

## Research interests

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Social media, communications, election campaigns, e-campaigning and political behaviour.

## Education

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### PhD Politics

2016-2020

*University of Bath, Bath.*

### MRes Politics and International Studies

2014-2015

*University of Bath, Bath.*

### MA Politics and International Studies

2012-2013

*University of Durham, Durham.*

### LL.b Law

2009-2012

*University of Exeter, Exeter.*

## Research and relevant work experience

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### Founder

*Social Media Research Centre.*

2020

I have founded the *Social Media Research Centre*, a research house and consultancy that strives to make social media research better. We do two things; we examine social media developing reports that explain the impacts of social media and we help others in making the most of their social media research. Have advised *gratis* journalists, researchers as well as start-ups such as *Ethi.me*.

### Research consultant

*Whotargetsme, London.*

Oct 2019 – Mar 2020

For 5 months during the final year of my PhD I worked as a research consultant for *WhoTargetsMe*, a pressure group focused on understanding and reforming targeted advertising. I worked on two projects over the period, I was tasked with all the research WTM did during the 2019 General Election, and post-election was tasked in creating a GE19 transparency, policy and analysis report to be released in 2020/21.

- Undertook research from inception to conclusion, see my website for a record of articles.
- Created many stories, reports and features that gained [national](#) and [international](#) attention.
- Research to tight deadlines through FB's Ad Library, Audience Insights, Crowdtangle and WTM's own data.
- Organised an intern and collaborated with *Diga Communications* in disseminating my research.
- Liaised with journalists and partners daily, developing key impacts from my research.

### Postgraduate researcher

*POLIS, University of Bath, Bath.*

2016-2020

The project examined the use of Facebook across 2010-2019 by all major UK parties, with special focus on Labour and the Conservatives, as well as satellite group Momentum. *Supervisors: Peter Allen and David Cutts.*

- Research was of my own inception and creation, funded by the *Economic and Social Research Council*.
- Quantitative and qualitative analysis of social media data. Automated and hand-coded datasets were created for content analysis. Analysis of large amounts of Facebook data, as well as traditional survey data including the BES/EAS.
- Presented parts of the research at multiple conferences, talks, podcasts and via news media.
- Leadership role - POLIS Dept. Research Representative, POLIS Dept. Faculty Representative.
- Organising committee SWDTP Conference 2017, Team UACES Conference 2019.

## Internship

*Journeyman Pictures, London.*

Jan – Jun 2014

On completing my MA, I worked at *Journeyman*, a leading international documentary distributor and postproduction house. I initially worked organizing the footage library, cataloguing, transcoding, subtitling and adding metadata the archive and then selling this clipped footage to documentary production houses. Later I worked to sell documentaries including the 'Sundance' winning 'Return to Homs', to international television and news networks, including *Sky*, *BBC*, *Discovery*, *National Geographic*, and *Al Jazeera*.

## Teaching experience

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### Teaching assistant

2017-2019

*POLIS, SPS & Widening Participation Office, University of Bath, Bath.*

- Postgraduate teaching assistant on three first year modules, two positions on Introduction to British politics PL10417 from 2017-18 and 2018-19, alongside Introduction to politics: theory and analysis PL10967 from 2018-2019.
- Managed over 40 hours of seminars, including creating teaching methods and organized lesson planning. Marked many essays and exams. Guided dozens of students in their essays as a peer mentor.
- Given two full two-hour lectures on social media and traditional media campaigning 1st year students.
- Taught Criminology to underrepresented groups via the 'Access to Bath' Summer School.

## Technical skills

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- Quantitative social media analysis
- Qualitative social media analysis
- Qualitative and quantitative content analysis
- Microsoft packages / Google docs
- Strong Excel skills, basic R/SPSS statistics skills
- Text analysis, text as data
- Data gathering/management software
- Video and music editing software
- Survey research and interviews

## Funding and awards

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- **ESRC studentship** 2016-2019  
Valued at ~£58,000
- **Travel grant from EPOP** 2019  
Bursary at £150 to attend the Conference in Glasgow
- **Free invitation to Digital Leaders Conference** 2018  
Bursary £150 ticket to attend the Conference in London

## Courses of note

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**Grand Innovation Challenge (30h)** 2019

*University of Bath*

**Cabinet Office Policy School (9h)** 2018

*Cabinet Office, London*

## Media and outreach

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I have provided commentary for news sources including on *BBC TV* and *radio*, *Sky News*, *The Economist*, *New York Times*, *Financial Times*, *New Statesman* and *Telegraph* among others. I have also created a [YouTube channel](#) where I discuss social media campaigning. Outside of commentary. I have also undertaken work that formed basis of news stories:

- Murphy, Joe. "Tories hiding Boris from London voters in Facebook ads." *Evening Standard*, (2019). [\[link\]](#)
- Doward, Jamie. "Voters 'used as lab rats' in political Facebook adverts, warn analysts." *Observer*, (2019). [\[link\]](#)
- Various. Targeted advertising section, "ITV election night", *ITV News*, (2019). [\[link\]](#)

- Standley, Nathan. "Spending on Facebook political ads reveals 'complicated battleground' as Hull heads to the polls", *Hull Daily Mail*, (2019). [\[link\]](#)
- With Rowland Manthorpe of *Sky News*, broke the story of Facebook's missing adverts before the General Election [\[link\]](#). This story was published via *Reuters* into the *New York Times*, *Washington Post*, *The Guardian* and others, (2019).

## Professional affiliations

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PSA 2016-present, EPOP 2016-present, ICA 2020-present.

## Publications

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### *Articles in books*

**Hotham, Tristan.** "Behind the curtain of the targeting machine: political parties A/B testing in action." *UK Election Analysis*. The Centre for Comparative Politics and Media Research, p88-90, (2019). [\[link\]](#)

### *Articles in research blogs*

**Hotham, Tristan.** "Trump v Biden: who is engaging the most followers on Facebook?" *The Conversation*, (2020). [\[link\]](#)

**Hotham, Tristan.** "Brexit in GE2019 political advertising: an asset for some, a liability for others." *LSE Brexit*, (2020). [\[link\]](#)

**Hotham, Tristan.** "We need to talk about A/B testing: Brexit, attack ads and the election campaign." *LSE Brexit*, (2019). [\[link\]](#)

**Hotham, Tristan.** "The Digital Campaign: targeted advertising in the 2019 General Election." *Political Studies Association Blog*, (2019). [\[link\]](#)

**Hotham, Tristan.** "General Election 2019: What are the parties telling us via their targeted adverts?" *Political Studies Association Blog*, (2019). [\[link\]](#)

**Hotham, Tristan.** "Facebook risks starting a war on knowledge." *The Conversation*, (2018). [\[link\]](#)

**Hotham, Tristan.** "Facebook is restricting search results—is this taking transparency seriously?" *The Conversation*, (2018). [\[link\]](#)

### *Written evidence*

**Hotham, Tristan.** "Mr Tristan Hotham – written evidence (DAD0021)" Digital Technology and the Resurrection of Trust Report, *Select Committee on Democracy and Digital Technologies. Report of Session 2019-21 - published 29 June 2020 - HL Paper 77*, (2020). [\[link\]](#)

### *Working papers*

**Hotham, Tristan.** "Janus-faced campaigning, the rise of the 'traditional' and 'new methods' campaign on Facebook." *In progress*.

**Hotham, Tristan.** "Follow the leader. How are leader and party pages used to campaign on Facebook? An analysis of the 2015 and 2017 UK General Elections." *In progress*.

**Hotham, Tristan.** "A/B testing: what it is and how it worked during the 2019 General Election." *In progress*.

**Hotham, Tristan.** "Labour's 2017 General Election campaign, what sets Momentum apart from the leader and party page?" *In progress*.

**Hotham, Tristan.** "Satellite permanent campaigning? Momentum across the 2018 permanent campaign." *In progress.*

**Hotham, Tristan.** "Political identity ownership in practice. The use of depiction in UK election Facebook content across the 2015 and 2017 General Elections." *In progress.*

## Conference presentations

### *Oral presentations*

**Hotham, Tristan.** "*What do party leader pages do on UK Facebook?*" Political Studies Association Conference, (2019).

**Hotham, Tristan.** "*Is it party leader pages or party pages that matter most on UK Facebook?*" Elections, Public Opinion and Parties Conference, (2019).

**Hotham, Tristan.** "*Researching Facebook in troubled times*" SWDTP Conference, (2018).

**Hotham, Tristan.** "*So who exactly are party's reaching on Facebook?*" SWDTP Conference, (2017).

**Hotham, Tristan.** and Cutts, David. "*Facebook and Big Data: Has it changed party campaigning in Britain forever?*" Elections, Public Opinion and Parties Conference, (2016).

### *Invited talks*

**Hotham, Tristan.** *Social media and politics today.* Invited lecture for Introduction to Social Theory a 1st year Sociology module. University of Bath, (2019).

## References

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Dr Peter Allen  
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University of Bath, P.A.Allen@bath.ac.uk

Prof David Cutts,  
Professor in Political Science,  
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Sam Jeffers  
Co-Founder of WhoTargets.me  
Sam@whotargets.me

Dr Nick Startin  
Honorary lecturer,  
University of Bath, n.j.startin@bath.ac.uk