Kochav Koren (He/Him)

Federal University of the Southern Frontier
Faculty of Social Science
Campus Erechim - Sala 107
RS-135, 200 Zona Rural, Erechim - RS
Brazil, 99700-000

Phone: + 55 11 98190-1717

Email: kochav.cavalcante@uffs.edu.br

Website: orcid.org/0000-0003-2803-5291

Born: October 17, 1986—Fortaleza, Brazil
An alternative academic name was used in publications before 2024: Fernando Nobre
Nationality: Brazilian

Current employment

2025-ongoing Full-time Lecturer at the Federal University of the Southern Frontier (UFFS), Brazil
Department: Social Science

Degrees

2019 DOCTORAL DEGREE in **Media Studies**, Universidade Federal do Rio Grande do Norte, Brazil
Supervisor: Prof. Michael Manfred Hanke (Dr. phil, Universität Duisburg-Essen, Germany)

2015 MASTER'S DEGREE in **Sociology**, Universidade Federal do Ceará, Brazil
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
CR (Brazilian GRP): 8,64 (max. 10)

Language skills

Native   Portuguese
Fluency   English, Spanish
Reading   Polish, Latin and Hebrew
Willing   German

Last employment

2022-2024   Collaborator researcher, Many Labs at Harvard University, (remote)
2022-2024   AI Conversation Designer, Ernst Young (EY), São Paulo, Brazil, (remote)

Previous work experience

2022-2024   **Experience Scientist, Ernst Young (EY)**
            • Ethnographic research into the mining routines for Vale company
            • Building AI Journeys for Workplace Safety

2021-2022   **Product Researcher Lead, will Bank**
            • Mixed methods and agile process implementation
            • Management of ten researchers

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**

Career breaks

In 2018, I took a hiatus enabled by a visiting researcher scholarship from Kansas University, which allowed me to digitize historical archives on public opinion regarding Public Opinion studies.

Teaching

2025-present   **Lecturer, Universidade Federal da Fronteira Sul**
               • 2025.1: Sociology (onsite - fulltime)
               • 2025.1: Law and Citizenship (onsite - fulltime)
2023-2024   **Lecturer, Universidade do Estado do Minas Gerais**
               • 2024.1: Media Sociology (onsite - part-time)
               • 2024.1: Public relations (onsite - part-time)
               • 2024.1: Media planning (onsite - part-time)
               • 2024.1: Media History (onsite - part-time)
               • 2023.2: Media Sociology (onsite - part-time)
               • 2023.2: Public relations (onsite - part-time)
2023.1   **Lecturer, Inteli, University of Sao paulo**
               • 2023.1: UX Research (onsite)
2021-2022   **Lecturer, Escola Superior de Propaganda e Marketing**
               • 2022.2: UX Research Foundations (online by Dynamic ESPM)
2020-2022   **Postdoctoral Researcher, Institute of Language Studies, Universidade de Campinas**
               • 2021.2: UX Research: Foundations in Applied Linguistics. (online by Coursera)

2014-2022 **Lecturer, Media Studies Dept. , UNI7**
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.

Research funding and grants

2023-2024 **Huawei**

• **Perception of IPv6 Security in Latin America for Huawei's Future Implementations**: EY Ernst Young

The present market research project is focused on investigating the Latin American perceptions regarding the security of IPv6 in the context of future Huawei projects. The primary objective of this research is to identify the critical concerns associated with IPv6 adoption in the region, assess the current level of knowledge on this subject, analyze Huawei's approach towards IPv6, and develop recommendations that can facilitate secure adoption, thereby promoting regional cybersecurity and informed decision-making.

2022-2023 **Harvard University and University of Zurich network**

• **Trust in Science and Science-Related to Political Participation**: Ernest Manheim Lab

This project aims to analyze the various factors that impact trust in science and explore the prevalence and predictors of science-related far-right attitudes in different countries. Through a mixed-methods approach, with a focus on longitudinal data analysis using Python, I had to investigate

several key areas, including a) public perceptions of the role of science in society and policymaking, b) perceived benefits and goals of scientific research, c) global trends in science education and communication, and d) attitudes towards climate change.

2022   **Visiting Research Fellow, ZeMKI-Bremen**
• Publicize the qualichat software functionalities (See Python project).
• Successful fulfillment of research objectives within grant timelines.
• Publishing of scientific papers in peer-reviewed journals to support the research program.
• Analyzed the Gestalt linguistic corpora from ultra-right-wing groups on WhatsApp by natural language processing.

2020-2022   **Institute of Language Studies, Universidade de Campinas**

• **Framing groups figurations: relevances by media ethnography and natural language processing**: Research experience

Qualichat is a cutting-edge open-source software designed specifically for media ethnography researchers. Its primary function is to analyze WhatsApp groups and identify the presence of bots and authoritarian discourse content, as well as any thematic structure, using quantitative indexes. The software project utilizes Gestalt methods for digital humanities research, enabling researchers to pinpoint relevant points for ethnographic studies. Additionally, it employs natural language processing techniques in quantitative investigations on the contents disseminated in groups.It can detect vulnerabilities and conversational frames via machinations and laminations based on the concepts of Ernesto Laclau, Ernest Manheim, and Erving Goffman's face-to-face representation and figuration. It also considers Ernest Manheim's concepts of group linkages in forming publicity experiences and changes in public opinion. Download the software package in Python: https://pypi.org/project/qualichat.

Research output

• Software: 1 (Qualichat)
• Full Papers Published in Journals: 10
• Papers Published in Conference Proceedings: 1
• Book Chapters: 4
• Other: 18
• Citations: 58
• Research Interest Score: 229.8
• h-index: 3

Publications

PREPRINT

2025   Mede, Niels G. et al. 2025. "Public communication about science in 68 countries: Global evidence on how people encounter information about science and engage with it"

Publications

Preprint

2025   **Mede, Niels G. et al. 2025. "Public communication about science in 68 countries: Global evidence on how people encounter information about science and engage with it"**, February. DOI: 10.31219/osf.io/xb3ha$_v$3

Peer-Review articles

2025   Viktoria Cologna et al. 2025. "Trust in scientists and their role in society across 68 countries" Nature Human Behaviour. January 20. https://doi.org/10.1038/s41562-024-02090-5

2024   Mede, Niels G., Viktoria Cologna, Sebastian Berger, John C. Besley, Cameron Brick, Marina Joubert, Edward Maibach, et al. 2024. "Perceptions of Science, Science Communication, and Climate Change Attitudes in 68 Countries: The TISP Dataset." PsyArXiv. January 30. doi:10.31234/osf.io/jktsy.

2023   Nobre, Fernando. "Designer of experience: interview with Gilmar de Carvalho (in memoriam)", *In book: The Transformation of Mediatization*, textit Revista Brasileira de História da Mídia, Feb 2023. DOI: 10.26664/issn.2238-5126.112202212545

2022   Cavalcante, Fernando Nobre. "Book Review: Digital humanities in Latin America", *Acervo Journal* https://revista.arquivonacional.gov.br/index.php/revistaacervo/article/view/1784.

2021   Cavalcante, Fernando Nobre. "Book Review: The Routledge International Handbook of Ethnographic Film and Video", *New Florida Journal of Anthropology*, July 2021 DOI: 10.32473/nfja.v2i1.127772

2021   Cavalcante, Fernando Nobre; Ribeiro, Bruno (2021). "UX Researchers: Framing Brazilian's Perspectives", *HCII* 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 quantiqualitative approach", *Comunicação, Mídia e Consumo - ESPM*, 17: 536-559. DOI 10.18568/CMC.V17I49.2227

2020   Cavalcante, Fernando Nobre (2020). "Diário de Mídia: retrato, autorretrato e status", *Texto Digital*, 16: 240-272. DOI 10.5007/1807-9288.2020v16n2p240

2020   Cavalcante, Fernando Nobre; Hanke, Michael (2020). "Framing Interaction Anchorage in Mediatized Groups", *Eikon*, 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", *Retos*, 7: 63-80. DOI 10.17163/ret.n14.2017.03

Book Chapter

2023   Nobre, Fernando. "Going Beyond Discourse: Exploring Algorithmization of Polls as an Extension of the Presidential Body" *In book: Midiatização, pandemia e eleições: disputas e transformações nas discursividades contemporâneas*, EDUEPB, ISBN 978-85-7879-872-7

2021   Cavalcante, Fernando Nobre; Buzato, Marcelo (2021). "Quadros de Relevância na Pesquisa em Grupos de WhatsApp: enquadres sobre Coronavírus" *In book: Pandemia e Produção de Sentidos: Relatos, Diálogos e Discursos*, 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." *Security and Privacy in the Internet of Things* (pp. 151-169). Chapman and Hall/CRC. ISBN 9781003016304

Scientific and societal impact

2025   I had a paper accepted by The International Alfred Schutz Circle for Phenomenology and Interpretive Social Science.

2023   I had a paper accepted by The International Alfred Schutz Circle for Phenomenology and Interpretive Social Science.

2020-present Interviews in Brazilian media about the Qualichat software I created