

Brandie Martin Nonnecke, PhD

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EDUCATION

Dec. 2013 - Present	Postdoctoral Scholar, Research & Development Manager, & Program Director CITRIS and the Banatao Institute, UC Berkeley
2013	PhD, Mass Communications (emphasis: Telecom Policy) Pennsylvania State University
2010	MS, Journalism & Mass Communication Minor: Technology and Social Change Iowa State University
2008	BA, Design and Advertising Iowa State University

FELLOWSHIPS

Nov. 2016 - Present	World Economic Forum Fellow, Global Future Council on Digital Economy & Society
Feb. 2016 - Present	Women & Girls Lead Global, ITVS womenandgirlslead.org Senior Research Fellow
2011 - 2013	Institute for Information Policy, Pennsylvania State University Research Fellow

PUBLICATIONS & PRESENTATIONS

Op-Eds & White Papers

Nonnecke, B. & Martin, E. (Feb. 26, 2018). *Will the next evaluation breakthrough come from online shopping?* Stanford Social Innovation Review.

Nonnecke, B. (Dec. 14, 2017). *Fight sexual harassment in technology companies with – technology.* Mercury News.

Nonnecke, B. (Nov. 2017). *Mobile broadband holds great promise for rural connectivity, but is it enough?* The Internet Society.

Nonnecke, B. (Sept. 2017). *Artificial intelligence can make our societies more equal. Here's how.* World Economic Forum.

Nonnecke, B. (Sept. 2017). *Risks of Recognition: The United Nations High Commissioner for Refugees is rolling out a new digital ID program with plenty of potential benefits – and major cybersecurity implications.* Context: By New America.

Nonnecke, B., Prabhakar, T., Brown, C., & Crittenden, C. (July 2017). *Inclusive AI: Technology and Policy for a Diverse Urban Future*. CITRIS and the Banatao Institute. tiny.cc/InclusiveAIRreport

Nonnecke, B. (Feb. 3, 2017). *Listening, understanding are necessary to succeed*. Daily Californian. tiny.cc/dailycallisten

Nonnecke, B., Bruch, M., & Crittenden, C. (June 2016). *IoT & Sustainability: Practice, Policy, and Promise*. CITRIS and the Banatao Institute. tiny.cc/IoTSustainability

Nonnecke, B. (Jan. 2017). *Revolutionary Code: Why we need more conscious and collaborative social movement technologies*. Context: By New America. tiny.cc/revolutionarycode

Refereed Articles

Nonnecke, B., Mohanty, S., Lee, A., Lee, J., Beckman, S., Mi., J., Panpairoj, T., Ancheta, J., Martinez, H., Oco, N., Roxas, R., Crittenden, C., & Goldberg, K. (Under Review). *Malasakit 2.0: A Participatory Online Platform with Feature Phone Integration and Voice Recognition for Crowdsourcing Disaster Risk Reduction Strategies in the Philippines*. 2018 IEEE Global Humanitarian Tech Conference (GHTC). San Jose, CA.

Nonnecke, B., Mohanty, S., Lee, A., Lee, J., Beckman, S., Mi., J., Krishnan, S., Roxas, R., Oco, N., Crittenden, C., & Goldberg, K. (2017, October). *Malasakit 1.0: A Participatory Online Platform for Crowdsourcing Disaster Risk Reduction Strategies in the Philippines*. Proceedings of the IEEE Global Humanitarian Tech Conference (GHTC). San Jose, CA.

Meneses, M., Nonnecke, B., Martin del Campo, A., Krishnan, S., Patel, J., Kim, M., Crittenden, C., & Goldberg, K. (2017) Overcoming citizen mistrust and enhancing democratic practices: Results from the e-participation platform 'Mexico Participa.' *Information Technologies and International Development (ITID)*, 13, 138-154.

Epstein, D. & Nonnecke, B. (2016). Multistakeholderism in praxis: The case of the regional and national IGF initiatives. *Policy & Internet*, 8(2), 148-173. doi: 10.1016/j.telpol.2015.12.005

Nonnecke, B. (2016). The transformative effects of multistakeholderism in Internet governance: A case study of the East Africa Internet Governance Forum. *Telecommunications Policy*, 40(4), 343-352.

Dinesen, B., Nonnecke, B., Lindeman, D., Toft, E., Kidholm, K., Jethwani, K., Young, H., Spindler, H., Oestergaard, C., Southard, J., Gutierrez, M., Anderson, N., Albert, N., Han, J., Nesbitt, T. (2016). Personalized telehealth in the future: A research agenda. *Journal of Medical Internet Research*, 8(3).

Nonnecke, B.*, Krishnan, S.*, Patel, J., Zhou, M., Byaruhanga, L., Masinde, D.,

Meneses, M., Martin del Campo, A., Crittenden, C., & Goldberg, K. (October 2015). *DevCAFE 1.0: A participatory platform for assessing development interventions in the field*. Proceedings of the IEEE Global Humanitarian Technology Conference (GHTC). Seattle, WA. **[Recipient of 2015 IEEE GHTC Best Paper Award]**.

Patel, J., Gershoni, G., Krishnan, S., Nelimarkka, M., Nonnecke, B., & Goldberg, K. (August 2015). *A case study in mobile-optimized vs. responsive web application design*. Proceedings of the ACM International Conference on Human-Computer Interaction with Mobile Devices and Services (MobileHCI). Copenhagen, Denmark.

Zhou, M., Cliff, A., Huang, A., Krishnan, S., Nonnecke, B., Uchino, K., Joseph, S., Fox, A., Goldberg, K. (March 2015). *M-CAFE: Managing MOOC Student Feedback with Collaborative Filtering*. Proceedings of the 2nd ACM Conference on Learning At Scale (L@S 2015), Vancouver, BC, Canada

Martin, B. & Jayakar, K. (2013). Moving beyond dichotomy: Comparing composite telecommunications regulatory governance indices. *Telecommunications Policy*, *37*(9), 691-701.

Olorunnisola, A. & Martin, B. (2013). Influences of media on social movements: Problematizing hyperbolic inferences about impacts. *Telematics & Informatics*, *30*(3), 275- 288.

- Most frequently downloaded article for over 90 days in Telematics & Informatics (as of July 2013)

Jayakar, K. & Martin, B. (2012). Regulatory governance in African telecommunications: Testing the resource curse hypothesis. *Telecommunications Policy*, *36*(9), 691-703.

Martin, B. (2012). Hitting or missing African UAS objectives? An evaluation of universal access and service (UAS) policy guidelines for developing countries. *Communications & Strategies*, *86*(2), 121-141.

Martin, B. & Abbott, E. (Winter 2011). Mobile phones and rural livelihoods: Diffusion, uses, and perceived impacts of uses among small- to medium-sized farm holders in Kamuli District, Uganda. *Information Technologies & International Development*, *7*(4), 17-34.

Book Chapter

Nonnecke, B., Aitamurto, T., Catterson, D., Crittenden, C., Garland, C., Huang, A., Krishnan, S., Nelimarkka, M., Newsom, G., Patel, J., Scott, J., & Goldberg, K. (2016). The California Report Card v1.0. In E. Gordon & P. Mihailidis (Eds.), *Civic Media: Technology, Design, Practice* (pp. 235 – 240). Cambridge, MA: MIT Press.

Martin, B. & Olorunnisola, A. (2013). Voicing dissent from Kenya to Egypt: How new ICTs can either be “liberation” or “repression” technologies. In A. Olorunnisola & A. Douai (Eds.), *New media influence on social and political change in Africa*. Hershey, PA: IGI Global.

Book Review

Martin, B. (2011). Review of Communications research in action: Scholar-activist collaborations for a democratic sphere edited by Philip M. Napoli and Minna Aslama. *Journal of Information Policy*, 1, 179-181.

Refereed Conference Presentations

Nonnecke, B., Nakhat, U., Martin del Campo, A., & Meneses, M. (21 Sept. 2018). *Tweeting at the Border Wall: The Role of Twitter in Shaping the Border Wall Debate*. Paper presented at the 2018 International Studies Association (ISA) West Conference, Pasadena, CA.

Nonnecke, B., Nakhat, U., Martin del Campo, A., Meneses, M., & Zarate, H. (29 May 2018). *Tweeting at the Border Wall: Twitter as a platform for transnational lobbying between the U.S. and Mexico*. Paper presented at the 2018 International Communications Association (ICA) post-conference “Lobbying and Democracy: The Voice of Communication.” Prague, Czech Republic.

Epstein, D. & Nonnecke, B. (26-27 April 2018). *Participation Matters: Potential Effects of the IGF on Internet Governance Capacity Building*. Paper presented at the 2018 GIG-ARTS Conference. Cardiff, UK.

Nonnecke, B. & Epstein, D. (May 2016). *Crowdsourcing Internet governance: Assessing effects of crowdsourcing platform design on Internet governance debates*. Paper presented at the ACM Special Interest Group on Computer-Human Interaction (CHI) Conference. San Jose, CA.

Zhou, M., Cliff, A., Krishnan, S., Nonnecke, B., Crittenden, C., Uchino, K., & Goldberg, K. (Sept. 2015). *Motivating and prioritizing ongoing student feedback during MOOCs and large on-campus courses using collaborative filtering*. Paper presented at ACM Special Interest Group for Information Technology Education Conference. Chicago, IL.

Nonnecke, B., Krishnan, S., Akula, A., Cliff, A., Huang, A., Lin, A., Nehama, S., Byaruhanga, L., Masinde, D., Crittenden, C., & Goldberg, K. (May 2015). *A mobile platform for participatory assessment of development programs and a case study in Uganda*. Paper presented at the Humanitarian Technology Conference: Science, Systems and Global Impact. Boston, MA.

Nonnecke, B. (Nov. 2014). *Participatory action research methodologies for development evaluation*. USAID Higher Education Solutions Network (HESN) TechCon. San Francisco, CA.

Nelimarkka, M., Nonnecke, B., Krishnan, S., Aitamurto, A., Huang, A., Newsom, G., Gregory, C., Patel, J., Catterson, D., Crittenden, C., Scott, J., Garland, C., & Goldberg, G. (Sept. 2014). *Comparing three online civic engagement platforms using the “Spectrum of Public Participation” framework*. Paper presented at the University of Oxford: Internet, Policy, and Politics Conference on Crowdsourcing for Politics and Policy (IPP 2014). Oxford, UK.

Martin, B. (Nov. 2012). *Hitting or missing Africa's telecommunication development targets? Evaluating the World Bank's universal access and service policy recommendations for developing countries*. Paper to be presented at the National Communication Association, Orlando, FL.

Martin, B. & Jayakar, K. (Sept. 2012). *Moving beyond dichotomy: Construction and testing of a composite telecommunications regulatory governance index*. Paper presented at the Telecommunications Policy Research Conference, Arlington, VA.

Schejter, A. & Martin, B. (Sept. 2012). *If you build it – Will they come? Understanding the information needs of users of BTOP funded broadband Internet public computer centers*. Paper presented at the Telecommunications Policy Research Conference, Arlington, VA.

Hoag, A., Martin, B., & Dong, S. (Aug. 2012). *Making a splash on the first day of class: Creating and using short case studies*. Poster presented within the "Great Ideas for Teaching" poster session at the Association for Education in Journalism and Mass Communication, Chicago, IL.

Martin, B. (May 2012). *The revolution will be hyperbolized: Western media discourse of use of social media in the 2011 Egyptian revolution*. Paper presented at the annual meeting of the International Communications Association, Phoenix, AZ.

Martin, B. & Olorunnisola, A. (Nov. 2011). *Voicing dissent from Kenya to Egypt: How new ICTs can either be "liberation" or "repression" technologies*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
Jayakar, K. & Martin, B. (2011, September). Regulatory governance in African telecommunications: Testing the resource curse hypothesis. Paper presented at the Telecommunications Policy Research Conference, Arlington, VA.

Martin, B. & Olorunnisola, A. (Sept. 2011). *Use of new ICTS as "liberation" or "repression" technologies in social movements: the need to formulate appropriate media policies*. Paper presented at the Institute for Information Policy and New America Foundation Workshop, Washington, DC.

Martin, B. & Abbott, E. (March 2010). *Development calling: The use of mobile phones in agriculture development in Uganda*. Paper presented at UNESCO's International Federation for Information Processing Workshop, Kampala, Uganda.

Martin, B. (2009). *Uses of mobile phones in agriculture development in Uganda*. Poster presented at the Norman Borlaug World Food Prize: Graduate Research Poster Presentation, Ames, IA.

Invited Research Presentations

New methodologies and tools for participatory evaluation of influence of documentary film on development initiatives. Lecture to be given at the Independent Television Services Women and Girls Lead Global Symposium, Washington, DC, March 2, 2017.

Building tools to foster public engagement for the people of California and around the world. Lecture given to the Liberation Technology Seminar Series, Stanford University, October 2, 2014.

Africa's telecommunications revolution and the quality of regulatory institutions: Insights from the resource curse hypothesis. Lecture given to the African Studies Program, Penn State University, October 24, 2012.

Debating the use of information and communication technologies in social movements: Cases from Kenya & Egypt. Lecture given to undergraduate introduction to mass media course (CMN 140) in the Department of Communication, University of California, Davis, November 2011 and March 2012.

TEACHING EXPERIENCE

May 2013 - Present

Online Instructor, Penn State University

Communications (COMM) 428B:
Strategic Communications Law: First Amendment protection for commercial speech; advertising regulation; privacy regulation

Communications (COMM) 403:
Law of Mass Communication: Nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media

Communications (COMM) 410:
International Communications: The role of international media in communication among and between nations and peoples

Communications (COMM) 419*:
World Media Systems: A comparative study of the media systems of the United States and Uganda
*Course Developer

2012 - 2013

Instructor, Penn State University

Communications (COMM) 489W*:
Utilizing economic and regulatory models to explain the structure, conduct and performance of firms in the media and information industries, including the emergence of information and communication technology (ICT) for development activities by multinational ICT companies
*Course Developer

2012
Invited Lecturer, Carnegie Mellon University
Served as invited lecturer for an undergraduate research course on the use of public computer centers by low-income urban community members.

RESEARCH FIELDWORK

Nov. 2016 - Present
University of California, Berkeley
Research Location: Manila, Philippines

Overseeing design and deployment of Malasakit, a participatory evaluation platform to identify improved disaster risk reduction strategies.

April - June 2015
University of California, Berkeley
Research Location: Mexico

Oversaw the design and deployment of México Participa (mxparticipa.org), a civic engagement platform that crowdsourced priority policy issues from over 4,000 Mexicans in preparation for the June 2015 Mexico mid-term elections.

2014 - 2015
University of California, Berkeley
Research Location: Uganda

Designed and deployed DevCAFE (cafesystem.org), a mobile assessment platform that encourages participatory assessment of the effectiveness of family planning and reproductive health trainings among subsistence farmers in the Kamuli District, Uganda.

2012
Penn State University
Research Locations: Kenya & Uganda

Conducted in-depth interviews in Kenya and Uganda with representatives from the ministries of information and communication, telecommunications regulatory bodies, telecommunications companies, and civil society organizations from Burundi, Kenya, Rwanda, Tanzania, and Uganda. The research was conducted as part of my dissertation research on the role of multi-stakeholder, non-binding policy forums in regional telecommunications policy harmonization.

Research Location: Pittsburgh, PA

Conducted in-depth interviews to understand the information needs and attainment tactics of low-income individuals who use Broadband Technology Opportunity Program (BTOP) funded public computer centers in Pittsburgh, PA.

2009

Iowa State University
Research Location: Uganda

Conducted in-depth interviews with subsistence farmers in Kamuli District, Uganda on uses of mobile phones to increase agricultural productivity.

GRANTS & SCHOLARSHIPS

Research Grants Funded

Equidad Digital: The social and human rights impacts of AI-enabled decision-making in Mexico

Sponsor: UC MEXUS-CONACYT

Role: Co-PI

Date: Aug. 2018 – Aug. 2020

Amount: \$25,000

Putting AI to Work: Technology & policy for enabling the workforce of the future

Sponsor: Microsoft

Role: Co-PI

Date Jan. 2018 – June 2018

Amount: \$100,000

E-Participation 2.0: Connecting diverse Philippine populations for disaster risk management with a toolkit integrating text and speech analytics

Sponsor: Philippine California Advanced Research Institutes (PCARI)

Role: Co-PI

Date: May 2016 – May 2018

Amount: \$605,000

Inclusive AI: Technology & policy for a diverse urban future

Sponsor: Microsoft

Role: Co-PI

Date: Jan. 2017 – June 2017

Amount: \$80,000

IoT & Sustainability: Practice, policy, and promise

Sponsor: Microsoft

Role: Co-PI

Date: Jan. 2016 – June 2016

Amount: \$40,000

Mexico Participa: An online social engagement tool to encourage engagement between the public and elected leaders.

Sponsor: CITRIS, UC Berkeley
Role: Lead Researcher
Date: January – December 2015
Amount: \$25,000

Collaborative Assessment and Feedback Engine
Sponsor: Blum Center for Developing Economies and the Development Impact Lab (USAID Cooperative Agreement AID-OAA-A-12-00011), part of the USAID Higher Education Solutions Network
Role: Lead Researcher
Date: Dec. 2013 – Aug. 2016
Amount: \$300,000

Communication breakdown: Navigating the role of ICT companies during social unrest
Sponsor: Arthur W. Page Center for Integrity in Public Communication
Role: PI
Date: March – June 2013
Amount: \$2,500

Building digital bridges in the city of bridges
Sponsor: Penn State Center—Engaging Pittsburgh
Role: Co-PI
Date: January – May 2013
Amount: \$5,000

To block or not to block: Evaluating corporate social responsibility principles of multinational information and communication companies during social movements
Sponsors: Arthur W. Page Center for Integrity in Public Communication and the Don Davis Program in Ethical Leadership
Role: PI
Date: June – September 2012
Amount: \$5,000

Regulatory governance in African telecommunications: Testing the resource curse hypothesis
Sponsor: College of Communications, Summer Research Support Grant
Role: Co-PI
Date: June – August 2011
Amount: \$2,500

Academic Fellowships & Scholarships

2010 – 2013 Penn State University,
Graduate Research Fellowship

2011 – 2012 Penn State University,
Douglas and Claudia Anderson Communications
Scholarship