

Nicolette Alayón Ph.D

Education

- **Ph.D. Political Science, Northwestern University** (August 2025)
Concentration: American Politics, Methods
- **M.A. Political Science, Northwestern University** (June 2021)
Concentration: American Politics, Methods
- **B.A. Political Science, Stetson University** (2018)
Concentrations: American Politics, Political Psychology

Appointments

- **Independent Consultant and Researcher**
Present
 - Data collection, analysis and strategy roll out
 - Contributing Consultant for Hands off Our Vote
 - Consulting Researcher to PICL Lab at The University of Pennsylvania
- **Senior Advisor, 2040 Strategy Group**
Present
 - Translate client research findings into accessible public-facing content, including produced video segments for 2040's audience
 - Support the development and rollout of research-backed strategy for government, non-profit, and corporate clients
- **Provost Doctoral Fellow, Annenberg School of Communication, The University of Pennsylvania**
September 2024 - September 2025
- **Northwestern University (Evanston, IL)**
 - **Teaching Assistant:** Sports and Politics [Freshmen Seminar] (Dr. Jamie Druckman), Winter 2020
 - **Graduate Research Assistant:** Jamie Druckman, 2018-2021
 - **Teaching Assistant:** American Public Opinion (Dr. Julie Merseth), Winter 2021
 - **Teaching Assistant:** Urban Politics (Dr. Reuel Rogers), Winter 2022
 - **Teaching Assistant:** American Government (Chloe Thurston), Spring 2022 - Winter 2023
 - **Teaching Assistant:** Law in the Political Arena (Traci Burch), Spring 2023
 - **Grader:** The Rookie General Manager (Matthew Levaitch Kellog), Spring 2024

Research

Publications

- More Than a Celebrity: Comparing Black Elite and Celebrity Influence on DEI Support (Journal of Race, Ethnicity, and Politics; accepted October 2, 2026)
- "WhichTok? Comparing Three TikTok Data Acquisition Tools" AAAI Conference on Web and Social Media (ICWSM'27) with Gayoung Jeon, Cameron Moy, Silvia Teliz, Cristina Monzer, and Deen Freelon

Under Review

- More Than a Feeling: Celebrities and the Power of Parasocial Relationships in News Evaluation (Presented at American Political Science Association (2024) and Midwest Political Science Association (2024))

Working Papers

- More Than a Celebrity: Comparing Latino Elite and Celebrity Influence. A Topic Modeling Experiment (Presented at American Political science Association 2025)
- Modeling Political Discourse on TikTok: A Comparative Topic Analysis of Influencer and News Coverage of the Democratic National Convention
- Race and Gender in Two Eras of Anglophone Popular Music: 1950s-2026. With Deen Freelon

Supplemental Training Programs

- **The University of Michigan:** Summer Institute in Survey Research Techniques, July 2020
- **Stanford University:** Summer Institute in Political Psychology, Summer 2018

Presentations Panels and Workshops

- **American Political Science Association Panelist:** Star Power vs. State Power: Celebrity and Institutional Advocacy (2025)
- **Midwest Political Science Panelist:** "The Role of Black Celebrities in Shaping Support for DEI Policies (2025)
- **Southern Political Science Panelist:** "Social Media and Political Advocacy: Insights from Latine Influencers (2025)
- **American Political Science Association Panelist:** "Celebrities in a World of Political Distrust (2024)
- **Center for Information Networks and Democracy Workshop Poster Presentation:** The Political and Parasocial Power of Celebrities (2024)
- **Midwest Political Science Association Panelist:** "Celebrities in a World of Political Distrust" (2024)
- **American Political Science Association Panelist:** "Under the Influence: The Power of Celebrities and Influencers in Politics" (2023)
- **Southern Political Science Association Conference Panelist:** "Political Knowledge and Misperceptions" (2019)

Research Awards and Fellowships

- **University of Pennsylvania Office of the Vice Provost Fellowship** (\$5000)
- **American Political Science Association:** Fund for Latino Scholarship, 2023-2024 (\$1000)
- **Northwestern University:** Minar Memorial Summer Reward (\$900), Summer 2020
- **Stetson University:** 2018 Department Senior Research Grant (\$1200), Spring 2018

Professional Service

- **Journal Reviewer:** Journal of Politics
- **Conference Reviewer:** International Conference on Computational Social Science, July 2024

Proficiencies

Statistical Programming and Data Analysis in R and Python. Document Preparation in LaTeX and R Markdown HTML. Data query using SQL