	ECPR Joint sessions: Moralizing politics, virtual event.
2022	IJP Annual conference of the International Journal of Press/Politics.
2022	Norwegian National Political Science conference
2021	Trondheim Analytica workshop at NTNU, Trondheim.
Mar 2020	Conference of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft, Munich, Germany.

## Doctoral academic training

July 2024	Milan International Summer School for Political Communication and Conflict, University of Milan
Aug 2022	Advanced methods for Natural Language Processing, ESSEX Summer School
Feb 2021	Applied statistics in Management Accounting and Business Research, NTNU
Jun 2020	Summer Institute in Computational Social Science (SICSS) Rutgers, <i>Virtual event</i>
Dec 2019	PhD course Philosophy of science NTNU, Trondheim

Aug 2019	PhD course Media, opinion, and political behavior by Prof Dr Shanto Iyengar, NTNU, Trondheim
Jul 2019	PhD Summer School in Comparative Social Science – Collecting and analyzing Big Data by Prof Dr Neal Caren, University of Oslo
Jun 2019	PhD Summer School Women in Political Methodology, University of Zurich
May 2019	Workshop Automated content analysis by Dr Christian Baden, organized by EVPOC NTNU, Trondheim

## Additional

- Membership & organization
- RLadies, Trondheim
  - Founding member PhD "Hype club", NTNU
  - Organizer research group: Qualitative text analysis methods, NTNU
  - Organizer PhD paper feedback sessions, NTNU
  - 2018 - Board member Amsterdam Research Initiative (student organization, lectures and workshops on current topics in the field) 2018

- Languages (speaking, reading & writing)
- Romanian: mother tongue
  - English: fluent
  - German: fluent
  - Norwegian: basic