

# Katherine Ognyanova

Postal address:  
School of Communication & Information,  
Rutgers University, 4 Huntington Street,  
New Brunswick, NJ 08901

E-mail: [katya@ognyanova.net](mailto:katya@ognyanova.net)  
Website: [www.ognyanova.net](http://www.ognyanova.net)  
GitHub: [github.com/kateto](https://github.com/kateto)  
Twitter: [@ognyanova](https://twitter.com/ognyanova)

---

## EDUCATION

---

*University of Southern California*

**Ph.D. in Communication**

2013

*Dissertation: "Intermedia agenda setting in an era of fragmentation: Applications of network science in the study of mass communication"*  
Received AEJMC Mass Communication & Society Dissertation Award.

*University of Southern California*

**M.A. in Communication**

2010

*University of Sofia "St. Kliment Ohridski"*

**M.A. in Virtual Culture**

2006

*University of Sofia "St. Kliment Ohridski"*

**B.Sc. in Computer Science**

2003

---

## EMPLOYMENT

---

*School of Communication and Information, Rutgers University*

**Assistant Professor**

Fall 2015

*Lazer Lab, Northeastern University*

*Institute for Quantitative Social Science, Harvard University*

**Postdoctoral Research Fellow**

2013-2015

*Harvard Vanguard Medical Associates*

**Consultant** (Large-scale healthcare network analysis)

2013

*Annenberg School for Communication and Journalism*

**Instructor, Graduate Assistant**

2008-2013

(ANN, Metamorphosis, Center for the Digital Future)

*Economedia Publishing Group, Verlagsgruppe Handelsblatt*

**Journalist, ICT Analyst** (Internet governance, telecom regulation)

2000-2007

**Visual Editor** (Information design, data visualization)

2006-2007

---

## FELLOWSHIPS

---

- Fellow at the FCC with the Consortium on Media Policy Studies 2012
- Oxford Internet Institute Summer Doctoral Program, Oxford University 2011
- Annenberg Graduate Fellowship, University of Southern California 2007-2012
- Academic Excellence Scholarship, University of Sofia "St. Kliment Ohridski" 1999-2002

---

## PUBLICATIONS

---

### Refereed works

- Weber, M., Ognyanova, K., Kosterich, A., & Nguyen, H. (under review). *The Growth of the Web and the Emergence of Online News*.
- Keegan, B., Radford, J., Hoye, J., Karbeyaz, C., Ognyanova, K., Foucault Welles, B., Meleis, W., Lazer, D. (under review). *Conducting Massively Open Online Social Experiments*.
- Chen, N.-T., Ognyanova, K., Wang, C., Zhang, C., Ball-Rokeach, S., & Parks, M. (Forthcoming). Causing ripples in local power relations: A case study of the meso-level influence of a hyperlocal news website. *Journalism Studies*.
- Ognyanova, K., & Ball-Rokeach, S. J. (2015). Political Efficacy on the Internet: A Media System Dependency Approach. In L. Robinson, S. Cotten & J. Schulz (Eds.), *Communication and Information Technologies Annual: Politics, Participation, and Production* (pp. 3-27). Bingley, UK: Emerald Group Publishing.
- Ognyanova, K., & Monge, P. (2013) A Multitheoretical, Multilevel, Multidimensional Network Model of the Media System: Production, Content, and Audiences. *Communication Yearbook*, 37, 66-93.
- Ognyanova, K., Chen, N.-T. N., Ball-Rokeach, S. J., An, Z., Son, M., Parks, M., & Gerson, D. (2013). Online Participation in a Community Context: Civic Engagement and Connections to Local Communication Resources. *International Journal of Communication*, 7, 2433-2456.
- Broad, G. M., Ball-Rokeach, S. J., Ognyanova, K., Picasso, T., Stokes, B., & Villanueva, G. (2013). Understanding Communication Ecologies to Bridge Communication Research and Community Action. *Journal of Applied Communication Research*, 41(3), 325-345.
- Ognyanova, K. (2010). News Ties: A Network Study Of Media-Level Agenda-Setting. *Journal of Social Structure*, 11, *JoSS Visualization Symposium 2010*.
- Ognyanova, K. (2010). Talking Past Each Other: Academic and Media Framing of Literacy. *Digital Culture & Education*, 2(1), 44-61.
- Ognyanova, K. (2010). Careful What You Say: Media Control In Putin's Russia - Implications for Online Content. *International Journal of E-Politics*, 1(2), 1-15.  
Received IGI Global Excellence in Research Journal Award.

### Invited works

- Ognyanova, K. (Forthcoming). Rebooting Mass Communication: Using Computational and Network Tools to Rebuild Media Theory. In B. Foucault-Welles & S. Gonzalez-Bailon (Eds.), *Communication Science in the Digital Age: New Frontiers in the Theory and Research*.
- Ognyanova, K. (Forthcoming). Multistep Flow of Communication: Network Effects. In P. Roessler, C. Hoffner, L. van Zoonen, & N. Podschuweit (Eds.), *The International Encyclopedia of Media Effects*: Wiley-Blackwell.
- Ognyanova, K. (2015). In Putin's Russia, Information Has You: Media Control and Internet Censorship in the Russian Federation. In M. Mervio (Ed.), *Management and Participation in the Public Sphere* (pp. 62-79). Hershey, PA: IGI Global.
- Chen, N.-T. N., Ognyanova, K., Zhao, N., Liu, W., Gerson, D., Ball-Rokeach, S., & Parks, M. (2013). Communication and Socio-demographic Forces Shaping Civic Engagement Patterns in a Multiethnic City. In P. Moy (Ed.), *Communication and Community* (pp. 207-232). New York, NY: Hampton Press.

- Margolin, D., Ognyanova, K., Huang, M., Huang, Y., & Contractor, N. (2012). Team Formation and Performance on Nanohub: a Network Selection Challenge in Scientific Communities. In B. Vedres & M. Scotti (Eds.), *Networks in Social Policy Problems* (pp. 80-100). Cambridge, UK: Cambridge University Press.
- Ognyanova, K. (2012). Media Control In Putin's Russia - Implications for Online Content. In C. Livermore (Ed.), *E-Politics and Organizational Implications of the Internet: Power, Influence and Social Change* (pp. 61-76). Hershey, PA: IGI Global.
- Ognyanova, K. (2007). Blog practices: searching for answers. In *Journalists in theory, journalists in practice* (pp. 157-177). Sofia, Bulgaria: Faculty of Journalism and Mass Communication, Sofia University St. Kliment Ohridski, GorexPress.

### **Published Reports & White Papers**

- Friedland, L. A., Napoli, P. M., Ognyanova, K., Weil, C., & Wilson III, E. J. (2012). Review of the Literature Regarding Critical Information Needs of the American Public. Washington, DC: Federal Communications Commission.
- Cole, J., Suman, M., Schramm, P., Zhou, L., Salvador, A., Ognyanova, K., & Lebo, H. (2012). The World Internet Project: International Report 2012. Los Angeles, CA: USC Annenberg School Center for the Digital Future.
- Cole, J., Suman, M., Schramm, P., Zhou, L., Salvador, A., Ognyanova, K., & Lebo, H. (2011). The World Internet Project: International Report 2011. Los Angeles, CA: USC Annenberg School Center for the Digital Future.
- Cole, J., Suman, M., Schramm, P., Zhou, L., Salvador, A., Ognyanova, K., & Lebo, H. (2011). The 2011 Digital Future Report. Ten Studies 2000-2010: A Portrait of Americans on the Internet. Los Angeles, CA: USC Annenberg School Center for the Digital Future.
- Totin, A., Markov, D., Ognyanova, K., Dimov, M., Georgiev, S., Yalamov, T., Hristov, H., & Tzvetanov, T. (2006). E-Bulgaria 2006. Sofia, Bulgaria: Applied Research and Communications Fund.
- Totin, A., Markov, D., Ognyanova, K., Mirski, K., Sirakov, L., Yordanova, M., Stefanov, R., & Yalamov, T. (2005). E-Bulgaria 2005. Sofia, Bulgaria: Applied Research and Communications Fund.

---

### **CONFERENCE PRESENTATIONS**

---

- Ognyanova, K., Lazer, D., Neblo, M. A., & Minozzi, W. (2015). *Drivers of young adult political identity: the role of peers in political behavior*. Political Networks (POLNET) Annual Conference, Portland, OR.
- Ognyanova, K. (2015). *The End of Mass Communication is Really Just a Beginning: Using Computational and Network Approaches to Rebuild Media Theory*. Communication Science in the Digital Age: New Frontiers in Theory and Research Workshop, International Communication Association (ICA) Annual Conference, San Juan, PR.
- Radford, J., Keegan, B., Ognyanova, K., Foucault Welles, B., Hoye, J., Karbeyaz, C., Meleis, W., Lazer, D. (2015). *Validating Massively Open Online Social Experiments With Volunteer Science*. International Communication Association (ICA) Annual Conference, San Juan, PR.
- Ognyanova, K. (2015) *Online Experiments: Methods, Opportunities, and Challenges*. Panel at the International Communication Association (ICA) Annual Conference, San Juan, PR.

- Lazer, D., Meleis, W., Foucault Welles, B., Riedl, C., Radford, J., Keegan, B., Ognyanova, K., Wojcik, S., Hoye, J., Karbeyaz, C. (2015). *Performing massively open online social experiments with Volunteer Science*. Crowdsourcing and Online Behavioral Experiments Workshop (COBE), Portland, OR.
- Keegan, B., Ognyanova, K., Radford, J., Foucault Welles, B., Riedl, C., Hoye, J., Karbeyaz, C., Meleis, W., Lazer, D. (2015). *Conducting massively open online social experiments with Volunteer Science*. Society for Industrial and Organizational Psychology (SIOP) Annual Meeting, Philadelphia, PA.
- Radford, J., Keegan, B., Hoye, J., Karbeyaz, C., Ognyanova, K., Foucault Welles, B., Meleis, W., Lazer, D. (2015). *Conducting Massively Open Online Social Experiments With Volunteer Science*. International Conference on Weblogs and Social Media (ICWSM), Oxford, UK.
- Ognyanova, K., Lazer, D., Neblo, M., Minozzi, W., & Rubineau, B. (2014). *What you know and who you know: Discussion networks and political knowledge*. Political Networks Conference, Montreal, Canada.
- Ognyanova, K., Lazer, D., Neblo, M., Minozzi, W., & Rubineau, B. (2014). *Ties that bind across contexts: personality and the evolution of multiplex networks*. NetSci Annual Conference, Berkeley, CA.
- Lazer, D., Ognyanova, K., Neblo, M., Minozzi, W., & Rubineau, B. (2014). *The social control of political participation: Conflict and contagion as processes (de)mobilizing voting*. Midwest Political Science Association Convention, Chicago, IL.
- Ognyanova, K. (2014). *Dynamic agenda-convergence networks: Predictors of homogeneity in news content across outlets and sectors*. International Network for Social Network Analysis (INSNA) Sunbelt Conference, St. Petersburg, FL.
- Kimura, J., Ognyanova, K., Beacom, A. (2014). *Using Network Analysis of Patient Referral Pathways to Guide Health Care Utilization Management Strategy*. International Network for Social Network Analysis (INSNA) Sunbelt Conference, St. Petersburg, FL.
- Weber, M., Lazer, D., Ognyanova, K., Kosterich, A. (2014). *Utilizing Large Scale Archival Internet Data to Study Organizational Interaction*. International Network for Social Network Analysis (INSNA) Sunbelt Conference, St. Petersburg, FL.
- Ognyanova, K. (2013). *Media Fragmentation and Thematic Homogeneity: Predictors of Agenda Convergence in Online and Offline News Content*. National Communication Association (NCA) Annual Conference, Washington, DC.
- Ognyanova, K. (2013). *Dynamic agenda-convergence networks: Predictors of homogeneity in news content across outlets and sectors*. USC Annenberg Graduate Fellowship Program Research and Creative Project Symposium, Los Angeles, CA.
- Ognyanova, K. (2012). *Political Efficacy on the Internet: A Media System Dependency Approach*. National Communication Association (NCA) Annual Conference, Orlando, FL. Top Paper, Political Communication Division.
- Ognyanova, K., Chen, N.-T. N., An, Z., Son, M., Ball-Rokeach, S. J., Parks, M., & Gerson, D. (2012). *Online Participation in a Community Context: Patterns of Civic Engagement and Connections to Local Communication Resources*. International Communication Association (ICA) Annual Conference, Phoenix, AZ.
- Chen, N.-T. N., Ognyanova, K., Zhao, N., Liu, W., Gerson, D., Ball-Rokeach, S. J., & Parks, M. (2012). *Communication and socio-demographic forces shaping civic engagement patterns in a multiethnic neighborhood*. International Communication Association (ICA) Annual Conference, Phoenix, AZ.

- Ognyanova, K., & Monge, P. (2012). *A Multilevel, Multidimensional Network Model of the Media System: Production, Content, and Audiences*. International Network for Social Network Analysis (INSNA) Sunbelt Conference, Redondo Beach, CA.
- Huang, M., Margolin, D., Ognyanova, K., Huang, Y., & Contractor, N. (2011). *Understanding and Enabling Network Dynamics in Virtual Communities*. Academy of Management (AOM) Annual Conference, San Antonio, TX.
- Ball-Rokeach, S. J., & Ognyanova, K. (2011). *The Impact of Digital Media on Political and Civic Engagement: Do Digital Media Matter?* Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, St. Louis, MO.
- Ball-Rokeach, S. J., Parks, M., Chen, N.-T. N., Ognyanova, K., Liu, W., & Zhao, N. (2011). *The Alhambra project: Empowering urban community building through a research-driven local news website*. International Association for Media and Communication Research (IAMCR) Annual Conference, Istanbul, Turkey.
- Ognyanova, K. (2011) *Actors and Links in the Media System: Applying a Network Perspective to the Study of Media Production, Content and Audience*. International Communication Association (ICA) Annual Conference, Boston, MA.
- Ognyanova, K. (2011) *Appropriation of News Media Content: A Key Mode of Online Participation*. International Communication Association (ICA) Annual Conference, Boston, MA.
- Huang, M., Huang, Y., Contractor, N., Margolin, D., Ognyanova, K., & Shen, C. (2011). *Social Networks in R&D, the Public Sector, and for Entrepreneurship*. Communities & Technologies 2011, Brisbane, Australia.
- Ognyanova, K., Chen, N-T. N., Ball-Rokeach, S. J., & Parks, M. (2011). *Alhambra Source: Enhancing Civic Engagement in A Multiethnic Community*. USC GPSS Poster Symposium, Los Angeles, CA. First place award in the Social Science category.
- Ognyanova, K. (2010). *Media Transformations and Public Opinion: Agenda-Setting in a Digital Age*. National Communication Association (NCA) Annual Conference, San Francisco, CA.
- Ball-Rokeach, S. J., Parks, M., Chen, N-T. N., & Ognyanova, K. (2010). *Building new media bridges across ethnicity en route to increased civic engagement*. National Communication Association (NCA) Annual Conference, San Francisco, CA.
- Huang, M., Huang, Y., Margolin, D., Ognyanova, K., Shen, C., & Contractor, N. (2010). *The Effects of Diversity and Repeat Collaboration on Performance In Distributed Nanoscientist Teams*. Academy of Management (AOM) Annual Conference, Montreal, QC, Canada. OCIS Carolyn Dexter Award Nominee.
- Ognyanova, K., Margolin, D., Shen, C., Huang, M., Huang, Y., & Contractor, N. (2010) *Team assembly and scientific collaboration on NanoHub*. International Network for Social Network Analysis (INSNA) Sunbelt Conference, Riva del Garda, Trento, Italy.
- Huang, M., Huang, Y., Margolin, D., Ognyanova, K., Shen, C., & Contractor, N. (2010). *Size, Diversity, & Beyond: A Mediated Model of Team Composition and Performance in "Team Science"*. International Communication Association (ICA) Annual Conference, Singapore.
- Ognyanova, K. (2010) *Talking Past Each Other: Academic and Media Framing of Literacy*. USC Annenberg Graduate Fellowship Program Research and Creative Project Symposium, Los Angeles, CA.
- Ognyanova, K. (2009) *Careful What You Say: Media Control In Putin's Russia – Implications for Online Content*. International Communication Association (ICA) Annual Conference, Chicago, IL.

Ognyanova, K. (2009) *Media Agenda in the Digital Age: Challenges of a New Information Environment*. USC Annenberg Graduate Fellowship Program Research & Creative Project Symposium, Los Angeles, CA.

---

## INVITED TALKS & WORKSHOPS

---

- Ognyanova, K. (2015) *Static and dynamic network visualization with R*. Workshop at the Political Networks (POLNET) Annual Conference, Portland, OR.
- Ognyanova, K. (2014) *Network visualization with Gephi*. Workshop at the NULab for Texts, Maps, and Networks, Northeastern University, Boston, MA.
- Ognyanova, K. (2013) *Thinking with Networks*. Invited talk at the Boston Data Day Skill-a-thon, Boston, MA.
- Ognyanova, K., Gonzalez, C., & Ball-Rokeach, S. J. (2012). *Defining Diversity - A Communication Ecology Approach*. Invited presentation, Redefining Diversity in a Digital Age Forum, Los Angeles, CA.
- Ognyanova, K. (2011) *Network data representation and visualization, tools and techniques*. Invited presentation, Annenberg Networks Network, Los Angeles, CA.
- Ball-Rokeach, S. J., Ognyanova, K., & Villanueva, G. (2010). *Metamorphosis: Research in Action*. Invited presentation, Art Center College of Design, Los Angeles, CA.
- Ognyanova, K., Shen, C., & O'Brien, N. (2009) NanoHub: Longitudinal Network Analysis. Invited presentation, VOSS Meeting, Northwestern University, Evanston, IL.

---

## TEACHING

---

*Rutgers University, School of Communication and Information*

COM 305 - Introduction to Social Media (B.A. level)

**Fall 2015**

*USC Annenberg School of Communication and Journalism*

Instructor (Annenberg Program for Online Communities)

**2010**

CMGT 540 - Uses of Communication Research (M.A. level)

Graduate class on research design and methodology ([syllabus](#))

Teaching Assistant (Communication Program)

**2008-2013**

COMM 200 - Communication as a Social Science (B.A. level)

COMM 201 - Communication as Liberal Art (B.A. level)

COMM 306 - The Communications Revolution, Entertainment and Art (B.A. level)

COMM 310 - Media and Society (B.A. level)

COMM 400 - Communication Networks (B.A. level, Senior seminar + labs)

COMM 645 - Communication Networks (Ph.D. level, Doctoral seminar + labs)

Guest Lecturer

COMM 204 - Public Speaking, USC Annenberg.

Topic: Information visualization and presentation design.

COMM 618 - Media Effects, USC Annenberg.

Topic: Agenda-setting and media fragmentation.

COMM 620 - Research Practice and Social Change, USC Annenberg.

Topic: New media and civic engagement.

ACOM 378 - Studies in Public Persuasion: Ethnic Media. University at Albany.

Topic: New media and local news.

---

## AWARDS

---

- Dissertation Award, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication (AEJMC) **2013**
- Top Paper, Political Communication Division, National Communication Association (NCA) **2012**
- First place award in Social Science, USC GPSS Symposium Research Poster Competition **2011**
- IGI Global Excellence in Research Award, IJEP Best Published Journal Article for 2010 **2011**
- Carolyn Dexter Award Nominee, Academy of Management, Organizational Communication & Information Systems Division **2010**
- USC Annenberg Graduate Fellowship Program Annual Research and Creative Project Symposium Award **2009-2013**
- Annenberg Summer Research Grant, University of Southern California **2008-2011**

---

## SERVICE

---

- Reviewer: Annual Convention of the International Communication Association (ICA)
- Reviewer: Annual Convention of the National Communication Association (NCA)
- Reviewer: American Behavioral Scientist (ABS)
- Reviewer: Communication Research (CR)
- Reviewer: International Journal of Communication (IJoC)
- Reviewer: International Journal of E-Politics (IJEP)
- Reviewer: Journal of Computer-Mediated Communication (JCMC)
- Reviewer: Hawaii International Conference on System Science (HICSS)
- Reviewer: Mass Communication and Society (MC&S)
- Reviewer: New Media and Society (NM&S)
- Reviewer: Public Opinion Quarterly (POQ)
- Reviewer: International World Wide Web (WWW) Conference
- Programming committee: WWW Web Science Track, 2014-2015
- Programming committee: SOCM Theory & Practice of Social Machines, 2015