

Ross Dahlke

Assistant Professor

University of Wisconsin-Madison, School of Journalism and Mass Communication

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Academic Appointments

University of Wisconsin-Madison

Assistant Professor

- School of Journalism and Mass Communication
- Affiliate, Elections Research Center

Madison, WI

2025-Present

Education

Stanford University

PhD: Communication

- Dissertation: The Public Sphere in Private Spaces: Politics, News, and Misinformation in Personal Messaging Applications
- Advisor: Jeffrey T. Hancock, Committee: Jennifer Pan, Byron Reeves, Matthew Gentzkow, Michael Bernstein (chair)
- Data Science Scholar, Stanford Data Science Program
- Knight-Hennessy Scholar

Palo Alto, CA

2022-2024

Stanford University

MA: Communication

- Knight-Hennessy Scholar

Palo Alto, CA

2020-2022

University of Wisconsin-Madison

JBA, Comprehensive Honors (Honors in the Liberal Arts and in the Major) Journalism & Mass Communication; Political Science

- Theodore Herfurth Award for top undergraduate male student
- College of Letters & Science Dean's Prize awarded to three students

Madison, WI

2014-2018

Research

Publications

* indicates equal authorship

13. **Dahlke, R.**, Yang, Y., Lukito, J., Greenfield, J., Chen, B., Brown, M. A., & Lewis, R. (2026). Style and substance on The Alex Jones Show predict InfoWars sales: a multi-modal analysis of a media empire. *Information, Communication & Society*, 1–20. <https://doi.org/10.1080/1369118X.2026.2642851>
12. Kim, Y. M., **Dahlke, R.**, Song, H., & Heinrich, R. (2026). Targeted digital voter suppression efforts likely decrease voter turnout. *Proceedings of the National Academy of Sciences*, 123(5), e2519944123. <https://doi.org/10.1073/pnas.2519944123>
11. Lee, A. Y., Stevic, A., Walker-Keleher, G., Chen, C., Charity, E., **Dahlke, R.**, & Hancock, J. (2026). Going light: The effects of minimal mobile phone adoption on young adults' well-being depend on motivation. *Proceedings of the CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3772318.3791723>
10. **Dahlke***, R., Tu*, F., Wang*, Y.-C., Lu, Y., Engeda, B. W., & Hancock, J. T. (2025). Contextualizing Misinformation: A User-Centric Approach to Linguistic and Topical Patterns in News Consumption. *Proceedings of the ACM on Human-Computer Interaction*, 9(CSCW1), 1–40. <https://doi.org/10.1145/3757571>
9. **Dahlke, R.**, & Hancock, J. (2025). Untrustworthy website exposure and election beliefs: Selective exposure and ideological asymmetry. *Journal of Online Trust and Safety*, 3(1). <https://doi.org/10.54501/jots.v3i1.250>
8. **Dahlke, R.**, Kumar, D., Durumeric, Z., & Hancock, J. T. (2025). Quantifying the Systematic Bias in the Accessibility and Inaccessibility of Web Scraping Content From URL-Logged Web-Browsing Digital Trace Data. *Social Science Computer Review*, 43(5), 1071–1086. <https://doi.org/10.1177/08944393231218214>

7. Lukito, J., Macdonald, M., Chen, B., Brown, M. A., Prochaska, S., Yang, Y., Greenfield, J., Suk, J., Zhong, W., **Dahlke, R.**, & Borah, P. (2025). Candidates Be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 US Midterm Elections. *Social Media+ Society*, 11(2), 20563051251337541. <https://doi.org/10.1177/20563051251337541>
6. **Dahlke, R.**, & Pan, J. (2024). January 6 Arrests and Media Coverage Do Not Remobilize Conservatives on Social Media. *Proceedings of the National Academies of Sciences*. <https://doi.org/10.1073/pnas.2401239121>
5. Moore*, R. C., **Dahlke***, R., Forberg, P. L., & Hancock, J. T. (2024). The Private Life of QAnon: A Mixed Methods Investigation of Americans' Exposure to QAnon Content on the Web. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2), 1–34. <https://doi.org/10.1145/3687057>
4. **Dahlke, R.**, & Zhang, Y. (2024). Surviving or thriving political defeat on social media: a temporal analysis of how electoral loss exacerbates the gender gap in political expression. *Journal of Computer-Mediated Communication*, 29(1), zmad051. <https://doi.org/10.1093/jcmc/zmad051>
3. Chen, B., Borah, P., **Dahlke, R.**, & Lukito, J. (2024). Battle for Inbox and Bucks: Comparing Email Fundraising Strategies of Donald Trump and Joe Biden in the 2020 U.S. Presidential Election. *Journal of Quantitative Description: Digital Media*. <https://doi.org/10.51685/jqd.2024.012>
2. Lukito, J., Greenfield, J., Yang, Y., **Dahlke, R.**, Brown, M. A., Lewis, R., & Chen, B. (2024). Audio-as-data tools: Replicating computational data processing. *Media and Communication*, 12. <https://doi.org/10.17645/mac.7851>
1. Moore*, R. C., **Dahlke***, R., & Hancock, J. T. (2023). Exposure to untrustworthy websites in the 2020 US election. *Nature Human Behaviour*, 1096–1105. <https://doi.org/10.1038/s41562-023-01564-2>

Papers Under Review

* indicates equal authorship

8. **Dahlke***, R., Moore*, R., Bengani, P., & Hancock, J. (2026). The Consumption of Pink Slime Journalism: Who, What, When, Where, and Why? *Forthcoming at Digital Journalism*. <https://doi.org/10.31219/osf.io/3bwz6>
7. **Dahlke, R.**, Moore, R., Adib-Azpeitia, D., Ugander, J., & Hancock, J. (2026). Multi-Platform Referrers of Misinformation: A Comparative Ablation Study of Misinformation Visits Referred by Facebook, Twitter, Instagram, Reddit, YouTube, Snapchat, and TikTok. *Conditionally Accepted at Political Communication*.
6. **Dahlke***, R., Moore*, R. C., & Hancock, J. T. (2026). Exposure to (AI-generated) untrustworthy websites in the 2024 US election. *Revise & Resubmit at Nature Communications*. https://doi.org/10.31234/osf.io/qt dmg_v1
5. Lukito, J., Zhang, Y., Pruden, M., Prochaska, S., Chen, B., Zhong, W., Brown, M., **Dahlke, R.**, Suk, J., Greenfield, J., & Borah, P. (2026). Cross-Platformization: How U.S. Right-Leaning Media Curate Their Posts on Twitter and Truth Social. *Revise & Resubmit at New Media and Society*.
4. Kwon, H., Jiang, X., & **Dahlke, R.** (2026). Do Politicians' Strategic Facial Expressions Drive Resonant Moments on Social Media? Computational Analysis of the 2024 U.S. Presidential Debate Using Multimodal Large Language Models. *Revise & Resubmit at International Journal of Communication*.
3. **Dahlke, R.**, Mine, N., Zhao, H., Huang, Y., & Shah, D. (2026). Electoral Prediction Markets: A Quantitative Description of Online Political Betting Markets. *Under Review*.
2. **Dahlke, R.**, Lee, A. Y., Stevic, A., Walker-Keleher, G., Chen, C. Q.-A., Charity, E., & Hancock, J. T. (2026). Replacing Smartphones With Minimal Mobile Phones Improves College Students' Trust in News but Not News-Finds-Me Perceptions. *Under Review*.
1. **Dahlke, R.**, & Hancock, J. (2025). The Public Sphere in Private Spaces: Quantifying Political Computer-Mediated Communication in Personal Messaging. *Under Review*. <https://osf.io/6cpv8/>

Public Pre-Prints & Reports

1. Lukito, J., Brown, M. A., **Dahlke, R.**, Suk, J., Yang, Y., Zhang, Y., Chen, B., Kim, S. J., & Soorholtz, K. (2023). The state of digital media data research, 2023. *Social Science Research Council*. <http://dx.doi.org/10.26153/tsw/46177>

Invited Talks and Guest Lectures

Communication and Media Colloquium

The Public Sphere in Private Spaces: Political Content and Sources in Personal Messaging

University of Iowa

03/2026

Exploring Ethical Use of AI and Computational Methods in Organizational Research

Organizational Communication Mini Conference 2025

University of Illinois

Urbana-Champaign

10/2025

Stanford Democracy Day & Stanford Data Science

Understanding Election Manipulation with Data Science

Stanford University

11/2024

Communication 124/224: Truth, Trust & Technology

Exposure to Untrustworthy Websites in the 2020 U.S. Presidential Election

Stanford University

11/2023

Stanford Democracy Day & Stanford Data Science

Untrustworthy Website Exposure and Effects

Stanford University

11/2023

Single Case Research Methodology and Visualization

University of Minnesota-Twin Cities

09/2023

Cyber Policy Center, Freeman Spogli Institute

Exposure to Untrustworthy Websites in the 2020 U.S. Presidential Election

Stanford University

05/2022

Awards

Collaborative Summer Research Initiative (50% Graduate Project Assistantship): University of Wisconsin-Madison

Elections Research Center \$10,700

2025

Top Reviewer Award, 2023: Social Science Computer Review

2024

Non-Western Countries Expanding Online Trust & Safety Research Grant: Stanford Cyber Policy Center \$15,000

2024

Data Science Scholar: Stanford University Data Science \$93,000

2023

Stanford EST (Ethics, Society, and Technology) Research Grant: Stanford University \$5,000

2023

Stanford PACS (Philanthropy and Civil Society) Research Grant: Stanford University \$3,000

2023

Graduate Student Researcher: Office of Army Research & Department of Defense Multidisciplinary University Research

Initiative Grant (MURI): Multi-Modal Network Information Dynamics Group

2023

Knight-Hennessy Scholarship: Stanford University \$280,000

2020

Teaching

JOURN 677: Concepts and Tools for Data Analysis and Visualization

Instructor

University of Wisconsin-Madison

01/2026 - 05/2026

JOURN 818: Computational Approaches for Communication Research

Instructor

University of Wisconsin-Madison

09/2025 - 12/2025

JOURN 677: Concepts and Tools for Data Analysis and Visualization

Instructor

University of Wisconsin-Madison

09/2025 - 12/2025

JOURN 677: Concepts and Tools for Data Analysis and Visualization

Instructor

University of Wisconsin-Madison

01/2025 - 05/2025

Communication 124/224: Truth, Trust & Technology

Teaching Assistant

Stanford University

03/2024 - 06/2024

Communication 172/272: Media Psychology

Teaching Assistant

Stanford University

01/2023 - 03/2023

Inter-LS 250: Undergraduate Research Experience

Teaching Fellow

University of Wisconsin-Madison

09/2016 - 05/2018

Advising

PhD Advising

Haotian (Barry) Zhao

Yanshu (Sybil) Wang

Research MA Advising

Yingqi (Vicky) Huang

Directed Study

Yanshu (Sybil) Wang

Spring 2026

Yanshu (Sybil) Wang

Fall 2025

Professional Development

Center for Teaching, Learning, and Mentoring

Madison Teaching and Learning Excellence

University of Wisconsin-Madison

08/2025 - 05/2026

Wisconsin Center for Education Research

The Discussion Project

University of Wisconsin-Madison

08/2025

Office of the Provost

Wisconsin Idea Seminar

University of Wisconsin-Madison

05/2025

Service

School of Journalism and Mass Communication Service

Graduate Committee

01/2025 - Present

Disciplinary Service

International Journal of Press + Politics

Data Editor

01/2025 - Present

Media & Democracy Data Cooperative (MDDC)

Research Lead, Executive Board Member, <https://mddatacoop.org/>

09/2020 - Present

International Communication Association Hackathon

Co-Organizer, <https://www.hackingcommsci.org/>

06/2023 - 06/2024

Digital Data Conference (D2C)

Co-Organizer, <https://mediaengagement.org/event/digital-data-conference/>

12/2021 - 04/2022

Peer-Reviewer

AI and Ethics, Communication Methods and Measures, Computational Communication Research, HKS Misinformation Review, Human Communication Research, Information Processing and Management, International Journal of Communication, International Journal of Public Opinion Research, Journal of Online Trust and Safety, Journal of Quantitative Description: Digital Media, Mass Communication & Society, New Media & Society, Political Communication, Science Advances, Social Science Computer Review, Virtual Reality

Professional Experience

Data Scientist

Ovative Group

Minneapolis, MN

2018-2020

Political Data Consultant

Self-Employed

Madison, WI

2015-2024