

*Curriculum Vitae*

**Dani Madrid-Morales, PhD**

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Department of Journalism Studies

The University of Sheffield

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## **EDUCATION**

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**PhD** Media and Communication, City University of Hong Kong, 2018

Dissertation:

*African News with Chinese Characteristics: A Case Study of CGTN Africa*

**MA** International Relations, Freie Universität Berlin, 2011

Thesis:

*Chinese Media Narratives on the 'Rise of China' and its Global Engagement*

**MA** Contemporary East Asia, Universitat Autònoma de Barcelona, 2009

Thesis:

*East Asia in the Spanish Press. An Analysis of El País and La Vanguardia (1997-2007)* [in Spanish]

**BA** East Asian Studies, Universitat Autònoma de Barcelona, 2006

**BA** Journalism, Universitat Autònoma de Barcelona, 2004

## **PROFESSIONAL APPOINTMENTS**

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**The University of Sheffield**, Department of Journalism

Lecturer in Journalism, 2022 –

**University of Houston**, Jack J. Valenti School of Communication

Assistant Professor of Journalism, 2018 – 2022

## **PUBLICATIONS (in English)**

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### **Refereed Journal Articles**

- Forthcoming Kobayashi, T., & **Madrid-Morales, D.** ¿Se acumula capital social con el uso de redes sociales? Inferencia causal basada en el “*Asian Barometer Survey*” [Does social media use accumulate social capital in East Asia? Statistical causal inference using the Asian Barometer Survey], *Revista Internacional de Sociología*
- 2022 Ahmed, S., **Madrid-Morales, D.**, Tully, M. Social Media, Misinformation, and Age Inequality in Online Political Engagement, *Journal of Information Technology and Politics*, doi: 10.1080/19331681.2022.2096743
- 2021 Tully, M., **Madrid-Morales, D.**, Wasserman, H., Gondwe, G., Ileri, K. Who is responsible for stopping the spread of misinformation? Examining

- audience perceptions of responsibilities and responses in six sub-Saharan African countries, *Digital Journalism*, 10(5), 679-697, doi: 10.1080/21670811.2021.1965491
- 2021 **Madrid-Morales, D.** Who Set the Narrative? Assessing the Influence of Chinese Global Media on the News Content of 30 African Countries. *Global Media and China*, 6(2), 129-151, doi: 10.1177/20594364211013714
- 2021 Kobayashi, T., Miura, A., **Madrid-Morales, D.**, & Shimizu, H. Why are Politically Active People Avoided in Countries with Collectivistic Culture? A Cross-Cultural Experiment. *Journal of Cross-Cultural Psychology*, 52(4), 388–405. doi: 10.1177/00220221211008653
- 2021 **Madrid-Morales, D.**, Wasserman, H., Ndlovu, K., Sikanku, E., Tully, M., Umejei & E., Uzuegbunam, C. Audience Motivations for Sharing Dis- and Misinformation: A Comparative Study in Six Sub-Saharan African Countries. *International Journal of Communication*, 15, 1200-1219
- 2021 Ahmed, S., & **Madrid-Morales, D.** Is it Still a Man’s World? Social Media News Use and Gender Inequality in Online Political Engagement. *Information, Communication and Society*, 24(3), 381-399, doi: 10.1080/1369118X.2020.1851387
- 2020 **Madrid-Morales, D.** Using Computational Text Analysis Tools to Study African Online News Content. *African Journalism Studies*, 41(4), 68–82, doi: 10.1080/23743670.2020.1820885
- 2020 Hernández, M., & **Madrid-Morales, D.** Diversifying Voice, Democratizing the News? A Content Analysis of Citizen News Sources in Spanish-language International Broadcasting. *Journalism Studies*, 21(8), 1076–1092, doi: 10.1080/1461670X.2020.1734857
- 2019 Kobayashi, T., **Madrid-Morales, D.**, Asaba, Y., & Tago, A. Economic Downturns and Hardline Public Opinion. *Social Science Quarterly*, 101(1), 309–324, doi: 10.1111/ssqu.12719
- 2019 Wasserman, H., & **Madrid-Morales, D.** An Exploratory Study of “Fake News” and Media Trust in Kenya, Nigeria and South Africa. *African Journalism Studies*, 40(1), 107–123, doi: 10.1080/23743670.2019.1627230
- 2018 Wasserman, H. & **Madrid-Morales, D.** How influential are Chinese media in Africa? An audience analysis in Kenya and South Africa, *International Journal of Communication*, 12, 2212-2231
- 2018 **Madrid-Morales, D.** & Gorfinkel, L. Narratives of Contemporary Africa on China Global Television Network’s Documentary Series *Faces of Africa*, *Journal of African and Asian Studies*, 53(6), 917-931, doi: 10.1177/0021909618762499
- 2018 **Madrid-Morales, D.** & Wasserman, H. Chinese media engagement in South Africa: what is its impact on local journalism? *Journalism Studies*, 9(8), 1218-1235, doi: 10.1080/1461670X.2016.1266280
- 2017 **Madrid-Morales, D.** La internacionalización de los medios de comunicación chinos: estudio de caso de CGTN Africa [The internationalization of Chinese media: A case study of CGTN Africa] in *Communication Papers*, 11(4), pp. 51-69
- 2015 **Madrid-Morales, D.** & Lovric, B. ‘Transatlantic connection’: K-pop and K-drama fandom in Spain and Latin America, *Journal of Fandom Studies*, 3(1), 23-42, doi: 10.1386/jfs.3.1.23\_1

**Books**

- 2012 *Historia de Japón. Economía, política y sociedad* [*History of Japan. Economy, politics and society*] with Guillermo Martínez, Oriol Junqueras and Pau Pitarch, Barcelona: Editorial UOC
- 2011 *Història del Japó* [*History of Japan*] with Guillermo Martínez, Oriol Junqueras and Pau Pitarch, Barcelona: Editorial UOC
- 2010 *El manga i l'animació japonesa* [*Manga and Japanese animation*] with Guillermo Martínez Taberner, Barcelona: Editorial UOC (Spanish translation also available)

**Edited Volumes**

- 2022 Wasserman, H. & **Madrid-Morales, D.** (Eds). *Disinformation in the Global South*. Hoboken: Wiley
- 2017 **Madrid-Morales, D.** (Ed.) *Comunicación y poder en Asia Oriental* [*Communication and Power in East Asia*], Barcelona: Editorial UOC.

**Book Chapters**

- Forthcoming Wasserman, H., & **Madrid-Morales, D.** The Messenger, the Message, and the Receiver: South African Government Communication During the COVID-19 Pandemic in *Manufacturing Government Communication on Covid-19: A Comparative Perspective* edited by Philippe J. Maarek. Springer-Cham, pp. XX-XX
- 2022 **Madrid-Morales, D.**, & Wasserman, H. Research Methods in Comparative Disinformation Studies in *Disinformation in the Global South* edited by Herman Wasserman and Dani Madrid-Morales. Hoboken: Wiley, pp. 41-57
- 2022 Wasserman, H. & **Madrid-Morales, D.** Conclusion in *Disinformation in the Global South* edited by Herman Wasserman and Dani Madrid-Morales. Hoboken: Wiley, pp. 210-220
- 2021 **Madrid-Morales, D.** Sino-African Media Cooperation? An Overview of a Longstanding Asymmetric Relationship in *It's about their story: How China, Turkey and Russia try to influence media in Africa*. Johannesburg: Konrad Adenauer Stiftung, pp. 9-70.
- 2017 **Madrid-Morales, D.** Soft power in the living room: a survey of television drama on CCTV's foreign language channels in *Screening China's Soft Power: Promoting China's Rise through Cinema* edited by Paola Voci and Hui Luo, London: Routledge, pp. 38-55
- 2017 **Madrid-Morales, D.** China's digital public diplomacy towards Africa: actors, messages and audiences in *China-Africa Relations: Building Images through Cultural Cooperation, Media Representation, and Communication* edited by Kathryn Batchelor and Xiaoling Zhang, London: Routledge, pp. 129-146
- 2017 **Madrid-Morales, D.** Inmovilismo e innovación: la comunicación de masas en Japón In *Comunicación y poder en Asia Oriental* [*Communication and power in East Asia*], edited by Dani Madrid-Morales, Barcelona: Editorial UOC, pp. 117-158
- 2016 **Madrid-Morales, D.** Why are Chinese media in Africa? Evidence from three decades of Xinhua's news coverage of Africa in *China's Soft Power in*

- Africa: promotions and perceptions* edited by Xiaoling Zhang, Herman Wasserman and Winston Mano, New York: Palgrave MacMillan, pp. 79-92
- 2015 **Madrid-Morales, D.** China's International Television Broadcasting and the Spanish speaking world in *Global Media Worlds and China*, edited by Qian Luo, Beijing: Communication University of China Press, pp. 187-203
- 2011 **Madrid-Morales, D.** & Martínez-Taberner, G. La Ola Nipona: consumo de cultura popular japonesa en España [The Japanese Wave: consumption of Japanese popular culture in Spain] in *Cruces de Miradas, Relaciones e Intercambios*, edited by Pedro San Guinés Aguilar, Granada: Editorial Universidad de Granada, pp. 49-61
- 2011 **Madrid-Morales, D.** & Martínez-Taberner, G. Comunicación 2.0 en Asia: redes sociales, blogs y tecnología móvil [Communication 2.0 in Asia: social networks, blogs and mobile technologies] in *Anuario Asia-Pacífico 2010*, Barcelona: CIDOB, pp. 295-304

#### Non-Peer-Reviewed Journal Articles

- 2023 Madrid-Morales, D., Marsh, V. & Paterson, C. XXXXX, Introduction to Special Issue of *International Communication Gazette*, 85(1), pp. xx-xx
- 2021 **Madrid-Morales, D.** & Ileri, K. Disruptions and Transformations of Digital Media in Africa: An Interdisciplinary Overview, Introduction to Special Issue of *Journal of African Media Studies*, 13(1), pp. 1-10

#### Book Reviews

- 2018 **Madrid-Morales, D.** The Power and the Story: The Global Battle for News and Information by John Lloyd, (2017) London: Atlantic Books, *Westminster Papers in Communication and Culture*, 13(1), 48–53, doi: 10.16997/wpsc.281
- 2016 **Madrid-Morales, D.** Identity and pleasure: the politics of Indonesian screen culture in *Asian Journal of Communication*, pp. 197-199, doi: 10.1080/01292986.2015.1128138

#### Other Publications

- 2022 Madrid-Morales, D. & Wasserman, H. *An Assessment of Media Literacy and Fact-Checking Training Needs in South African Schools and Universities*. Africa Check: Johannesburg.
- 2021 Wasserman, H. & **Madrid-Morales, D.** South African government's handling of COVID-19: study shows declining trust. In *The Conversation*. Available at: <https://theconversation.com/south-african-governments-handling-of-covid-19-study-shows-declining-trust-163372> [3,000 readers]
- 2021 Uzuegbunam, C., **Madrid-Morales, D.**, Umejei, E., Sikanku, E., Gondwe, G., Wasserman, H., Ndlovu, K., Tully, M. Spotting hoaxes: how young people in Africa use cues to spot misinformation online. In *The Conversation*. Available at: <https://theconversation.com/spotting-hoaxes-how-young-people-in-africa-use-cues-to-spot-misinformation-online-161296> [9,000 readers]
- 2021 Wasserman, H. & **Madrid-Morales, D.** Social media users in Kenya and South Africa trust science, but still share COVID-19 hoaxes. In *The Conversation*. Available at: <https://theconversation.com/social-media-users-in-kenya-and-south-africa-trust-science-but-still-share-covid-19-hoaxes-157894> [9,000 readers]

- 2019 **Madrid-Morales, D.** China’s media presence in Africa is growing fast. Is its influence growing at the same pace? In *Asia Dialogue*. Available at: <https://theasiadialogue.com/2019/08/29/chinas-media-presence-in-africa-is-growing-fast-is-its-influence-growing-at-the-same-pace/>
- 2019 Wasserman, H. & **Madrid-Morales, D.** Study sheds light on scourge of “fake” news in Africa in *The Conversation*, Available at: <https://theconversation.com/study-sheds-light-on-scourge-of-fake-news-in-africa-106946> [30,000 readers]
- 2018 Wasserman, H. & **Madrid-Morales, D.** The limits of Chinese interference in Africa’s media landscape in *Asia Dialogue*. Available at: <http://theasiadialogue.com/2018/10/16/the-limits-of-chinese-interference-in-africas-media-landscape/>
- 2018 **Madrid-Morales, D.** China’s media struggles to overcome stereotypes of Africa in *The Conversation*. Available at: <https://theconversation.com/chinas-media-struggles-to-overcome-stereotypes-of-africa-92362> [67,000 readers]
- 2017 **Madrid-Morales, D.** Chinese media are betting on Africa, but is anybody really watching? In *Asia Dialogue*. Available at: <http://theasiadialogue.com/2017/05/05/chinese-media-are-betting-on-africa-but-is-anybody-really-watching/>
- 2017 **Madrid-Morales, D.** ‘Going out’ – China in African media in *Africa is a Country*. Available at: <https://africasacountry.com/2018/04/going-out-china-in-african-media>

## **SOFTWARE & DATASETS**

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- 2021 **Madrid-Morales, D.**, Lindner, P. & Periyasamy, M. Corpus of African Digital News from 600 Websites Formatted for Text Mining/Computational Text Analysis, doi: 10.18738/T8/UKJZ3E
- 2020 ‘newsmap’ (R Package), K. Watanabe [aut, cre, cph], S. Müller [aut], **D. Madrid-Morales** [aut] K. Tertychnaya [aut], K. Cheng [aut], C.-H. Chan [aut], C. Grasland [aut].

## **DOCUMENTARIES**

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- 2021 **Madrid-Morales, D.** & Hamzah, S. (Dirs.) *Digital Kenya*. University of Houston.

## **ONGOING RESEARCH**

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- R&R Kobayashi, T, **Madrid-Morales, D.** A validation study of cultural priming in Hong Kong [Submitted to *Asian Journal of Social Psychology*]
- Under review Wasserman, H. & **Madrid-Morales, D.** What motivates the sharing of misinformation about China and Covid-19? A study of social media users in Kenya and South Africa [Conditionally accepted for publication in an edited collection by Michigan State University Press]
- Writing up Gondwe, G., **Madrid-Morales, D.**, Wasserman, H., Tully, M. Misinformation behaviors and digital inequalities: Evidence from six Sub-Saharan African countries.

Writing up	<b>Madrid-Morales, D.</b> , Cao, B. Direct and mediated intercultural contact: A study of attitudes towards North Korea
Writing up	<b>Madrid-Morales, D.</b> , Hernandez, H. & Morales, P. Many Shades of State-Sponsored News: A Content Analysis of Chinese, Iranian and Russian International Broadcasting in Spanish
Writing up	<b>Madrid-Morales, D.</b> Africa in the News: Is News Coverage by Chinese Media Any Different?
Data analysis	<b>Madrid-Morales, D.</b> & Wasserman, H. Sharing Hoaxes on China and COVID-19 on Social Media
Data analysis	<b>Madrid-Morales, D. &amp; Hua, L.</b> Re-active or pro-active? China's messaging towards Africa during the COVID-19 pandemic
Data analysis	Wright, K., <b>Madrid-Morales, D.</b> Covid-19: Beyond the Emergency Imaginary
Data collected	<b>Madrid-Morales, D.</b> & Wasserman, H. An Audience Study of Chinese Media in Sub-Saharan Africa

## **GRANTS**

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2020	University of Houston, Digital Research Commons Development Grant (5,998 USD) Principal Investigator in the project "A Multilingual Database of Digital News in 54 African Countries"
2020	Villanova University, Waterhouse Family Institute, 2020-2021 Research Grants (10,000 USD) Co-Principal Investigator in the Project: "Effective strategies to counter the spread of misinformation on WhatsApp: An experiment in Kenya and Senegal"
2020	University of Houston, Grants to Enhance Research on COVID-19 and the Pandemic (10,000 USD) Principal Investigator in the Project "Effective strategies to counter the spread of misinformation on WhatsApp: An Experiment in Kenya and Senegal"
2020	University of Edinburgh, Centre for Data, Culture and Society (3,345 USD) Collaborator in the Project "Is COVID-19 changing the media's definition of a humanitarian crisis?"
2020	Innovations for Poverty Action, Financial Inclusion Program (96,527.55 USD) Co-Principal Investigator in the project "Measurement of consumer protection complaints on social media"
2020	University of Houston, New Faculty Grant (6,000 USD) Principal Investigator in the project "Attitudes and Responses to China's public diplomacy activities in East and West Africa: A Mixed Methods Approach"
2020	University of Houston, Digital Research Commons Seed Grant (3,000 USD)

- 2019 Principal Investigator in the project “A Multilingual Database of Digital News in 54 African Countries”  
University of Houston, Provost 50 in 50 Award (5,000 USD)  
Principal Investigator in the project “A Cross-national Study on Misinformation Sharing Practices in Sub-Saharan Africa”

## AWARDS

- 2020 Third Best Faculty Paper Award, Political Communication Division, AEJMC  
2020 University of Houston, Jack J. Valenti School of Communication, Director's Service Award  
2019 African Journalism Studies Best Paper Award, International Communication Division, AEJMC  
2019 Third Best Faculty Paper Award, International Communication Division, AEJMC  
2017 Teaching Innovation Award (Research Degree Student category), College of Liberal Arts & Social Sciences, City University of Hong Kong  
2016 Outstanding Academic Performance Award, City University of Hong Kong  
2015 Outstanding Academic Performance Award, City University of Hong Kong  
2014 Top Three Papers Award at The Fifth Symposium for Asian PhD Students in Communication Research, Singapore  
2013-2016 Hong Kong PhD Fellowship, Hong Kong University Grants Committee, City University of Hong Kong

## CONFERENCE ACTIVITY

### **Peer-Reviewed Paper Presentations**

- 2022 Tully, M., **Madrid-Morales, D.**, Diop, L., Mudavadi, K. & Matanji, F. “Fact-checking as Process and Product: How Kenyan and Senegalese Media Professionals Combat Misinformation” at Association for Education in Journalism and Mass Communication Annual Conference (AEJMC) in Detroit (US).  
2022 **Madrid-Morales, D.**, & Wasserman, H. “How Effective are China’s Mediated Public Diplomacy Activities? A Longitudinal Audience Study in Kenya, Nigeria and South Africa” at International Communication Association Conference in Paris (France).  
2022 **Madrid-Morales, D.**, & Tully, M. “Measuring the impact of prolonged exposure to quality information on WhatsApp on COVID-19 beliefs and behaviors” at International Communication Association Conference in Paris (France).  
2021 **Madrid-Morales, D.** “Who Set the Narrative? Assessing the Influence of Chinese Media in News Coverage of COVID-19 in 30 African Countries” at International Communication Association Conference [Virtual Conference]  
2021 **Madrid-Morales, D.**, & Hua, L. “An Analysis of News Coverage of COVID-19 on Chinese TV Stations Aimed at African Audiences” at International Communication Association Conference [Virtual Conference]

- 2021 **Madrid-Morales, D.** “Attitudes, Motivations and Responses: Comparative Disinformation Research on Audiences” at International Communication Association Conference [Virtual Conference]
- 2021 Wasserman, H. & **Madrid-Morales, D.** “What Motivates the Sharing of Misinformation about China and Covid-19? A Study of Social Media Users in Kenya and South Africa” at Narratives of COVID-19 in China and the World: Technology, Society, and Nations Symposium organized by the Center on Digital Culture and Society, University of Pennsylvania
- 2020 **Madrid-Morales, D.** & Wasserman, H. “An Audience Analysis of China’s External Communication Activities in Kenya, Nigeria and South Africa” at China's External Communication and Relationship Building in the 21st Century Conference organized by the University of Nottingham Ningbo China
- 2020 **Madrid-Morales, D.** “Chinese media in Africa, 1955-1999: an overview of an enduring asymmetric relationship” at China's External Communication and Relationship Building in the 21st Century Conference organized by the University of Nottingham Ningbo China
- 2020 Ahmed, S., **Madrid-Morales, D.** & Tully, M. “Online Political Engagement, Fake News Exposure, and Fake News Sharing in Sub-Saharan Africa” at Association for Education in Journalism and Mass Communication Annual Conference (AEJMC) [Virtual Conference]
- 2020 Hernández, M. & **Madrid-Morales, D.** “The vox-pop, the victim and the active citizen: A Content Analysis of Citizen Sources in Non-Western International Broadcasting in Spanish” at Association for Education in Journalism and Mass Communication Annual Conference (AEJMC) [Virtual Conference]
- 2020 **Madrid-Morales, D.**, Wasserman, H., Ndlovu, K., Tully, M., Umejei E. & Uzuegbunam, C. “Audience Motivations for Sharing Dis- and Misinformation: A Comparative Study in Five Sub-Saharan African Countries” at International Communication Association Conference [Virtual Conference]
- 2020 Ahmed, S. & **Madrid-Morales, D.** “Social Media News Use and Gender Inequality in Online Political Engagement: A Cross-National Comparative Analysis” at International Communication Association Conference [Virtual Conference]
- 2020 Ahmed, S., **Madrid-Morales, D.** & Tully, M. “Can Lies Mobilize? Social Media, Fake News, and Age Inequality in Online Political Engagement” at International Communication Association Conference [Virtual Conference]
- 2020 Hernández, M. & **Madrid-Morales, D.** “Diversifying News, Alternative Voices? A Content Analysis of News Citizen Sources of International Broadcasters in Spanish” at International Communication Association Conference [Virtual Conference]
- 2019 **Madrid-Morales, D.**, Wasserman, H., Mare, A., Ndlovu, K., Tully, M., Umejei E. & Uzuegbunam, C. “Audience Motivations for Sharing Dis- and Misinformation: A Comparative Study in Five Sub-Saharan African Countries” at Comparative Approaches to Disinformation, Harvard University, Cambridge, MA (USA).
- 2019 **Madrid-Morales, D.** “Africa in the News: Is News Coverage by Chinese Media Any Different?” at Association for Education in Journalism and Mass Communication Annual Conference (AEJMC) in Toronto (Canada).



- 2019 Kobayashi, T., Miura, A. & **Madrid-Morales, D.** “Why are Politically Active People Avoided in Countries with Collectivistic Culture? A Cross-Cultural Experiment” presented at International Communication Association Conference in Washington, DC (United States).
- 2019 **Madrid-Morales, D.**, Hernandez, M. & Morales, P. “Many Shades of State-Sponsored News: A Content Analysis of Chinese, Iranian and Russian International Broadcasting in Spanish” at International Communication Association Conference in Washington, DC (USA).
- 2019 Wasserman, H. & **Madrid-Morales, D.** “‘Fake News’, Disinformation and Media Trust in Africa: A Comparative Study of Kenya, Nigeria and South Africa” International Communication Association Conference in Washington, DC (United States).
- 2019 **Madrid-Morales, D.** “Chinese media in the Global South: a historical overview of an enduring asymmetric relationship” at International Communication Association Conference in Washington, DC (United States).
- 2019 **Madrid-Morales, D.** “A Computational Approach to the Study of Representations of Japan in the Spanish Press Between 1976 and 2016” at 11<sup>th</sup> International Convention of Asian Scholars (ICAS 11), Leiden (Netherlands)
- 2018 **Madrid-Morales, D.** “Is ‘positive news’, news? The return of Chinese media to Africa and its impact on newsworthiness in Kenya and South Africa”, What’s (the) News? Values, Viruses and Vectors of Newsworthiness Conference in Brussels (Belgium).
- 2018 Wasserman H. & **Madrid-Morales, D.** “‘Fake News’, Disinformation and Media Trust in Africa: A Comparative Study of Kenya, Nigeria and South Africa”, ICAfrica Biennial Conference in Accra (Ghana).
- 2018 **Madrid-Morales, D.** “Chinese and Non-Chinese Media’s News Coverage of Africa: A Big Data Approach”, ICAfrica Biennial Conference in Accra (Ghana).
- 2018 Kobayashi, T., Miura, A., **Madrid-Morales, D.** & Cao, B. “Why are Politically Active People Avoided in East Asia? A Cross-Regional Experiment” at International Communication Association Conference in Prague (Czech Republic).
- 2017 **Madrid-Morales, D.** “Mapping Out China’s Public Diplomacy: A Computational Text Analysis Approach” at International Communication Association Conference in San Diego (USA).
- 2017 **Madrid-Morales, D.** “Chinese Media Overtures in Africa - New Roles for Development Communication” at International Communication Association Conference in San Diego (USA).
- 2017 Wasserman, H. & **Madrid-Morales, D.** “China’s mediated soft power strategies in Kenya and South Africa: an audience perspective”, International Association of Mass Communication Research Conference (IAMCR 2017), Cartagena (Colombia).
- 2016 **Madrid-Morales, D.** “African news with Chinese characteristics: professional norms and journalistic values at CCTV-Africa”, International Communication Association Regional Conference in Nairobi (Kenya).
- 2016 **Madrid-Morales, D.** & Wasserman, H. “Chinese media in South Africa: assessing the impact on local media professionals”, International Communication Association Regional Conference in Nairobi (Kenya).

- 2016 **Madrid-Morales, D.** & Cao, B. “Direct and Mediated Intercultural Contact: A Study of Attitudes Towards North Korea”, International Communication Association Annual Conference (ICA 2016) in Fukuoka (Japan).
- 2016 **Madrid-Morales, D.** “Winning hearts and minds over the Internet: China’s digital diplomacy in Africa” at Association for Asian Studies Annual Conference (AAS 2016) in Seattle (United States).
- 2016 **Madrid-Morales, D.** “China’s online public diplomacy in Africa: structure, images and discursive practices” at Building Images: Exploring 21st Century Sino-African dynamics through cultural exchange, media representation, and translation in Nottingham (United Kingdom).
- 2015 Lovric, B. & **Madrid-Morales, D.** “Hallyu goes to (Latin) America: a survey of K-pop and K-drama fandom in Spanish speaking countries”, 9<sup>th</sup> International Convention of Asian Scholars (ICAS 9), Adelaide (Australia).
- 2015 **Madrid-Morales, D.** & Hernández, M. “Neutrality, perspective and framing: a content analysis of news in international broadcasting in Spanish”, International Association of Mass Communication Research Conference (IAMCR 2015), Montreal (Canada).
- 2015 **Madrid-Morales, D.** “Structure and agency in the newsroom: incorporating structuration theory into the sociology of news,” International Association of Mass Communication Research Conference (IAMCR 2015), Montreal (Canada).
- 2014 **Madrid-Morales, D.** “Why are Chinese media in Africa? Evidence from Xinhua’s news coverage of Africa in 1982 and 2012,” International Symposium ‘China’s Soft Power in Africa: emerging media and cultural relations between China and Africa’, Nottingham University Ningbo Campus, Ningbo (China).
- 2014 **Madrid-Morales, D.** & Hernandez, M. “Global television news in Spanish: a comparison of news content on CCTV-E, RT and HispanTV”, China’s Media Go Global Conference, Tsinghua University, Beijing (China).
- 2014 **Madrid-Morales, D.** & Zeng, Y. “News coverage of GM food in three developing economies: a comparison of Brazilian, Chinese and Indian newspapers”, International Association of Mass Communication Research Conference, Hyderabad (India).
- 2014 **Madrid-Morales, D.** “Exercising soft power in the living room: television drama in CCTV’s foreign language channels,” New European Research on China Conference, Beijing (China).
- 2013 **Madrid-Morales, D.** “‘According to sources...’: The use of sources in reporting China in the European press”, 8<sup>th</sup> International Convention of Asia Scholars (ICAS8), Macau (China).
- 2012 **Madrid-Morales, D.** “CCTV-E o la televisión en español desde China: Contenidos y audiencias,” [in Spanish – CCTV-E, television in Spanish from China: contents and audience], Congreso Iberoamericano de Estudios chinos, Barcelona (Spain).
- 2011 **Madrid-Morales, D.** “Welcome To ‘OCCIDENT’: Representations Of Western Europe In Takao Saito’s Golgo 13”, Congreso “Itinerarios, Viajes y contactos Japón-Europa”, Valladolid (Spain).

#### **Peer-reviewed poster presentations**

- 2022 Tully, M., **Madrid-Morales, D.**, Diop, L., Matanji, F. & Mudavadi, K. “Fact-checking as Process and Product: How Kenyan and Senegalese Media

- 2022 Professionals Combat Misinformation” at Association for Education in Journalism and Mass Communication Annual Conference in Detroit (USA). Hernandez, M. & **Madrid-Morales, D.** “Female Journalists and Sources in State-Funded International Television News: A Five-Country Content Analysis” at International Communication Association Conference in Paris (France).
- 2016 **Madrid-Morales, D.** “Surveying television drama on China Central Television's foreign language channels” at Association for Education in Journalism and Mass Communication Annual Conference in Minneapolis (USA).
- 2016 **Madrid-Morales, D.** “Media consumption and Asian values as predictors of attitudes towards media freedom in East and Southeast Asia” at International Communication Association Annual Conference in Fukuoka (Japan).

### **Non-Peer Reviewed Presentations**

- 2022 Mudavadi, K., Tully, M. **Madrid-Morales, D.**, Diop, L., & Matanji, F. “Understanding Roles, Responsibilities, and Regulation for Addressing Misinformation in Kenya” at Regulating African Digital Media Conference, Birmingham Centre for Media, and Cultural Research [virtual delivery].
- 2022 **Madrid-Morales, D.** & Wasserman, H. “The impact of the COVID-19 pandemic on public opinion towards China in Kenya, Nigeria and South Africa: Examining the role of Chinese media” at Africa-China Relations in the Post COVID-19 Era Symposium, Lingnan University (Hong Kong) [virtual delivery].
- 2022 Tully, M. & **Madrid-Morales, D.** “Exploring Audience Agency and Accountability for Addressing Misinformation in Kenya and Senegal” at True Costs of Misinformation Online Workshop, Shorenstein Center on Media, Politics and Public Policy, Harvard University, Cambridge, MA (USA) [virtual delivery].
- 2021 **Madrid-Morales, D.**, & Wasserman, H. “Kenyan and South African social media users’ engagement with disinformation about China and COVID-19” at ISSCO regional conference: "Effects of COVID on the Chinese Diaspora in Europe and Africa" [Virtual Conference]
- 2021 **Madrid-Morales, D.** “Chinese media in Africa, 1955-1999: an overview of an enduring asymmetric relationship” at Conference of the Association for the anthropology of social change and development [Virtual Conference]

### **Screenings**

- 2021 **Madrid-Morales, D.** & Hamzah, S. “Digital Kenya” at International Association of Mass Communication Research (IAMCR 2021) in Nairobi (Kenya) [virtual screening].

## **TEACHING EXPERIENCE**

### **The University of Sheffield** [in English]

Research Portfolio, 2021/2022 & 2022/2023 (MA, Module Leader)

### **University of Houston** [in English]

Media, Globalization, & Social Change, 2020/2021 (Graduate)

Quantitative Research Methods, 2019/20, 2020/21 & 2021/22 (Graduate)  
Multimedia Journalism, 2018/19, 2019/20 & 2020/21 (Multiple sections, Undergraduate)  
Issues in International Mass Communication, 2018/19 (Graduate)  
Study Abroad - Documentary Filmmaking in Kenya, 2018/19 (Undergraduate)

**National University of Singapore – IPSA Methods Summer School** [in English]

Quantitative Text Analysis I, 2019, 2020, 2021  
Quantitative Text Analysis II, 2019, 2020, 2021

**City University of Hong Kong** [in English]

Video Production, 2016/17 & 2017/18 (Two Semesters)  
Crisis Communication, 2016/17 (One Semester)

**Universitat de Barcelona (UB)** [in Catalan]

La Xina contemporània: economia, cultura i societat [Contemporary China: economy, culture, and society] (One Semester)

**Universitat Autònoma de Barcelona (UAB)** [in Catalan]

Societat de la Xina i el Japó [Societies of China and Japan], 2013 (One Semester)  
Política de la Xina i el Japó [Politics in China and Japan], 2012, (One Semester)  
Japonès i mitjans de comunicació [Japanese and the mass media], 2011 (One semester)

**Universitat Pompeu Fabra (UPF)** [in Catalan and/or Spanish, online courses]

China Global Trends: Deu Preguntes i Deu Respostes sobre la Xina que s'acosta [China Global Trends: Ten Questions and Answers about China], 2013 (One Semester)  
Els mitjans de comunicació a l'Àsia oriental [Mass media in East Asia], 2010-2011 (Two Semesters)

**Universitat Oberta de Catalunya (UOC)** [in Catalan and Spanish, online courses]

Territori i població a la Xina i el Japó [Land and peoples of East Asia], 2013-2015 (Three semesters)  
Geografia de l'Àsia oriental [Geography of East Asia], 2013-2014 (Two semesters)  
Japan Pop: manga, anime i més [Japan Pop: manga, anime and more], 2009-2012 (Four Semesters)  
Japonès I: introducció a la llengua i l'escriptura japonesa [Japanese I: introduction to Japanese language and writing], 2007-2011 (Eight semesters)

## **RESEARCH DIRECTION**

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*Thesis Committee Chair*

2022 Roberts, Dustin: *The Spiral of Silence and Trump Supporters*, MA Thesis, Valenti School of Communication, University of Houston

*Thesis Committee Member*

2022 Rentcome, Jessica: *A Qualitative Case Study of the IRB Review Process and Consent Process Through a Legal and Moral Framework*, MA Thesis, Valenti School of Communication, University of Houston [External examiner]

2020 Mandelle, Lyric: *Oy Vey! Has Television Depiction Really Come a Long Way? a Content Analysis of Jewish Depiction on Television*, MA Thesis, Valenti School of Communication, University of Houston

- 2020 Ervin, Francesca Nicole: *Girls Incarcerated: A Textual and Visual Analysis of the Portrayal of Recidivism and Rehabilitation by Reality Television Participants*, MA Thesis, Valenti School of Communication, University of Houston
- Undergraduate Research*
- 2021 Macedo Pita, Braian: *Using Computational Text Analysis to Study News Coverage of COVID-19 on African Digital Media*, Summer Undergraduate Research Fellowship, University of Houston

### **GUEST LECTURES, INVITED TALKS & PRESENTATIONS**

- 2022 “Afro-Chinese and Sino-African Media Flows in the Digital Space: A Story of Asymmetrical Proportions with Dani Madrid-Morales” at the University of British Columbia (Centre for Migration Studies), April 29, 2022 [virtual delivery]
- 2022 “Recentering disinformation studies” at City, University of London, April 5, 2022
- 2022 “Data Collection for Bank of Nigeria”, March 24, 2022 [virtual delivery]
- 2022 “Text Analysis Using R: An Introduction” at Lee Kuan Yew School of Public Policy, the National University of Singapore, March 24, 2022 [virtual delivery]
- 2021 “How do African audiences engage with disinformation and what do they know about fact-checking” at Advanced course on verification and new narratives on fact-checking journalism, III Africa/Spain Journalists Meeting, December 1, 2021, Nairobi (Kenya).
- 2021 “Assessing the influence of Chinese global media in Africa: An Audience Analysis” at China's "Soft" Cooperation with Africa Seminar, University of Notre Dame, October 19, 2021 [virtual delivery]
- 2021 “What Motivates the Sharing of Misinformation about China and Covid-19? A Study of Social Media Users in Kenya and South Africa”, University of Cape Town Summer School, May 20, 2021 [virtual delivery]
- 2021 “Old Questions, Big Data: Using the African Digital News (ADN) Corpus to Study News Flows”, Rhodes University, May 6, 2021 [virtual delivery]
- 2021 “Creating a Live News Corpus of Digital News in Africa”, University of Houston, DH@UH: Building Connections, April 18, 2021
- 2021 “Creating a corpus of African digital news”, Yale University, February 16, 2021 [virtual delivery]
- 2021 “African digital media reporting on COVID-19 and China”, Yale University, February 15, 2021 [virtual delivery]
- 2021 “The internationalization of Chinese media: news, entertainment and technology”, City University of Hong Kong, February 1, 2021 [virtual delivery]
- 2020 “Social Media as a Tool for Consumer Protection Monitoring”, Innovations for Poverty Action, September 29, 2020
- 2020 “Authoritarian Influence in Latin America - Compare & Contrast”, U.S. Department of Defense, August 13, 2020 [virtual delivery]
- 2020 “Chinese Influence Operations in Sub-Saharan Africa”, U.S. Department of Defense, July 21, 2020 [virtual delivery]
- 2020 “Multilingual Text Analysis in R”, University of Houston, College of Technology, April 1, 2020 [virtual delivery]

2019 “Dialogue or Monologue? Actors, Messages, and Audience in China's Digital Public Diplomacy”, National University of Singapore, July 9, 2019

### **OTHER RESEARCH EXPERIENCE**

2021-2023 Research Consultant, “Becoming a Responsible Consumer of Media” Africa Check (funded by U.S. Embassy in South Africa)

2021-2022 Research Consultant for Digital Public Square

2017-2018 Senior Research Assistant, “Testing Cultural Contingencies of Selective Exposure and Polarization Research project” (PI: Dr. Tetsuro Kobayashi, City University of Hong Kong)

2015-2017 Visiting Researcher, “South African Media and Geopolitics of Communication Research Project” (PI: Prof. Herman Wasserman, University of Cape Town)

### **SERVICE**

#### *To University, College and Department*

Director, Postgraduate Research, Department of Journalism Studies, University of Sheffield [2022 – ]

Member, Graduate Committee, Jack J. Valenti School of Communication, University of Houston [2018 – 2021]

Member, Institutional Review Board 3 (Student Research), University of Houston [2020 – 2022]

Member, Anti-Racism Taskforce [2020]

Member, Search Committee for Assistant Professor of Multimedia Journalism/Media Production, Jack J. Valenti School of Communication, University of Houston [2020 – 2021]

Member, Search Committee for Assistant Professor of Journalism/Media Studies, Jack J. Valenti School of Communication, University of Houston [2021 – 2022]

Member, Search Committee for Visiting Assistant Professor of Journalism, Jack J. Valenti School of Communication, University of Houston [2020]

Chair, Valenti Content Platform Committee, Jack J. Valenti School of Communication, University of Houston [2019]

Member, Search Committee for Visiting Assistant Professor in Data Science, Honors College, University of Houston [2020 – 2021]

#### *To Profession*

Editorial Board Member, *African Journalism Studies*, 2022 –

Secretary, Global Communication and Social Change Division (ICA) [2020 – 2022 term]

Committee Chair, ICA Global Communication and Social Change Division Best Dissertation Award [2022]

Teaching Chair, Graduate Student Interest Group, Association for Education in Journalism and Mass Communication [2017 – 2018 term]

Social Media Officer, Computational Methods Interest Group, International Communication Association [2018 – 2019 & 2019 – 2020 terms]

Research Reviewer Recruitment Officer, International Communication Division, Association for Education in Journalism and Mass Communication [2018 – 2020 term]

Reviewer for the following journals: *International Journal of Public Opinion Research*, *Journal of International Communication*, *The International Journal of Cultural Policy*, *African Security Review*, *Third World Quarterly*, *China Information*, *The Information Society*, *Chinese Journal of Communication*, *Political Communication*, *International Journal of Communication*, *Politics*, *Journalism Studies*, *Telematics and Informatics*, *Television and New Media*, *Annals of the International Communication Association*, *Global Policy*, *Journal of African Media Studies*, *South African Journal of International Affairs*, *Global Media and China*, *Journal of Asian and African Studies*, *African Journalism Studies*, *African Identities*, *Communicatio*, *Afrika Focus*, *Globalisation*, *Societies and Education*, *Communication Papers*, *The Hague Journal of Diplomacy*, *Visual Studies*, *International Journal of Cultural Policy* and *Journal of the Association for Information Science and Technology*.

Reviewer for the following conferences: ICA (Computational Methods Interest Group, Global Communication/Social Change, Mass Communication and Journalism Divisions), IAMCR (International Communication, Emerging Scholars Network) and AEJMC (International Communication Division, Political Communication Division, and Graduate Student Interest Group), European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN).

External PhD Examiner, University of the Witwatersrand, South Africa

### **SELECTED MEDIA COVERAGE**

- |      |   |
|------|---|
| 2021 | Young, O. "China pledges vaccines and private investment to Africa at FOCAC 2021", <i>China Digital Times</i> , December 3, Available at: <a href="https://chinadigitaltimes.net/2021/12/china-pledges-vaccines-and-private-investment-to-africa-at-focac-2021/">https://chinadigitaltimes.net/2021/12/china-pledges-vaccines-and-private-investment-to-africa-at-focac-2021/</a>                   |
| 2021 | Radio Euskadi   |
| 2021 | eNCA, "COVID-19 in SA   Distrust in COVID-19 Information", eNCA, July 2, Available at: <a href="https://youtu.be/W0wyThONoFo">https://youtu.be/W0wyThONoFo</a> .  |
| 2021 | Komiyama, R. "In Japan and China, many say 'I don't want to get close' to political demonstrators", <i>Asahi Digital</i> , April 16, Available at: <a href="https://www.asahi.com/articles/ASP4J3GF3P4GULEI003.html">https://www.asahi.com/articles/ASP4J3GF3P4GULEI003.html</a>  |
| 2020 | Martin, F. "Houston's Chinese Community Braces for Possible WeChat Ban", NPR, November 5. Available at: <a href="https://www.houstonpublicmedia.org/articles/news/business/2020/11/05/385565/houstons-chinese-community-braces-for-possible-wechat-ban/">https://www.houstonpublicmedia.org/articles/news/business/2020/11/05/385565/houstons-chinese-community-braces-for-possible-wechat-ban/</a> |
| 2020 | "The Compass. Chinese Dreams: Kenya", BBC News World Service, January 15, Available at: <a href="https://www.bbc.co.uk/programmes/w3ct03my">https://www.bbc.co.uk/programmes/w3ct03my</a>   |
| 2019 | Servant, J.-C. "'Even the brickworks are Chinese'; Zambia's borrowing economy", <i>Le Monde Diplomatique</i> , December 1. Available at: <a href="https://mondediplo.com/2019/12/09zambia">https://mondediplo.com/2019/12/09zambia</a>  |
| 2019 | Sui, C. "China wants state media to peddle its 'soft power' in Africa, but tech platforms are a better bet", <i>Quartz Africa</i> , October 29. Available at: <a href="https://qz.com/africa/1736534/china-daily-cgtn-fight-for-influence-in-africa-vs-bbc-cnn/">https://qz.com/africa/1736534/china-daily-cgtn-fight-for-influence-in-africa-vs-bbc-cnn/</a>                                       |
| 2019 | Marsh, J. "How China is slowly expanding its power in Africa, one TV set at a time," <i>CNN Business</i> , July 24. Available at: <a href="https://edition.cnn.com/2019/07/23/business/startimes-china-africa-kenya-intl/index.html">https://edition.cnn.com/2019/07/23/business/startimes-china-africa-kenya-intl/index.html</a>   |

- 2018 “China is broadening its efforts to win over African audiences,” *The Economist*, October 20. Available at: <https://www.economist.com/middle-east-and-africa/2018/10/20/china-is-broadening-its-efforts-to-win-over-african-audiences>
- 2018 “Terebi fukyū “Chūgoku” shintō”, *Yomiuri Shimbun*, 23 November.
- 2018 Marsden, R. “How WhatsApp has given rise to a new era of fake news”, *The National*, December 13. Available at: <https://www.thenational.ae/arts-culture/comment/how-whatsapp-has-given-rise-to-a-new-era-of-fake-news-1.802259>
- 2017 Kaiman, J. “China has conquered Kenya!: Inside Beijing's new strategy to win African hearts and minds,” *Los Angeles Times*, August 7. Available at: <https://www.latimes.com/world/asia/la-fg-china-africa-kenya-20170807-htmlstory.html>

## **PROFESSIONAL EXPERIENCE**

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- 2011-2013 News editor, Televisió de Catalunya (TVC) in Barcelona (Spain)
- 2009-2011 Deputy-editor, Televisió de Catalunya (TVC) in Barcelona (Spain)
- 2008-2009 Online newsletter editor, Casa Àfrica in Barcelona (Spain)
- 2006-2009 Writer (International Desk), Televisió de Catalunya (TVC) in Barcelona (Spain)
- 2005-2006 Freelance correspondent, *La Vanguardia* (newspaper), in Osaka (Japan)
- 2003-2005 International desk writer and reporter, Televisió de Catalunya (TVC) in Barcelona (Spain)
- 1999-2003 Online editor (part-time), Waterpolo-world.com in Barcelona (Spain)
- 1998-2000 Writer (part-time), Canalgolf.com in Barcelona (Spain)

## **AFFILIATIONS**

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- Member, International Communication Association (ICA)
- Member, European Communication Research Association (ECREA)
- Member, Text as Data Association
- Member, European Association of Chinese Studies (EACS)
- Member, Spanish Association for East Asian Studies (AEEAO)
- Former President, Asia-Europe Foundation University Alumni Network (ASEFUAN)

## **LANGUAGES**

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	<b>Reading</b>	<b>Speaking</b>	<b>Writing</b>
Spanish	Native	Native	Native
Catalan	Native	Native	Native
English	Native	Fluent	Fluent
French	Excellent	Good	Good
Italian	Excellent	Conversational	Basic
Russian	Good	Conversational	Basic

R (proficient); Python, HTML, CSS (competent user); SQL, JavaScript (basic)



**OTHER TRAINING**

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- 2016 Quantitative Computational Text Analysis, IPSA-NUS Methods School, National University of Singapore (40 hours)
- 2016 Advances in Computational Social Science Research Summer School, City University of Hong Kong (30 hours)
- 2015 CityU Summer School in Social Science Research Bigg(er) Data Research, City University of Hong Kong (10 hours)
- 2015 Workshop on Computational Communication Research (CCR2015), City University of Hong Kong (8 hours)
- 2015 Programming for Everybody (Python), University of Michigan (30 hours)
- 2014 The Data Scientist's Toolbox, John Hopkins University (30 hours)
- 2010 Education 2.0 for Educators, Universitat Oberta de Catalunya (25 hours)
- 2009 Graduate Course in Open Educational Resources, Universidad Alcalá de Henares, Spain (40 hours)