

SHANNON C. MCGREGOR

Assistant Professor
 Department of Communication, College of Humanities
 The University of Utah
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EDUCATION

PhD, School of Journalism, College of Communication
 University of Texas at Austin February 2018
Dissertation: Social (Media) Construction of Public Opinion by Political Elites
 Chairs: Gina Chen and Regina Lawrence
 ** 2018 Lynda Lee Kaid Outstanding Dissertation Award, National Communication Association

Master of Arts in Mass Communication, Journalism August 2008
 University of Florida
Master's Thesis: Ownership Effects on Content: A Case Study of The Indianapolis Star

Bachelor of Arts in Communication, Journalism/PR May 2005
 Flagler College, St. Augustine, FL

TEACHING POSITIONS

The University of Utah
 Department of Communication
Assistant Professor July 2017 - present

University of Texas at Austin
 School of Journalism
Assistant Instructor May '15 – May '16
Teaching Assistant/Lab Instructor Aug. '13 – May '17

Florida Institute of Technology
 Department of Communications
Adjunct Instructor Aug. '12 – May '13

Brevard Community College
 Department of Communications
Adjunct Instructor Aug. '09 – June '13

University of Florida
 College of Journalism and Communications
Assistant Course Lecturer Summer 2007
Teaching Assistant/Lab Instructor Jan. '07 – May '08
 College of Journalism and Communications

RESEARCH POSITIONS

Microsoft Research, Social Media Collective Summer 2016
PhD Intern (supervisor: Dr. Nancy Baym)

Center for Media Engagement
Research Associate

June '16 – May '18

University of Texas at Austin

Graduate Assistant

Aug.'15 – May '16

- Virtual Reality Journalism Project (grant funded)

Research Assistant

June '14 – July 16

- Dr. Regina Lawrence

Graduate Assistant

July '14, July '15

- UT ASNE Reynolds High School Journalism Institute

PEER-REVIEWED JOURNAL ARTICLES

Kreiss, D. & **McGregor, S. C.** (2019). The “Arbiters of What Our Voters See”: Facebook and Google’s struggle with policy, process, and enforcement around political advertising. *Political Communication*.

McGregor, S.C. (2019). Social Media as Public Opinion: How Journalists use Social Media to Represent Public Opinion. *Journalism*.

McGregor, S.C. & Molyneux, L. (2019). Twitter’s influence on news judgment: An experiment among journalists. *Journalism*.

Muddiman, A., **McGregor, S. C.** & Stroud, T. J. (2018). (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. *Political Communication*.

Kreiss, D., & **McGregor, S. C.** (2018). Technology firms shape political communication: The work of Microsoft, Facebook, Twitter, and Google with campaigns during the 2016 US presidential cycle. *Political Communication*, 35(2), 155-177.

Kreiss, D., Lawrence, R. G., & **McGregor, S. C.** (2018). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. *Political Communication*, 35(1), 8-31. [equal co-authors]

McGregor, S. C. (2017). Personalization, Social Media and Voting: Effects of candidate self-personalization on vote intention. *New Media & Society*, 20(3), 1139-1160

McGregor, S. C. & Mourao, R. R. (2017). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. *Journal of Broadcasting & Electronic Media*, special issue on second screening and political participation. 61(2), 264-290.

McGregor, S. C., Mourao, R. R. & Molyneux, L. (2017). Twitter as a Tool for and Object of Political and Electoral Activity: Considering Electoral Context and Variance Among Actors. *Journal of Information Technology & Politics*, 1-14.

McGregor, S. C. & Vargo, C. J. (2017). Election-Related Talk and Agenda Setting-Effects on Twitter: A Big Data Analysis of Saliency Transfer at Different Levels of User Participation. *The Agenda Setting Journal*, 1(1), 44-62.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2017). Second Screening as Convergence in Brazil and the US. *Journal of Broadcasting & Electronic Media*, 61(1), 163-181.

McGregor, S. C. & Reis Mourao, R. (2016). Talking politics on Twitter: gender, elections, and social networks. *Social Media + Society* 2(3)

Mourao, R., Saldana, M., **McGregor, S. C.** & Zeh, A. (2016). Support for protests in Latin America: Classifications and the role of online networking. *Social Sciences*, 5(4), 58.

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2017). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. *Information, Communication & Society*, 20(2), 264-283.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2016). Journalism-Business tension in Swedish newsroom decision-making. *Journal of Media Ethics*. 31(2), 100 - 115.

Saldaña, M., **McGregor, S. C.** & Gil de Zuniga, H. (2015) Social Media as a Public Space for Politics: Cross-National Comparison of News Consumption and Participatory Behaviors in the United States and the United Kingdom. *International Journal of Communication*, 9, 23.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2015). What is second screening? Exploring motivations of second screen use and its effect on online political participation. *Journal of Communication* 65(5), 793-815.

BOOKS

Stroud, T. J. & **McGregor, S. C.** (Eds.) (2018). *Digital Discussions: How Big Data Informs Political Communication*. Routledge.

OTHER ACADEMIC WRITING

Tromble, R. & **McGregor, S. C.** (in press). You Break It, You Buy It: The Naiveté of Social Engineering in Tech – And How to Fix It. *Political Communication*. (Invited piece in the journal's Forum section).

PEER-REVIEWED JOURNAL ARTICLES (under review)

McGregor, S. C. (revision submitted to *Public Opinion Quarterly*)

Kreiss, D., Lawrence, R. G. & **McGregor, S. C.** (under review at *Communication Theory*)

McGregor, S. C. & Lawrence, R. G. (under review at *Public Opinion Quarterly*)

BOOK CHAPTERS

McGregor, S. C. & Lawrence, R. G. (forthcoming). "Delete Your Account"? Hillary Rodham Clinton Across Social Media Platforms in the 2016 U.S. Presidential Election. *Political Leadership and Social Media*. Eds. R. Davis & D. Taras. Routledge.

Lawrence, R. G., **McGregor, S.**, Cardona, A. & Reis Mourao, R. (2016). Self-Presentation and Gender: 2014 Gubernatorial Candidates on Social Media. *Media, Message, and Mobilization: Communication and 2014 Mid-Term Elections*. Eds. J. A. Hendricks & D. Schill.

McAleenan¹, S. (2007). C-SPAN Network. In Kaid, L. L., & Holtz-Bacha, C. (Eds.) *Encyclopedia of political communication*. SAGE publications.

McAleenan, S. (2007). Cable television & politics. In Kaid, L. L., & Holtz-Bacha, C. (Eds.) *Encyclopedia of political communication*. SAGE publications.

GRANTS

Kreiss, D., **McGregor, S. C.** & Saffer, A. J. (2018). The New Platforms for Democratic Processes. [Co- Investigator]. \$242,768, National Science Foundation, 15-506 Directorate for Social, Behavioral & Economic Sciences, Division of Social and Economic Sciences. (not funded).

Marwick, A., Freelon, D., **McGregor, S.C.**, Kreiss, D. & Squire, M. (2018). An Ecological Approach to Disinformation Spread on Social Media. [Co-investigator]. \$50,000, Social Science One. (funded).

REFEREED CONFERENCE PAPERS

McGregor, S. C., Kreiss, D. & Lawrence, R. G. (2019). Political Identity-Ownership: Symbolic Contests to Represent Members of the Public. (presented to the International Journal of Press & Politics conference, Loughborough, UK).

Molyneux, L. & **McGregor, S. C.** (2019). The legitimating power of platforms: How journalists treat tweets as news content. (presented to the Future of Journalism conference, Cardiff, UK).

McGregor, S. C. & Lawrence, R. G. (2019). Twitter & Shifting Press-State Relations: How Journalists Use Presidential Tweets. (presented to the Political Communication Division, APSA annual conference, Washington, D.C.)

McGregor, S. C., Barrett, B. & Kreiss, D. (2019). Barely Legal: Digital Politics and Foreign Propaganda. (presented to the Political Communication pre-conference, APSA annual conference, Washington, D.C.)

Kreiss, D., Lawrence, R. G. & **McGregor, S. C.** (2019). Communicating Identity-Ownership: Toward a Theoretical Synthesis. (Presented to the Political Communication Division, ICA annual conference, Washington, D.C.)

Muddiman, A., **McGregor, S.C.** & Stroud, T. J. (2019). (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. (invited to present at Communication meets Political Science: Cross-Disciplinary Perspectives on Social Media and Politics, as part of SPSA annual conference, Austin).

McGregor, S.C. (2018). Social Public Opinion in the News. (Presented to the Political Communication division, APSA annual conference, Boston).

Kreiss, D. & **McGregor, S.C.** (2018). "They're Just Muddling Through": Technology Firms' Uneasy Relationship to Political Content and Advertising. (Presented to the Political Communication pre-conference, APSA annual conference, Boston).

¹ Maiden name

McGregor, S.C. & Lawrence, R. G. (2018). "Executive Time": The Meaning and Reach of Presidential Tweets in the Press. (Presented to the Political Communication division, APSA annual conference, Boston).

McGregor, S.C. (2018). Social Public Opinion in Campaign News. (Presented to the Mass Communication and Society division, AEJMC annual conference, Washington, D.C.).

Kreiss, D. & **McGregor, S.C.** (2018). Interpreting the User: Technology Firms' Limited Imaginations of Their Democratic Responsibilities. (Presented to the Political Communication division, ICA annual conference, Prague).

McGregor, S.C. (2018). Social (Media) Construction of Public Opinion by Journalists. (Presented to Pre-conference, ICA annual meeting, Prague).

McGregor, S.C. (2017). Social (Media) Construction of Public Opinion by Elites. (Presented to the Political Communication Pre-conference, APSA annual meeting, San Francisco, CA).

McGregor, S.C. & Lawrence, R. G. (2017). Effects of Social Media Personalization on Public Assessment of Candidate Traits. (Presented to the Political Communication Division, APSA annual meeting, San Francisco, CA).

McGregor, S.C. & Lyons, B. (2017). Do Data Scandals Beget Boundaries? (Methodological) Tension Between the Social Sciences and Journalism in the Age of 'Data' Reporting. (Presented to the Journalism Studies division, ICA annual conference, San Diego, CA).

Kreiss, D. & **McGregor, S.C.** (2017). From Distribution Channels to Active Intermediaries: How Technology Firms Shape Political Communication. (Presented to the Political Communication division, ICA annual conference, San Diego, CA) **** winner of Top Paper award from the division**

Saldana, M., Johnson, T. & **McGregor, S.C.** (2017). Mind the gap! Attitudes and belief gaps toward climate change and Syrian refugees. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

Lawrence, R. G., Kreiss, D. & **McGregor, S.C.** (2017). InstaStyle: Campaign Communication in a Selfie Era. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

McGregor, S.C. (2016). Media Issue Ownership: Reconciling Partisan News and Issue Ownership. (Presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S.C. & Baym, N. (2016). Relational Labor in Candidates' Social Media Presence. (presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C., Kreiss, D. & Lawrence, R. G. (2016). "Instastyle": Campaign Communication In the Selfie Era. (presented at 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C. & Mourao, R. R. (2016). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. (presented to Political Communication Interest Group, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S.C. & Molyneux, L. (2016). Twitter's influence on news judgment: An experiment among journalists. (presented to Newspaper & Online News Division, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S. C. & Holton, A. E. (2016). (Mis)information and Vaccines: A Network and Content Analysis of Broad and Narrow Conversations on Twitter. (presented at 2016 Media Sociology pre-conference, 2016 American Sociological Association annual meeting, Seattle, WA).

Hasell, A. A. & **McGregor, S. C.** (2016). Black-Box Algorithms: Scholarly use of proprietary coding software in communication research. (presented at ICA preconference: Communication Research Methods 2016: Practices & Challenges).

McGregor, S. C. & Lawrence, R. G. (2015). Does Strategic Stereotyping 'Work' for Candidates? Testing the Effects of Personalization on Public Assessment of Candidate Traits. (presented at 2015 WAPOR annual conference, Austin, TX).

McGregor, S. C. & Holton, A. E. (2016, April). Vaccine networks: Examining acute and perpetual networks and discourse on Twitter. Presented at the *7th Annual McCombs Healthcare Symposium*. The University of Texas at Austin, Austin, TX.

McGregor, S.C. (2015, September). Personalization, Social Media and Voting: Effects of candidate self-personalization on political support and voting intention. Presented at Political Communication pre-conference, 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Reis Mourao, R. & Molyneux, L. (2015, September). Using Volume and Tone on Twitter for Electoral Prediction: Not so Simple. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Lawrence, R. G. & Cardona, A. (2015, September). Personalization, Social Media, and Gubernatorial Candidates' Strategies. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C. & Reis Mourao, R. (2015, August). Gender, politics, and the networked public sphere: Tracking the 2014 elections on Twitter. Presented at 2015 AEJMC annual conference, San Francisco, CA.

***2nd place, top student paper**

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, August). Online networking and protest behaviors in Latin America. Presented at 2015 AEJMC annual conference, San Francisco, CA.

***3rd place, Latin American research award**

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2015, May). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Presented at 2015 ICA annual conference, San Juan, PR.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2015, May). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at 2015 ICA annual conference, San Juan, PR.

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, May). Online networking and protest behaviors in Latin America. Presented at 2015 Political Communication ICA pre-conference, San Juan, PR.

Sinta, V. & **McGregor, S. C.** (2014, November). The social media oracle: Professional and contextual variables in journalists' tweeting of poll results. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

Reis Mourao, R., Saldaña, M. & **McGregor, S. C.** (2014, November). Online networking and protest attitudes in the Americas. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

***MAPOR Fellows Top Student Paper Award**

McGregor, S. C., Reis Mourao, R. & Straubhaar, J. D. (2014, October). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at the Global Fusion conference. Austin, TX.

McGregor, S. C., Sylvie, G., Saldaña, M. & Funk, M. (2014, October). Considering ethics and business: Understanding high-level moral reasoning in Swedish newsrooms. Presented at the International Media Management Academic Association, annual conference. Pamplona, Spain.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, August). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Paper presented to the Political Communication Division of the American Political Science Association, annual conference. Washington, D.C.

McGregor, S. C. (2014, August). Press and Public on Twitter: Shared Space, Disparate Discussion. Paper presented to the Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2014, August). Social TV and Democracy: How Second Screening During News Relates to Political Participation. Paper presented to the Electronic News Division of Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2014, May) Journalism-Business tension in Swedish newsroom decision-making. Paper presented at the International Communication Association Annual Conference. Seattle, WA.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, April). Images of (feminine) leadership: An analysis of 2014 gubernatorial candidate websites. Paper presented at Women, Media, and Politics: A Comparative Perspective. Phoenix, AZ.

McGregor, S. C. (2014, March). Tracking #standwithWendy from Public to Press: the Hashtag that Launched a Campaign. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

***Top Paper Award**

McGregor, S. C. (2014, March). Twitter's Ties to Tomorrow's News: Comparing Election Coverage Across Platforms. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

CONFERENCE PANELS

McGregor, S. C. (chair/presenter) On the Eve of Hilary: Women in the 2014 Elections. Research panel at the Association for Journalism and Mass Communication 2015 Annual Conference. Joint-sponsored by the Commission on the Status of Women and the Political Communication Interest Group. San Francisco, CA.

Boyles, J., **McGregor, S. C.**, Himelboim, I., Vargo, C. J. (2015, August) Big Data, friend or foe? De-stigmatizing the use of big data to advance communication research. In Holton, A. (chair). PR&R panel for Communication Technology Division, Association for Journalism and Mass Communication 2015 Annual Conference. San Francisco, CA.

Finch, D., **McGregor, S. C.**, Reis Mourao, R., Weber, M., Hanna, A. (2014, August). Teaching Big Data in the Classroom: What Faculty and Students Should Know. In H. LaMarre (chair). Teaching panel at the Association for Education in Journalism and Mass Communication 2014 Annual Conference. Montreal, Canada.

INVITED TALKS

2019 Social (Media) Construction of Public Opinion – invited presentation given to the Political Communication Working Group, University of Michigan

2018 *Media & Politics Symposium* – invited presentation given to Thomas S. Foley Institute and the WSU Edward R. Murrow College of Communication, Washington State University

2018 *Social Media in the 2016 Election* – presentation given to Dr. Lindsey Meeks' Media & Civic Life graduate seminar, University of Oklahoma

2018 *Social Media in the 2016 Election* – presentation given to Dr. Rachel Mourao's Social Media and News graduate seminar, Michigan State University

2018 *Social Media in the 2016 Election* – presentation given to Dr. Josh Scacco's Digital Democracies graduate seminar, Purdue University, Brian Lamb School of Communication

2017 *Women + Politics + News Media* – presentation given to Dr. Tom Johnson's News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism

2016 *Presenting at Academic Conferences: Best Practices* – presentation given to Dr. Tom Johnson's Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism

2016 *Women + Politics + News Media* – presentation given to Dr. Tom Johnson's News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism

2015 *Presenting at Academic Conferences: Best Practices* – presentation given to Dr. Iris Chyi's Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism

2015 *Infographics and Data Journalism* – presentation given to Dr. Gina Chen & Dr. Maggie Rivas-Rodriguez’s digital portfolio course, University of Texas – Austin, School of Journalism

2015 *Computer-Assisted Content Analysis* – Skype presentation given to Dr. Josh Scacco’s Content Analysis graduate seminar, Purdue University, Brian Lamb School of Communication

2014 *Computer-Assisted Content Analysis* – presentation given to Dr. Tom Johnson’s Content Analysis graduate seminar, University of Texas – Austin, School of Journalism

HONORS/AWARDS

2019 Political Communication Kaid-Sanders Best Published Paper Award, Honorable Mention (with Daniel Kreiss)

2018 Lynda Lee Kaid Outstanding Dissertation Award, NCA, Political Communication Division

2018 International Travel & Research Grant, College of Humanities, University of Utah (\$1,500)

2017 Top Paper Award, Political Communication Division, ICA

2016 Patricia Witherspoon Research Award (\$1,500)

2016 – 2017 Graduate School Continuing Fellowship (\$28,000 plus tuition & insurance)

2016 School of Journalism research grant (\$800)

2016 APSA student travel grant: Political Communication Division

2015 Graduate Studies Summer Fellowship (\$6,000 plus tuition)

2015 – 2016 Nettie Doscher More Fellowship (\$2,000)

2015 – 2016 Graduate School Continuing Fellowship (\$10,000)

2015 School of Journalism research grant (\$500)

2014 – 2015 Jones Fellow/Jesse H. Jones Fellowship (\$6,500 plus tuition)

2015 Top Student Paper Award, 2nd place, Commission on the Status of Women, AEJMC

2015 Latin American Research Award, 3rd place, International Communication Division, AEJMC

2015 ICA student travel grant: Political Communication Division

2014 Top Student Research Paper Award from MAPOR Fellows

2014 Mary Gardner Award for Graduate Student Research, funded by the Commission on the Status of Women, AEJMC

- 2013 Top Research Paper Award, 1st place, Commission on the Status of Women of the Association for Education in Journalism and Mass Communication (AEJMC)
- 2005 Outstanding Journalism Student Award, Flagler College

SERVICE TO THE FIELD

Conferences organized:

Political Analytics 2018, Political Analytics 2017, Political Analytics 2016 – held at Harvard University (<http://politicalanalyticsconference.com/>) co-organized with Ryan Enos, Kirk Goldsberry, **Shannon C. McGregor**, and Stephen Pettigew

The rise of platforms: Individual, institutional, and governance questions for communication research– ICA 2019 post-conference, co-organized with Erika Franklin-Fowler, Sarah Anne Ganter, Natali Helberger, Dave Karpf, Daniel Kreiss, **Shannon C. McGregor**, and Rasmus Kleis Nielsen

Badass Ladies of Communication: The Challenges and The Opportunities for Female Scholars' Success in the Field – ICA 2019 post-conference, co-organized with Valerie Belair-Gagnon, Brooke Duffy, Stephanie Edgerly, Lea Hellmueller, **Shannon C. McGregor**, Kimberly Meltzer, Kjerstin Thorson, Nikki Usher

Journal Reviewer:

Journal of Communication
American Political Science Review
American Journal of Political Science
International Journal of Press and Politics
New Media & Society
Public Opinion Quarterly
Journal of Broadcasting & Electronic Media
Social Media + Society
Journal of Information Technology & Politics
Communication and the Public
Journal of Elections, Public Opinion & Parties
Research and Politics
Israeli Science Foundation
National Science Foundation
Midsouth Political Science Review
Javonost: the Public
Online Information Review

Service roles and activities:

Early Career and Graduate Student Representative, Political Communication Division, ICA (appointed for a 3-year term)
 2017 – 2019

Executive committee, Political Communication Division, APSA
 2019 – 2020

Nominating Committee, Political Communication Division, NCA
 2019 – 2020

Lynda Lee Kaid Outstanding Dissertation Award Committee, Political Communication Division,
NCA
2019 – 2020

Travel Award committee, Political Communication Division, APSA (served with Michael Romano
& Meredith Conroy)
2018

Top Graduate Student Paper Award committee, Political Communication Division, APSA
(served with Brian Harrison & Alan Steinberg)
2016

Top Paper Award committee, Information, Technology & Politics Division, APSA (served with
Andrew Chadwick & Jason Gainous)
2015

Mid-winter conference chair, Association for Education in Journalism and Mass Communication,
Commission on the Status of Women
2015 – 2016

Communications Co-Chair, Association for Education in Journalism and Mass Communication,
Political Communication Interest Group
August 2014 – August 2016

SERVICE TO THE UNIVERSITY

Service roles and activities:

Graduate Committee, Department of Communication, The University of Utah
2019 – 2021

Student Media Advisory Council, voting member, The University of Utah
2017 – 2019

Peer Teaching Committee, Department of Communication, The University of Utah
2019

Search committee, Department of Communication, The University of Utah
2018

Awards Committee, Department of Communication, The University of Utah
2018 (Chair)

SERVICE TO THE COMMUNITY

Engaged scholarship:

Invited participant, 1 Year Until 2020: US Election Research Workshop, hosted by Facebook

“Conservatives say Google and Facebook are censoring them. Here’s the real background: The social media giants say they don’t want to regulate political speech. But they already are.” *The Washington Post, Monkey Cage*. August 1, 2019. (with Daniel Kreiss).

<https://www.washingtonpost.com/politics/2019/08/01/are-google-facebook-censoring-conservatives-problem-is-more-widespread-than-that/>

Invited talk to Democracy Bootcamp, hosted by Civix, at a professional development workshop for Canadian teachers participating in a student vote ahead of 2019 election.

“Journalists and Social Media” *Measure of Everyday Life*. Guest on podcast hosted by Dr. Brian Southwell. August 7, 2019. <https://measureradio.libsyn.com/journalists-and-social-media>

“Political debate or political circus?” *To The Point, KCRW*. Guest on show and podcast, with Matt Taibi. July 25, 2019. <https://www.kcrw.com/news/shows/to-the-point/political-debate-or-political-circus>

“Watching the Democratic debate tonight — with Twitter on the little screen? Keep this in mind. When journalists treat Twitter as representing public opinion, they’re misshaping the news.” *The Washington Post, Monkey Cage*. June 26, 2019. https://www.washingtonpost.com/politics/2019/06/26/watching-democratic-debates-tonight-with-twitter-little-screen-keep-this-mind/?utm_term=.c6c899e44d0d

“What and Why with Max Roth Podcast: Opinion, Power and Perception in Social Media with Shannon McGregor.” *Fox 13, Salt Lake City*. March 19, 2019. <https://fox13now.com/2019/03/19/what-and-why-with-max-roth-podcast-opinion-power-and-perception-in-social-media-with-shannon-mcgregor/>

“More Bogus Embedded Tweets in Our Stories.” *Nieman Lab, Predictions for the Future of Journalism 2019*. December, 2018. <http://www.niemanlab.org/2018/12/more-bogus-embedded-tweets-in-our-stories/>

“Commentary: Stewart should know that the life of every journalist matters.” *Salt Lake Tribune*. December 8, 2018. <https://www.sltrib.com/opinion/commentary/2018/12/08/commentary-stewart-should/>

“Dot Citizen: Technology in Political Communication” *Podcast appearance*. October 21, 2018. <http://dotcitizen.libsyn.com/shannon-mcgregor-interview-mixdown-128-final-02>

“Forget Russian Trolls. Facebook's Own Staff Helped Win The Election.” With Daniel Kreiss. *Buzzfeed News*. October 3, 2017. https://www.buzzfeed.com/danielkreiss/forget-russian-trolls-facebooks-own-staff-did-more?utm_term=.iuG1NKq11#.eo663eL66

“Politics Podcast: Corker Uncorked” *FiveThirtyEight*. October 9, 2017. <https://fivethirtyeight.com/features/politics-podcast-corker-uncorked/>

“Texas Loves Ted.” With Adam Humphrey & Kaitlin Tasker. *Texas Monthly*. March 2016. <https://www.texasmonthly.com/politics/texas-loves-ted/>

Select media appearances:

Appeared in broadcast, “Data Voids: the Deceptive Paths to Hate.” *Fox News 13, Salt Lake City*. February 26, 2019. <https://fox13now.com/2019/02/26/data-voids-the-deceptive-paths-to-hate/>

Quoted in, “Alexandria Ocasio-Cortez Is Showing Us the Future of Politics. Sort Of. A new breed of Democrats is giving fans an all-access backstage pass to the political sausage making.

Is this transparency, or TMI?" *Mother Jones*. March/April Issue.

<https://www.motherjones.com/politics/2019/02/alexandria-ocasio-cortez-is-showing-us-the-future-of-politics-sort-of/>

Quoted in, "Does Beto still have lightning in his bottle?" *Austin American Statesman*. February 1, 2019. <https://www.statesman.com/news/20190201/does-beto-still-have-lightning-in-his-bottle>

Quoted in, "Amy Klobuchar enters 2020 race ready to take on Big Tech: The issue sets her apart in a field focused on progressive ideals." *Vox News*. February 11, 2019. <https://www.vox.com/policy-and-politics/2019/2/10/18205386/amy-klobuchar-2020-tech-policy-antitrust-minnesota>

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