

Sílvia Majó-Vázquez

Post-doctoral Researcher

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Education

- 2013-2017 **Internet Interdisciplinary Institute - Universitat Oberta de Catalunya (UOC)**
Ph.D. Information and Knowledge Society and European Doctorate *with honors*.
Dissertation: “Digital News in Spain: Characteristics and Effects of Online News Production and Consumption”
Committee: Ana S. Cardenal, PhD. (UOC); Sandra González-Bailón, PhD. (UPenn); Marta Cantijoch, PhD. (Manchester University)
- 2016 & 2015 **University of Pennsylvania, Annenberg School for Communication**
Visiting Scholar
Research Fellow at DiMeNet-Digital Media, Networks and Political Communication Group lead by prof. Sandra González-Bailón
- 2013 **Universitat Oberta de Catalunya**
M.Sc. in Political Analysis
Thesis: “Mediated Political Trust in the Economic Crisis Scenario”
Committee: Maria José Canel Crespo, PhD. Ana S. Cardenal, PhD. Mikel Barreda, PhD.
- 2010 **Universitat Oberta de Catalunya**
Specialization Course in Political Science (600h., 24 ECTS)
- 2005 **Universitat Autònoma de Barcelona (UAB)**
Postgraduate Degree in Political Communication
Thesis: “The French or Austrian Methods. El Carmel, Case Study of the Crisis Communication Management ”.
Advisor: Gabriel Colomer, PhD.

2005 **Universitat Autònoma de Barcelona**
B.A. in Journalism

Publications

Majo-Vázquez, S., Nielsen, R. K., Gonzalez-Bailon, S. (2018), The Backbone Structure of Audience networks: a New Approach to Comparing Online News Consumption across Countries. *Forthcoming* in Political Communication

Mukerjee, S., **Majo-Vázquez, S.**, & Gonzalez-Bailon, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68 (1), 26-50.

Majó-Vázquez, S., Cardenal, A. S. and González-Bailón, S. (2017), Digital News Consumption and Copyright Intervention: Evidence from Spain Before and After the 2015 “Link Tax”. *Journal of Computed-Mediated Communication*, 22: 284–301. doi:10.1111/jcc4.12196

Majo-Vazquez, S., Nurse, J. R., Simon, F., & Nielsen, R. K. (2017). Digital-Born and Legacy News Media on Twitter during the German Federal Election. Oxford, UK. Retrieved from

Majó-Vázquez, S., Zhao, J., & Nielsen, R. K. (2017). The Digital-Born and Legacy Media News Media on Twitter during the French Presidential Elections. Oxford, UK.

Majó-Vázquez, S., Zhao, J., Nurse, J. R., & Nielsen, R. K. (2017). Digital-born and Legacy News Media on Twitter during the UK General Election. Oxford, UK.

Majo-Vázquez, S. Cardenal, A.S. Sagarra, O. Colomer, P. (2016) “Audience Brokers and News Discoverers: The Role of New Media in the Digital Domain”, Building a European Digital Space Proceedings of the 12th International Conference on Internet, Law & Politics. Universitat Oberta de Catalunya, Barcelona, July, 2016. pp. 607-632

Majó-Vázquez, S., (2015) “A Network Analysis of Online Audience Behaviour: Towards a Better Comprehension of the Agenda Setting Process”. IDP. *Revista de Internet, Derecho y Política*. No. 20, pp. 61-74. UOC <<http://journals.uoc.edu/index.php/idp/article/view/n20-majo/n20-majo-pdf-en>> <<http://dx.doi.org/10.7238/idp.v0i20.2599>>

Work Submitted or in Progress

Majó-Vázquez, S., Cardenal, A. S., Galais, C. (2017). “Lack of common ground? Capacity and diversity of the public agenda in the digital age” (in progress)

Cardenal, A. S., Galais, C. **Majó-Vázquez, S.**, (2017). “Is Facebook eroding the public agenda? Evidence from survey and web-tracking data” (under review)

Majo-Vázquez, S., Cardenal, A.S., Sagarra, O., Colomer, P., (2017) “Challenging Power in the Flow of Digital News: Emergent Authorities and Audience Brokers” (submitted 2nd R&R)

Cardenal, A.S., Cristancho, C., **Majó-Vázquez, S.** (2017) “Selective exposure in online news consumption: Evidence from navigation data” (under review)

Cristancho, C., Anduiza, E., Congosto, M.L., **Majó-Vázquez, S.**, (2017) ”Contentious responses to the crises in Spain: emphasis frames and public support of protest in Twitter and the press” (under review)

Cristancho, C., Anduiza, E., Congosto, M.L., **Majó-Vázquez, S.**, (2017) “Attitudes towards political discontent-Government responses to contentious politics in Twitter” (in progress)

Book Chapters

Majó-Vázquez, S., González-Bailón, S., (2017) “Digital News and the Consumption of Political Information”, forthcoming in Graham, M., Dutton, W. H., (eds.) Society and the Internet, 2nd edition, Oxford: OUP (forthcoming)

Majó-Vázquez, S., (2017) “Assessing the Structure of the Networks of Digital News Providers in Europe”, forthcoming in Van den Bulck, H., (ed.) The Palgrave Handbook of Methods for Media Policy Research, London: Palgrave MacMillan (forthcoming)

Majó-Vázquez, S., Cardenal, A.S., Segarra, O., Colomer, P., (2017), “Audience Brokers and News Discoverers: The Role of the New Media in the Digital News Domain”, in Delgado A.M., (ed.) Internet, Derecho y Política: retos y oportunidades, Barcelona: Huygens Editorial.

Funding and Awards

2018 “Computational Communication Science: Towards a Strategic Roadmap” by University of Music Drama and Media Hanover. Grant by VolkswagenStiftung (€800).

- 2016 Real Colegio Complutense at Harvard University & Centro de Investigaciones Sociológicas (CIS) Grant for IX Summer Seminar on Sociological & Political Research at Harvard University (**\$1,000**)
- 2016 Granted Student at IPSA Conference, Poznan: Travel grant donor UOC - Doctoral School (**€594**)
- 2016 Recipient of Societat Econòmica Barcelonesa Prize: Private grants for international research mobility providing support to my second visiting period at Annenberg UPenn, Spring Semester 2016 (**€3,200**)
- 2016 Granted PhD Student ICA Conference, Fukuoka. Travel grant donor UOC Doctoral School, (**€1,600**)
- 2013-2016 Grant holder, Information and Knowledge Society Doctoral Programme at In3-UOC, (**€45,000**)
- 2015 Granted Student at ICA Conference, Puerto Rico. Travel grant by the UOC Doctoral School, (**€1,000**)
- 2014 Granted Student at Essex Summer School, Essex University, 2014. Travel grant and tuition by the In3 (**€2,400**)
- 2012 Full-granted student at IX Doctoral Semminar, 2012, Madrid. Donor: Asociación Española Ciencia Política (ACEPA)
- 2007 Granted student at 1st European Youth Media Days, Brussels, 2007. Donor: European Parliament
- 2003 Erasmus Grant holder at Political Science College of Kobenhavns Universitet, Danmark, 2003. Donor: European Union
- 2000 Full-granted first year undergraduate student by Catalan Government at Journalism School, UAB, in recognition for finishing high school with honours

Teaching

- 2012-2013 **College of Communication Science, UAB**
Undergraduate level: Theory and Practice of Journalistic Genres (35h.)

Conference Presentations

- 2018 **IC2S2, Northwestern University, Chicago**
Majo-Vázquez, S., Nielsen, R. K., Gonzalez-Bailon, S. (2018), “The Backbone Structure of Audience networks: a New Approach to Comparing Online News Consumption across Countries”
- 2018 **Data Journalism Conference, Cardiff**
Majó-Vázquez, S., Nurse, J., Zhao, J., Nielsen, R. K., “Fragmentation across media platforms: Mapping Audience Behavior on the web, Facebook and Twitter”.
- 2018 **Polnet, Washington DC**
Majo-Vázquez, S., Nielsen, R. K., Gonzalez-Bailon, S. (2018), “The Backbone Structure of Audience networks: a New Approach to Comparing Online News Consumption across Countries”
- 2018 **ICA, Prague**
Majo-Vázquez, S., Nielsen, R. K., Gonzalez-Bailon, S. (2018), “The Backbone Structure of Audience networks: a New Approach to Comparing Online News Consumption across Countries”
- 2017 **ICA, Sant Diego**
Subhayan M., Majó-Vázquez, S., González-Bailón, S., “Are Audiences Fragmented in How They Consume News Online? An Analysis of Web Browsing Behavior during Two Salient Political Events in the UK”
- 2016 **9th CIS-Harvard Summer Seminar on Sociological and Political Research, Harvard University**
Majo-Vázquez, S., Cardenal, A.S., Sagarra, O., Colomer, P. (2016) “Audience Brokers and News Discoverers: The Role of New Media in the Digital News Domain”
- 2016 **XX ECPR General Conference, Prague**
Majó-Vázquez, Borge-Holthoefer, J., S., Cardenal, A.S., González-Bailón, S., “Online Media Diets and Elections: Network Analysis of News Consumption during Major Political Events”
- 2016 **XXIV World Congress of Political Science, Poznan**
Majó-Vázquez, S., Cardenal, A.S., González-Bailón, S., “Online Media Networks and Audience Flow: Mapping the Fragmentation in News Production and Consumption on the Web”

- 2016 **Social Media & Society Conference, London**
Majo-Vázquez, S., Cardenal, A.S., Sagarra, O., Colomer, P., (2016)
“Challenging Power in the Flow of Digital News: Emergent Authorities,
News Media and Audience Brokers”
- 2016 **Internet, Law and Politics Congress UOC, Barcelona**
Majo-Vázquez, S., Cardenal, A.S., Sagarra, O., Colomer, P., (2016)
“Challenging Power in the Flow of Digital News: Emergent Authorities,
News Media and Audience Brokers”
- 2016 **ICA, Fukuoka**
Majó-Vázquez, S., Cardenal, A.S., González-Bailón, S., “Online Media
Networks and Audience Flow: Mapping the Fragmentation in News
Production and Consumption on the Web”
Cristancho, C., Anduiza, E., Congosto, M.L., Majó-Vázquez, S.,
”Contentious Responses to the Crises in Spain: Emphasis Frames and Public
Support of Protest in Twitter and the Press”
- 2015 **MZES Big Data Conference, Mannheim**
Majó-Vázquez, S., Cardenal, A.S., González-Bailón, S., “Online Media
Networks and Audience Flow: Mapping the Fragmentation in News
Production and Consumption on the Web”
- 2015 **XII Congreso AECPA, San Sebastián**
Majó-Vázquez, S., Cardenal, A.S., González-Bailón, S., “Online Media
Networks and Audience Flow: Mapping the Fragmentation in News
Production and Consumption on the Web”
- 2015 **ICA Conference, Puerto Rico**
Majó-Vázquez, S., Cardenal, A.S., “A Network Analysis of the online
audience behavior: Towards a better comprehension of the public agenda”
- 2013 **ICA, London**
“Mediated Trust: Theoretical and Empirical Analysis of the Relations
Between Trust, Media Use and Political Engagement”

Research Projects

- 2017-2020 **Digital News and Consumption of Information Online**
The project study patterns of online news consumption to determine the
impact that digital technologies have on access to political information. It
includes 23 countries. **PI:** Sandra González-Bailón, **co-PI:** Rasmus K.
Nielsen. NSF-grant number: 1729412.

- 2013-2016 **Opinionet**
Research project on new media effects on public opinion. **PI:** Ana S. Cardenal. Publicly funded by the Spanish Ministry of Economy and Competitiveness www.opinionet.net Ref: CSO2013-47082-P
- 2014-2015 **Protest Effects on Twitter**
Research project on the effects of public discontent on Twitter and the Spanish Government. **PI:** Eva Anduiza (UAB) Publicly funded by the Catalan Agency for Research (AGAUR).

Methodological Training

- 2018 **New Advances in Network Analysis (graph-tool)** IC2S2 Chicago. Prof. Roger Guimerà (3h.)
- 2018 **Visual Communication Patterns in your Data,** IC2S2 Chicago. Prof. Steven Franconeri, Northwestern University. (2h.)
- 2018 **Inferential Network Analysis** ECPR Winter School in Methods. Prof. Philip Leifeld. (17.5h.)
- 2018 **Network Analysis with R** at University of Music Drama and Media Hanover during the “Computational Communication Science: Towards a Strategic Roadmap”. Prof.: Raphael H. Heiberger. (9.5h.)
- 2017 **Social Media Research & Big Data Course** at Research and Expertise Center for Survey Methodology (RECSM), Universitat Pompeu Fabra (UPF). Prof.: Pablo Barberá (12h.)
- 2016 **Social Media Research & Big Data Course** at Research and Expertise Center for Survey Methodology (RECSM), Universitat Pompeu Fabra (UPF). Prof.: Emilio Zagheni (10h.)
- 2016 **Data Visualization for Research.** Graduate Course Annenberg School for Communication, University of Pennsylvania. Prof.: Sandra González-Bailón (30h. *auditing*)
- 2015 **Experimental Design and Issues on Causality.** Graduate Course Annenberg School for Communication, UPenn. Prof.: Diana Mutz. (30h. *auditing*)

- 2015 **Advanced Linear Regression**. RECSM at UPF. Prof.: Levente Littvay, Central European University, (12h.)
- 2015 **Online Social Network Analysis**. Consorci Univ. Internacional Menéndez Pelayo (CUMPB)- Centre Ernest Lluch. Prof.: Camilo Cristancho, UAB, (15h.)
- 2015 **Data Analysis with R**. CUMPB. Prof.: J.J Vallbé, Universitat Barcelona, (19h.)
- 2014 **Design and Analysis of Experiments**, IN3. Prof.: Aina Gallego from Barcelona Institute of International Studies (9h.)
- 2014 **Essex Summer School in Social Data Analysis**
- Introduction and Advanced courses in Social Network Analysis (70h.)
 - Advanced Quantitative Methods (35h.)
- 2014 **Survey Quality Measures** with SQP software, RECSM, UPF (12h.)
- 2014 **Causal Analytics SEM-Models**, RECSM, UPF (10h.)
- 2014 **R-Data Analysis**, Applied Statistics Service, UAB (16h.)
- 2014 **Data Analysis with R**, Doctoral School-UOC (10h.)
- 2014 **Longitudinal Analysis**, Catalan Political Scientist Association (9h.)
- 2014 **Data Mining and Visualization for Non-Programmers**, IN3-UOC (20h.)
- 2013 **Big Data and Social Network Analysis**, IN3-UOC (10h.)
- 2013 **Data Analysis with SPSS**, Catalan Political Scientist Association (20h.)
- 2013 **Tools for Social Network Analysis**, Association of Journalists of Catalonia (10h.)
- 2012 **Opinion and Attitudes Change: The function of Surveys**, CIS (12h.)

Service

- 2018- **Reviewer Online Social Networks and Media**

Area editor: Dr. Andreas Kaltenbrunner

2017- **Reviewer for International Journal of Press/Politics**

Editor-in-Chief: Dr. Christian Vaccari

2017- **Reviewer for New Media & Society**

Editor-in-Chief: Dr. Dave Park

2017- **Reviewer for Journal of Communication**

Editor-in-Chief: Dr. Silvio Waisbord

2016- **Occasional Reviewer for Policy & Internet**

Edited by: Dr. Helen Margetts, Dr. Vili Lehdonvirta, and Dr. Jonathan Bright

Managing Editor: Dr. David Sutcliffe

Congress Organizer

2008 & 2009

- I International Congress on Economy and Culture. Press Officer and Communication Plan Manager Offline and Online Strategy
- European Forum on Cultural Industries by Chamber of Commerce of Barcelona, Spanish Ministry of Culture & European Commission. Press Officer

Conference Attendance

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| 2014 | SocioInfo, VI International Conference on Social Informatics, Barcelona |
| 2013 | III Congrés Universitari sobre Xarxes Socials, Comunica 2.0, Universitat de València |
| 2012 | XXII IPSA World Congress of Political Science, Madrid |
| 2012 | XXVII International Communication Congress, Navarra |
| 2011 | ECREA Political Communication Section Conference, Madrid |
| 2008 | XLI World Conference International Association of Political Consultants, Washington |

Work Experience

2011-2013 **Independent Communication Consultant**

- Conceiving communications plans to achieve better understanding of corporations.
- Creating digital identities for brands and institutions
- Corporative Communication and Social Media instructor at Association of Journalist of Catalonia
- Editor at www.barcelonesmoda.com retail and fashion business news in Catalonia

- 2005-2011 **Chamber of Commerce, Industry and Navigation of Barcelona**
Press Officer, Speech-Writer & Social Media Strategist
- Conceiving public messages to enhance corporation's position among political elites. Spin-doctoring for improving journalists' understanding of Chamber's functions. Speechwriter for the chairman of the public corporation
 - Coordinating social media strategy since 2008. It included the creation of the 2.0 awarded online pressroom. Also responsible for increasing relevance and engagement in Social Media Chamber's profiles. Press conference organizer. Editorial responsibilities at the house organ, *Butlletí Empreses*
- 2005-2006 **Bassat Ogilvy Worldwide**
Freelance reporter
- 2005 **Col·legi Gestors Administratius de Catalunya**
Freelance media officer
- 2004-2006 **Col·legi Enginyers Industrials de Catalunya**
Freelance reporter
- 2004 **CNN+ Television**
Reporter
- 2000-2009 **Media Regular Contributor**
- *Dones*, national magazine
 - *Àmbit*, local magazine
 - *Radio Arenys de Mar*, local radio
 - *Radio Canet de Mar*, local radio

Professional Publications

- 2011-2013 *2 out of 10, Women in Business News*, Report financed by Aid in Action Spain

Co-author of the study and documentary reporting and analysing the treatment and representation of women in business news in Catalonia.

2005 & 2009 Global Media Monitoring Project, Spanish Chapter Researcher

2009 Majó-Vázquez, S., & Roig, G. (2009). Paula S. S (2002). *Antes muerta que ver sufrir a su familia*. In J. Gallego (Ed.), *Si te vas, te mato. Mujeres que murieron por su libertad* (First., p. 205). Barcelona: Icaria Antrazyt

Professional Courses

2009 Project Manager, Chamber of Commerce of Barcelona, (20h)

2008 VII Communication Seminar, Spanish Council of Chambers of Commerce, (20 h)

2005 Communication Planner course, International Press Centre, (10 h)

Membership

DiMeNet-Digital Media, Networks and Political Communication @ Annenberg School for Communication, UPenn. (2015-2016)

GADE Research Group @ IN3-UOC

Opinionet, New media and Public Opinion @ IN3-UOC

International Communication Association (ICA)

European Consortium of Political Research (ECPR)

European Communication Research & Education Association (ECREA)

Asociación de Comunicación Política (ACOP)

Asociación Española de Ciencia Política y de la Administración (AECPA)

Association of Journalists of Catalonia

Catalan Women Journalist Association (ADPC)

Languages

English, high proficiency reading, writing and conversational.

Danish, basic conversation (*Etteren*)

Spanish & Catalan, mother tongues

Programs

R statistical programming language, very good knowledge

SPSS, basic knowledge

Additional Information

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| 2011 | Best Creative and Innovative Online Strategy Award, Catalan College of Journalists |
| 2010 | Best Innovation Plan for Online Communication Award, Council of Chambers of Commerce |
| 2009 | Best Communication Plan Award, Catalan College of Journalists |
| 2009 | Independent attendance and coverage Basque Country Elections |
| 2008 | Independent attendance and coverage USA Elections, Washington |
| 2008-2010 | Woman & Sport Working Group member, Catalan Government |

On the Media

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| 2018 | “Polarized” Series by the Royal Society for the encouragement of Arts
https://polarised.simplecast.fm/media-and-echo-chambers |
| 2018 | The American Interest, “The lasting power of the legacy media”
https://www.the-american-interest.com/2018/05/10/the-lasting-power-of-legacy-media/ |

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