

JESSICA ZIER

Northwestern University
Department of Communication Studies
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EDUCATION

- PhD Northwestern University - Media, Technology and Society** 2023 - Present
Department of Communication Studies
Research Focus: Media Psychology, Mediated Communication, Human-Computer Interaction, Information Seeking, Information Integrity
Advisor: Dr. Nathan Walter
- MA Paris Lodron Universität Salzburg/Vrije Universiteit Brussel - Digital Communication** 2021 - 2023
Department of Communication Studies
Thesis: *Imagining the Algorithm - Egg Donation Recruitment Through Targeted Advertising*
GPA: 3.75
Advisors: Drs. Jo Pierson and Tales Tomaz
- BSc Minerva University - Cognitive Neuroscience & Sociology** 2016 - 2020
Department of Social Sciences
Thesis: *The Internet as a Catalyst for Social Change*
GPA: 3.77
Advisor: Dr. Leanne Chukoski

PUBLICATIONS

WORKS UNDER PEER REVIEW

Zier, J., Pierson, J., & Tomaz, T. (under review) Algorithmic Egg Sorting: The Case of Egg Donation Recruitment Through Targeted Advertisements. Manuscript submitted for publication, *Comunicação e Sociedade*.

Zier, J. A., Yang, Q., & Walter, N. (under review). The Paradox of Tailored Health Messaging: When Precision Interferes with Privacy. Manuscript submitted for publication, *Media Psychology*.

Park, S., Walter, N., Lapinski, M., Oetzel, J., & **Zier, J.** (under review) The What, When, and How of Culturally-Congruent Messages: A Meta-Analysis. Manuscript submitted for publication, *Communication Research*.

PUBLISHED ARTICLES

Zier, J. A. (2022) Power in an Age of Digital Ubiquity: The centralisation and asymmetries of digital power. Themenschwerpunkt "Leben nach Zahlen. Digitale Kulturen und Datazierung" 2022 (2022), (14), 10.25598/JKM/2022-14.35. <https://eplus.uni-salzburg.at/JKM/periodical/titleinfo/7840360>

BOOK CHAPTERS

Dobmeier, C. M., **Zier, J. A.**, & Walter, N. (2025). Characteristics of Crisis Misinformation Messages on Social Media. *Communication and Misinformation: Crisis Events in the Age of Social Media*, Wiley.

Zier, J. (under review) Algorithmic Egg Donation Recruitment. In *Race/Gender/Class/Media: Considering Diversity Across Audiences, Content, and Producers*, 6th edition. Routledge

CONFERENCE PAPERS

Zier, J. A., Yang, Q., & Walter, N. (2025). When Self-Interest Flops and Good Intentions Miss the Mark: An Exploration of Egoistic and Altruistic Appeals in Tailored Messaging. Paper submitted to the 75th annual meeting of the International Communication Association, Denver, CO.

Zier, J. and Diakopoulos, N. (2024). Labeling AI-Generated News Content: Matching Journalist Intentions with Audience Expectations. The 2024 Computation + Journalism Symposium, Northeastern University

Park, S., Walter, N., Lapinski, M., Oetzel, J., & **Zier, J.** (2024). The Effects of Culturally Adapted Messages on Health-Related Outcomes: A Meta-Analysis. Paper submitted to the 110th annual meeting of the National Communication Association, New Orleans, LA.

Kalny, C. & **Zier, J.** (2024) Lights, Camera...Attitude Change? The Persuasive Impact of Expectancy Violations in Narrative Health Stories. Paper submitted to the 110th annual meeting of the National Communication Association, New Orleans, LA.

RESEARCH EXPERIENCE

Center of Media Psychology and Social Influence (COM-PSI) , Lab Manager School of Communication, Northwestern University	2024 - Present
Computational Journalism Lab (CJL) , Collaborator School of Communication, Northwestern University	2024 - Present
Center of Media Psychology and Social Influence (COM-PSI) , Lab Member School of Communication, Northwestern University	2023 - Present
Research on Autism & Development (RAD) Lab , Research Scholar Department of Neurosciences, University of California San Diego	2019
Ministry of Education Argentina , Policy Research Intern Ministry of Human Capital, Buenos Aires	2019
Systems Acumen For Youth-Led Development Solutions (SAYDS) , R&D Intern Remote/Kenya	2018 - 2019

SCHOLARSHIPS

University Fellowship , Northwestern University	2023 - 2024
Erasmus Mundus Scholarship , European Union (€50,000)	2021 - 2023
Undergraduate Scholarship , Minerva University (\$120,000)	2016 - 2020

TEACHING AND MENTORING

Graduate Teaching Assistant/Instructor

Teaching Assistant, COMM_ST 101 <i>Communication in Context: Analysis & Research</i> , Northwestern University	Spring 2025
Teaching Assistant, COMM_ST 395, <i>Communication, Innovation and Organizing</i> , Northwestern University	Winter 2025
Teaching Assistant, COMM_ST 375, <i>The Sociology of Online News</i> , Northwestern University	Winter 2025
Teaching Assistant, COMM_ST 205, <i>Theories of Persuasion</i> , Northwestern University	Fall 2024
Instructor/Syllabus Coordinator, COMM ST 159: <i>Computing Everywhere - "Introduction to Algorithmic Content Curation,"</i> Northwestern University	Spring 2024
Teaching Assistant, MSLCE_529: <i>The Power of Strategic Storytelling</i> MS Leadership for Creative Enterprises Program, Northwestern University	Winter 2024 and Winter 2025

Undergraduate Mentorship

Alumni Mentor Minerva University	2022
Financial Aid Mentor Minerva University	2020

Undergraduate Teaching Assistant

Program Manager, <i>Stanford Pre-Collegiate International Institute</i> Pre-Collegiate Studies, Stanford University	Summer 2019
Lead Teaching Assistant, <i>Stanford Pre-Collegiate International Institute</i> Pre-Collegiate Studies, Stanford University	Summer 2018
Residential Teaching Assistant, <i>Stanford Pre-Collegiate International Institute</i> Pre-Collegiate Studies, Stanford University	Summer 2018

Instructor

ESL (English as a Second Language) Teacher	2015-2016
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Golden Apple Elementary School, Chengdu, China

INVITED TALKS, LECTURES, PANELS

- 7. Overthinking about Parasocial Relationships. Magical Overthinkers Podcast, hosted by Amanda Montell (May 2025)
- 6. Psychological Reactance and Health Promotion. School of Communication, Northwestern University (May 2025)
- 5. AI and News Media. School of Communication, Northwestern University (February 2025)
- 4. Integrating Digital Collaborative Environments into Joint Programmes, University of Padua (April 2022)
- 3. Global Cooperation towards a Limitless Digital Future, Tzu Chi USA's Youth Future Global Dialogues (December 2020)
- 2. The Internet as a Catalyst for Social Change, South by Southwest (SXSW) (March 2020)
- 1. The Future of Values Seminar, International Panel Discussion (September 2018)

RELEVANT COURSEWORK

Statistics as a Principled Argument (Workshop)	Spring 2024
Theory Building in Consumer Behavior Research	Winter 2024
Qualitative Methods	Fall 2023
Designing Communication Inquiry	Fall 2023
Data Privacy and Society	Fall 2022
Digital Methods	Fall 2022
Internet Censorship, Control and Governance	Spring 2022
Users and Innovation in Digital Media	Spring 2022
Journalism Practice in Europe	Spring 2022
Digital Communication Theories	Fall 2021
Social Science Research Methods	Fall 2021

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)	2023 - Present
National Communication Association (NCA)	2024 - Present

INDUSTRY EXPERIENCE

Junior European Affairs Manager, Fujitsu Belgium

2022-2023

Brussels, Belgium

- Analyzed technology regulation (Data Act, AI Act) and drafting amendments; addressing concerns with high-level Ministers of the European Parliament during ongoing negotiations
- Monitored, analyzed, and reported on European Research and Development Funding Programmes, with a focus on the digital sector
- Assisted in the preparation of a research project proposal for European Union funding with academic and industry partners
- Created a research outline to combine artificial intelligence and social science methodologies for the design of a multi-agent system to enhance the human-in-the-loop paradigm

Business Development Associate, Minerva Project

2020-2021

San Francisco, CA, USA

- Led outreach campaigns and initiatives to onboard new partners in the innovative and interdisciplinary high school baccalaureate program
- Managed digital advertising and content marketing campaigns, including LinkedIn paid ads, event sponsorship, and partner newsletter content
- Organized 32 internal and external online webinars and events for global education leaders in the field, including invitations, logistics, and follow-ups