

Maria Isabel Espinoza P. Ph.D.

460B, Berkey Hall – 509 E. Circle Drive, East Lansing, MI 48824

☎ (517) 355 7632 • ✉ espin145@msu.edu

🏠 mespinoza.owlstown.net • **in** [maria-isabel-espinoza](#)

Current Position

Michigan State University

Assistant Professor, Department of Sociology

East Lansing, MI

2023

Education

Rutgers University

Ph.D. in Sociology

New Brunswick, NJ

2023

Dissertation: Building the Climate & Health Nexus? The Challenges of Responding to Dengue and other Climate-Sensitive Diseases in Peru

- Graduate Certificate in Human Dimensions of Environmental Change

Rutgers University

M.A. in Sociology

New Brunswick, NJ

2017

Qualifying Paper: A longitudinal and cross-national examination of the social causes of cholera prevalence in low-income countries, 1985-2014

Pontificia Universidad Católica del Perú

B.A. in Social Sciences

Lima, Peru

2009

Research Interests

- Global Health & Climate Change
- Environmental Sociology
- Public relations & Risk Communication
- Science, Technology and Society Studies

Academic Publications

Book

Aronczyk, M. and Espinoza, M.I. 2022. *A Strategic Nature. Public Relations and The Politics of American Environmentalism*. Oxford University Press. <https://global.oup.com/academic/product/a-strategic-nature-9780190055356>.

- Outstanding Book Award in PR from the National Communication Association

Journal Articles

Espinoza, M.I. 2021. "Conflicting diagnostic and prognostic framing of epidemics? Newspaper representations of dengue as a public health problem." *Social Science & Medicine* 289, 114398. <https://doi.org/10.1016/j.socscimed.2021.114398>

Espinoza, M.I. and Aronczyk, M. 2021. "Big data for climate action or climate action for big data?" *Big Data & Society* 8(1). <https://doi.org/10.1177/2053951720982032>

- Aronczyk, M. and Espinoza, M.I. 2019. "Sustainable communication: Green PR and the export of corporate environmentalism, 1989–1997." *Environmental Sociology* 5(3), 308-322. <https://doi.org/10.1080/23251042.2018.1564455>
- Brechin, S.R. and Espinoza, M.I. 2017. "A case for further refinement of the Green Climate Fund's 50:50 ratio climate change mitigation and adaptation allocation framework: Toward a more targeted approach." *Climatic Change* 142,311–320. <https://doi.org/10.1007/s10584-017-1938-8>

Book Chapters

Aronczyk, M., and Espinoza, M.I. (Forthcoming) Climate Change and Public Relations Firms *Routledge Handbook on Climate Change & Society, 2nd Edition.*

Manuscripts in Preparation

- Espinoza, M.I. Useful unknowns in vector control for submission to *ST&HV*.
- Espinoza, M.I. The challenges of the decentralized governance of climate-sensitive infectious disease. The case of dengue in Peru for submission to *PUS*.
- Espinoza, M.I. Frustration, conformity, and cynicism about health adaptation among public health experts in Peru.

Grants & Awards

2022: Small Grant Award	<i>Sociology Department, Rutgers University</i>
2019: Off-Campus Dissertation Award	<i>School of Graduate Studies, Rutgers University</i>
2019: Small Grant Award	<i>Sociology Department, Rutgers University</i>
2019: Student Travel Award	<i>Social Science History Association (SSHA)</i>
2018: Gretel Weiss Collaboration Grant	<i>Sociology Department, Rutgers University</i>
2017: Conference Travel Award	<i>School of Graduate Studies, Rutgers University</i>
2017: Small Grant Award	<i>Sociology Department, Rutgers University</i>
2017: CLAS Small Grant Award	<i>Center for Latin American Studies, Rutgers University</i>
2016: EPIC Scholarship Award	<i>National Institute for General Medical Sciences</i>
2015: RCHA Fellowship	<i>Center for Historical Analysis, Rutgers University</i>
2015: C. Clogg Scholarship	<i>Inter-University Consortium for Political Science (ICPSR)</i>
2014: NSF Summer Scholarship	<i>STS & Environmental Sociology, Vanderbilt University</i>
2014: Roscoe-Martin Fund for Research	<i>Maxwell School of Citizenship, Syracuse University</i>

Conference Presentations

- Espinoza, M.I. 2022. Useful unknowns in vector control in Peru. Presented at the "Policy, Knowledge and Expertise" session at the American Sociological Association (ASA) Annual Meeting. Aug. 9. Los Angeles.
- Espinoza, M.I. 2021. The stories we tell about flooding, climate patterns, and infectious diseases. Media framing of a dengue epidemic in Peru after El Niño Costero of 2017. Presented at the "Reproducing Knowledge: Media and Social Representations" session at the IV International Sociological Association (ISA) Forum. Feb. 24. Virtual.

- Espinoza, M.I. and Aronczyk, M. 2019. Big data for climate action or climate action for big data? Presented at the "The Politics of Data" panel at the Social Science History Association (SSHA) Conference. Nov. 11. Chicago.
- Espinoza, M.I. 2018. Climate change and public health: The social construction of dengue, zika, and the environment within Peruvian newspapers. Presented at the "Abolitionist Approaches to Health" panel at the Society for the Study of Social Problems (SSSP) Conference. Aug. 10. Philadelphia.
- Espinoza, M.I. and Aronczyk, M. 2018. A data revolution for the public good?. Mobilizing big data and crowdsourcing technologies for climate action and sustainable development. Presented at the "Community-Scale Science" panel at the Rural Sociological Society (RSS) Conference. Jul. 27. Portland.
- Mercado-Diaz, M., Espinoza, M.I., Kaplan, A. 2018. Material, symbolic, and epistemic desegregation, decolonization, and reparations. Presented at the "Fanon, Decoloniality, and the Spirit of Bandung –3rd Rencontres" Conference. Nov. XX. New Brunswick.
- Mercado-Diaz, M., Espinoza, M.I., Kaplan, A. 2018. Material, symbolic, and epistemic desegregation, decolonization, and reparations. Presented at the "Fanon, Decoloniality, and the Spirit of Bandung –3rd Rencontres" Conference. Nov. 17. New Brunswick.
- Espinoza, M.I. 2018. Crowdsourcing environmental knowledge production: The rise of image communication apps for environmental management. Presented at the "Reformatting the World: An Interdisciplinary Conference on Technology and Humanities" conference at York University. Feb. 23. Toronto.
- Espinoza, M.I. 2017. Indigenous cases and individual burdens: Comparing the cholera and dengue outbreak narratives. Presented at the "Global Encounters: Life, Death, Criticism" panel at the Social Science History Association (SSHA) Conference. Nov. 3. Montreal.
- Espinoza, M.I. 2017. A longitudinal and cross-national examination of the social causes of cholera prevalence in low-income and lower middle-income countries, 1985-2014. Presented at the "Global Perspective on Public Health Policies" panel at the Sociology of Development Section of the American Sociological Association (ASA) Conference. Oct. 6. Detroit.
- Espinoza, M.I., Brechin, S. 2017. A case against the Green Climate Fund's concurrent 50:50 ratio climate change mitigation and adaptation strategy. Presented at the "Climate Change" panel at the Eastern Sociological Society (ESS) Conference. Feb. 25 Philadelphia.
- Espinoza, M.I. 2014. Controlling the population's health: The cholera epidemic in a neoliberal state. Presented at the "Institutions and Health" roundtable at the Eastern Sociological Society (ESS) Conference. Feb. 22. Baltimore.

Public Sociology

Policy Publications & Blogs

- Espinoza, M.I. and Aronczyk, M. 2021. "Who benefits from data for good?" The London School of Economics and Political Science (LSE) Impact Blog. May 04. <https://blogs.lse.ac.uk/impactofsocialsciences/2021/05/04/who-benefits-from-data-for-good/>

Espinoza, M.I., Yurivilca, R., Palacios, G. 2012. "Reflexiones en torno a los conflictos socio ambientales: El plomo en el Callao." *Revista Punto Medio* (4): 83-93

Invited Presentations & Lectures

Espinoza, M.I. 2022. "Vacíos de información y control vectorial: Una exploración desde la sociología de la ignorancia" at Seminario Sociologías, Pontificia Universidad Católica del Perú. June 15. (Available at <https://www.youtube.com/watch?v=sYjEDFpaC3A>)

Espinoza, M.I, and Aronczyk, M. 2022. "How the PR Industry Manipulated the Public on Behalf of Fossil Fuels" at the Upper Peninsula Environmental Coalition (UPEC) Livestream. April 21. (Available at <https://www.facebook.com/upenvironment/videos/286074130375202>)

Aronczyk, M. and Espinoza, M.I. 2022. "A Strategic Nature: Public Relations and the Politics of American Environmentalism" (Book Launch) at the Rutgers Digital Ethnography Working Group (DEWG). March 11. (Available at <https://www.youtube.com/watch?v=0F3PYLHT8Zg>)

Espinoza, M.I. 2021. "Managing mosquito-borne diseases in a changing climate" at Bryn Mawr College's Environment & Society Class. April 29.

Espinoza, M.I. 2021. "Who benefits from the data for good campaigns?" at the South West Creative Technology Network (SWCTN) Data & The Environment Panel. March 26. (Available at <https://www.youtube.com/watch?v=1mc1uPbFaVs>)

Espinoza, M.I. 2020. "Communicating climate change's effects on health and infectious diseases" at Bryn Mawr College's Environment & Society Class. November 13.

Teaching Experience

Rutgers University

New Brunswick, NJ

Instructor

2014–2023

Served as an instructor for undergraduate courses offered by the Department of Sociology. Designed syllabus and materials for traditional, hybrid, and online class settings.

Courses taught:

- Health and Inequality (Spring 2020, Summer 2020, Summer 2019, Summer 2018)
- Introduction to Sociology (Summer 2021, Summer 2017, Summer 2016, Summer 2023)

Teaching Assistant

2014–2021

Served as teaching assistant for undergraduate courses offered by the Department of Sociology and the Department of Human Ecology. Designed class activities and discussion materials for traditional and online class settings.

Courses taught:

- Population & Society (Spring 2021)
- Sociology of Medicine & Health Care (Spring 2021, Fall 2020)
- Sociology of Food & Eating (Fall 2020)
- Introduction to Sociology (Fall 2019)
- Politics of Environmental Issues (Spring 2016, Fall 2015, Spring 2015, Fall 2014)

Syracuse University

Syracuse, NY

Teaching Assistant

2012–2014

Served as Teaching Assistant for undergraduate courses. Led recitation sections. Supported instructor by grading and providing feedback for written and other assignments.

Courses taught:

- Ethnic Inequality and Intergroup Relations (Fall 2012, Spring 2013)
- Social Problems (Fall 2013)
- Urban Sociology (Spring 2014)

Research Experience

Rutgers University

New Brunswick, NJ

Research Assistant

2020–2021

Assisted Dr. Melissa Aronczyk on the Climate Social Science Network (CSSN) grant project, "The Business of Influence: Networks, Narratives and Strategies of Action and Non-Action around Climate Change, 1973-2021." Conducted archival work, literature reviews, and maintained databases.

Research Assistant & Fellow

2016–2019

Assisted Dr. Melissa Aronczyk on National Science Foundation (NSF) grant project, "The Role of Information & Influence Campaigns in Structuring Public Responses to U.S. Policy, 1988–2015." Conducted archival work, interviews, literature reviews, content analysis, and maintained databases. Became a co-authored book for Oxford University Press, titled *A Strategic Nature*.

Research Assistant

2019-2020

Assisted Dr. Kristin O'Brassill-Kulfan on Public Humanities project, "Climate Justice is Worker Justice." Conducted archival work and moderated focus groups with Latinx immigrant workers in Newark and New Brunswick. Part of the Humanities Action Lab's larger project "Climates of Inequality: Stories of Environmental Justice."

<https://sas.rutgers.edu/news-a-events/news/newsroom/research-news/3458-climate-of-inequality/>

Service

2022: Roundtable organizer for 117th American Sociological Association's Annual Meeting, Science, Knowledge, and Technology (SKAT) Section

2021: Roundtable organizer for 116th American Sociological Association's Annual Meeting, Environmental Sociology Section

2021: Roundtable organizer for IV International Sociological Association's Forum of Sociology, Environment and Society Section

2020 & 2021: Panelist at Rutgers' University International TA Orientation

2019: Co-organizer for the "Fanon, Decoloniality, and the Spirit of Bandung –3rd Rencontres"

2018: Volunteer at the Grant Proposal Writing Group for Lazos America Unida

2017: Volunteer at the "Environmental Justice and the Future of Environmental Health Research" symposium, Rutgers University

2017: Co-organizer for "Teaching Against the Grain: Creating a Critical Classroom" workshop

2015: Volunteer at the "Global Climate Change and Inequality" symposium, Rutgers University

Professional Affiliations

- American Sociological Association
- Social Science History Association
- Rutgers Digital Ethnography Working Group
- International Sociological Association
- Society for Social Studies of Science

Media Coverage of Research

- Westervelt, A. 2022. "Documents show how polluting industries mobilized to block climate action." The Intercept. Apr. 12. <https://theintercept.com/2022/04/12/ipcc-report-global-climate-coalition/>
- Yoder, K. 2022. "PR worked for Big Oil. So can it work for climate action?" Grist. Feb. 22. <https://grist.org/language/pr-worked-for-big-oil-so-can-it-work-for-climate-action>
- Westervelt, A. 2021. "There can be no compromise on a burning planet." The Nation. Oct. 27. <https://www.thenation.com/article/environment/climate-change-compromise/>
- Aronczyk, M. "Spin doctors have shaped the environmentalism debate for decades." The Washington Post. Feb. 21. <https://www.washingtonpost.com/outlook/2021/02/21/spin-doctors-have-shaped-environmentalism-debate-decades/>

Non-Academic Research Experience

Metis Gaia S.A.C

Project Coordinator

Designed and executed social assessment studies, including water use studies, local market dynamics, vulnerability assessments, and stakeholder analysis in rural and urban areas affected by mining activities in Peru. These studies were used in the Environmental Impact Assessment (EIA) studies of projects Quellayeco, Michiquillay, Antamina, and Cormin.

Lima, Peru

2009–2011

Ashoka: Innovators for the Public

Venture Coordinator, Andean Region

Performed searches for and analyses of social entrepreneurs in the Andean Region as viable candidates for an Ashoka fellowship. Supported candidates with progress evaluation to achieve renewed funding from the Knight and the Lemelson foundations.

Lima, Peru

2008–2009

Languages

Spanish: Mothertongue

English: Fluent

French: Advanced

Italian: Basic

Skills & Additional Training

- Certified Associate in Project Management (CAPM), 2012-2017
- Certificate in Analysis, Management, and Resolution of Environmental Conflicts, Pontifical Catholic University of Peru, School for Conflict Analysis and Resolution, 2011
- Software experience: STATA (advanced), MaxQDA (advanced), GIS (basic)

References

Dr. Steven Brechin, Professor
Department of Sociology
Rutgers University
26 Nichol Avenue
New Brunswick, NJ 08901
steven.brechin@rutgers.edu

Dr. Melissa Aronczyk, Associate Professor
School of Communication & Information
Rutgers University
4 Huntington St.
New Brunswick, NJ 08901
melissa.aronczyk@rutgers.edu

Dr. Norah MacKendrick, Associate Professor
Department of Sociology
Rutgers University
26 Nichol Avenue
New Brunswick, NJ 08901
norah.mackendrick@rutgers.edu