

Fernando Nobre Cavalcante

Ernest Manheim Public Opinion Lab
Rua. São João Reis, 172
São Paulo, São Paulo, 04566-070, Brazil
Phone: +55 11 3034-3907

Email: nobre@tutamail.com
URL: <http://www.nobrecavalcante.com>

Born: October 17, 1986—Fortaleza, Brazil
Nationality: Brazilian

Current position

ZeMKI Visiting Research Fellow, Universitat Bremen, Bremen, Germany

Areas of specialization

Public Opinion; Latin America; Media Studies; Sociology

Research experience

- 2022-present **Visiting Research Fellow, ZeMKI-Bremen**
- Publicize the [qualichat software](#) functionalities • Successful fulfillment of research objectives within grant timelines.
 - Publishing of scientific papers in peer-reviewed journals to support the research program.
 - Analyzed linguistic corpora from ultra-right-wing groups on WhatsApp by natural language processing.
- 2020-2021 **Qualitative Researcher, Ernest Manheim Lab**
- Created [qualichat software](#), a tool for framing analysis of Latin American WhatsApp groups.
 - Patented the “Bots and Authoritarian Speech in Mediatized Groups Index”, a computational methodology (ongoing) under Brazilian Patent Agency Inova.
- 2016-2019 **PhD Research, Media Studies Dept., Universidade Federal do Rio Grande do Norte**
- Conducted ethnographic research in WhatsApp groups approved by the Ethics Committee of the Brazilian Ministry of Health under the following registration number *99103018.2.0000.5537*.
 - Focused on systematizing media ethnographies in WhatsApp groups by creating a Media Diary.
 - Digitized the collection of sociologist Ernest Manheim in partnership with the University of Kansas in the United States.

Industry experience

- 2021-2022 **Product Researcher Lead, will Bank**
- Mixed methods and agile process implementation
 - Management of ten researchers
 - Prioritization of features from research inputs
 - Measuring research efforts with KPI
- 2021-2022 **Product Researcher, Banco do Brasil**
- Usability testing and linguistic coding
 - Journey design by analyzing surveys and focus groups
- +6 **research roles since 2012**

Education

- 2019 **DOCTORAL DEGREE in Media Studies**, Universidade Federal do Rio Grande do Norte, Brazil
Start: 08/02/2016 - Credit hour: 495
Date of award: 28/02/2020
Translated Title of thesis: "*Anchor Links and Frames of Relevance: Itinerant Views to Mediatized Group Interactions*"
Dissertation Defense: 30/09/2019 - Degree classification: A
Proportion of research activities as a percentage of the duration of the Doctorate: 50%
Duration of research activities expressed in months: 24
Supervisor: Prof. Michael Manfred Hanke (Dr. phil, Universität Duisburg-Essen, Germany)
- 2018 **POSTGRADUATE DEGREE in Cultural Policies**, Universitat de Girona, Spain
Start: 15/05/2017
Data of Award: 08/10/2018
- 2015 **MASTER'S DEGREE in Sociology**, Universidade Federal do Ceará, Brazil
Start: 04/05/2013 - Credit hour: 512
Date of Award: 21/10/2016
Translated Title of dissertation: "*START! Up? The rise of informational capitalism*"
Dissertation Defense: 09/09/2015 - Degree classification: A
Proportion of research activities as a percentage of the duration of the Master: 50%
Duration of research activities expressed in months: 14
Supervisor: Prof. Jawdat Abu-El-Haj (Pd.D. University of California, Riverside)
- 2010 **BACHELOR DEGREE in Media Studies**, Escola Superior de Propaganda e Marketing, Brazil
Start: 03/02/2004 - Credit hour: 3240
Data of Award: 20/12/2010
CR (Brazilian GRP): 8,64 (max. 10)

Grants, honours & awards

2022	YLA! Goes Green, Photo Contest Winners, U.S. Department of State, United States
2021	Fund for Latino Scholarship, American Political Science Association, United States
2020	ZeMKI Visiting Research Fellowship, Universität Bremen, Germany
2020	Fund for Latino Scholarship, American Political Science Association, United States
2018	Max Kade German-American Center Visiting Research, Kansas University, United States

Publications

PEER-REVIEW ARTICLES

2022	Cavalcante, Fernando Nobre. "Book Review: Digital humanities in Latin America", <i>Acervo Journal</i> , February 2022 ISSN: 2237-8723
2021	Cavalcante, Fernando Nobre. "Book Review: The Routledge International Handbook of Ethnographic Film and Video", <i>New Florida Journal of Anthropology</i> , July 2021 DOI: 10.32473/nfja.v2i1.127772
2021	Cavalcante, Fernando Nobre; Ribeiro, Bruno (2021). "UX Researchers: Framing Brazilian's Perspectives", <i>HCII</i> 14: 55-62. DOI 10.1007/978-3-030-78635-9_8
2020	Cavalcante, Fernando Nobre; Hanke, Michael (2020). "Interaction Anchorages in Mediatized Groups: a quantiquitative approach", <i>Comunicação, Mídia e Consumo - ESPM</i> , 17: 536-559. DOI 10.18568/CMC.V17I49.2227
2020	Cavalcante, Fernando Nobre (2020). "Diário de Mídia: retrato, autorretrato e status", <i>Texto Digital</i> , 16: 240-272. DOI 10.5007/1807-9288.2020vi6n2p240
2020	Cavalcante, Fernando Nobre; Hanke, Michael (2020). "Framing Interaction Anchorage in Mediatized Groups", <i>Eikon</i> , 1: 21-28. DOI 10.25768/20.04.04.07.02
2017	Cavalcante, Fernando Nobre (2017). "Watch and surveillance: A content analysis of the National Registry of Internet Access in Brazil", <i>Retos</i> , 7: 63-80. DOI 10.17163/ret.n14.2017.03

BOOK CHAPTER

2021	Cavalcante, Fernando Nobre; Buzato, Marcelo (2021). "Quadros de Relevância na Pesquisa em Grupos de WhatsApp: enquadres sobre Coronavírus" <i>In book: Pandemia e Produção de Sentidos: Relatos, Diálogos e Discursos</i> , EDUEPB. ISBN: 78-85-7879-626-6
2020	Cavalcante, Fernando Nobre (2020). "'Alexa, What about LGPD?': The Brazilian Data Protection Regulation in the Context of the Mediatization of Virtual Assistants." <i>Security and Privacy in the Internet of Things</i> (pp. 151-169). Chapman and Hall/CRC. ISBN 9781003016304

Research projects

2021-present	Ernest Manheim Public Opinion Lab
--------------	-----------------------------------

- **History of experience:** changes on public opinion, actors' media interaction, and groups publicity

It debates the changes in the concept of public opinion converge on populism groups' publicity spheres in Latin America. It investigates the different ways actors interact with media. It explores new professional practices paralleling old ones, from pamphlet drawings to computer-mediated "journeys". Experience is understood as a way of organizing simple schemas facing the life-world (Lebenswelt). It analyzes evidence of frames of relevance in advertising on the new media, covering the consumption of populism by shared links. Theoretically, it presents the legacy of Ernest Manheim to the Latin academic community and debates on Alfred Schutz and Erving Goffman.

2020-2022

Institute of Language Studies, Universidade de Campinas

- **Framing groups figurations:** relevances by media ethnography and natural language processing

It publicizes an open-source software for the analysis of WhatsApp groups and to dimension the possible presence of bots and authoritarian discourse content, as well as any thematic structure, as a quantitative index, without losing my domain: media ethnography. The project contextualizes the use of new methods for research in digital humanities, with a particular focus on details, allowing researchers to find relevant points for ethnographic studies. It dialogues with Computational Linguistics in natural language processing techniques in quantitative investigations on the contents disseminated in groups, allowing an analysis of news and adherence to specific topics. It also contextualizes Erving Goffman's face-to-face representation and figuration concepts, developing features to detect vulnerabilities and ritual of conversational frames via machinations and laminations. It also ponders on Ernest Manheim's concepts of group linkages in the formation of publicity experience and changes in public opinion. The project is divided into three parts: i) ethnography in far-right and left-wing WhatsApp groups in Brazil; ii) building Qualichat in Python and (see: qualichat.com) and iii) testing Qualichat's functionalities in qualitative studies. The project is by funding American Political Science Association since 2020. Download the software package in Python: <https://pypi.org/project/qualichat>.

Teaching

2021-present

Postdoctoral Researcher, Institute of Language Studies, Universidade de Campinas

- 2021.2: UX Research: Foundations in Applied Linguistics. (online by Coursera)

2014-present

Lecturer, Media Studies Dept. , UNICAMP

The Communication Research courses include critical studies on Media Regulation.

- 2022.2: Media, Communication Research and Sociology. (online)
- 2022.1: Media, Communication Research and Sociology. (online)
- 2021.2: Media, Communication Research and Latin America History. (online)
- 2021.1: Media, Communication Research and Latin America History. (online)
- 2020.2: Media; Communication Research; General Sociology; and Semiotics Post-Graduate (MBA Strategic Communication in Organizations). (online)
- 2020.1: Media; Communication Research; General Sociology and Semiotics. (online)
- 2019.2: Media; Communication Research; Branding and Integrated Communication and Semiotics.
- 2019.1: Media; Communication Research; Branding and Integrated Communication; Events.

- 2018.2: Media; Communication Research; Branding and Integrated Communication; Events.
- 2018.1: Media; Communication Research; Branding and Integrated Communication; Events.
- 2017.2: Media; Communication Research; Branding and Integrated Communication; Events.
- 2017.1: Media; Communication Research; Branding and Integrated Communication; Events and Merchandising; and Undergraduate thesis.
- 2016.2: Media; Communication Research; Branding and Integrated Communication; Events and Merchandising; and Undergraduate thesis.
- 2016.1: Media; Communication Research; Political Science, Branding and Integrated Communication; Events and Merchandising; and Undergraduate thesis.
- 2015.2: Media; Communication Research; and Undergraduate thesis.
- 2015.1: Media; Communication Research; and Communication Sociology.
- 2014.2: Media; Communication Research; and Undergraduate thesis.

Membership of professional societies

2022-present	Midwest Sociological Society
2020-present	Consortium for History of Science, Technology and Medicine
2020-present	Associação Brasileira de Pesquisadores de História da Mídia
2016-present	Asociación Latinoamericana de Investigadores de la Comunicación
2016-present	International Center of Semiotics and Communication

Languages

Native	Portuguese
Fluency	English, Spanish
Reading	French
A1.1	German

Additional relevant experience

- Founder and Senior Researcher of Ernest Manheim Public Opinion Laboratory.
- A keen interest in qualitative method innovation applied in the fields of Media History. Specialist in Digital Humanities by compiling qualitative perceptions in quantitative reports.
- Extensive experience in the media corporate market as UX Researcher and as UX Lead managing a tech team of designers.

Additional skills and courses

- Lisbon Summer School (Universidade Nova de Lisboa, 2019) – a 4-day residential course developing skills on the linguistic use of Irony in the Portuguese and English Language and “Lingua

Mentalis” as a tool for Cross- Cultural Pragmatics.

- Microsoft Office: daily use of Microsoft Word and LaTeX (thesis and publications), PowerPoint and Keynote (conference presentations), Excel (data analysis); Canvas, Wordpress (lab web design).
- Atlas.ti: Coded qualitative research software, licensed since 2016.
- Twitter Developer API: programming bots that help the lab in the reuites and cataloging content on relevant themes. See [Pavãobot](#) as an example.

Referees

Prof. Dr. Stefanie Averbeck-Lietz, ZeMKI, Universität Bremen, Germany, averbeck.lietz@uni-bremen.de (Head of Communication History and Media Change Lab)

Prof. Dr. Michael Manfred Hanke, Media Studies Dept., Universidade Federal do Rio Grande do Norte, Brazil, michaelhankebeaga@yahoo.com.br (Doctoral supervisor)

Prof. Dr. Raul Reis, Dean of Emerson College, Boston, USA, raulreis@emerson.edu (Advisor)

Conferences & talks

- | | |
|------|---|
| 2021 | Exclusions in the History and Historiography of Communications Studies, ICA |
| 2020 | Pentálogo X, International Center for Semiotics and Communication - CISECO (Invited)
Title: Quadros de Relevância na Pesquisa em Grupos de WhatsApp: enquadres sobre COVID-19 |
| 2018 | XIX ISA World Congress of Sociology
Toronto, Canada
Title: 50CIAIS Project: Five Decades of Resistance, Empiricism and Transdisciplinarity from Ceará Sociological Thought |
| 2018 | Annual Conference of the International Association for Media and Communication Research
Eugene, United States
Title: Religious Populism and Software Uses in Religious Communication Research |
| 2018 | Annual Conference of The International Association For Media And Communication Research
Eugene, United States
Title: The mediatization of public opinion: rescuing the contributions of Ernest Manheim |
| 2017 | Annual Conference of The International Association For Media And Communication Research
Cartagena, Colombia
Title: The Sea Without Faithful Waters: Youth Researches Views Outside The Classroom About Conflicts Of Religious Tourism In Canindé City |

- 2017 De La Crisis Del Estado A Un Estado De Crisis Permanente: Retos De La Comunicación De Gobierno
Lima, Peru
Title: Carnaval de Crises: Observação Comunicante das Narrativas Políticas do Medium Folclórico Brasileiro
- 2017 VI Colóquio Semiótica das Mídias, CISECO
Japaratinga, Brazil
Title: Comunicação Política Midiática: contribuições empíricas e teóricas (2017).
- 2017 VI Colóquio Semiótica das Mídias, CISECO
CISECO, Japaratinga, Brazil
Title: "Yo Soy la Embajadora de Obama"
- 2016 XIII Congreso de la Asociación Latinoamericana de Investigadores de la Comunicación, ALAIC
Mexico city, Mexico
Title: La esfera pública informacional. Un análisis comparativo de los programas políticos del estímulo a las compañías startup en latinoamérica
- 2016 ISA Forum of Sociology
Vienna, Austria
Title: "This Is My Dream, That's Why I Fight"

Thesis Mentoring

- 2017 Luiz Gustavo Girão. Comunicação e startups: empreendendo um debate entre inovação e estratégias de comunicação. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017 Karina de Lima Lopes. Comunicação Política: Argumentação e os Elementos Retóricos na Série House of Cards. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017 Samuel Pinto Ribeiro Guedes. A politização do Brasileiro confrontado por sua inserção na Internet. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017 Gabriela Costa de Albuquerque Melo. Equidade de marca: um estudo de caso da Danone. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017 Felipe Lucena Silveira do Vale. Respingos digitais: gerenciamento de crise em redes sociais da Odebrecht durante a Operação Lava Jato. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017

- Daniel Victor Tavares Alencar. Análise multimodal do discurso político de Donald Trump na disputa presidencial de 2016. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2017 Luiza Amélia Ferreira de Queiróz. O verniz social do terror: um ensaio fotográfico sobre serial killers. Trabalho de Conclusão de Curso. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Paulo Guerra. Segmentação de marca: Um caso de estudo Fabrica Fortaleza x Richester. Trabalho de Conclusão de Curso. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Emanuela Fernandes Maciel. Comunicação Pública: Uma análise do investimento em comunicação da Prefeitura de Fortaleza na gestão Roberto Cláudio. Trabalho de Conclusão de Curso. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Niedja Paula Amazonas Dos Santos Alves. Documentário Influência na Televisão no Sertão Central do Ceará: Boa Viagem. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Camila Duarte Monteiro Carvalho. Mídia e percepções do cenário eletrônico musical cearense. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Pedro César Mesquita Cals de Oliveira. Sirirará. Nosso símbolo. Nosso canto. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Felipe Oliveira da Silva. Mídia Mall no Ceará. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Igor Augusto dos Santos Silva. Mídia Mall no Ceará. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Thays Bezerra Martins. Amor derramado: olhares, retratos e simbolizações sobre o amor na pós modernidade. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 João Nathanael Alencar Soares. A comunicação em prol de empresas do terceiro setor: planejamento de comunicação. *Bachelor's Thesis - Media Studies* - Centro Universitário 7 de setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2016 Gabriel Antônio Rodrigues Girão. O Novo Jornalista: Empreendedorismo na Comunicação. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.

- 2015 Gilvane Moura de Sousa. Mapeamento da comunicação interna da Turma da Malha: um estudo de caso. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Mainah Mendes Lima. A Comunicação Organizacional em redes sociais: um estudo de caso da página "Somos Parceiros" do Colégio 7 de Setembro.. 2015. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Jessica Piorski Ferreira. O Universo de Mad Men: Product Placement e a indústria tabagista na televisão. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Giselly Adolfi Marques. Comunicação corporativa de franquias: um estudo de caso da rede "Oh My Dog". *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Jaerson Machado de Almeida. Método dos itinerários e a fotografia: Um ensaio sobre os rituais de consumo em Shopping Centers. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Raphael Nunes Souza. O regionalismo em campanhas publicitárias de reposicionamento: caso Multiplay. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2015 Francisco Wanderson Bezerra de Almeida. Extensão de marca e segmentação de mercado: Um estudo de caso Sal e Brasa. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2014 Raquel Melo Araújo. A segmentação do mercado de sorvete no Lago Jacarey. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2014 Sarah Silva de Matos Brito. Marketing boca a boca em empresas familiares: um estudo de caso da Fibrac. 2014. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.
- 2014 Maria Adália Nogueira Maia e Souza. PROERD: Processos de comunicação e aprendizagem na relação instrutor-aluno. *Bachelor's Thesis - Media Studies* - Faculdade Sete de Setembro. Supervisor: Fernando Luiz Nobre Cavalcante.