Curriculum Vitae

# Eric L. Tsetsi

Postdoc Lecturer | Universiteit van Amsterdam | Communication Science Department

Political Communication & Journalism

Nieuwe Achtergracht 166

Postbus 15804

1001 NH Amsterdam

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## Education

Ph.D. Communication

    The University of Arizona (August 2020)

    Advisor: Stephen A. Rains

    Committee: Jennifer Stevens Aubrey, Jake Harwood, Kate Kenski, Stephen A. Rains (Chair)

    Dissertation: *Taking SIDEs: The Cognitive and Communicative Processes of Political Polarization*

    Minor: Social movements. Minor advisor: Jennifer Earl

    Graduate certificate in computational social science

M.A. Communication

    The University of Arizona (May 2016)

    Advisor: Stephen A. Rains

    Thesis: *Digital Divide 3.0: The Mobile Revolution, Smartphone Use, and the Emerging Device Gap*

M.A. English, *with distinction*, Northern Arizona University

B.S. Journalism, minor: philosophy, Northern Arizona University

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## Research Interests

Communication technologies; political communication; media effects; mass communication; social movements/collective action; computational social science; quantitative methods

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## Peer-Reviewed Publications

Rains, S. A., Bonito, J. A., Lutovsky, B. R., Nemcova, K., **Tsetsi, E.,** Ashtaputre, A., Pavlich, C.A., & Akers, C. (2022). Mutual influence in support seeking and provision behaviors during comforting conversations: a turn-level analysis. *Human Communication Research*. https://doi.org/10.1093/hcr/hqac022

Conway, B. A., **Tsetsi, E.,** Kenski, K., & Shmargad, Y. (2022). Tipping the Twitter vs. news media scale? Conducting a third assessment of intermedia agenda-setting effects during the presidential nomination season. *Journal of Political Marketing*. https://doi.org/10.1080/15377857.2022.2099582

Rains, S. A., Ashtaputre, A., Nemcova, K., Lutovsky, B., **Tsetsi, E.**, Pavlich, C. A., Akers, C. (2021). The evolution of supportive conversations: Tracking within-discussion changes in support

seeking and provision messages. *Communication Monographs.*
https://doi.org/10.1080/03637751.2021.1889009

Stromer-Galley, J., Rossini, P., Kenski, K., McKernan, B., Clegg, B., Folkestad, J., Osterlund, C., Schooler, L., Boichak, O., Canzonetta, J., Mikeal Martey, R.,. Pavlich, C., **Tsetsi, E.,** McCracken, N. (2021). Flexible versus structured support for reasoning: Enhancing analytical reasoning through a flexible analytic technique. *Journal of Intelligence and National Security, 36,* 279-298. https://doi.org/10.1080/02684527.2020.1841466.

Rains, S. A., Akers, C., Pavlich, C. A., **Tsetsi, E.**, Ashtaputre, A., & Lutovsky, B. R. (2020). The role of support seeker expectations in supportive communication. *Communication Monographs, 87,* 445-463. https://doi.org/10.1080/03637751.2020.1737326.

**Tsetsi, E.,** & Rains, S. A. (2020). Inequality, social networks, and Internet use: Exploring the implications of the social diversification hypothesis**.** *Human Communication & Technology*, 1, 1-19. https://doi.org/10.17161/hct.v1i2.13270

Rains, S. A., Pavlich, C. A., **Tsetsi, E.,** & Akers, C. (2020). Evaluating the scope and theoretical mechanisms of person-centered social support: The case of the comforting computer program*. Communication Research, 47*, 512-540. https://doi.org/10.1177/0093650219852554

Sias, P. M., **Tsetsi, E**., Woo, N., & Smith, A. D. (2020). With a little help from my friends: Task interdependence, coworker communication, and workplace friendship. *Communication Studies, 71*, 528-549. https://doi.org/10.1080/10510974.2020.1749863

Rains, S. A., Pavlich, C. A., Lutovsky, B., **Tsetsi, E.,** & Ashtaputre, A. (2020). Support seeker expectations, support message quality, and supportive interaction processes and outcomes: The case of the comforting computer program revisited. *Journal of Social and Personal Relationships, 32,* 647-666. https://doi.org/10.1177/0265407519876359

Rains, S. A., Akers, C., Pavlich, C. A., **Tsetsi, E.,** & Appelbaum, M. (2019). Examining the quality of social support messages produced face-to-face and in computer-mediated communication: The effects of hyperpersonal communication. *Communication Monographs, 86*, 271-291. https://doi.org/10.1080/03637751.2019.1595076

**Tsetsi, E.** & Bradshaw, S. C. (2018). Trust, ideology, and efficacy: Exploring predictors of political expression on social networking sites. *Electronic Journal of Communication, 28*. Retrieved from http://www.cios.org/www/ejcmain.htm

Rains, S., **Tsetsi, E.,** Akers, C., Pavlich, C. A., & Appelbaum, M. (2018). Factors influencing the quality of social support messages produced online: The role of responsibility for distress and others' support attempts. *Communication Research, 46,* 866-886. https://doi.org/10.1177/0093650218796371

**Tsetsi, E.,** & Rains, S. A. (2017). Smartphone Internet access and use: Extending the digital divide and usage gap. *Mobile Media & Communication, 5,* 239-255. https://doi.org/10.1177/2050157917708329

Rains, S. A., & **Tsetsi, E.** (2017). Social support and digital inequality: Does Internet use magnify or mitigate traditional inequities in support availability?. *Communication Monographs*, *84,* 54-74. https://doi.org/10.1080/03637751.2016.1228252

Conway, B. A., Filer, C. R., Kenski, K., & **Tsetsi, E.** (2017). Reassessing Twitter's agenda-building power: An analysis of intermedia agenda-setting effects during the 2016 presidential primary season. *Social Science Computer Review, 36,* 469-483. https://doi.org/10.1177/0894439317715430

Rains, S. A., Brunner, S. R., Akers, C., Pavlich, C. A., & **Tsetsi, E.** (2016). The implications of computer-mediated communication (CMC) for social support message processing and outcomes: When and why are the effects of support messages strengthened during CMC?. *Human Communication Research, 42,* 553-576. https://doi.org/10.1111/hcre.12087

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## Book Reviews

**Tsetsi, E.** (May 2019). [Review of the book *Whose global village? Rethinking how technology shapes our world,* by Ramesh Srinivasan]. *Mobile Media & Communication, 7,* 286-287. https://doi.org/10.1177/2050157919827105

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## Book Chapters

Conway, B. A., Filer, C. R, Kenski, K., & **Tsetsi, E.** (2017). Issue emphasis and agenda building on Twitter during the 2016 presidential primary season**.** In J. Baumgartner & T. Towner (eds.) *The Internet and the 2016 Presidential Campaign* (pp. 241-260). Lantham, MD: Rowman & Littlefield.

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## Research Under Review

Rains, S., Pavlich, C., **Tsetsi, E.,** Lutovsky, B., Ashtaputre, A., & Nemcova, K. *Support Seeking Behavior During Supportive Conversations: The Role of Impression Management Concerns and the Communication Medium.*

**Tsetsi, E**. *Online discourse and political polarization: A theoretical application of the social identity model of deindividuation effects.*

**Tsetsi, E.**, Scovill, S., & Lapierre, M. A. *Agreement, the influence of presumed influence, and perceived effectiveness: Factors influencing intended social movement mobilization following exposure to news coverage of protest activity.*

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## Research in Progress

Bradshaw, S. C., & **Tsetsi, E**. (Final manuscript preparation). *Perceived importance of terrorist threats mediate the relationships between attention to news coverage and support for antiterrorism policies.*

**Tsetsi, E.,** Kenski, K., Filer, C., & Yan, K. (Final manuscript preparation). *Affordances and knowledge acquisition on Internet-connected devices.*

**Tsetsi, E.,** Kenski, K., & Filer, C. (Data analysis). *Internet connected devices and user engagement: Testing the four-factor model of user engagement.*

**Tsetsi, E.** (Data gathering). *A meta-analysis of the influence of presumed influence.*

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**Peer-Reviewed Conference Papers**

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**Tsetsi, E.**, Scovill, S., & Lapierre, M. (2022, May). *Agreement, the influence of presumed influence, and perceived effectiveness: Factors influencing intended social movement mobilization following exposure to news coverage of protest activity.* Paper presented at the 72nd annual meeting of the International Communication Association (ICA).

**Tsetsi, E**. (2021, May). *Taking SIDEs: The social identity model of deindividuation effects and the influence of online discourse on political polarization.* Paper presented at the 71st annual meeting of the International Communication Association (ICA).

Rains, S. A., Ashtaputre, A., Nemcova, K., Lutovsky, B. R., **Tsetsi, E.**, Pavlich, C. A., Akers, C. (2020, November). *The evolution of supportive conversations: Tracking within-discussion changes in support seeking and provision messages.* Paper presented at the 106th annual meeting of the National Communication Association.

Rains, S. A., Akers, C., Pavlich, C. A., **Tsetsi, E.**, Ashtaputre, A., & Lutovsky, B. R. (2020, November). *The role of support seeker expectations in supportive communication*. Paper presented at the 106th annual meeting of the National Communication Association.

Bradshaw, S. C., & **Tsetsi, E**. (2019, November). *Perceived importance of terrorist threats mediate the relationships between attention to news coverage and support for antiterrorism policies.* Paper presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

Rains, S. A., Pavlich, C. A., **Tsetsi, E.,** & Akers, C. (2019, November). *Evaluating the scope and theoretical mechanisms of person-centered social support: The case of the comforting computer program.* Paper presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

**Tsetsi, E.**, & Scovill, S. (2019, November). *Mobilization, demobilization, and countermovement mobilization: Exploring the relationships between perceived media influence and social movements.* Paper presented at the 105th annual meeting of the National Communication Association, Baltimore, MD. (**Top Student Paper, Mass Communication Division**)

**Tsetsi, E.,** & Rains, S. A. (2019, November). *Inequality, social networks, and Internet use: Exploring the implications of the social diversification hypothesis**.** Paper presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

Rains, S. A., Pavlich, C. A., Lutovsky, B., **Tsetsi, E.,** & Ashtaputre, A. (2019, May). *Expectations about social support provider helpfulness, support message quality, and supportive interaction processes and outcomes.* Paper to be presented at the 69th annual meeting of the International Communication Association (ICA), Washington, D.C.

Sias, P. M., Smith, A. D., **Tsetsi, E.**, & Woo, N. (2019, May). *Perceived task interdependence and workplace relationships*. Paper to be presented at the 69th annual meeting of the International Communication Association (ICA), Washington, D.C.

Rains, S., Akers, C., Pavlich, C., **Tsetsi, E.,** & Appelbaum, M. (2018, November). *Computer-mediated communication and social support: Examining the effects of hyperpersonal communication and responsibility for distress on support seeker evaluations and support message quality*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

**Tsetsi, E.** (2018, November). *Agenda setting in the age of social media: Identifying topic incongruities between Facebook comments and* The New York Times. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

**Tsetsi, E.,** & Pitts, M. (2018, June). Task Force: Communication and Transnational Mobilities. *Identity transformation during a time of resettlement: A case study of refugee identity reformation in the United States.* Paper presented at the 16th annual meeting of the International Conference on Language & Social Psychology.

Rains, S., **Tsetsi, E.,** Akers, C., Pavlich, C. A., & Appelbaum, M. (2018, May). *Factors influencing the quality of social support messages produced online: The role of responsibility for distress and others' support attempts*. Paper presented to the 68th annual meeting of the International Communication Association (ICA), Prague, Czech Republic. (**Top Paper, Interpersonal Communication Division**)

**Tsetsi, E.** & Bradshaw, S. C. (2017, November). *Conservatives engage and liberals avoid: How trust in online search results impacts political engagement on SNSs*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

**Tsetsi, E.,** & Rains, S. A. (2017, November). *Smartphone Internet access and use: Extending the digital divide and usage gap*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Conway, B. A., Filer, C. R., Kenski, K., & **Tsetsi, E.** (2017, August). *Reassessing issue emphasis and agenda building on Twitter during the presidential primary season.* Paper presented at the 100th annual meeting of the Association of Education in Journalism and Mass Communication, Chicago, IL.

Filer, C., **Tsetsi, E.,** & Kenski, K. (2016, November). *News on social networking sites: Source perceptions and the third person effect.* Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Rains, S. & **Tsetsi, E.** (2016, November). *Social support and digital inequality: Does Internet use magnify or mitigate traditional inequities in support availability?* Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

**Tsetsi, E.,** Kenski, K., & Filer, C. (2016, November). *Device gaps, knowledge acquisition, and a new digital divide.* Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Filer, C. R., Kenski, K., & **Tsetsi, E.** (2016, May). *Party ownership of traits: An examination of implicit attitudes*. Paper presented at the 69th annual meeting of the World Association for Public Opinion Research, Austin, TX.

**Tsetsi, E.** (2016, March). *Stranger in a strange land: Refugee experiences of displacement and resettlement*. Paper presented at the 37th annual meeting of the International Listening Association, Tucson, AZ.

## Teaching Appointments

Postdoc Lecturer: Universiteit van Amsterdam | Communication Science Department | Political Communication & Journalism Group

- Political Communication and Journalism, Fall 2022
- Graduation Project, Fall 2022
- Journalism & the Media, Spring 2022
- Journalistic Product, Spring 2022
- Graduation Project, Fall 2021
- Political Communication & Journalism, Fall 2021
- Journalism and the Media, Spring 2021
- Graduation Project, Spring 2021
- Journalistic Product, Spring 2021
- Political Communication & Journalism, Fall 2020
- Graduation Proje, Fall 2020
- U.S. Presidential Elections, Fall 2020
- Master's Student Thesis Advising, Fall 202-current

Instructor of Record: The University of Arizona | Department of Communication

- Survey of Mass Communication, Spring 2020 (Online)
- Introduction to Public Speaking, Fall 2019
- Media and Politics in America, Summer 2019 (Online)
- Introduction to Communication Technology, Spring 2019 (Online)
- Introduction to Small Group Communication, Summer 2017 (Online)
- Introduction to Small Group Communication, Spring 2016
- Undergraduate Student Independent Study, Spring 2017
- Introduction to Communication Technology, Summer 2016 (Online)
- Introduction to Research Methods in Communication, Summer 2015

Instructor of Record: The University of Arizona | Eller School of Management

- Inferential Statistics for Business and Management, Summer 2015

Teaching Assistant: The University of Arizona | Department of Communication

- Public Speaking, Fall 2016
- Introduction to Statistics for the Social Sciences, Spring 2015
- Supervisor to undergraduate communication honors student, Spring 2015
- Introduction to Research Methods in Communication, Fall 2014

## Research Appointments

Research Assistant to Steve Rains, Ph.D.

- Assisted in conducting experiments focused on social support-related implications of computer-mediated communication.

- Interviewed subjects, managed lab sessions, developed scripts and study manipulations, assisted in data collection, and helped draft manuscripts.

### Grant-Funded Research Assistant to Kate Kenski, Ph.D.

- Trackable Reasoning and Analysis for Collaboration and Evaluation (TRACE) program, funded by a grant from the Intelligence Advanced Research Projects Activity (IARPA). Software application development to improve intelligence analysis and reporting.
- Assisted in design and execution of lab experiments.
- Assisted in research for the Sirius Program, funded by a grant from the Intelligence Advanced Research Projects Activity (IARPA). Developed and evaluated a video game to aid intelligence analysts in recognizing and mitigating cognitive biases.
- Play-tested video games and platforms. Co-managed a lab experiment to test game modality and user-engagement.

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## Professional Experience

### Web Editor: *Phoenix New Times,* Phoenix, Arizona | November 2011 – August 2014

- Maintained Phoenixnewtimes.com, the online edition of the *Phoenix New Times*, an award-winning alternative weekly published by Voice Media Group (formerly Village Voice Media).
- Created and managed online content. Promoted content on aggregator, niche, and social media sites to grow audience and increase traffic.
- Oversaw a monthly budget for freelance photographers and content production assignments. Managed interns, assigned duties, and trained new freelancers.
- Produced weekly and monthly website traffic reports. Responsible for hitting traffic goals.

### Web Coordinator: *Society of American Business Editors and Writers,* Phoenix, Arizona | January 2011 – January 2012

- Produced regular news and information updates for SABEW.org, completed site design audits, and reported site traffic assessments. Helped develop e-newsletters and social media campaigns.
- Provided support for annual SABEW events including industry conferences and journalism award contests.

### Writing and English Tutor: *Phoenix College Success Center,* Phoenix, Arizona | October 2010 – November 2011

- Tutored first-year English students on essay writing, thesis development, critical thinking skills, and grammar.
- Instructed ESL students on topics including reading comprehension, foundational writing skills, and English pronunciation.

### Staff Writer: *GateHouse Media New England, Inc.* | April 2007 – May 2009

General Assignment Reporter: *The Winchester Star,* Winchester, Massachusetts (August 2007 – May 2009)

- Produced news coverage on deadline for the print and online versions of the newspaper. Created and edited short videos and photos to accompany articles.
- Maintained a blog related to local news and events and created daily content for the newspaper's website integral to increasing traffic to the site by 30 percent (based on monthly page views) in first year of employment.

General Assignment Reporter: *The Shrewsbury Chronicle,* Shrewsbury, Massachusetts (April 2007 – August 2007)

- Reported on breaking news, features, local government, and regional stories.

Staff Contributor: *The MetroWest Daily News,* Framingham, Massachusetts (April 2007 – August 2007)

- Covered regional stories including meetings, breaking news, education issues, features, and crime.

### Staff Writer: *Stonebridge Press,* Southbridge, Massachusetts | May 2006 – April 2007

General Assignment Reporter: *The Auburn News,* Auburn, Massachusetts (May 2006 – April 2007)
- Covered feature stories, breaking news, local government, and business.

Staff Contributor: *The Southbridge Evening News,* Southbridge, Massachusetts (May 2006 – April 2007)
- Provided breaking news and regional news coverage as needed.

## Grants & Awards

Nominee for Lecturer of the Year 2021 | Universiteit van Amsterdam

Nominee for Centennial Achievement Graduate Student Award | The University of Arizona

Top Student Paper Award, Mass Communication Division, 105th annual meeting of the National Communication Association (2019)

Top Paper Award, Interpersonal Communication Division, 68th Annual meeting of the International Communication Association (2018)

Chris Segrin Dissertation Award | The University of Arizona Department of Communication

Excellence in Research Award | The University of Arizona Department of Communication (2018-2019)

Excellence in Research Award | The University of Arizona Department of Communication (2017-2018)

Excellence in Research Award | The University of Arizona Department of Communication (2016-2017)

Travel Grant | The University of Arizona Graduate & Professional Student Council (2018) | $1,000

Research Grant | The University of Arizona Graduate & Professional Student Council (2016) | $800

Graduate Access Fellowship | The University of Arizona (2016-2017) | $10,000

## Service & Volunteer Work

Best Paper Award Committee 2022, *Journal of Language and Social Psychology*

Volunteer Proofreader, *Journal of Communication Technology*

Nominations Committee, Political Communication Division of the National Communication Association (2018-2020)

Peer Reviewer, *Information, Communication & Society, Social Media & Society, Journal of Communication, and others*

National Communication Association Annual Conference Reviewer, Mass Communication Division

Graduate Student Outreach Committee Co-Chair: Association of Graduate Students in Communication (2017-2018)

Activities Committee Co-Chair: Association of Graduate Students in Communication (2016-2017)

Eastern Communication Association Annual Conference Reviewer, Media Division

Paradise Valley Community College Journalism Advisory Council

Northern Arizona University Alumni Association

KJZZ and KBAQ, Phoenix's National Public Radio stations

## Other Skills & Technical Experience

- R, STATA, and SPSS data analysis software
- Content Analysis Methodology
- Interactive journalism fundamentals including basic video editing and production, photography, blogging, and writing for the web (keywords, crosslinking, headline writing, etc.)
- Google Analytics for both commercial and news media reporting uses
- Familiarity with HTML/CSS website design and content management system maintenance
- Photoshop image editing and familiarity with Adobe InDesign
- MLA, APA, and AP news writing style.

## Professional Memberships

National Communication Association
International Communication Association
International Association of Language and Social Psychology