

# Dr Esmeralda Valentine Bon

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## Affiliation

Research Associate, Faculty of Humanities, Division of Politics, University of Manchester, February 2020 – present. Project: DiCED, Digital Campaigning and Electoral Democracy. This is a major comparative project that studies the drivers and effects of digital campaigning in 5 countries and 7 national elections during the period of 2020-2023. *PI: Prof. Rachel Gibson.*

## Research Interests

*Substantive:* communication strategies, perceptions of politician behaviour, the language and argumentation used in political campaigns, and public opinion

*Qualitative:* stylistics, logic, (critical) discourse analysis, pragma-dialectics, focus groups and interviews

*Quantitative:* Text analysis; measurement models (e.g. structural equation modeling), automated content analysis and more generally computational social science, data management and replicability

## Educational background

PhD	Politics, School of Politics and International Relations, University of Nottingham, October 2016 – January 2021 ( <i>Supervisors: Prof Cees van der Eijk, Dr. Siim Trumm and Prof Anja Neundorf</i> ). Project: A partially automated, primarily quantitative study of public opinion and contemporary communication strategies of MPs in the UK, looking at their campaign communication on Facebook. This PhD project is ESRC-funded and concerns a collaboration with the Committee on Standards in Public Life (CPSL).
Research MSc/MPhil	Communication Science, University of Amsterdam, June 2016 (distinction)
Research MA/MPhil	Communication- and Information Studies, University of Amsterdam, June 2014

## Publications

### *Articles*

[Under review]: GIBSON, R.G., ROMMELE, A., and BON, ESMERALDA V. Developing a Data-Driven Campaign Index: A New Tool for Mapping and Guiding Regulatory Intervention? To be published in the International Policy Review special issue on the regulation of data-driven campaign regulation.

### *Technical Reports*

2017: VAN DER EIJK, CEES and BON, ESMERALDA V. Public Opinion with Respect to MPs' Outside Interests: Insights from the British Election Study

2017: BON, ESMERALDA V. and VAN DER EIJK, CEES. English Public Attitudes to CSPL-Relevant Questions: Insights from the British Election Study Internet Panel

### *Book Chapters*

2022: BON, ESMERALDA V. AND BURKE, MICHAEL. Devices, Settings and Distractions: A study into how people read literature. *In*: WATSON, GREG and ZYNGIER, SONIA, eds., Pedagogical Stylistics in the 21st Century. Palgrave Macmillan. pp. 183-208

2021: BON, ESMERALDA V. AND WALTER, ANNEMARIE S. The EU Referendum Campaign on Social Media: Incivil MPs and Campaign Groups? *In*: WALTER, ANNEMARIE S., ed., Crossing Boundaries: Incivility in Political Communication. Routledge

2018: BURKE, MICHAEL and BON, ESMERALDA. The location and means of literary reading. *In*: CSABI, SZILVIA, ed., Expressive Minds and Artistic Creations: Studies in Cognitive Poetics. Oxford University Press. pp. 205-231

## Awards & Scholarships

<i>Year</i>	<i>Award</i>	<i>Organisation</i>	<i>Value</i>
2022	NCRM bursary for reproducibility training	National Centre for Research Methods (NCRM).	£300
2021	Duolingo Impact Award	Duolingo Inc. (affiliated with Carnegie Mellon University, Penn, USA).	\$10,000
2020	Postgraduate Teaching Award	University of Nottingham, Graduate School.	£100
2018	Michael Cowan scholarship	Michael Cowan Estate.	£1,000
2018	Conference bursary	Centre for British Politics, School of Politics & IR. Univ. of Nottingham.	£300
2017 - '19	Data Impact fellowship	UK Data Service (ESRC funded).	£2,000
2016 - '19	Collaborative CASE studentship	Economic and Social Science Research Council & the Committee on Standards in Public Life.	£12,000 + fee waiver

2016 - '19	Postgraduate studentship	School of Politics and IR, Univ. of Nottingham.	£21,600
2016 - '19	Hendrik Muller scholarship	Dr. Hendrik Muller's Vaderlandsch Fonds. The Netherlands.	€5,000
2016 - '19	Postgraduate Research Fund	School of Politics and IR, University of Nottingham.	£1,164

## Teaching

### *Quantitative Methods and/or Research Design (University of Nottingham)*

BA Lecture and workshop:	Research Design and Practice (Quantitative Methods) (School of Sociology and Social Policy)
BA Workshop and Computer Lab:	Interpreting Geographical Data (School of Geography)
BA Computer Lab:	Quantitative Methods for Social Science 1 (Q-step)
BA Computer Lab:	Quantitative Methods for Social Science 2 (Q-step)
BA Computer Lab:	Intermediate Quant. Methods for Social Science (Q-step)
PhD/MA Seminar:	Philosophy of Social Science Research (ESRC DTP)

### *Political Behaviour (University of Nottingham)*

BA Seminar:	Culture & Values in a Changing World (School of Politics and IR)
BA Computer Lab:	How Voters Decide (School of Politics and IR)
BA Workshop:	Public Opinion and Polling (School of Politics and IR)

### *Comparative Politics (University of Nottingham)*

BA Seminar:	Introduction to Comparative Politics (School of Politics and IR)
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### *Languages (Dutch – English) (Online)*

Course Developer:	Dutch – English (A2 → B1), for Duolingo Inc. (affiliated with Carnegie Mellon University, Pennsylvania, USA (2013-2016))
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## Teaching certification

Associate fellowship of the Higher Education Academy (obtained November, 2019)

## Leadership certification

Completed the ILM (Institute of Leadership and Management) approved programme “Managing at Manchester for Researchers” (July, 2022).

## Professional Activities

### *Conferences presentations*

- APSA – 2021 and 2022
- ECPR – 2021 and 2022
- PSA, ECN – 2021
- PSA, EPOP- 2018; 2021; 2022
- PSA, 2019
- Politicologenetmaal – 2021
- MPSA – 2019
- ISPP – 2019 and 2020
- DCRN – 2018

*Invited Talks*

- “Introduction to the Study of Argumentation”. University College Roosevelt, 2015-2016.
- “Analysing the Use, Content and Diffusion of Memes in the 2021 Dutch General Election Campaign”. Digital Futures’ Memes and Methods Workshop. University of Manchester, 2022.

*Media*

- Cited in newspaper *The Guardian*, article: [“Just say no: negativity is secret of political tweet success, study finds”](#)

*Professional Services: Reviewer*

- ESRC (grant proposal)
- Policy & Internet
- Party Politics
- Journal of Elections, Public Opinion & Parties
- Political Communication
- LSE Review of Books

*Professional Memberships*

- Higher Education Academy
- Prosper Postdoc Cohort 5
- Midlands Graduate School Doctoral Training Partnership
- Methods and Data Institute (MDi), University of Nottingham
- Centre of British Politics (CBP), University of Nottingham
- Research Centre for the Study of Parties and Democracies (REPRESENT), University of Nottingham
- Nottingham Interdisciplinary Centre for Economic and Political Research (NICEP), University of Nottingham
- PALA, Poetics and Language Association
- LLADS, discussion group of research in linguistics, psychology, poetry and literature, University College Roosevelt

*Conference Assistance*

- EPOP, Elections, Public Opinion and Parties (2017)
- ECPR JS, European Consortium for Political Research, Joint Sessions (2017)
- ASA, Ancient Sculpture Association (2015)
- ISSA, International Society for the Study of Argumentation (2014)

*Evidence Submissions*

- Cited in: ‘Fake News and Critical Literacy: The Final Report on the Commission on Fake News and the Teaching of Critical Literacy in Schools’ (2018)

**Administrative Duties***Committee Memberships at the School of Politics and IR, University of Nottingham*

- PGR Representative PGR Fund Committee (2017-2018)
- PGR Conference Committee Chair of Politics & IR, Univ. of Nottingham (2017-2018)
- PGR Colloquium Committee Chair, School of Politics & IR, Univ. of Nottingham (2016-2017)

*Service to the community*

- Welfare Tutor, University of Nottingham (2016-2019)

**Methods and Teaching Training**

*Separate methods courses (Univ. of Amsterdam; Univ. of Nottingham; Spring, Summer & Winter Schools, Bootcamps, Coursera)*

- Structural Equation Modelling;
- Measurement Models;
- Social Network Analysis;
- Forecasting;
- Spatial Data Analysis;
- Topic Modelling;
- Corpus Linguistics;
- Introduction to/Advanced Machine Learning;
- Factorial Survey Design;
- Advanced Social Media and Text Analysis;
- Intensive Interviewing & Focus Groups;
- Analysis of Text and Discourse;
- Content Analysis;
- Survey Design;
- Big Data and Automated Content Analysis in Python;
- Experimentation;
- Logic;
- Argumentative Practices;
- Introduction to Python
- Python Bootcamp (NCRM)
- Reproducibility Bootcamp (NCRM)
- Using Python to Access Web Data
- Python Data Structures
- Using Databases with Python

*Spring, Summer and Winter Schools*

- ECPR Summer School on Political Parties, University of Nottingham (2018);
- Summer School in Advanced Social Science Data Analysis, University of Essex (2018);
- Winter School in Computational Communication Science, Hochschule für Musik, Theater & Medien, Institut für Journalistik & Kommunikationsforschung (2018);
- Summer School for Women in Political Methodology, University of Zurich (2017);
- Summer Seminar on Social Media and Social Cohesion, Dutch Royal Academy of the Sciences (2017);
- Spring School on Advanced Research Methods, University of Oxford (2017);
- Summer School on Chinese Thought and Modern China at Beijing Normal University (2016)

*Teaching training at the University of Nottingham (Professional Development) in:* core teaching skills, marking and assessment, small group teaching, creative tools, intercultural communication, inspirational teaching and active listening skills.

*LinkedIn training about management and project management:* Project Management Foundations; Coaching Skills for Leaders and Managers; Setting Team and Employee Goals Using SMART methodology

**Previous appointments**

<i>Role</i>	<i>Institution</i>
Author	SWOCC, Foundation for Fundamental Research on

	Brands and Brand Communication, University of Amsterdam, Netherlands
Data Impact Fellow	UK Data Service
Researcher	Research Advisory Board, Committee on Standards in Public Life (CSPL)
Research assistant	University of Nottingham, for Dr. Annemarie Walter
Research intern	AScoR, Amsterdam School of Communication Research, Univ. of Amsterdam
Content analyst	The National Centre of Competence in Research (re: Democracy; University of Zurich)
Research intern	KAIROS, Humanities Research Centre, University College Roosevelt

## Other Skills

<i>Language</i>	<i>Level</i>	<i>Certification already obtained (if applicable)</i>
Dutch	native	N/A
English	fluent	Cambridge C1 Advanced, International Baccalaureate
Spanish	upper intermediate	B1 certificate from Pylmon School of Languages, Barcelona; undergraduate courses beginner level to advanced
French	intermediate	secondary school transcript
German	intermediate	secondary school transcript
Mandarin Chinese	intermediate	HSK2 certificate

### *(Statistical) software and level*

STATA (intermediate); R (intermediate); SPSS (expert); AMOS (advanced); Python (basic/intermediate); NVivo (expert); MAXQDA2018 (expert); Microsoft Office (expert); LaTeX (advanced); Git (intermediate)

### *Virtual teaching software and level*

Microsoft Teams (advanced); Zoom (advanced)

(Last update: July 1, 2022)