

Joao V.S. Ozawa

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Education

University of Texas at Austin (2024 – expected)

- Ph.D. in Journalism and Media. Advisors: Samuel Woolley (chair), Maxwell McCombs (co-chair), Natalie Stroud, Josephine Lukito, Joseph Straubhaar.

University of Sao Paulo (2018)

- M.A. in Communication Sciences. Advisor: Leandro Batista.

Casper Libero College (2014)

- Lato sensu graduate specialization in Journalism. Advisor: Marcelo Coutinho.

Superior School of Advertising and Marketing – ESPM (2008)

- B.A. in Communications, concentration in Advertising. Advisor: Ricardo Poli.

Research

Peer-reviewed publications

- **Ozawa, J.**, Lukito, J., Lee, T., Varma, A., & Alves, R. (2023). Attacks Against Journalists in Brazil: Catalyzing Effects and Resilience During Jair Bolsonaro's Government. *The International Journal of Press/Politics*. <https://doi.org/10.1177/19401612231182618>
- **Ozawa, J.**, Woolley, S., Straubhaar, J., Riedl, M., Joseff, K., & Gursky, J. (2023). How Disinformation on WhatsApp Went from Campaign Weapon to Governmental Propaganda in Brazil. *Social Media + Society*, 9(1). <https://doi.org/10.1177/20563051231160632>
- Davis, S., **Ozawa, J.**, Straubhaar, J., & Woolley, S. (2023). When Right-Wing Populism Becomes Distorted Public Health Communication: Tracing the Roots of Jair Bolsonaro's Epidemiological Denialism. *International Journal of Communication*, 17(0), 19. <https://ijoc.org/index.php/ijoc/article/view/19729>
- Lukito, J., Cui, Z., Hu, A., Lee, T., & **Ozawa, J.** (2022). States vs. Social Movements: Protests and State Repression in Asia. *Media and Communication*, 10(4), 5–17. <https://doi.org/10.17645/mac.v10i4.5623>

White papers

- Riedl, M. J., **Ozawa, J.**, Woolley, S., & Garimella, K. (2022) *Talking Politics on WhatsApp: A Survey of Cuban, Indian, and Mexican American Diaspora Communities in the United States* [White paper]. Center for Media Engagement. <https://mediaengagement.org/research/whatsapp-politics-cuban-indian-mexican-american-communities-in-the-united-states/>

Book chapters

- **Ozawa, J.**, & Coburn, C. (Accepted). Computational Propaganda. In Stroud, S. R. (Ed.), *Media, Ethics, and Democracy* [Textbook]. Center for Media Engagement.

Peer-reviewed conference papers

- **Ozawa, J.**, Woolley, S., & Trauthig, I. (2023). *How Does the Brazilian Diaspora in the U.S. Make Sense of the January 8 Insurrection? A Study on Disinformation, WhatsApp, and Transnational Conspiracies*. Paper presented at the Symposium on Misinformation & Marginalization, University of North Carolina at Chapel Hill.
- **Ozawa, J.**, & González de Bustamante, C. (2023). *The Challenges of Mapping Exiled Journalists: A Core-Periphery Approach*. Paper presented at Global Fusion 2023, Austin, TX.
- DalBen Furtado, S., **Ozawa, J.**, & González de Bustamante, C. (2023). *Data Colonialism and Generative AI: Evaluating De-biasing Actions to Mitigate Harmful Content in Large Language Models*. Paper presented at Global Fusion 2023, Austin, TX.
- Lee, T., Lukito, J., Varma, A., & **Ozawa, J.** (2023). *Catalyzing Effects: Paradoxical Effects of Attempts to Chill on Journalism*. Paper presented at AEJMC 2023, Washington, DC.
- Riedl, M., **Ozawa, J.**, Woolley, S., Trauthig, I., & Garimella, K. (2023). *What affects misinformation encounters and sharing on WhatsApp? Surveying diasporic communities in the United States*. Paper presented at ICA 2023, Toronto, Canada.
- **Ozawa, J.**, & Straubhaar, J. (2022). *United States vs Brazil: An Analysis of the Media's Role on Right-Wing Extremism*. Paper presented at Global Fusion 2022, Philadelphia, PA.
- **Ozawa, J.**, Woolley, S., & Flores, E. (2022). *Political Disinformation and Diasporic Online Communities in the United States*. Paper presented at AEJMC 2022, Detroit, MI.
- **Ozawa, J.**, Lukito, J., Lee, T. & Varma, A. (2022). *Violence Against Journalists in Brazil: The Effects of Two Years of Jair Bolsonaro's Government*. Paper presented at AEJMC 2022, Detroit, MI.
- Davis, S., **Ozawa, J.**, Straubhaar, J., & Woolley, S. (2022). *When Right-wing Populism Becomes Distorted Public Health Communication: Tracing the Roots of Jair Bolsonaro's Epidemiological Denialism*. Paper presented at IAMCR 2022, Beijing, China.
- Lukito, J., Cui, Z., Hu, A., Lee, T., **Ozawa, J.** (2022). *Propaganda before violence: A study of state coercion and media ecologies in five countries*. Paper presented at ICA 2022, Paris, France.

- **Ozawa, J.** (2021). *QAnon with a tropical flavor: the conspiracy theory goes to Brazil*. Paper presented at the QAnonference 2021, Virtual Conference.
- **Ozawa, J.**, Woolley, S., Straubhaar, J., Joseff, K., Gursky, J., & Riedl, M. (2021). *How disinformation on WhatsApp went from campaign weapon to governmental propaganda in Brazil*. Paper presented at ICA 2021, Virtual Conference.
- **Ozawa, J.**, Vu, H., Mihailova, T., & McCombs, M. (2020). *Impact of COVID-19 news coverage on personal concerns among the public*. Paper presented at the Agenda Setting Journal Virtual Conference, Boulder, CO.
- **Ozawa, J.**, Vu, H., Murthy, D., & McCombs, M. (2020). *Agenda-setting Effects of Fake News on the Public's Issue Agenda*. Paper presented at AEJMC 2020, San Francisco, CA.
- Lee, T., Johnson, T., & **Ozawa, J.**, (2020). *What's Fake News to You? How Divided Epistemologies Shape Perception of Fake News*. Paper presented at AEJMC 2020, San Francisco, CA.
- **Ozawa, J.**, Senise, D., & Batista, L. (2019). *Applying social network analysis to compare mass media and interpersonal agenda-setting effects*. Poster presented at the 10th Latin American Web Congress, held at The Web Conference 2019, San Francisco, CA.
- **Ozawa, J.**, Senise, D., & Batista, L. (2018). *Applying social network analysis to compare mass media and interpersonal agenda-setting effects*. Paper presented at The Third International Workshop on News and Public Opinion, held at the 12th International AAAI Conference on Web and Social Media, Palo Alto, CA.
- **Ozawa, J.**, & Batista, L. (2018). *Applying agenda-setting theory and social network analysis in advertising and marketing studies*. Paper presented at the IX Pró-Pesq, São Paulo, SP.
- **Ozawa, J.**, & Batista, L. (2018). *Social network analysis as a methodological proposal for agenda-setting theory studies*. Paper presented at the II International Seminar of Research on Mediatization and Social Processes, São Leopoldo, Brazil.
- **Ozawa, J.**, & Batista, L. (2017). *Effects of social networks on interpersonal agenda-setting processes*. Paper presented at the I Graduate Connection: Dialogues and Intersections in Student Research from PPGCOM, São Paulo, Brazil.
- **Ozawa, J.**, & Batista, L. (2016). *Interpersonal Agenda-Setting, Mediatization and Mediation: a possible theoretical dialogue*. Paper presented at the XXXIX Brazilian Conference of Communication Sciences, São Paulo, Brazil.
- **Ozawa, J.**, & Batista, L. (2016). *Effects of social connections on interpersonal agenda-setting processes*. Paper presented at the VII Academic Journey of the Students from PPGCOM, São Paulo, Brazil.
- **Ozawa, J.**, & Lima, M. (2015). *Twitter and the Traditional Media: A Study of Intermedia Agenda-Setting*. Paper presented at the VI Pró-Pesq, São Paulo, Brazil.
- **Ozawa, J.**, & Batista, L. (2010). *A Flu and the Agenda-Setting Hypothesis*. Paper presented at the I Pró-Pesq, São Paulo, Brazil.

- **Ozawa, J.,** & Barros, C. (2008). *Advertising and the Agenda-Setting Hypothesis*. Paper presented at the XIII Conference of Communication Sciences in the Southeast Region, São Paulo, Brazil.
- **Ozawa, J.,** & Barros, C. (2008). *Definition of Value, Advertising and the Agenda-Setting Hypothesis*. Paper presented at the XXXI Brazilian Conference of Communication Sciences, São Paulo, Brazil.

Peer-reviewed publications (under R&R)

- **Ozawa, J.,** Woolley, S., & Lukito, J. (*Submitted for journal publication*). Taking the Power Back: How Diaspora Community Organizations Are Fighting Disinformation Spread.
- **Ozawa, J.,** & Lukito, J. (*Submitted for journal publication*). January 6 Capitol Attack vs January 8 Brasília Attack: Patriotism and Disinformation.

Peer-reviewed publications (under review)

- **Ozawa, J.,** Lukito, J., & Woolley, S. (*Submitted for journal publication*). Jair Bolsonaro and WhatsApp: A Hybrid Mode of Computational Propaganda to Promote an Insurrection in Brazil.

Papers in progress

- **Ozawa, J.,** & González de Bustamante, C. (*To be submitted for journal publication*). The Challenges of Mapping Exiled Journalists: A Core-Periphery Approach.
- González de Bustamante, C., & **Ozawa, J.** (*To be submitted for conference presentation*). A Comparison of Violence Against Journalists in Mexico and Brazil.
- **Ozawa, J.,** Woolley, S., & Trauthig, I. (*To be submitted for journal publication*). How Does the Brazilian Diaspora in the U.S. Make Sense of the January 8 Insurrection? A Study on Disinformation, WhatsApp, and Transnational Conspiracies.
- **Ozawa, J.,** Woolley, S., Riedl, M., & Trauthig, I. (*To be submitted for journal publication*). WhatsApp Usage and Misinformation Belief: Surveying Cuban, Indian, and Mexican Diaspora Communities.
- **Ozawa, J.,** & Straubhaar, J. (*To be submitted for journal publication*). Transnational right-wing extremism and the Media: from the United States to Brazil.
- **Ozawa, J.,** Vu, H., Murthy, D., & McCombs, M. (*To be submitted for journal publication*). Agenda-setting Effects of Fake News on the Public's Issue Agenda.
- **Ozawa, J.,** & McCombs, M. (*To be submitted for journal publication*). Impact of COVID-19 news coverage on personal concerns among the public.
- Lee, T., Lukito, J., **Ozawa, J.,** & Varma, A. (*To be submitted for journal publication*). Catalyzing Effects: Paradoxical Effects of Attempts to Chill on Journalism. [Author order alphabetical; equal contribution].
- Riedl, M., **Ozawa, J.,** Woolley, S., Trauthig, I., & Garimella, K. (*To be submitted for journal publication*). What affects misinformation encounters and sharing on WhatsApp? Surveying diasporic communities in the United States.

Research Positions

Graduate Research Assistant, School of Journalism and Media, University of Texas at Austin (2023 – present)

- Supervisor: Dr. Celeste González de Bustamante.
- Researched violence against journalists in Mexico and Brazil, and exile journalism.

Graduate Research Assistant, Center for Media Engagement, University of Texas at Austin (2020 – present)

- Supervisors: Dr. Samuel Woolley and Dr. Josephine Lukito.
- Researched political disinformation in Brazil and within diaspora communities in the United States, applying mixed methods approaches (mainly computational methods and interviewing).
- Published journal articles and presented articles at academic conferences.
- Mentored external researchers, undergraduate and high school students.
- Helped interviewing external researchers during the hiring process.

Teaching Experience

Six years of teaching experience leading large group discussions and large lecture classrooms about journalism. Taught two online courses and one hybrid course.

Completed the course J398T Supervised Teaching, which allowed me to be an Assistant Instructor (2021). Received the Fundamentals for Teaching Assistants Certificate, completed at the Faculty Innovation Center of the University of Texas at Austin (2019).

Assistant Instructor (Instructor of Record), University of Texas at Austin, School of Journalism and Media

- J 317 Journalism Practices, Fall 2022.

Teaching Assistant, University of Texas at Austin, School of Journalism and Media

- J 354F Journalism & Press Freedom in Latin America, Spring 2021.
- J 302F Digital Storytelling Basics, Fall 2020.
- J 302F Digital Storytelling Basics, Spring 2020.
- UGS 303 Popular Culture and the Media, Fall 2019.

Teaching Assistant, University of São Paulo, School of Communications and Arts

- Consumer Behavior Studies I & II, Fall 2016, Spring 2017, Fall 2017, Spring 2018.

Invited Guest Teaching

- Data Visualization with ggplot2. Presented workshops about data visualization for graduate students. University of Texas at Austin, Spring 2022, Spring & Fall 2023.

- J 301F Fundamental Issues in Journalism. Presented a lecture about global disinformation for undergraduate students. University of Texas at Austin, Fall 2022 & Spring 2023.
- Communication and Cognitive Sciences. Presented a lecture about mixed-methods research on political disinformation for graduate students. University of São Paulo, Fall 2022.
- Fortifying Brazilian Resilience to Disinformation. Showcased research for journalists visiting UT through the US Department of State's International Visitor Leadership Program. University of Texas at Austin, Summer 2022.
- Disinformation within Diaspora Communities. Invited to present a panel for I am BRAVE Community Conversation. Austin Public Library, Summer 2022.
- Communication and Cognitive Sciences. Presented a lecture about agenda-setting theory and disinformation for graduate students. University of São Paulo, Spring 2020.
- J 302F Digital Storytelling Basics. Presented lectures about interviewing techniques for undergraduate students. University of Texas at Austin, Spring & Fall 2020.

Professional experience

Globo International (2020-2021)

Globo International is the international branch of Globo TV, a Brazilian media conglomerate and the largest TV network in Latin America.

Reporter

- Reported on-camera as the Texas correspondent for América News, a newscast that aired weekly on Globo TV International covering news of interest to the Brazilian community living in the United States. Work samples include:
 - [COVID-19 vaccination](#): interview with Dr. Jason McLellan, a UT professor and researcher directly involved in creating COVID-19 vaccines.
 - [COVID-19 in Texas](#): interview with Dr. Michael Macker, director of the Center for Health Communication at UT.
 - [Mass incarceration in the U.S.](#): interview with Preston James, CEO of DivInc.

Ilumeo (2018 – 2020)

Ilumeo is a marketing consulting firm.

Freelance writer

- Wrote for Data Science Insights, a newsletter, and a website, about data science research focused on marketing and business.

Estúdio Showlivre (2009-2019)

Estúdio Showlivre is a Web TV show that streams live concerts through YouTube and Facebook. Between 2015 and 2016, hosted a [TV version](#) of this online show on TV Cultura, the most important public-owned TV channel in Brazil.

Web TV show host (2011 – 2019)

TV show host (2015 – 2016)

Editor-in-chief (2016 – 2018)

Assistant Editor (2011 – 2015)

Marketing Assistant (2009 – 2010)

- Hosted over 200 on-camera interviews with music artists, in Portuguese and English. Work samples include: [Akua Naru](#), [Playing for Change](#), [Toninho Horta](#).
- Wrote more than 800 blog posts, with topics such as concerts reviews, interviews, and music news in general.
- Curated music artists invited to play at Estúdio Showlivre.
- Created a predictive model to estimate the audience according to the artists' metrics on YouTube, Spotify, and Facebook.
- Edited content and analyzed audience metrics of all Estúdio Showlivre channels (website, YouTube, Facebook, Instagram, and Terra portal).
- Designed workflows to organize the process of advertising and distributing the content produced at Estúdio Showlivre.
- Successfully prospected partnerships with companies such as Time For Fun, Rolling Stone Brasil, Blasting News, Grupo Tom Brasil, and Bourbon Street.

Vevo (2014)

Vevo is a joint venture among three major record companies: Universal Music Group, Sony Music Entertainment and EMI.

Press agent

- Worked as a press agent with the media relations team at Camarote Salvador, during one of the most important Brazilian carnival parties.

Omelete (2011)

Omelete is a Brazilian website that covers entertainment and pop culture.

Press agent

- Covered SWU Music Festival as a freelance journalist.

O Teatro Mágico Produções Artísticas (2009)

O Teatro Mágico is an artistic company that promotes spectacles mixing circus, drama and music.

Producer

- Executive production.

IBM Brazil (2007 – 2008)

Intern

- Communication material copywriting and art direction.
- Institutional events production.
- Newsletter writing.

Service

Conferences & Events

Association for Education in Journalism and Mass Communication (AEJMC)

- Arafat, R. (moderator), **Ozawa, J.**, Blumell, L., & Rodarte, A. (2023). Social Activism in the Age of Instagram and TikTok. Invited to be a panel discussant at AEJMC 2023, Washington, DC.

- Li, W. (moderator), **Ozawa, J.**, Foster-Bhusar, B., & Haque, M. (2022). The Power of Narratives in the Information War. Invited to be a panel discussant at AEJMC 2022, Detroit, US.

University of Texas at Austin

- Facilitated a session at the Co-designing for Trust workshop; University of Texas at Austin (2022).
- Moderated panels at COGSEC 2021; University of Texas at Austin (2021).
- Facilitated a panel at the QAnonference 2021; University of Texas at Austin (2021).

Reviewing

- ICA, Global Communication and Social Change Division (2022, 2023).
- AEJMC, Political Communication Division (2020, 2021, 2023).

Elected Positions

Journalism and Media Graduate Student Council, University of Texas at Austin

President (2022 – 2023)

Vice-President (2021 – 2022)

Research Chair (2019 – 2021)

- Organized academic events, workshops, and entertainment for the graduate student community. Made t-shirts and promotional materials. Introduced the Journalism and Media department to prospective students.

Affiliations

- Data & Democracy Working Group, University of Texas at Austin, School of Journalism and Media (2021 – present).
- Propaganda Division of the Center for Media Engagement, University of Texas at Austin, School of Journalism and Media (2020 – present).
- Digital Media Research Program, University of Texas at Austin, School of Journalism and Media (2020).
- Computational Media Lab, University of Texas at Austin, School of Journalism and Media (2019 – 2020).
- Center for Communication and Cognitive Science, University of São Paulo, School of Communications and Arts (2016 – 2018).

Skills

- Journalism: TV reporting, interviewing, journalistic writing.
- Programming languages: R.
- Statistical analysis: SPSS.
- Code hosting: GitHub.
- Social network analysis: Gephi.
- Social media analysis: CrowdTangle.
- Qualitative data analysis: ATLAS.ti.
- Adobe Creative Suite: Premiere, Audition.
- Survey: Qualtrics.
- Newsletter: MailChimp.
- Office: Excel, Word.

Languages

- English: fluent (speaking, reading, writing). TOEFL iBT General Score: 106/120.
- Portuguese: native (speaking, reading, writing).
- Spanish: intermediate (speaking, reading, writing).

Media Appearances

- Duchiae, A. (August 8, 2023). Brazilian journalists did not back down in the face of Bolsonaro's attacks, study finds. *LatAm Journalism Review*. <https://latamjournalismreview.org/articles/brazilian-journalists-did-not-back-down-in-the-face-of-bolsonaros-attacks-study-finds/>
- McGirt, E., & Vanian, J. (October 8, 2021). What most people miss about WhatsApp. *Fortune*. <https://fortune.com/2021/10/08/whatsapp-down-communication-messaging-diaspora-connection-facebook/>

Honors

Scholarships and Fellowships

- School of Journalism and Media Graduate Student Research Grant, University of Texas at Austin (2023-2024).
- Norris G. Davis Fellowship, University of Texas at Austin (2023-2024).
- School of Journalism and Media Travel Grant, University of Texas at Austin (2020-2023).
- Will Mayes Scholarship, University of Texas at Austin (2021-2023).
- Moody Graduate Fellowship, University of Texas at Austin (2020-2022).
- Professional Development Award, University of Texas at Austin (2021).
- Ada Frances Miller Endowed Graduate Scholarship, University of Texas at Austin (2020-2021).
- Provost Fellowship, University of Texas at Austin (2019-2020).
- Graduate School Fellowship, University of Texas at Austin (2019-2020).
- The Web Conference Travel Grant, NIC.br (2019).
- Master's Degree Fellowship, Coordination for the Improvement of Higher Education Personnel, CAPES (2016-2018).
- Scientific Initiation Program Fellowship, Superior School of Advertising and Marketing (2007).
- Social Scholarship Program, Superior School of Advertising and Marketing (2005-2008).