
Alexandre Gonçalves

Professor of Journalism. Communications Researcher.

Currently in Urbana, IL

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Education

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- 2023** **Columbia University**
PhD in Communication
- **Dissertation:** “Social Media and the Rise of the New Right in Brazil”
 - **Advisor:** Prof. Michael Schudson
 - **Committee:** Prof. Anya Schiffrin, Prof. Camila Rocha, Prof. Mark Hansen, Prof. Silvio Waisbord
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- 2014** **Massachusetts Institute of Technology**
MSc in Comparative Media Studies
- **Thesis:** “Flash Mobs of Low-Income Youth in Brazil: A Study on Media Frames”
 - **Advisor:** Prof. Ethan Zuckerman
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- 2007** **Faculdade Cásper Líbero, Brazil**
BA in Social Communication
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- 2002** **Universidade Estadual de Campinas, Brazil**
BSc in Computer Science

Work and Research Experience

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- 2023 – now** **University of Illinois Urbana-Champaign**
Assistant Professor of Journalism
- Taught undergraduate and graduate students.
 - Researched digitally mediated human interactions.
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- 2019 – 2023** **Columbia Journalism School**
Doctoral Research
- Investigated the use of social and news media by the new Right in Brazil.
 - Conducted 65 in-depth interviews with intellectuals, activists, and entrepreneurs to understand the new Right’s motivations, media strategies, and business models.
 - Performed regression and network analyses on social media data to identify the networks of influence that underlie the new Right in Brazil.
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- 2022 – 2023** **Brown Institute for Media Innovation** ■ Columbia University
Researcher ■ Software Developer
- Built state-of-the-art machine learning procedures at the Local News Lab to improve article recommendation and subscription rates in local newsrooms.
 - Gave technical advice to the institute’s grantees on their new media projects.

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- 2019 – 2021** | **School of Communication Research** ▪ University of Amsterdam
Researcher
- Designed and managed the database infrastructure for millions of records of online behavioral data and longitudinal survey data.
 - Identified and fixed inconsistencies in online behavioral data.
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- 2019** | **Columbia School of International and Public Affairs**
Researcher
- Performed computational (NLP) and quantitative analysis of the impact of offshore leaks on the global debate about tax fairness.
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- 2018** | **Tow Center for Digital Journalism** ▪ Columbia University
Research Fellow
- Evaluated the reliability of online behavioral data provided by a content analytics company for a study on the impact of social platforms on traditional publishers.
 - Researched methods to identify algorithmic bias in recommendation systems.
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- 2016 – 2018** | **CJ Workbench** ▪ Columbia Journalism School
Researcher ▪ Software Developer
- Interviewed potential users to assess the demand for CJ Workbench—an open-source data tool to assist journalists and researchers with no coding skills.
 - Worked on the development of CJ Workbench.
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- 2015 – 2017** | **Brown Institute for Media Innovation** ▪ Columbia University
Researcher ▪ Software Developer
- Interviewed experienced journalists, activists, and public officials to evaluate the demand for a tool that could further the transparency of public contracts.
 - Built open.contractors—a web dashboard to make defense contracting data available to reporters and the public.
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- Summer 2015** | **Pew Research Center**
Google News Lab Fellow ▪ Journalism & Media Team
- Evaluated machine learning techniques (topic modeling, SVM) to classify news articles.
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- 2013 – 2015** | **MIT Center for Civic Media**
Researcher
- Connected with grassroots organizations in Brazil to work together on Promise Tracker—a mobile app to keep track of promises made by politicians.
 - Led codesign workshops in poor communities in Brazil to inform the design of the tool.
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- 2012 – 2014** | **MIT Comparative Media Studies**
Master’s Research
- Adapted Media Cloud—a Harvard-based web platform for studying media ecosystems—to the Brazilian digital landscape and used it to study online controversies.
 - Investigated the media debate around a wave of flash mobs convened by poor youth in Brazil using semi-automated content analysis and interviews with opinion-makers.

- 2008 – 2012** | **O Estado de S. Paulo** ▪ Newspaper of Record ▪ Brazil
 Science Reporter
- Published hundreds of news stories with considerable impact on the public conversation about science in Brazil.
 - Edited the newspaper's section on science, health, the environment, and religion.
 - Mentored several young journalists through the newspaper's trainee program.

- 1999 – 2007** | **Various Contractees in Brazil** ▪ IBM ▪ Matera ▪ Totvs ▪ Funcamp
 Software Developer
- Built systems for business management, including software to oversee human resources, resource planning, and business intelligence.
 - Built and administered SQL databases.
 - Built software for schools, such as systems for peer evaluation and feedback reporting.

Courses Taught

2016 – 2020 | **Columbia School of International and Public Affairs**
Courses: Media, Campaigning and Social Change (Fall) & Global Media: Innovation and Development (Spring) ▪ *co-taught with professor Anya Schiffrin*

Summer 2017 – 2019 | **Columbia Journalism School** ▪ Summer Investigative Reporting Course
Course: Mining the Social Web

2016 – 2019 | **IESE Business School** ▪ Executive MBA ▪ São Paulo Campus ▪ Brazil
Course: Corporate Communication and Media Training

2016 – now | **ISE Business School** ▪ Master's in Media Management ▪ Brazil
Course: Journalism Ethics in the Digital Age

Summer 2017 – 2019 | **Universidad de Montevideo** ▪ School of Communication ▪ Uruguay
Course: Data Methods for Media Analysis

Summer 2018 | **Pontificia Università della Santa Croce** ▪ Communication Department ▪ Rome
Course: Computational Techniques for Communication Research

2009 – 2013 | **O Estado de S. Paulo** ▪ Trainee Program ▪ Brazil
Course: Science Journalism

Teaching Assistantships

Fall 2020 | **Columbia Journalism School**
Courses: Democracy and Inequality & History of American Capitalism

Fall 2015 | **Columbia Journalism School**
Course: Business of Journalism

Spring 2014 | **Massachusetts Institute of Technology**
Course: Communication with Mobile Technology

Fall 2013 | **Massachusetts Institute of Technology**
Course: Introduction to Media Studies

Conferences and Publications

- **Goncalves, Alexandre.** “Analyzing the Political Leanings of YouTube Recommendations in Brazil: A Network-Based Approach Using YouTube Audience on Twitter.” 72th Annual International Communication Association (ICA) Conference, Gold Coast, Australia, June 2024.
- Xiao, Wei, **Alexandre Gonçalves.** "Intelligent Toys, Complex Questions: A Multivocal Literature Review of Emotional AI in Children’s Toys and Devices." Conference of the International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand, June-July 2024.
- **Gonçalves, Alexandre,** Anya Schiffrin, and Shant Fabricatorian. “Shining a Light on Tax Avoidance: How the Panama Papers Created Salience in a World Crowded with Good Causes.” In *The Routledge Companion to Business Journalism*. Routledge, 2024.
- Wojcieszak, Magdalena, Bernhard Clemm von Hohenberg, Andreu Casas, Ericka Menchen-Trevino, Sijfra de Leeuw, **Alexandre Gonçalves,** and Miriam Boon. “Null Effects of News Exposure: A Test of the (Un)Desirable Effects of a ‘News Vacation’ and ‘News Binging.’” *Humanities and Social Sciences Communications*, 9, 413, 2022.
- Wojcieszak, Magdalena, Ericka Menchen-Trevino, Bernhard Clemm Von Hohenberg, Sijfra De Leeuw, João Gonçalves, Sam Davidson, and **Alexandre Gonçalves.** “Non-News Websites Expose People to More Political Content Than News Websites: Evidence from Browsing Data in Three Countries.” *Political Communication* 41, no. 1 (January 2, 2024): 129–51. <https://doi.org/10.1080/10584609.2023.2238641>.
- **Goncalves, Alexandre,** Shant Fabricatorian, and Anya Schiffrin. “Tweeting About Tax Avoidance: How Ngos and Journalists Create Salience in a World Crowded with Good Causes.” *69th Annual International Communication Association (ICA) Conference*, DC, May 2019.
- **Goncalves, Alexandre.** “Impacting the Discourse around International Tax Avoidance: Findings from Large-Scale Media Analysis.” In *Political and Social Changes in the United States, Russia and Europe: New Domestic Trends and International Pressures*. Harriman Institute-IMEMO Conference, Moscow, Russia, April 2019.
- **Goncalves, Alexandre.** “A Tocquevillian Assessment of a Tool to Promote Monitorial Citizenship in Brazil.” *68th Annual International Communication Association (ICA) Conference*, Prague, Czech Republic, May 2018.
- **Goncalves, Alexandre.** “The Use of Social Media to Determine the Most Important Articles in an Online Debate.” *68th Annual International Communication Association (ICA) Conference*, Prague, Czech Republic, May 2018.
- **Goncalves, Alexandre.** “A computational analysis of online debates around a populist candidate in Brazil.” *Global Perspectives on Populism and the Media*, Budapest, May 2018.
- Assis, Karcus Day Rosario; **Goncalves, Alexandre;** Waldman, Hélio. “Redes Ópticas Estáticas para o Tráfego IP (Static Optical Networks for IP Traffic)”. In: *X Simpósio Brasileiro de Microondas e Optoeletrônica*, 2002, Recife-PE. Microondas e Optoeletrônica: Evolução, Tendências e Perspectivas, 2002.

Media

- **Goncalves, Alexandre.** “Cell Phones and Politics.” Presented at the TEDxReset, Istanbul, Turkey, June 9, 2015. <https://youtu.be/JK-g6ceOH2c>.
- **Goncalves, Alexandre.** “Bridging the Gap: How Do You Encourage Brazilians to Be Entrepreneurs?” Txchnologist, February 21, 2012. [Link](#).
- **Goncalves, Alexandre.** “Noah’s Scriveners: The Challenges of Tracking Brazil’s 1.8 Million Species.” Txchnologist, March 4, 2012. [Link](#).
- For hundreds of my **articles in Portuguese**, please visit [O Estado de S. Paulo’s archives](#). For a select sample, please visit [my portfolio](#).

Awards and Grants

Brown Institute Magic Grant 2015	\$82,500 grant for the development of a platform to make defense contracting data searchable by journalists and transparency activists.
Google News Lab Fellowship 2015	\$8,500 stipend plus a travel budget of \$1,000 for a ten-week fellowship at the Pew Research Center.
‘Person of the Year’ Fellowship 2012	\$10,000 prize awarded by the Brazilian-American Chamber of Commerce to young professionals pursuing graduate studies in the US.
National Exhibition of Infographics 2012	Honorable mention for our visual story about NASA’s Mars Curiosity Rover in Brazil’s main exhibition of infographics.
‘Visionary Journalist’ Fellowship 2011	\$55,000 prize toward a Master’s Degree in Communication abroad. The prize is awarded by the Ling Institute (Brazil) to young journalists.
National Exhibition of Infographics 2011	Honorable mention for our visual story about the loggerhead sea turtle in Brazil’s main exhibition of infographics.
Medal of Honor IPq-USP 2010	Awarded by the main mental health research organization in Brazil for my contribution to the fight against the stigma of psychiatric disorders.

Computing

- **Databases:** Professional experience with SQL databases (MySQL, PostgreSQL, OracleDB). In research settings, Presto (on AWS Athena) and NoSQL Databases (MongoDB).
- **Programming Languages:** Professional experience with Java and C++. In research settings, Python for data cleaning, data analysis, and machine learning (pandas, Scikit learn, Gensim, etc.) and R for hierarchical clustering and regression analyses.
- **Operating System:** Professional experience with Linux and Bash scripting.
- **Cloud Services:** Professional and academic experience with services on Google Cloud, Azure, IBM Watson, and especially AWS.

Languages

- Fluent in English and Portuguese.
- Proficient in Spanish.