

Marisa A. Smith

✉ smit3330@msu.edu

🆔 0000-0001-2345-6789

🌐 marisaasmith.com

🦋 @smithmarisaa.bsky.social

My work investigates race and politics in news to understand sociopolitical implications of partisan news on racial identity, racial attitudes, and political polarization.

Research Keywords: race & identity, disinformation, social media, news effects, computational analysis

Education

- **Ph.D., Communication** August 2020
University of Illinois at Urbana-Champaign
- **M.A., Communication** August 2015
The Ohio State University
- **B.S., Criminal Justice** May 2013
California State University, Sacramento

Academic Positions

- **Assistant Professor** 2020-Present
Michigan State University
Department of Advertising + Public Relations
School of Journalism
Political Science (by courtesy)

Refereed Publications

10. **Smith, M. A.**, Shugars, S., Khanam, S., Mbonu, A., Lella, O. S. K. M., & Myers, C. L. (2025). The black pill: (Re)conceptualizing the Black Right in the era of YouTube influencers. *Social Media + Society* [Impact Factor: 6.8]
9. **Smith, M. A.**, Myers, C. L., Chong, M., Clark, M. D., Lim, S., Rollins, D. D., Fields, V. F., Rodrigues, L., Njonge, W., & Martin, O. (2025). Rooted in white identity politics: Tracing the genealogy of critical race theory discourse in identity-based disinformation. *Political Communication*. <https://doi.org/10.1080/10584609.2025.2458069> [Impact Factor: 8.8]
8. **Smith, M. A.** & Haenschen, K. (2024). Contextualizing representations of violence in #BlackLivesMatter coverage with inductive computational content analysis. *Mass Communication and Society*, 27(6), 1609–1635. <https://doi.org/10.1080/15205436.2024.2347317> [Impact Factor: 3.7]
7. Battochio, A. F., Thorson, K., Hiaeshutter-Rice, D., **Smith, M. A.**, Chen, Y., Edgerly, S., Cotter, K., Choung, H., Dong, C., Moldagaliyeva, M., & Etheridge, C. (2023). Who will tell the stories of public health inequities? Platform challenges (and opportunities) in local civic information infrastructure. *ANNALS of the American Academy of Political and Social Sciences*, 707(1), 144-171. <https://doi.org/10.1177/00027162231214398> [Impact Factor: 3.2]
6. Bigman, C. A., Planey, A. M., Williamson, L. D., **Smith, M. A.**, & Smith, S. M. (2023). ‘There will be screen caps’: The role of digital documentation and platform collapse in propagation and visibility of racial discourses. *Information, Communication & Society*, 9, 1812-1829. <https://doi.org/10.1080/1369118X.2022.2041698> [Impact Factor: 6.0]
5. Fox, J., Vendemia, M. A., **Smith, M. A.**, & Brehm, N. R. (2021). Effects of taking selfies on women’s self-objectification, mood, self-esteem, and social aggression toward female peers. *Body Image*, 36, 193-200. <https://doi.org/10.1016/j.bodyim.2020.11.011> [Impact Factor: 5.2]

4. **Smith, M. A.**, Williamson, L. D., & Bigman, C. A. (2020). Can social media news encourage activism? The impact of exposure to mediated discrimination on college students' activism intention. *Social Media + Society*, 6(2), 1-10. <https://doi.org/10.1177/2056305120921366> [Impact Factor: 6.8]
3. Butkowski, C., Dixon, T. L., Weeks, K., & **Smith, M. A.** (2020). Quantifying the feminine self(ie): Gendered self-stereotyping and social media feedback in young women's Instagram selfies. *New Media & Society*, 22(5), 817-837. <https://doi.org/10.1177/1461444819871669> [Impact Factor: 6.9]
2. Williamson, L. D., **Smith, M. A.**, & Bigman, C. A. (2019). Does discrimination breed mistrust? Examining the role of mediated and non-mediated discrimination experiences in medical mistrust. *Journal of Health Communication*, 24, 791-799. <https://doi.org/10.1080/10810730.2019.1669742> [Impact Factor: 4.1]
1. Bigman, C. A., **Smith, M. A.**, Williamson, L. D., Planey, A., & McNeil, S. (2019). Selective sharing on social media: Examining the effects of disparate racial impact frames on intentions to retransmit news stories among US college students. *New Media & Society*, 21(11-12), 2691-2709. <https://doi.org/10.1177/1461444819856574> [Impact Factor: 6.9]

*Impact Factor = 5-year IF

Book Chapters, Reports & Other Invited Works

Weeks, K., Dixon, T. L., Butkowski, C., **Smith, M. A.**, Benevento, S., Rollins, D. & Tolbert, A. (2024). The portrayal of black family social instability: A content analysis of family and race across traditional and new media sources. In T.L. Dixon & D. Mastro (Eds). *US media and diversity: Representation, dissemination, and effects*. Routledge.

Brown, D. K., Snow, J.C., Walker, D., Henderson, J., Williams Fayne, M., Myers, C. L., & **Smith, M. A.** (2023). Lifted voices: Perspectives of residents and leaders.

Dixon, T. L., **Smith, M. A.**, & Weeks, K. (2021). Race, policing and communication: Old problems, 21st century struggles. In H. Giles, E. Maguire, & S. Hill (Eds). *Handbook of policing, communication & society*. Sage Publishing.

Dixon, T. L., Weeks, K. R., & **Smith, M. A.** (2019). Media constructions of culture, race, and ethnicity. In Oxford Research Encyclopedia of Communication. Oxford University Press.
<https://doi.org/10.1093/acrefore/9780190228613.013.502>

Conference Presentations

Smith, M. A., Clark, M. D., & Lella, O. S. K. M. (June 2025). From strategy to sentiment: Examining the role of partisan news in fostering white racial consciousness and shaping attitudes toward critical race theory. Paper accepted at the International Communication Association Annual Meeting. Denver, Colorado.

Chong, M., Smith, M. A., & Lella, O. S. K. M. (June 2025). #CRT IS: Twitter as an information channel for anti-CRT messages. Paper accepted at the International Communication Association Annual Meeting. Denver, Colorado.

Haenschen, K., Zhang, A., & Smith, M. A. (June 2025). Don't use "don't": Negative question wording suppresses external political efficacy scores. Paper accepted at the International Communication Association Annual Meeting. Denver, Colorado.

Smith, M. A., Lim, S., Chong, M., Lella, O. S. K. M., & Mbonu, A. (October 2024). Tracing the spread of CRT Disinformation within partisan ecosystems. Paper presented at the Association for Information Science and Technology Annual Meeting. Calgary, Alberta.

Haenschen, K., Zhang, A., & Smith, M. A. (March 2024). Don't use "don't care": How negative question wording suppresses external political efficacy. Paper presented at the Eastern Communication Association Annual Meeting. Cambridge, MA. **Top Paper Panel Recognition**.

Smith, M.A. (September 2023). "Racist equity and unjust policies:" A case for anti-Black disinformation. Paper presented at the Political Communication Pre-Conference for the American Political Science Association Conference. Los Angeles, CA.

Haenschen, K. & Smith, M. A. (September 2023). Who are "people like me"? Minority status and (mis)measuring political efficacy. Paper presented at the American Political Science Association Conference. Los Angeles, CA.

Smith, M. A., Rollins, D., Rodrigues, L., Fields, V., Lim, S., Myers, C.L., Chong, M., & Njonge, W. (August 2023). "Racist equity and unjust policies:" Examining anti-Black disinformation in partisan news about critical race theory. Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Washington, DC.

Smith, M. A. & Haenschen, K. (November 2022). (How to) Read the comments: analyzing open-ended utterances following exposure to Black Lives Matter news. Paper presented accepted at the National Communication Association Annual Meeting, New Orleans, LA. **Top Paper Award.**

Battacchio, A. F. & Smith, M. A. (August 2022). Reaching the Rust Belt: Exploring identity and intergroup threat in 2020 election speeches. Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Detroit, MI.

Chen, Y., Choung, H., Battacchio, A. F, Smith, M. A., Hiaeshutter-Rice, D., Draeger, M., Dong, C., & Xiao, A. (August 2022). Advancing discursive opportunity structure: the racial justice discourses by news and non-news local community organizations on Facebook. Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Detroit, MI.

Battacchio, A. F, Thorson, K., Hiaeshutter-Rice, D., Smith, M. A., Chen, Y., Edgerly, S.....Werth, L. (August 2022). Localizing social justice stories: Social media and local civic information infrastructure in six Midwestern United States communities. Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Detroit, MI.

Haenschen, K. & Smith, M. A. (May 2022). Ideological framing of Black Lives Matter news coverage drive partisan polarization. Paper presented at the International Communication Association Annual Meeting, Paris, France.

Smith, M. A. & Haenschen, K. (September 2021). Framing Black Lives Matter: The impact of partisan news on reader attitudes. Paper presented at the American Political Science Association Conference, Virtual.

Smith, M. A. (May 2021). I saw it on social media: African American stereotype endorsement in the era of social media news consumption. Paper presented at the International Communication Association Annual Meeting, Virtual.

Bigman, C., Planey, A., Williamson, L. D., Smith, M. A., & McNeil, S. (May 2021). 'There will be screen caps': The role of digital documentation and platform collapse in propagation of racial discourses. Paper presented at the International Communication Association Annual Meeting, Virtual.

Overbye, H., Smith, M. A., & Dixon, T. L. (November 2020). Incredible news and news credibility: Understanding the link between media use, partisanship, and credibility perceptions of disinformation. Paper presented at the National Communication Association Annual Meeting, Virtual.

Smith, M. A., Dixon, T. L., Sevilla, M., & Weeks, K. (November 2019). Biased racial (mis)representations and news frames on social media. Paper presented at the National Communication Association Annual Meeting, Baltimore, MD.

Smith, M. A., Dixon, T. L., & Overbye, H. (November 2019). The perils of disinformation: Racial stereotyping, continued influence effect, and affective political polarization. Paper presented at the National Communication Association Annual Meeting, Baltimore, MD.

Bigman, C., Smith, M. A., Williamson, L. D., Planey, A., & McNeil, S. (May 2019). Selective sharing on social media: examining the effects of race-related disparate impact frames on intentions to retransmit news stories among U.S. college students. Paper presented at the International Communication Association Annual Meeting, Washington, DC.

Williamson, L. D., Smith, M. A., & Bigman, C. (May 2019). Does discrimination breed mistrust? Examining the role of mediated and non-mediated discrimination experiences in medical mistrust. Paper presented at the International Communication Association Annual Meeting, Washington, DC.

Butkowski, C., Dixon, T. L., Weeks, K., & Smith, M. A. (May 2019). Quantifying the feminine self(ie): Gendered self-stereotyping and social media feedback in young women's Instagram selfies. Paper presented at the International Communication Association Annual Meeting, Washington, DC.

Smith, M. A., Williamson, L. D., & Bigman, C. (November 2018). Can social media news encourage activism? The impact of exposure to mediated discrimination on college students' activism intention. Paper presented at the National Communication Association Annual Meeting, Salt Lake City, UT.

Dixon, T. L., Weeks, K., Butkowski, C., & Smith, M. A. (November 2018). A dangerous distortion of our families: (Mis)representations of Black and White families in news and opinion media. Paper presented at the National Communication Association Annual Meeting, Salt Lake City, UT.

Smith, M. A., Weeks, K., & Butkowski, C. (November 2017) The voice of images: The use of images as a form of protest. Paper presented at the National Communication Association Annual Meeting, Dallas, TX.

Dixon, T. L., Josey, C., Smith, M. A., Stamps, D., & Linz, D. (November 2017). Internet news consumption and media stereotyping: Implications for the socially mediated stereotyping model. Paper presented at the National Communication Association Annual Meeting, Dallas, TX.

Smith, M. A. (October 2016). #BlackTwitter: An analysis of African Americans' sociocultural construction of Twitter as a Black Public Sphere. Paper presented at the Social Media Technology Conference & Workshop, Washington, DC.

Fox, J., Vendemia, M. A., Smith, M. A., & Brehm, N. R. (November 2015). Effects of private and public Selfies on women's self-objectification, mood, self-esteem, endorsement of beauty ideals, and social aggression. Paper presented at the National Communication Association Annual Meeting, Las Vegas, NV.

Honors & Awards

- 2022 Top Paper Award, Mass Communication Division
National Communication Association
- 2019 The Karl R. Wallace Award for distinguished scholarship by a graduate student
Communication Department, University of Illinois at Urbana-Champaign

Ad-Hoc Reviewer

Journal of Information Technology & Politics, Media Psychology, Communication Monographs, Political Communication, Journal of Communication, Journal of Quantitative Description: Digital Media, Socius: Sociological Research for a Dynamic World, Information Communication & Society, New Media & Society, Mass Communication & Society, Social Media + Society, National Science Foundation, Discourse, Context, & Media, Communication Theory

Guest Lectures, Invited Talks & Colloquia

Smith, M. A. (April 2024). Ukraine Forum: Impact of Russia's 10-year War on Ukraine. (Michigan State University).

Smith, M. A. (April 2023). Pandemic Prevention (PIPP) workshop on Modeling Intervention Acceptance for Disease Mitigation. (Northeastern University).

Smith, M. A. (March 2023). A Symposium to Celebrate the 75th Anniversary of the Department of Communication. Respondent (University of Illinois, Urbana-Champaign).

Smith, M. A. (April 2022). Disinformation, Media & Democracy. Moderator (Brown University) [Virtual Event]

Smith, M. A. (March 2021). Race and the News. Presentation given to Communication & Media Research Group (University of Michigan).

Smith, M. A. (January 2021). Race and News Media. Presentation given to COM 494: Media and the Marginalized (University of San Diego).

Smith, M.A. (November 2021). Supporting evidence: Truth in uncertain times. Sharper Focus, Wider Lens series (Michigan State University).

Smith, M. A. (November 2020). Race and the News. Presentation given to Journalism 505: Future of Journalism (University of Illinois, Urbana-Champaign).

Smith, M. A. (April 2019). Race and News Media. Presentation given to Journalism 460: Social Media: Theory and Practice (University of Illinois, Urbana-Champaign).

Smith, M. A. (November 2018). Race and the Mass Media. Presentation given to Political Science 201: Racial and Ethnic Politics in the United States (University of Illinois, Urbana-Champaign).

Smith, M. A. (September 2018). Racial Microaggressions Workshop. Presentation given in the Political Science Department (University of Illinois, Urbana-Champaign).

Smith, M. A. (August 2018). Racial Microaggressions Workshop. Presentation given at the Communication 101 Training Meeting (University of Illinois, Urbana-Champaign).

Smith, M. A. (August 2017). Racial Microaggressions Workshop. Presentation given at the Communication 101 Training Meeting (University of Illinois, Urbana-Champaign).

Media Appearances

(September 11, 2024). Media literacy during election season: MSU experts can comment. *MSU Today*.

Team MIRS. (January 23, 2024). Connecting On Expanded Social Media Won't Be Like 2020. *Michigan Information & Research Service Inc.*

Livingston, Maggie (November 29, 2021). Facebook changes its corporate name to Meta: MSU professors react. *The State News*.

Professional Workshops

2024 **The 2024 Outbraving Summit**

Shorenstein Center on Media, Politics and Public Policy
Harvard Kennedy School

2021 **The Summer Institutes in Computational Social Science**

Howard University

2021 **National Center for Faculty Development & Diversity: Faculty Success Program**

Teaching

Michigan State University

Undergraduate courses:

Digital Analytics (ADV 442)

Account Planning and Research (ADV 342)

Graduate courses:

Introduction to Quantitative Research Methods (COM 803)

Contemporary Issues in Journalism (JRN 806)

Diversity, Equity, & Inclusion (CAS 892)

Service

2024 **Emerging Scholars Award Committee**

Association for Education in Journalism and Mass Communication

2024 **Election Coverage and Democracy Network (ECAD)**

2024 – present **Department Advisory Committee**

Advertising + Public Relations Department, Michigan State University

2024 – present **Information and Media Speaker Series Committee**

2023 – present **Political Communication Section Executive Committee (Member-at-Large)**

American Political Science Association

2021 - 2024 **Department Graduate Studies Committee Member**

Advertising + Public Relations Department, Michigan State University

2021 - 2024 **Inclusion, Diversity, Equity & Access (IDEA) Committee Member**

International Communication Association

2023 **Lynda Lee Kaid Award Committee**

Association for Education in Journalism and Mass Communication

2023 **The Summer Research Opportunities Program**

Michigan State University

2021 **Awards Selections Committee**

College of Communication Arts & Sciences, Michigan State University

Graduate Advising

Ph.D. Committee Member

Antonia Gordon, Department of Political Science at Michigan State University

Huzaiifa Muhammad, The School of Journalism at Michigan State University

Adanma Mbonu, The School of Journalism at Michigan State University

Ava Francesca Battochio, Advertising + Public Relations Department at Michigan State University

Marialina Antolini, The School of Journalism at Michigan State University

Molly Landers, Department of Communicative Sciences & Disorders at Michigan State University

Veronica Parker (Ph.D., 2022), School of Education at University of Southern California

Graduate Advising

M.A. Advisor

Abbey Lieffers, Michigan State University
Jason Wright (M.A., 2024), Michigan State University
Todjanae Jones (M.A., 2024), Michigan State University
Sydni Rivers (M.A., 2023), Michigan State University
Breanna Frasher (M.A., 2022), Michigan State University
Chioma Lewis (M.A., 2021), Michigan State University

M.A. Committee Member

Olivia Martin (M.A., 2024), Michigan State University
Melody Draeger (M.A., 2022), Michigan State University
Lea Mitchell (M.A., 2022), Michigan State University
Moldir Moldagaliveva (M.A., 2022), Michigan State University

Professional Memberships

International Communication Association, National Communication Association, Association for Education in Journalism and Mass Communication, American Political Science Association