

Pablo M. Flores

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EDUCATION

University of California, Davis. USA.

Ph. D. in Communication with emphasis in Computational Social Science, 2024

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.

APPOINTMENTS

Science to People, Remote, USA

Co-Founder and Research & Measurement Lead, September 2024 – Present.

University of California, Davis. USA.

Graduate Student Researcher – Computational Communication Lab, 2018 – 2024.

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:

Conference Travel Grant. Awarded to Ph.D. students at the Department of Communication at UC Davis, 2019, 2022, 2023. 2024 (USD \$3,500)

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

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. (USD \$15,000)

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.

GRANTS

Founding Member/Investigator. Development of Akari: AI-Powered Public Health Communication Tool. Leading research and impact evaluation. Granted by the de Beaumont Foundation to Science to People. 2025 - Present. (USD \$500,000).

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. (USD \$150,000).

PUBLICATIONS

Peer-reviewed journal articles:

Ruiz, J. B., **Flores, P. M.**, & Barnett, G. A. (2026). Navigating Global Trends: A Longitudinal Network Analysis of International Student Mobility. *Journal of Studies in International Education*. <https://doi.org/10.1177/10283153251404901>

Hilbert, M., Thakur, A., **Flores, P. M.**, Zhang, X., Bhan, J. Y., Bernhard, P. & Ji, F. (2024). 8% - 10% of algorithmic recommendations are 'bad', but... An exploratory risk-utility meta-analysis and its regulatory implications. *International Journal of Information Management*, 75, 102743. <https://doi.org/10.1016/j.ijinfomgt.2023.102743>

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>

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. & Hilbert M. (under review) The mood-emotion-content nexus: Analyzing the influence of affective factors on the spread of misinformation in short videos. Preprint available at SSRN: <http://dx.doi.org/10.2139/ssrn.5738562>

Barnett G. A., **Flores, P. M.**, Park H. W. & Lim C. (under review) Revealing Academic Gatekeepers in Communication Journals: A Multilevel Network Analysis of Scholars, Institutions, and Nation-States on Editorial Boards

Flores, P. M., Jin, X. & Hilbert, M. (data collection) Algorithmic news curation: A comparison between news media websites and social media platforms.

REFEREED CONFERENCE PRESENTATIONS

* Because conference norms about submission vary, a paper can appear more than once.

Flores, P. M. & Hilbert, M. (2026, June) The Mood-Emotion-Content Nexus: Disentangling How Affective Factors Influence Misinformation in Short Videos. Paper accepted at the International Communication Association (ICA) Annual Conference, Cape Town, South Africa.

Barnett, G., Ruiz, J., Flores P. M. (2025, June) Navigating Global Trends: Insights from a Longitudinal Study of International Student Flows and Their Communication Impact. Poster presented at the International Communication Association (ICA) Annual Conference, Denver, USA.

Flores, P. M. & Hilbert, M. (2024, July) Lean-back and lean-forward behaviors: the role of emotions in passive versus proactive information diffusion of social media content. Paper presented at the 10th International Conference on Computational Social Science (IC2S2), Philadelphia, USA.

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, France.

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.

INVITED TALKS

"Studying AI-Mediated Knowledge Translation: A Persona-Based Assessment of a Purpose-Built AI Tool for Content Creators." Future Faculty Workshop, University of Notre Dame. May 5, 2026.

"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.

TEACHING

* For Chilean institutions, S1 = First Semester (March-July), S2 = Second Semester (August-December)

University of California, Davis, Davis, USA

Department of Communication

Assistant Instructor

CMN172 – Computer Mediated Communication (Fall 2023)

CMN1 - Public Speaking (Summer 2020, 2021, 2022, 2023)

Teaching Assistant

CMN170V - Digital Technology & Social Change (Summer 2019, Winter 2020, 2021, 2022)

CMN150V Computational Social Science (Summer 2019, Fall 2019, Spring 2021, 2023, 2024)

CMN101 - Communication Theories (Spring 2020, Fall 2020)
CMN10V Introduction to Communication (Fall 2021)
CMN3V - Interpersonal Communication Competence (Spring 2022, Fall 2022, Winter 2023, 2024)
CMN1 - Public Speaking (Fall 2018, Winter 2019, Spring 2019)

Pontificia Universidad Católica de Chile, Santiago, Chile

School of Communication

Lecturer (Remote)

COM6078 - New Trends in Strategic Communication: AI in Communication Management (S1 2025)

Adjunct Assistant Professor

COM117 - Interactive Media (S2 2016, S1 2017)

COM3501 - Research Seminar (S2 2014, S1 2015, S2 2015, S1 2016, S2 2016)

School of Engineering

Teaching Assistant

ICS3502 – Marketing (S1 2010, S2 2010)

ICH1102 - Fluids Mechanics (S2 2007, S1 2008)

School of Mathematics

Teaching Assistant

MAT1630 - Calculus III (S2 2010)

ELM230I - Regression Analysis (S1 2010)

EYP1113 - Probability and Statistics (S2 2009, S1 2010, S2 2010)

EYP2113 - Statistical Inference (S2 2009)

MAT230E - Calculus III (S2 2008, S1 2009)

MAT1503 - Calculus I (S1 2008)

EYP1112 - Probability (S1 2008, S2 2008)

MAT210E - Calculus I (S2 2007)

MAT1102 - Geometry (S1 2007)

MAT1512 - Calculus II (S2 2006, S1 2007)

PROFESSIONAL SERVICE

Journal reviewer: Technology in Society, Scientific Reports, Journal of Computational Social Science, Humanities and Social Sciences Communications, Cuadernos.Info.

Conference submission review: International Conference on Computational Social Science (IC²S²) 2024, International Communication Association (ICA) 2018 - 2026.

Session Chair (Title: "Building Knowledge About Echo Chambers and Misinformation"), Computational Methods Division, ICA Annual Meeting, 2023

MENTORSHIP

- Rachel Wu, Science to People, Research Assistant (2026)
- Srikar Vamsi Kottakki, Science to People, Software Engineer Intern (2025)
- Kavya Sakthivel, Science to People, Software Engineer Intern (2025)
- Gurtaj Atwell, University of California, Davis, Major: Computer Science (2019)

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.

COMPUTATIONAL SKILLS

Programming

Python, R, HTML, CSS

Technologies

Visual Studio Code, RStudio, Anaconda, Jupyter Notebook, Qualtrics

LANGUAGES

Spanish: Native.

English: Fluent.