

PABLO M. FLORES

pmflores@ucdavis.edu

EDUCATION

University of California, Davis. USA.

Ph. D. in Communication with emphasis in Computational Social Science (Expected 2023).

Pontificia Universidad Católica de Chile, Santiago, Chile

Bachelor of Science in Industrial Engineering with emphasis in Mathematics, 2011.

Pontificia Universidad Católica de Chile, Santiago, Chile

Two-Year Associate Degree (*Bachillerato en Ciencias*), 2005.

ACADEMIC APPOINTMENTS

National Tsing-Hua University, Hsinchu, Taiwan.

Visiting Scholar - Institute of Information Systems and Applications, IDEA Lab, 2018.

Pontificia Universidad Católica de Chile

Adjunct Assistant Professor – School of Communication, 2016 – 2018.

Pontificia Universidad Católica de Chile

Instructor – School of Communication, 2013 – 2015.

AWARDS AND RECOGNITIONS

Academic:

Top poster award (first place). Communication and Technology Division at the International Communication Association (ICA) Annual Conference, 2018. For:

Valenzuela, S., Flores, P. M., Puente, S., Halpern, D. (2018, May) The Thrill is Gone? A Longitudinal Study of Social Media Appropriation by Journalists.

Scholarships and fellowships:

Graduate Student Association's Travel Award. Awarded to Ph. D. students at UC Davis for participation in international scholar meetings, 2023. (USD \$500)

Conference Travel Grant. Awarded to Ph.D. students at the Department of Communication at UC Davis, 2019, 2022, 2023. (USD \$2,400)

Complex Systems Summer School. Assistance to participants of the program at the Santa Fe Institute, 2019. (USD \$2,500)

Taiwan Fellowship 2018. Awarded to visiting scholars of the program by the Ministry of Foreign Affairs of the Republic of China (Taiwan), 2018. (TWD \$425,000)

Pasantías breves para Innovación en Docencia. Awarded to scholars at the Pontificia Universidad Católica de Chile to learn innovative methodologies abroad, 2016. (USD \$4,000)

Beca Juan Gómez Millas Scholarship. Undergraduate scholarship awarded by the Chilean Ministry of Education, 2003 – 2010.

PUBLICATIONS

Peer-reviewed journal articles:

Flores, P. M., & Hilbert, M. (2023). Lean-back and lean-forward online behaviors: The role of emotions in passive versus proactive information diffusion of social media content. *Computers in Human Behavior*, 147, 107841. <https://doi.org/10.1016/j.chb.2023.107841>

Flores, P. M. & Hilbert, M. (2023). Temporal communication dynamics in the aftermath of large-scale upheavals: do digital footprints reveal a stage model? *Journal of Computational Social Science*. <https://doi.org/10.1007/s42001-023-00218-7>

Mujica, C., Grassau, D., Bachmann, I., Herrada, N., **Flores, P. M.** & Puente, M. S. (2020). Percepciones de la audiencia respecto del uso del melodrama en noticias por televisión: entre el entusiasmo y el desprecio. *Palabra Clave*, 23(4), e2341. <https://doi.org/10.5294/pacla.2020.23.4.1>

Puente, S., Marín, H., Alvarez, P., **Flores, P. M.** & Grassau, D. (2019) Mental Health and Media Links Based on Hobfoll's Five Elements to Overcome Trauma: The Case of the Chilean 2010 Earthquake. *Disasters*, 43 (3), 555-574. <https://doi.org/10.1111/disa.12377>

Valenzuela, S., Puente, S. & **Flores, P. M.** (2017). Comparing Disaster News on Twitter and Television: An intermedia agenda setting perspective. *Journal of Broadcasting & Electronic Media*, 61 (4), 615-637. <https://doi.org/10.1080/08838151.2017.1344673>

Preprints:

Hilbert, M., Thakur, A., **Flores, P. M.**, Zhang, X., Bhan, J. Y., Bernhard, P. & Ji, F. (2023). (Revise and resubmit) Recommender algorithms do no harm ~90% but... an exploratory risk-utility meta-analysis of algorithmic audits. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4426783>

Book chapters:

Fernández, F. & **Flores, P. M.** (2015). En búsqueda del usuario final y propuesta visual de la plataforma (*In search of a visual proposal for the final user*). In S. Pellegrini (Ed), *Ordenando el caos: Gestión y modelamiento de los procesos de la industria de la comunicación*, (pp. 207-243), Santiago, Chile, Ediciones UC.

RESEARCH IN PROGRESS

Flores P. M. (Design in progress) The effect of social media short video content and emotions on the spread of misinformation.

Flores, P. M., Jin, X. & Hilbert, M. (Design in progress) Network and content effects of recommender algorithms.

CONFERENCE PRESENTATIONS

Flores, P. M. & Hilbert, M. (2023, May) Lean-back and lean-forward behaviors: the role of emotions in passive versus proactive information diffusion of social media content. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.

Flores, P. M. (2022, July) Methods for identifying emotional dynamics in the aftermath of large-scale upheavals: do digital footprints reveal a stage model? Paper presented at the 8th International Conference on Computational Social Science (IC2S2), Chicago, USA.

Flores, P. M. (2022, May) Interdependence of Emotions in Online Disasters Communication. Paper presented at the International Communication Association (ICA) Annual Conference, Paris, Francia.

Flores, P. M. (2020, May) Are the Users Retweeting or Quoting Tweets? Understanding the Role of Emotions for Engagement in the Information Sharing Process. Paper presented to the International Communication Association (ICA) Annual Conference, Gold Coast, Australia.

Kauhanen, H., Ritwina VPS., Siljak H., Givens K., Flores, P. M., (2020, April) Long-scale language dynamics as a reaction-diffusion system: mesoscopic analysis. Poster presented to the Evolution of Language 13th (EvoLang13) Annual Conference, Brussels, Belgium.

Flores, P., M. & Hilbert, M. (2019, May) The Lifecycle of Communicated Emotions in the Aftermath of a Natural Disaster. Poster presented to the International Communication Association (ICA) Annual Conference, Washington, USA.

Valenzuela, S., Flores, P. M., Puente, S., Halpern, D. (2018, May) The Thrill is Gone? A Longitudinal Study of Social Media Appropriation by Journalists. Poster presented to the International Communication Association (ICA) Annual Conference. Prague, Czech Republic. *****Top poster award (first place)*****.

Puente, S., Marín, H., Álvarez, P., Flores, P. M. (2016, July). Health Communication and memory construction: How mental health protection elements are present in the news coverage during a disaster? The case of the Chilean 2010 earthquake. Paper presented to the International Association for Media and Communication Research (IAMCR) Annual Conference. Leicester, UK.

Grassau, D., Flores, P. M., Puente, S. (2016, July). Audiences' memories and expectations about TV news coverage of disasters: The Chilean experience of the past 30 years (1985-2015). Paper presented to the International Conference of the International Association for Media and Communication Research (IAMCR). Leicester, UK.

Gomez-Zara, D., Flores, P. M., Puente, S., Pellegrini, S. (2015, October). Work Key News: a web platform to support journalistic processes and editorial meetings. Computation + Journalism Symposium 2015, New York, United States.

Valenzuela, S., Puente, S., Flores, P. M. (2015, October). Periodistas en TV vs. Periodistas en Twitter: Dinámicas de agenda setting inter-medios durante el terremoto del 27F en Chile. Paper presented to the Regional Meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Santiago, Chile.

Puente, S. & Flores, P. M. (2015, July). The relationship between the disaster response phase and the journalistic quality of television news during the 2010 earthquake in Chile, applying the disaster management theory. Paper presented to the International Conference of the International Association for Media and Communication Research (IAMCR). Montreal, Canada.

RESEARCH GRANTS

Co-Investigator. FONDECYT 1170246: Transcurso y metamorfosis de la cobertura informativa de desastres: alteraciones y modificaciones de los objetivos informativos en las distintas fases y tipos de desastres. Granted by the National Commission for Scientific and Technological Research (CONICYT-CHILE). 2017 – 2020. CLP \$80,000,000.

CERTIFICATES AND ACADEMIC TRAINING

Santa Fe Institute, Santa Fe, USA.
Complex Systems Summer School, 2019.

Pontificia Universidad Católica de Chile, Santiago, Chile.
Professional Diploma in Teaching Skills for Higher Education, 2017.

REVIEWER

Conferences: International Communication Association,

Journals: Cuadernos.Info

TEACHING

University of California, Davis, Davis, USA
Department of Communication
Assistant Instructor, Fall 2023
CMN172 – Computer Mediated Communication

Summer 2020, 2021, 2022
CMN1 - Public Speaking.

Teaching Assistant, 2018 – Present
CMN1 - Public Speaking
CMN3V - Interpersonal Communication Competence
CMN10V Introduction to Communication
CMN101 - Communication Theories
CMN150V Computational Social Science
CMN170V - Digital Technology & Social Change.

Pontificia Universidad Católica de Chile, Santiago, Chile
School of Communications
Adjunct Assistant Professor, 2016 – 2018
COM117 - Interactive Media
COM3501 - Research Seminar

Instructor, 2013 – 2016
COM117 - Interactive Media

School of Engineering and School of Mathematics
Teaching Assistant, 2006 - 2010
ICS3502 – Marketing
ICH1102 - Fluids Mechanics
MLM1110 - Calculus I
MLM1120 - Calculus II
MLM1130 - Calculus III
MLM1300 – Geometry
EYP1112 – Probabilities
EYP1113 – Statistical Inference
ELM2901 - Time Series.

INVITED TALKS

“Stage models, emotions, and social media.” School of Communication, Pontificia Universidad Católica de Chile. March 24, 2023.

“Prediction and explanation in Social Sciences.” Complexity Science Center, University of California, Davis. April 21, 2021.

COMPUTATIONAL SKILLS

Programming

Python, R, HTML, CSS

Technologies

Anaconda, Jupyter Notebook, RStudio.

LANGUAGES

Spanish: Native.

English: Fluent.