

# Ashly Fuller

· DOCTORAL RESEARCHER ·

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## Education

### University College London

London, United Kingdom

PHD IN ONLINE SAFETY

Anticipated Completion end 2024

- Thesis: *Drugs, Social media, Young People: An online safety approach to address the sale and advertisement of illicit drugs to young people on social media*

### University of Oxford

Oxford, United Kingdom

MSC IN COMPARATIVE SOCIAL POLICY, Merit

2019 - 2020

- Thesis: *The promises of 'Going digital' for all: where technology meets social policy? A Statistical Analysis of European Union's Digital Skills Inclusion Policies and Digital Skills Inequality*

### University College London

London, United Kingdom

BSC IN SOCIAL SCIENCES, First Class Honours

2016 - 2019

- Thesis: *'Trust but verify' Innovative technologies at the service of rationality. A study on Cryptocurrency, Blockchain and its relationship with Trust and Accountability in UK charities.*

## Publications

*Drug and Alcohol Review, Special section: How substance use is portrayed in digital media and what impacts can it have*

2023

**Understanding and preventing the advertisement and sale of illicit drugs to young people through social media: A multidisciplinary scoping review.**

FULLER, A., VASEK, M., MARICONTI, E., JOHNSON, S.D.

<https://doi.org/10.1111/dar.13716>

*Lexington Books*

2020

**Building Courage, Confidence, and Capacity in Learning and Teaching through Student-Faculty Partnership, Stories from across Contexts and Arenas of Practice (Chapter 9)**

QUY, K., FULLER, A., KAR, A., TADA-BALDWIN, M., HALLAB, O.

<https://rowman.com/ISBN/9781793619594>

## Conferences and Invited Talks

### Drugs on Social Media Working group: Ofcom, DSMF, NCA, Meta, Inc., etc.

London, United Kingdom

ILLICIT DRUGS, YOUNG PEOPLE AND SOCIAL MEDIA

January 26, 2022 - Present

- **Presented** research findings and expertise on the sale and advertisement of illicit drugs on social media to experts and practitioners from charities, think-tanks, law enforcement and social media companies
- **Moderated** discussions as an invited chair on the implementation of the Online Safety Bill between experts and practitioners from charities, think-tanks, law enforcement and social media
- Relevant stakeholders include: *Breck Foundation, Childnet, Children's Society, SWGfL, Volteface, We Are With You, National Crime Agency, National Police Chiefs' Council, Department for Education, Department of Health and Social Care, Home Office, Office for Health Improvement and Disparities, Meta, Snapchat and TikTok*

### National Drug and Alcohol Education Conference

Newcastle, United Kingdom

YOUNG PEOPLE'S EXPOSURE TO DRUGS ON SOCIAL MEDIA - DATA, RISKS AND HOW TO RESPOND

June 21, 2023

- **Communicated** research findings to education professionals, drug and alcohol practitioners and local authorities across the UK
- Member of an expert panel for Best Evidence-based Practice in Alcohol and Drugs Education

### Multi-Agency Response to Serious and Organised Crime (MARSOC) Conference

London, United Kingdom

WHAT CAN WE LEARN FROM ILLICIT DRUG ADS ON SNAPCHAT? USING SOCIAL MEDIA INTELLIGENCE FOR LAW

February 21, 2023

ENFORCEMENT

- **Delivered** 1h presentation and workshop on social media research methodology to **60+ Police, Prison, Probation and NCA staff** from the Serious Organised Crime Unit and various National Intelligence Units.
- **Translated** research findings into policy objectives to prison and police practitioners from various ranks from officers to directors within the **Ministry of Justice**.

- **Invited speaker** to present research findings from the systematic scoping review on algorithmic detection of illegal drug advertisements on social media

## Teaching Experience

### GUEST LECTURER

I have been invited as a guest lecturer in various under- and postgraduate modules, to teach students about research methods and designs used in the social sciences and crime science. I have **adapted and designed lecture materials** to reflect specific module learning outcomes while including novel and engaging content from my PhD research. Crafting teaching material allowed me to apply the best practices to ensure my lectures were **accessible and pedagogic** to all, including **students with visual, auditory and learning disabilities**.

January 2024	<b>Week 5: Future Methods II, SECU0056</b>	UCL
November 2023	<b>Week 8: Non-experimental Research Designs, SECU0027</b>	UCL
October 2023	<b>Week 4: Mixed Methods Research, SECU0027</b>	UCL
December 2022	<b>Week 7: Comparative Research Methods, SECU0015</b>	UCL
November 2022	<b>Week 6: Mixed Methods Research, SECU0015</b>	UCL
November 2022	<b>Week 8: The sale and advertisement of illicit drugs on social media, SECU0010</b>	UCL

### POSTGRADUATE TEACHING ASSISTANT

I have been responsible for **designing and delivering** under- and postgraduate course content in research methodology, including qualitative and quantitative methods with a focus on crime science. Using my understanding of educational theory, I have incorporated **scenario-based elements** where possible to accommodate a diverse range of learning styles and abilities. The **creative** approach of my seminars in research methods seeks to enable students to make connections between modules, concepts, and knowledge bases.

In addition to designing and delivering tutorials, my responsibilities included **managing** the online module platforms *Moodle*, *Lecturecast* and *Echo360*, keeping resources constantly updated and providing support and **troubleshooting**. I have first and second marked 200+ assignments, ranging from essays, to postgraduate dissertation projects. Through my work in assessment marking, I have insight on procedures related to poor academic practice and plagiarism. As a lead teaching assistant for SECU0027, I have been responsible for **managing a team** of teaching assistants, **coordinating** overall tutorial delivery style and **providing support and advice**.

2022 - Present	<b>Designing and Doing Research, SECU0027</b>	UCL
2022 - Present	<b>Horizon Scanning and the Changing Nature of Crime, SECU0056</b>	UCL
2022 - Present	<b>Introduction to Research Methods, SECU0015</b>	UCL
2022 - 2023	<b>MSc Dissertations, SECU0044</b>	UCL

## Professional Experiences

### Social Research Institute (UCL)

London, United Kingdom

RESEARCH ASSISTANT

2021-2022

- **Recruited, surveyed and interviewed** undergraduate alumni and current students on their course experiences to inform recommendations of a strategic review of post graduate teaching provision by the Social Research Institute.

### UCL ChangeMakers

London, United Kingdom

LEAD RESEARCHER

2018-2019

- **Designed and delivered a large-scale survey and focus** group aiming to gain students insights on the course in the aim of establishing a permanent Student Advisory Board
- **Presented reports showcasing impact** of the project to the UCL Department of Social Sciences resulting in policy changes in the structure of the course
- **Co-authored a chapter** on this project in a book published by Lanham: Lexington Books.

### Department for International Trade (UK Government)

London, United Kingdom

GOVERNMENT SOCIAL RESEARCH INTERN

July - September, 2018

- **Researched, prepared and delivered** a presentation on the integration of behavioural insights within the Department to serve trade policy objectives to practitioners
- **Summarised** an evidence-based research on UK Businesses exporting and assisted an evaluation program of High Value Campaigns
- **Conducted quality assessments**, engaged with a wide range of stakeholders and collaborated with various teams of the Department

## External Partnerships

## Daniel Spargo-Mabbs Foundation (DSMF)

London, United Kingdom

MEMBER OF DRUGS ON SOCIAL MEDIA WORKING GROUP

2021-Present

- **Active member** of a working group formed to reduce the risks to young people from exposure to drugs being sold on social media.
- **Constant collaboration** with charities, law enforcement, governmental bodies and social media companies
- **Intelligence gathering** in quarterly meetings to discuss emerging trends of illegal and harmful content on social media
- **Implemented feedback** from stakeholders and direct input on the scoping review protocol and national survey.
- **Collected and prepared** primary data and analysis to **Snapchat, Inc., Meta Platforms, Inc., TikTok and the Home Office** on key words, memes and emojis used for illegal drug advertisements on social media compiled from the scoping review studies
- **Conducted** a literature review for charity *We Are With You* for the Advisory Council on the Misuse of Drugs (ACMD)

## Advisory Council on the Misuse of Drugs (ACMD)

London, United Kingdom

CALL FOR EVIDENCE: INTERNET FACILITATED DRUG MARKETS REVIEW

January 12, 2024

- **Informed UK's policy-making** in the realm of online safety and illicit substances by submitting research findings to ACMD's call for evidence on internet facilitated drug markets (IFDMs) review.
- **Summarised and submitted findings** from the a systematic review and preliminary evidence from the **UK's first large scale survey** on young people and drug use on social media.

## Office of Communications (Ofcom)

London, United Kingdom

CONSULTATION: ILLEGAL HARMS, ONLINE SAFETY ACT REGULATORY REGIME

2022 and 2024

CALL FOR EVIDENCE: FIRST PHASE OF ONLINE SAFETY REGULATION

- **Selected by Ofcom's Online Harm Supervision Team** to provide expertise and intelligence to Ofcom's Consultation on Illegal Harms as part of the **Online Safety Act Regulatory Regime** (February 2024)
- **Analysed and submitted** latest research data from the scoping review on Drugs on Social Media to Ofcom's call for evidence in light of their appointed regulatory status by the Online Safety Bill (September 2022).

## Niantic, Inc.

London, United Kingdom

RESPONSIBLE DISCLOSURE

February 2, 2023

- **Disseminated research findings** of a risk assessment and quasi-experiment of *PokémonGO* (a location-based mobile gaming application) to Niantic, Inc
- **Gained insight on industry needs** and focus of information security - specifically with regard to GDPR, de-anonymised, and re-identified personal information.

## Awards and Recognitions

### Dawes Research Studentship

2021-2024

DAWES CENTRE FOR FUTURE CRIME, UCL

- **Awarded** a full funded 3-year Studentship funded by the Dawes Centre for Future Crime, for studies within the Department of Security and Crime Science from the September 2021 academic session

### Doctoral School Research Poster Competition

2022

DOCTORAL SCHOOL, UCL

- **First-prize winner** (£400) for poster on "Addressing the Commercialisation of Illicit Drugs to Young People Through Social Media" entered in the category "THEME 1: Understanding and transforming human societies"

## Academic Service and Leadership

2023 - Present **Drugs on Social Media Working Group**

Member & Chair

2023 - Present **Department of Security and Crime Science: SECRet Society**

Vice-President

2022 - Present **Department of Security and Crime Science: Research Degree Committee**

Student Academic Representative

2022 - Present **Department of Security and Crime Science: Safety and Sustainability Committee**

Student Academic Representative

2019 - 2020 **Department of Social Policy and Intervention: Student-Staff Consultative Committee**

Student Academic Representative

2017 - 2019 **Social Research Institute**

Transition Mentor

2016 - 2019 **Social Research Institute Society**

Founding Member

## Skills

**Programming Languages** Python, R, LaTeX

**Languages** English (Native), French (Native), Spanish (Native), Russian (CEFR-level B1)

**Software Packages** SPSS, Adobe Photoshop, Audacity, Sysomos

**Advanced Data Analysis** Statistical inference, Social Network Analysis, Foresight and Horizon scanning, Digital Ethnography, Machine Learning

## Outreach and Volunteering

## **Messed Up! Series Podcast**

2022 - Present

UCL

- **Host and moderator** on an on-going online talk-show and podcast series throughout the academic year to discuss the common pitfalls in academia.
- **Recruitment and contact** with invited guests to discuss topics ranging from established academics to early career researchers throughout UCL

## **Let's Talk About Research (PhD and Postgraduate)**

2021 - Present

UCL

- **Host and moderator** in an on-going series throughout the academic year on how to conduct academic research at the PhD and postgraduate level at the Department of Security and Crime Science.
- **Prepare and brainstorm** each session for seminars to help foster a healthy, collaborative, and constructive research environment for postgraduate students and doctoral candidates.

## **Security and Crime Science Summer School, UCL Widening Participation**

July 2023

UCL

- **Designed and delivered** 2-hour lecture and 3 hour workshop on Organised Crime and Terrorism to 30+ UK college students from groups currently underrepresented in Higher Education
- **Created and developed pedagogic activities** suited for pre-university level, ensuring activities were dynamic, engaging and inclusive to all students.
- **Coordinated sessions and collaborated** with lecturers and PhD students to ensure coherence of teaching materials across the 5 day Summer School

## **Société Protectrice des Animaux (SPA)**

2020 - 2021

LORGUES, FRANCE

- **Managed official digital communication channels** of the charity (Facebook and Instagram), including awareness and fundraising campaigns
- **National lead animator** of the Youth Club, delivering weekly sessions on animal abuse awareness to young people across the country on site and on Discord channels

## **Oxflowcito, Oxide Radio**

2019 - 2020

UNIVERSITY OF OXFORD

- **Created and co-hosted** a weekly music radio show Oxflowcito on LatinX pop music and its wider cultural influences
- **Managed and developed content** for social media accounts on Facebook and Twitter
- **Edited and broadcasted** the show using services such as Soundcloud and Centova and software Audacity