

GABRIELLE DORA BEACKEN

Curriculum Vitae

Department of Journalism and Media
Moody College of Communication, University of Texas at Austin
ORCID: 0009-0007-4987-877X
gabrielle.beacken@utexas.edu

RESEARCH AREAS

Political propaganda; emerging technologies; political communication; social media; conspiracy and hate (area of focus on antisemitism); international comparative studies

EDUCATION

The University of Texas at Austin PhD Student in Journalism and Media (<i>In progress</i>) Dissertation: <i>“Political Influencers and Identity Propaganda: Jewish Identity and Political Communication in the Post–October 7 U.S. Social Media Landscape”</i> Co-Supervisors: Dr. Samuel Woolley & Dr. Sharon Strover Provost Fellowship & Graduate School Fellowship GPA: 4.0	<i>Austin, TX</i> 2022 - present
University of Oxford—University of California, Berkeley Oxford Internet Institute—UC Berkeley School of Information Summer Doctoral Program (SDP)	<i>Berkeley, CA</i> July 2025
The London School of Economics and Political Science Master of Science in Strategic Communications MA Thesis: <i>“Bots & Cyborgs talk #Kavanaugh: Quantitative Study of Automated Twitter Accounts Surrounding Controversial US Supreme Court Nominee Brett Kavanaugh”</i> Supervisor: Dr. Lee Edwards Merit Plus	<i>London, UK</i> 2017-2018
The College of New Jersey Bachelor of Arts in Journalism <i>University of Oxford, New College, 6-month non-degree</i> Supervisor: Prof. Donna Show Dean’s List	<i>Ewing, NJ</i> 2013-2017

RESEARCH EXPERIENCE

Propaganda Research Lab, Center for Media Engagement Graduate Research Assistant Graduate Research Fellow	University of Texas at Austin June '23-Jan '25 Aug '22-May '23
--	---

Center for Information, Technology, and Public Life (CITAP) *University of North Carolina at Chapel Hill*
Graduate Research Affiliate Aug '24-present

Center for Research on Antisemitism *Technische Universität Berlin*
Project 'Decoding Antisemitism' Research Fellow Jan '25-present

Schusterman Center for Jewish Studies *University of Texas at Austin*
Graduate Research Affiliate Mar '23-present

Empirical Studies of Conflict (ESOC) *Princeton University*
'Influence Operations/Election Interference' Project Research Fellow Jan-June '25

Technology & Information Policy Institute *University of Texas at Austin*
Research Fellow June-Aug '23

TEACHING EXPERIENCE

(upcoming) Introduction to Media Studies *University of Texas at Austin*
Assistant Instructor Spring '26, Fall '26

Digital Storytelling, School of Journalism and Media *University of Texas at Austin*
Teaching Assistant (Lab Instructor, 40 students) Spring '25, Fall' 25

Media Law, School of Journalism and Media *University of Texas at Austin*
Teaching Assistant Fall '22, Spring '23

PEER REVIEWED PUBLICATIONS

Beacken, G. D., Trauthig, I. K., & Woolley, S. C. (2025). Buying State Power: How Elite-Led Propaganda Through Advertising Mechanisms is Connected to Democratic Weakening in Four Countries. *Political Communication*, 0(0), 1–23. <https://doi.org/10.1080/10584609.2025.2566930>

(forthcoming March 2026) **Beacken, G. D.**, Martin, Z., Trauthig, I., & Woolley, S. (2026) "This movement is for everyone": Proposing radical inclusivity in the U.S. anti-abortion movement after Dobbs. *Mobilization*, 31(1).

Martin, Z., **Beacken, G. D.**, Trauthig, I. K., & Woolley, S. C. (2024). Embodied Political Influencers: How U.S. Anti-Abortion Actors Co-Opt Narratives of Marginalization. *Social Media + Society*, 10(2), 20563051241245401. <https://doi.org/10.1177/20563051241245401>

Beacken, G.D. (2024) "It's Not Worth It": Digital Activism and Selective Solidarity from Lived-Feed Experiences. *Contemporary Jewry* 44, 1017–1041. <https://doi.org/10.1007/s12397-024-09594-2>

Beacken, G. (2024). Exploring political topics that connect to antisemitism on Twitter: U.S. midterm Pennsylvania gubernatorial race 2022. *First Monday*. <https://doi.org/10.5210/fm.v29i5.13376>

BOOK CHAPTERS & BOOK REVIEW

(In progress) **Beacken, G.**.. *US Platform Regulation, Moderation and Censorship*. In M. Rosenblat (Ed.), *The International Encyclopedia of Cyberpsychology*, Palgrave Macmillan.

(In progress) **Beacken, G.** From Platforms to Policy: The Political Consequences of Antisemitism in the Age of AI and Social Media. In T. Pittinsky (Ed.), *Antisemitism Online: An Ancient Hare in the Modern World*. Oxford University Press.

(In progress) **Beacken, G.** & Woolley, S. *Responsible AI & Computational Propaganda*. In J. Liebowitz & T. Merlo (Eds.), *Ethical AI and Data Science: Building Trustworthy and Transparent Systems*. Taylor & Francis.

(Forthcoming January 2026) **Beacken, G.**, & Trauthig, I. (2026). Lessons to be learned from a small country? Israel as a potential frontrunner in in countering cyber-enabled threats. In S. Shackelford, C. Ankersen, F. Douzet, & M. McRobbie (Eds.), *Defending Democracy in the Digital Age*. Cambridge University Press.

Beacken, G. (2023). Book Reviews: Metrics at Work: Journalism and the Contested Meaning of Algorithms. *New Media & Society*, 25(11), 3196–3198.

<https://doi.org/doi.org/10.1177/14614448231186128>

PUBLIC FACING SCHOLARSHIP

Becker, M., **Beacken, G.**, & Sabra, L. (2025, October 27). How Zohran Mamdani's Ambiguous Words Echo in the Digital Sphere. [The Algemeiner]. *Opinion*. <https://www.algemeiner.com/2025/10/27/how-zohran-mamdanis-ambiguous-words-echo-in-the-digital-sphere/>

Beacken, G. & Becker, M. (2025, July 28). Chatbot Grok Doesn't Glitch—It Reflects X [Tech Policy Press]. *Perspective*. <https://www.techpolicy.press/chatbot-grok-doesnt-glitch-it-reflects-x/>

Beacken, G. (2025, June 27). Identity Propaganda and Elections in Bolivia and Nigeria [Propaganda Research Lab - Center for Media Engagement]. *Quick Read*.

<https://mediaengagement.org/research/identity-propaganda-bolivia-and-nigeria/>

Beacken, G. (2025, June). Evolving Shape and Growing Strength of Political Disinformation on Social Media. [University of Pennsylvania Milton Wolf Seminar on Media and Diplomacy]. *Seminar Blog*. <https://www.asc.upenn.edu/research/centers/milton-wolf-seminar-media-and-diplomacy-17>

Beacken, G. (2025, March 19). Anti-Disinformation Laws: Democratic Backsliding & Chilling Effects in Tunisia & Turkey [Propaganda Research Lab - Center for Media Engagement]. *Quick Read*. <https://mediaengagement.org/blogs/anti-disinformation-laws-in-tunisia-turkey/>

Beacken, G., & Lim, A. (2024, April 23). Values, Politics, and Misinformation: Examining Communication within the Filipino Diaspora [Propaganda Research Lab - Center for Media Engagement]. *Quick Read*. <https://mediaengagement.org/blogs/communication-filipino-diaspora/>

Beacken, G., Trauthig, I., & Woolley, S. (2022, December 7). *Platforms' Efforts to Block Antisemitic Content Are Falling Short*. Centre for International Governance Innovation. <https://www.cigionline.org/articles/platforms-efforts-to-block-anti-semitic-content-are-falling-short/>

WORKS IN PROGRESS (CONFIDENTIAL)

Beacken, G., Trauthig, I., & Woolley, S. "Generative AI, Propaganda, and Digital Authoritarianism: Comparative Insights from Six Democratically Weakened Countries", *undergoing R&R at peer-reviewed journal*

Beacken, G. & Woolley, S. "Emerging Technologies and Democratic Backsliding: Regulatory Challenges in the Age of Computational Propaganda", *undergoing review at peer review journal*

Beacken, G., Lukito, J. "Antisemitism in Alt-Right Telegram Channels During the Israel-Hamas War: A Mixed-Methods Analysis", *undergoing review at peer-reviewed journal*

Beacken, G., "October 7th as Threat to Political Identity: US 2024 Election and Jewish Influencers' Political Attitudes on Instagram", *undergoing review at peer-reviewed journal*

Divon T., Rauchberg, J., **Beacken, G.D.**, & Maddox, J. "Jewish Entrepreneurial Labor TikTok: Navigating Visibility, Identity, and Algorithmic Harm", *undergoing review at peer-reviewed journal*

Beacken, G., "Strategic Visibility in Precarious Times: Ethnoreligious Content Creators and Algorithmic Navigation on Instagram", *undergoing review at peer-reviewed journal*

CONFERENCE PRESENTATIONS (SELECTED)

Beacken, G., Trauthig, I., & Woolley, S. "Buying State Power: How Elite Led Propaganda through Advertising Mechanisms Leads to Democratic Backsliding," *Presented at the International Communication Association Conference (ICA), Denver, Colorado, USA, June 12-16, 2025.*

Beacken, G. "Ouroboros: The Infinite Loop of Media, Democracy and Diplomacy," *Participated as Emerging Scholar at University of Pennsylvania's Milton Wolf Seminar on Media & Diplomacy, Diplomatic Academy of Vienna, Austria, April 8-10, 2025.*

Beacken, G. "Identity, Politics, and Threat: Jewish Influencers and Identity Complexity Expression on Social Media", *Presented at the Association for Jewish Studies (AJS) Annual Conference (virtual).*

Beacken, G. Trauthig, I., & Woolley, S. "Buying State Power: State Led Propaganda through On and Offline Advertising Mechanisms Leading to Democratic Backsliding," *Presented at the Association of Internet Researchers Conference (AoIR), Sheffield, UK, Oct 30-Nov 2, 2024.*

Beacken, G. Trauthig, I., & Woolley, S. "Losing the Democratic Exchange of Ideas: How Autocratic Leaders Dominate the Information Space and Control Public Opinion", *Presented at the European University Institute's (EUI) Decrypting Digital Authoritarianism Conference, Florence, Italy, Oct 28-29, 2024.*

Beacken, G. "Breakout Session: The Pros and Cons of Social Media and Elections", *Presented at the Public Affairs Council's Government Relations & Policy Conference, Washington, D.C., September 25-27, 2024.*

Martin, Z., **Beacken, G.**, Trauthig, I., & Woolley, S. "Embodied political influencers: How U.S. anti-abortion actors co-opt narratives of marginalization," *Presented at International Communication Association Conference (ICA), Gold Coast, Australia, June 20 – 24, 2024.*

Beacken, G., & Rodarte, A. "What is Media Influence in 2024?," *BlueSky Workshop Presented at International Communication Association Conference (ICA), Gold Coast, Australia, June 20 – 24, 2024.*

Beacken, G., Trauthig, I., & Woolley, S. "Political Influencers & Social Media Propaganda in 2024 Indian Elections," *Extended Abstract Submitted & Participated at Social Media and Society in India Conference, University of Michigan, April 8 – 9, 2024 (virtual attendance).*

Beacken, G., Martin, Z., & Malmer, D. "Protecting white babies: How antisemitic conspiracies inspire new narratives for the anti-abortion movement," *Presented at the Symposium on Misinformation & Marginalization hosted by the Center for Information, Technology, and Public Life (CITAP) at the University of North Carolina at Chapel Hill, October 16, 2023.*

***Beacken, G.** "Exploring Political Themes that Trigger Antisemitism on Twitter: US Midterms Pennsylvania Governor Race 2022." *Presented at the Association for Education in Journalism and Mass Communication Conference (AEJMC) in Washington, D.C. in August 2023.*

*Second-Place Winner Student Paper Competition, Political Communication

APPEARANCES & INVITATIONS

Expert, Organization for Security and Co-operation in Europe (OSCE), "Media Freedom and Disinformation Policies in OSCE Countries", *June 2025, virtual*

Expert, Committee on U.S. House of Representatives Administration, "Congressional Report on Member Security", *October 2024, virtual*

Presenter, Schusterman Center Graduate Student Lunch Colloquium "Technology, Propaganda, and Democracy Around the World", *September 2024, University of Texas at Austin*

Host, Russian Journalists of US Department of State's International Visitor Leadership Program, *July 2024, University of Texas at Austin*

Appearance, NBC Dallas/Forth Worth News, "Lone Star Politics: Concerns About AI and Politics", *April 2024*

Interviewee, Tower Talks of Texas Student Television News, “Social Media and Politics”, *March 2024*,
University of Texas at Austin

Expert, Open Innovation Team UK Government, “Disinformation in the Global South”, *February 2024*,
virtual

Host, Burmese Journalists of US Department of State's International Visitor Leadership Program,
October 2023, University of Texas at Austin

Panelist, Film Screening: “Jud Suss 2.0: Antisemitism, Misinformation, and Social Media”, *March 2023*
University of Texas at Austin

FELLOWSHIPS AND AWARDS

Provost and Moody Fellowship , University of Texas at Austin	<i>2022-present</i>
R. Gordon and Louise Appleman Graduate Fellowship , University of Texas at Austin	<i>2025</i>
Norris Davis Fellowship , University of Texas at Austin	<i>2025</i>
David Warren Fellowship , University of Texas at Austin	<i>2023, 2024</i>
Travel Award , University of Texas at Austin	<i>2023-present</i>
Research Award , University of Texas at Austin	<i>2023-present</i>
Second Place Student Paper , Association for Education in Journalism and Mass Communication, <i>Political Communications Division</i>	<i>2023</i>

ACADEMIC SERVICE

UT Austin Journalism & Media Graduate Student Council

Chair	<i>2025-2026</i>
Vice Chair	<i>2024-2025</i>

Conference Reviewer

Association of Internet Researchers	<i>2024, 2025</i>
International Communication Association	<i>2024, 2025</i>
Association for Education in Journalism and Mass Communication	<i>2023, 2024</i>

Peer-Reviewed Journal Reviewer

New Media and Society	<i>2024, 2025</i>
Information, Community & Society	<i>2025</i>
First Monday	<i>2024</i>

Manchester University Press , Book Proposal Reviewer	<i>2024</i>
---	-------------

ASSOCIATIONS

Association of Internet Researchers (AoIR)	<i>2024-present</i>
International Communication Association (ICA)	<i>2023-present</i>
Association for Education in Journalism and Mass Communication (AEJMC)	<i>2022-present</i>
Association for Jewish Studies (AJS)	<i>2024-present</i>

PROFESSIONAL EXPERIENCE

Senior Trading Analyst (Advertising Technology)	<i>New York, NY</i>
Xandr / Microsoft Ads	<i>2021-2022</i>
<ul style="list-style-type: none">Owned optimization execution, data collection and analysis of programmatic campaignsPresented campaign recommendations, results and trends in an effective way to external stakeholdersMonitored and analyzed in-flight campaigns to ensure full delivery and performance expectations are met or exceededTroubleshooted delivery issues and provided feedback to our Product Management team on opportunities to make our products more efficient and effective	
Trading Analyst (Advertising Technology)	<i>New York, NY</i>
MediaMath	<i>2019-2021</i>
<ul style="list-style-type: none">Traded and optimized digital media in the MediaMath's Demand Side Platform TerminalOneApplied analytics in a business environment: marketing analysis, data mining, customer segmentation, forecasting for campaign design, campaign management and analysisInvestigated large data sets by employing analytic methodologies for evaluating data	
UK Parliament House of Lords	<i>London, UK</i>
Parliamentary Intern for Liberal Democrat Peer Baroness Jolly	<i>2017-2018</i>
<ul style="list-style-type: none">Researched and drafted briefs for wide-ranging health related topics. Including: staffing and economic repercussions on the NHS following Brexit, soft power benefits of investing in nursing globally and the existing lack of 'parity of esteem' between mental and physical health services	

CERTIFICATION

Xandr Invest Platform Certification	<i>New York, NY</i>
Xandr	<i>2021</i>
<ul style="list-style-type: none">4-Part internal training and formal presentations that covered the following topics:Life of a digital ad call (mobile, in-app, display), platform knowledge, optimization's technical processes, SQL queries and API calls within Xandr databases	
Digital Advertising Operations Certification	<i>New York, NY</i>
MediaMath	<i>2019-2020</i>
<ul style="list-style-type: none">Written and oral questioning and reasoning over MediaMath's TerminalOne software; i.e. situational optimizations, logical reasoning and technical systems explained in user-friendly style	