

Curriculum Vitae

ALEJANDRO ALVARADO ROJAS

DOCTORAL CANDIDATE

ANNENBERG SCHOOL FOR COMMUNICATION AND JOURNALISM

UNIVERSITY OF SOUTHERN CALIFORNIA

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EDUCATION

- 2021-Present **Ph.D.** Communication, University of Southern California
- Dissertation:* Data Valuation Regimes: Platformizing Data Science Work in the Open AI Ecosystem
- Committee:* Marlon D. Twyman II (co-advisor), Manuel Castells (co-advisor), Mike Ananny, and Jean-Christophe Plantin (external member)
- 2021 **M.A.** Global Communication, University of Southern California
- 2020 **M.S.** Global Media, London School of Economics and Politics
- 2018 **B.A.** Communication, University of California, Davis
- 2016 **UCEAP Study Abroad Certificate** International Studies,
Meiji Gakuin University
- 2016 **A.A.** Communication, De Anza College

RESEARCH AREAS

Main areas: Communication, Culture, & Technology; Computer-Mediated Communication; Critical Data Studies; Data & Society; Platforms and Infrastructures Studies; Science and Technology Studies

Keywords: Computational Cultures; Data & AI ethics & Governance; Platformization; Knowledge Infrastructures; Political Economy of Innovation; Politics of Participatory Technologies

ACADEMIC PUBLICATIONS

*Peer-reviewed Journal Articles (*equal contribution)*

Alvarado Rojas, A. (2026). Hollow Datasets: Algorithmic Calculability in Data Curation. *AoIR Selected Papers of Internet Research*.
<https://doi.org/10.5210/spir.v2024i0.15045>

Nguyen, A. C., & **Alvarado Rojas, A.*** (2026). Exploratory Computation in Digital Humanities: A Qualitative Evaluation Framework. *Journal of Open Humanities Data*. DOI: [10.5334/johd.500](https://doi.org/10.5334/johd.500)

Alvarado Rojas, A., Vera, L., Hansen, S., Nost, E., Wylie, S., Alder, C., & EDGI (2025). Infrastructuring care: Co-designing computational notebooks for environmental data justice. *Science, Technology, & Human Values*, 0(0).

- <https://doi.org/10.1177/01622439251356930>
Alvarado Rojas, A., & Twyman, M. (2025). Cultural data markets: Interpreting the popularity of public datasets. *New Media & Society*, 0(0).
<https://doi.org/10.1177/14614448251359631>
Nyaupane, P., & **Alvarado Rojas A.** (2025). Kicking error out of the game: Video assistant referee as technosolutionism. *International Journal of Communication*, 19 Forum 1-7.
Alvarado Rojas, A. (2024). Developing an affordance-practice framework to data practices: How civic technologists practice data literacy cross-regionally. *International Journal of Communication*, 18, 21.

Non-peer Reviewed Journal Articles

- Koduru, L., **Alvarado Rojas, A.**, Chavez Penate, A., Zhou, S., Bar, F., Belding, E., Galperin, H., Gupta, A. (2025). Assessing the broadband service gaps and affordability barriers in Bead-eligible areas. <https://ssrn.com/abstract=5376384>.

Academic Book Reviews

- Alvarado Rojas, A.** (2021). Review of *Democratizing Our Data: A Manifesto*, by Julia I. Lane, 192 pages. *New Media & Society*, 23(10). 3128-3130.
<https://doi.org/10.1177/14614448211031509>
Alvarado Rojas, A. (2021). Review of *Digital Organizing: Revisiting Themes in Organization Studies*, by Ursula Plesner and Emil Husted, 272 pages. *International Journal of Communication*, 15(4).

RESEARCH PRESENTATIONS

Peer-reviewed Conference Presentations

- Alvarado Rojas.** (2025). *Hollow datasets: Making data curation calculable*. Presented at the 2025 Association of Internet Researchers (AoIR), Rio de Janeiro, Brazil.
Alvarado Rojas, A. (2025). “Plug-and-Play” Science: Adapting open AI models into scientific work configurations. Society for Social Studies of Science (4S) 2025 Conference, Washington, USA.
Alvarado Rojas, A. (2024). The power of data storytelling: Creative stories for data protection advocacy. Dialogues in Data Power 5th Conference, Online.
Alvarado Rojas, A. (2024). Conceptualizing participatory data storytelling: How data stories drive political participation. International Communication Association 74th Conference, Gold Coast, Australia.
Alvarado Rojas, A. (2024). Building a data commons from productive exchange: Prosocial data sharing as a function of group identification and group privacy calculus. International Communication Association 74th Conference. Gold Coast, Australia.
Alvarado Rojas, A. (2023). The data politics of citizen science: Exploring technocratic rationalization through machine learning. Society for Social Studies of Science 2023 Conference, Hawaii, USA.
Nayak, D., **Alvarado Rojas, A.**, & Twyman, M. (2023). Exploring popularity and implications of data sets in Kaggle, Papers with Code, and Data.gov. Society for Social Studies of Science 2023 Conference, Hawaii, USA.
Alvarado Rojas, A. (2023). The social function of data co-operatives: making community in

- the data economy. Media Futures Conference: 20th Anniversary LSE Media. London, UK.
- Alvarado Rojas, A.** (2022). Data literacy in civic tech: An investigation into the meanings and orderings of Data Practices in civic tech initiatives. International Communication Association 72nd Conference, Paris, France.
- Alvarado Rojas, A.** (2022). Infrastructuring data publics: A case study of open-source computational programming notebooks in environmental data justice. Dialogues in Data Power 4th 2022 Conference. Online, June 22nd-24th, 2022. and Media and Publics Conference 2022. Roskilde, Denmark.

Symposiums/Workshops (*equal contribution)

- Alvarado Rojas, A.** (2025). *Data valuation regimes: Sociotechnical constructions of value in Data Science communities*. Participant at the 13th Communication and Technology/Mobile Communication Divisions Doctoral Consortium at the 75th Annual International Communication Association Conference (ICA). Colorado, USA.
- Alvarado Rojas, A.** (2024). Participant at the Worker Data Collectives to Improve Accountability, Combat Surveillance and Reduce Inequalities Workshop at the 27th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2024). Online.
- Alvarado Rojas, A.** (2024). *Dataset marketplaces as calculative infrastructures: Curating data's value*. Participant at the Science and Technology Studies Graduate Student Symposium presented by the Center on Science, Technology, and Public Life at USC. Los Angeles, USA.
- Alvarado Rojas, A.** (2024). Participant at the Platforming and Unplatforming: A research workshop. Los Angeles, USA.
- Ahn, S., **Alvarado Rojas, A.***, Kim, A. (2023). *Who owns the map? An exploration of alternative mapmaking initiatives for participatory governance of data-driven spatial knowledge*. Annenberg Graduate Fellowship Research and Creative Project Symposium, University of Southern California. Los Angeles, USA.

OTHER PUBLICATIONS

Policy Works

- Galperin, H., Bar, F., & **Alvarado Rojas, A.** (2024). Promoting Digital Equity by Automating Enrollment in Consumer Support Programs. Annenberg Research Network on International Communication (ARNIC).
<https://arnicusc.org/wp-content/uploads/2024/06/Automation-Report-3-ver-2.pdf>

MANUSCRIPTS UNDER REVIEW AND IN-PREPARATION

- Alvarado Rojas, A.** (under review). Hollow datasets: Making data curation calculable. *AOIR Selected Papers Internet Research*.
- Alvarado Rojas, A.,** & Twyman, M. Calculations of Data Value in Networks: Platformizing Data Science Work. *Journal of Computer-Mediated Communication*.
- Alvarado Rojas, A.** Data valuation rituals: Value-making as articulation work on digital platforms for open-source AI development.
- Alvarado Rojas, A.** Participatory data storytelling: How creative data story production can inform political participation.

Alvarado Rojas, A. Building a data commons from productive exchange: Prosocial data sharing as a function of group identification and group privacy calculus.

ADDITIONAL RESEARCH EXPERIENCE

2021-Present	Environmental Data and Governance Initiative Volunteer Researcher
2021-Present	Media as a Sociotechnical System (MASTS) Research Group Graduate Student Affiliate
2022-2025	Annenberg Research Network on International Communication (ARNIC) Research Assistant for Prof. Hernán Galperin
2023-2023	“Empowering Community Data Wrangling with AI” at USC Annenberg Volunteer Researcher for Prof. François Bar
2021-2022	Annenberg Networks Network Research Assistant for Prof. Emilio Ferrara, Prof. Lindsay Young, and Prof. Marlon Twyman
2022	Open Technology Fund, Washington, D.C. Research Fellow
2020	LSE Media Dr. Robin Mansell, and Dr. Jean-Christophe Plantin on project “Urban futures with 5G: British press reporting”. eprints.lse.ac.uk/105801/ Research Assistant
2017-2018	UC Davis Computational Communication Research Lab (C ²) Undergraduate Research Assistant

FELLOWSHIPS AND AWARDS

2025-2026	Graduate School Annenberg Advanced Continuing Fellowship
2025	Linux Foundation Registration Fellowship
2024	Center on Science, Technology, and Public Life Summer Research Award
2023	Annenberg Summer Education Fellowship
2023	USC Annenberg Research and Creative Project Award
2022	Consortium of Media Policy Studies Summer (COMPASS) Fellowship
2022	Graduate Student Government Professional Development Fund
2020-2025	USC Graduate School Travel/Research Award
2021-2022	USC Annenberg Graduate Fellow
2020-2021	USC Global Research Associate

INVITED TALKS AND WORKSHOPS

Workshops

University of California, Los Angeles

Fall 2026	DH201: Introduction to Digital Humanities and Project Management with Dr. Cindy Nguyen (undergraduate and graduate)
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TEACHING

Instructor of Record

University of Southern California

2025 Summer COMM200 Communication and Social Science (undergraduate)

Teaching Assistant

University of Southern California

2025 Spring COMM309 Communication and Technology (undergraduate)

Prof. François Bar

2024 Spring COMM209 Communication and Media Economics

Prof. Hernán Galperin

2023 Fall CMGT540 Uses of Communication Research (graduate)

Prof. Courtney Pade and Prof. Matthew Curtis

2022 Fall COMM200 Communication and Social Science (undergraduate)

Prof. Jillian Pierson

Meiji Gakuin University

2017 Fall KC4004 Internship: Globalization and Multiculturalism (undergraduate)

Prof. Keiko Tanaka

DeAnza College

2015 Fall SPCH 077Z: Effective Organizational Communication (undergraduate)

Prof. Russell Hong

PROFESSIONAL SERVICE

Ad-Hoc Reviewing for Journals

International Journal of Communication (IJoC)

Information, Communication, and Society (ICS)

New Media & Society (NMS)

Science, Technology & Human Values (STHV)

Journal of Open Humanities Data (JoDH)

Ad-Hoc Reviewing for Conference Submissions

Present Association of Internet Researchers (AoIR)

2022-Present International Communication Association (ICA), Divisions:

Communication & Technology, Activism, Communication and Social Justice, Global Media Industries, and Information Systems

Community

2024-2025 **Volunteer Student Wiki Co-Maintainer**, Annenberg Communication Graduate Student Association, USC

2023-2024 **Graduate Student Secretary**, Annenberg Communication Graduate Student Association, USC

PROFESSIONAL MEMBERSHIPS

Present	Association of Internet Researchers (AoIR)
2023-Present	Society for Social Studies of Science (4S)
2019-Present	International Communication Association (ICA)
2020-Present	National Communication Association (NCA)

PROFESSIONAL AND INDUSTRY EXPERIENCE

2018-2019	Digital Media Operations Analyst , Frequence, Inc., Mountain View, USA.
2018-2019	Content Specialist , Vaco Staffing on-site at Google, Mountain View, USA
2017-2018	Student Assistant , UC Davis Division of Continuing and Professional Education, International, Davis, USA
2016-2018	Content Analyst , 4 Friends Nihongo Blog, San Jose, USA

ADDITIONAL SKILLS

Technical	Python (NLP, network analysis, data structuring); R (statistical analysis); HTML (web development); CSS (web development); JavaScript (API calls); NVivo, SPSS; Gephi
Language	Spanish and English (native proficiency); Japanese (conversational)