

Matthew R. DeVerna

Curriculum Vitae

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Education

- Fall 2020 **Indiana University - Bloomington**
 - **Ph.D.** | | Informatics, Complex Networks & Systems
- 2018–2020 **New York University**
 - **M.A.** | | Psychology
- 2008–2012 **Saint Joseph's University**
 - **B.S.** | | Marketing
 - Birkbeck, University of London (Study Abroad)

Awards / Honors

- 2020 **Knight Fellow**, Indiana University Bloomington
- 2020 **Masters Research Award**, New York University

Research Experience

Research Assistant

- Jul. '20–Present **Networks & agents Networks Lab (NaN)** [\[site\]](#), *Dr. Filippo Menczer*, IUB.
 - Responsibilities:
 - Investigate network algorithms related to the manipulation of social media, with the aim of identifying "superspreaders" of disinformation and curbing their abuse.

Research Assistant

- Mar '20–Aug '20 **Politics Department**, *Dr. Andrew (Andy) Guess* [\[site\]](#), Princeton.
 - Responsibilities:
 - Gather Twitter data for a large scale research project combining survey data and deep learning techniques to investigate how the expressed ideology of individuals' friends on social media influences their own expressed ideology on Twitter.
 - Utilize the Python programming language to investigate various methods for gathering Twitter data
 - Interface with Amazon Web Services to manage the gathered data

Research Assistant

- Mar. '19–Mar. '20 **Social Justice Lab** [\[site\]](#), *Dr. John T. Jost*, NYU.
 - Thesis Project:
 - Investigate differences in liberal and conservative rumor-spreading behaviors after a credible correction on Twitter
 - Build an analysis pipeline inclusive of data cleaning, ideological classification, and a supervised machine learning procedure for tweet classification (Python)
 - Analyze data utilizing Python and NYU's high performance cluster computer system
 - Project conducted in partnership with the Center for Social Media and Politics

Research Assistant

- Mar. '19–Mar. '20 **Center for Social Media and Politics (cSMaP) [site]**, *Dr. Joshua A. Tucker*, NYU.
- Utilize the cSMaP's cluster computing infrastructure to analyze data for master's thesis (in partnership with the Social Justice Lab)
 - Lab Responsibilities:
 - Provide feedback on lab member presentations, and research projects
 - Review relevant journal articles for weekly lab discussions

Research Assistant

- Sep. '18–Mar. '19 **Landy Lab [site]**, *Dr. Michael Landy*, NYU.
- Lab Responsibilities:
 - Aided a research project focused on the application of signal detection theory and computational modeling techniques to interrogate a novel model for the visual phenomenon "crowding"
 - Facilitated data collection and analysis (MATLAB)
 - Participated in weekly lab meetings by reviewing and discussing relevant journal articles

Professional Employment

Wavemaker

- Jul. '18–Sep. '18 **Managing Media Strategist**, *Altice N.A.*
- Led the research and implementation of numerous integrated media plans
 - Reconstructed clients' target archetypes utilizing survey data (GFK/MRI) to discover potential customer insights
 - Responsible for oversight of the entire integrated campaign, including: subordinate responsibilities, client projects, projects with other agency departments and all media partners

MEC Global

- Jul. '13–Dec. '15 **Senior Media Planner and Managing Media Strategist**, *Chevron Global*.
- Assisted with the creation, management, presentation, and implementation of hyper-targeted integrated media campaigns
 - Trained the entire team in advanced Excel, PowerPoint, and Clear Decisions methods
- Jul. '12–Jul. '13 **Associate Media Planner and Senior Media Planner**, *Citibank Global*.
- Specialized in creating national and local traditional media plans

Articles Under Review

- 2020 "Hot Tweets and Cold Posts: Politicians' Ideological Presentations and Polarization on Twitter and Facebook," Submitted For Initial Review, *International Conference on Web and Social Media* (with Cody Buntain and Joshua A. Tucker)

Presentations

- 2019 **DeVerna, M.**, Luhana, G., Yiltiz, H., Landy, M. (2018, May), *Vernier Crowding Depends on Gap Size*
Poster Presented at: NYU Annual M.A. Research Conference, New York City, NY

Speaking Events

- 2020 NYU's Graduate School of Arts and Science 10th Annual Threesis Academic Challenge, Invited Contestant (*May, 2020*)

Computer Skills & Software

Programming Languages / Academic Relevant Software

- PYTHON
- BASH
- R
- MICROSOFT OFFICE SUITE
- MATLAB
- SLURM
- LATEX
- ENDNOTE/REFWORKS

Media Relevant Software

- MediaTools
- Xpert
- Clear Decisions
- Kantar
- SRDS
- MarketMate

Volunteer, Charity, Additional Experiences

Mongol Rally Charity Event

Jun. '16–Sep. '16 **Team Leader**, +20 Countries.

- Raised over \$2000 for the [Cool Earth Foundation](#) by attempting to drive from England to Mongolia

Willing Workers on Organic Farms

Apr. '16–May '16 **Volunteer**, Ripoll, Spain.

- Responsible for any task necessary for farm upkeep and renovation

Tree House Bungalows

Feb. '16–Apr. '16 **Guest House Volunteer**, Koh Rong Island, Cambodia.

- Responsible for checking in guests and tending to their needs during their stay