

Luke Daniel Cross
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School of Journalism & Mass Communication
University of Wisconsin–Madison

Education

PhD, Mass Communications (2020 -)
University of Wisconsin–Madison

MA, Digital Journalism & Design (2019-2020)
University of South Florida St. Petersburg
Thesis: *Exploring Diasporic Media Markets: the Political Resources of Dual Citizens*

BA, Political Science (2018-2019)
University of South Florida St. Petersburg
System GPA: 3.48, Major GPA: 3.75

Research Experience

Research Assistant: November 2020 - Current, Harvard University, University of South Florida

National landscape analysis on where and how ethics is taught in U.S. higher education, including the development of pedagogical analysis tools and comparative studies.

National Ethics Project

Content analysis and coding, codesheet development, website development and maintenance, comparative analysis design

Research Assistant: July 2019 - May 2020, University of South Florida
Predicting social media adoption by U.S. senate candidates by modeling 2018 senate candidate demographics and adoption rates over time.

PI: Monica Ancu

Codesheet development and testing; Secondary data collection; Data-cleaning; automated content analysis

Research Assistant: June 2019 - May 2020, University of South Florida
Computational content analysis and rhetorical profiling of Russian-based Internet Research Agency Twitter and Facebook ads leading up to 2016 U.S. election.

PI: Monica Ancu

Codesheet development and testing; natural language processing as a means of data-cleaning and translation

Research Assistant: June 2019 - May 2020, University of South Florida
Quantifying media market size and diversity of Cabo Verdean communities abroad, tracking political participation of these diasporic audiences, and working with Cabo Verdean private media to improve diasporic engagement.

PI: Bernardo Motta

Questionnaire development and implementation; Conducting focus groups; Secondary data collection; data-cleaning; media market analysis

Presentations

Culver, K., Cross, L., Mendoza, M. (April, 2020). *Introducing the Shadid Curriculum*. Presentation at UW-Madison's Center for Journalism Ethics Journalism Ethics & Local News Now Conference (April 23, 2021)

- Unveiling and discussing the [Shadid Curriculum](#)

Miner, J., Elliott, D., Ongis, M., Kidd, D., Chambers, D., Frechette, C., Cross, L., Lee, K.Y., Kim, J. (Feb., 2020). *Ethics Across the Nation: How Colleges and Universities in the U.S. Signal Commitment to Ethics Education*. Panel Presentation at the Association for Practical and Professional Ethics Conference (Feb. 25-27, 2021)

- Reviewing projects and achievements of the [National Ethics Project](#)

Cross, L. (Feb., 2020). *Should Opinion be Shared?* Presentation at the Association for Practical and Professional Ethics Conference (Feb. 20-23, 2020)

- Establishing an ethical framework for understanding the role-related responsibilities of a digital journalist, citizen or professional, on social media

Cross, L. (March, 2019). *Analyzing the Sentiment of the New York Times*. Poster at University of South Florida 2019 Research Symposium (March 22, 2019)

- Utilizing a naïve Bayes classifier trained on a corpus of positive and negative movie reviews to determine NYT headline sentiment across time and section

Pedagogy

Developer - [The Shadid Curriculum](#)

Launched Spring 2021 - UW-Madison's Center for Journalism Ethics
Founded in Shadid Award finalists' work, the curriculum encourages student journalists to consider thorny ethical issues and place themselves in the position of making difficult journalistic decisions.

TA - J202 Mass Communication Practices

Spring 2021 - University of Wisconsin-Madison

6 hours weekly leading small, hands-on labs and grading

TA - J202 Mass Communication Practices

Fall 2020 - University of Wisconsin-Madison

[Student Reviews](#)

TA - MMC4203 Communication Ethics

Fall 2020 - University of South Florida

3 hours weekly leading small group discussions

Current Projects

[Public Expressions of Metrics in News Media:](#)

[A Computational Textual Analysis](#)

Examples of news outlets publishing about metrics, media traffic and analytics were gathered using an automated web crawler, cleaned of errant HTML and stopwords, manually sorted into categories pairing similar outlet mediums (i.e. online only and print), and tested for coherence and k-topic assumptions before being run through a Latent Dirichlet Allocation model to examine the trends of how different news outlets discuss the impact and relevance of media metrics and analytics.

Awards & Titles

Shadid Curriculum Fellow (Fall 2020 - Current)

Under UW-Madison's Center for Journalism Ethics

\$1500 per semester

Eleanor Poynter Jamison Graduate Fellow (Fall 2019 - Current)

Under the Eleanor Poynter Jamison Chair in Media Ethics and Press Policy

\$2600 per semester