



MARCELO SARTORI LOCATELLI

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EDUCATION

Doctor of Computer Science

Cornell University

Aug. 2026 – Unknown

Ithaca, NY, USA

- To be advised by **Prof. Cristian Danescu-Niculescu-Mizil**.

Master of Computer Science

Federal University of Minas Gerais (UFMG)

Mar. 2024 – Mar. 2026 (Expected)

Belo Horizonte, MG, Brazil

- Focusing on polarization and politicization on social media platforms.
- Advised by **Prof. Virgilio Almeida**.
- GPA: 96/100

Bachelor of Computer Science

Federal University of Minas Gerais (UFMG)

Jan. 2019 – Jan. 2024

Belo Horizonte, MG, Brazil

- GPA: 93/100

RESEARCH EXPERIENCE

Research Intern

Max Planck Institute for Security and Privacy (MPI-SP)

Mar. 2026 – July 2026

Bochum, Germany

- Under supervision of **Dr. Meeyoung Cha**.
- Worked on simulating human interactions with language models to detect harmful patterns.
- Linked these findings to memory editing techniques for enabling safer models(TBD).

Graduate Researcher

Federal University of Minas Gerais (UFMG)

Mar. 2024 – Present

Belo Horizonte, MG, Brazil

- Worked on measuring LLM opinions and bias on a Brazilian and global context.
- Analyzed controversial topics in social media, including elections, DEI initiatives and climate change.
- Mentored and led over ten undergraduate researchers across different projects.

Research Intern

Max Planck Institute for Security and Privacy (MPI-SP)

Apr. 2025 – Sept. 2025

Bochum, Germany

- Under supervision of **Dr. Meeyoung Cha**.
- Explored persuasion and possibilities of opinion manipulation in online climate change discussions.
- Worked on identifying geospatial information in VLMs through mechanistic interpretability.

Undergraduate Researcher

Federal University of Minas Gerais (UFMG)

Sept. 2020 – Feb. 2024

Belo Horizonte, MG, Brazil

- Studied the relationship between online signals (e.g. google searches and tweets) and COVID-19 indicators.
- Researched discourse and politicization in social media.
- Under supervision of **Prof. Virgilio Almeida** and **Prof. Wagner Meira Jr.**

WORK EXPERIENCE

Data Science Engineer

PathPoint Labs

Aug. 2023 - Feb. 2024

Gainesville, FL, USA (remote)

- Applied data science and ML to value natural gas assets and contracts.

MAIN PUBLICATIONS

- [1] **Marcelo Sartori Locatelli**, Fernando Tonucci, Jea Kwon, Luiz Felipe Vecchietti, Bryan Nathanael Wijaya, Cheng Yaw Low, Virgilio Almeida, and Meeyoung Cha. “Textual Supervision Enhances Geospatial Representations in Vision-Language Models”. In: *International Conference on Machine Learning*. 2026.
- [2] **Marcelo Sartori Locatelli***, Wenchao Dong*, Pedro Loures Alzamora, Pedro Dutenhefner, Wagner Meira Jr., Meeyoung Cha, and Virgilio Almeida. “Mapping Emerging Climate Misinformation Playbooks in the Global South”. In: *ACM Conference on Fairness, Accountability and Transparency*. 2026.
- [3] Wenchao Dong*, **Marcelo Sartori Locatelli***, Virgilio Almeida, and Meeyoung Cha. “Characterizing AI Manipulation Risks in Brazilian YouTube Climate Discourse”. In: *AAAI Conference on Artificial Intelligence*. 2026.
- [4] Wenchao Dong*, **Marcelo Sartori Locatelli***, Virgilio Almeida, and Meeyoung Cha. “Characterizing Persuasion Patterns in Climate Discourse on Brazilian Portuguese YouTube Videos”. In: *ACM International Conference on Information Technology for Social Good (GoodIT)*. 2025.
- [5] **Marcelo Sartori Locatelli***, Matheus Prado Miranda*, Wagner Meira Jr., and Virgilio Almeida. “Politicization During the 2024 United States Presidential Elections”. In: *International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*. 2025.
- [6] **Marcelo Sartori Locatelli**, Arthur Salles Da Costa, Victor Thomé, Marisa Vasconcelos, and Virgilio Almeida. “From Inclusion to Contention: Analyzing DEI and “Woke” Narratives on Reddit”. In: *International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*. 2025.
- [7] Arthur Buzelin*, Pedro Robles Dutenhefner*, **Marcelo Sartori Locatelli***, Samira Malaquias, Pedro Bento, Yan Aquino, Lucas Dayrell, Victoria Estanislau, Caio Santana, Pedro Alzamora, et al. “Analyzing Political Discourse on Discord during the 2024 US Presidential Election”. In: *Proceedings of the 17th ACM Web Science Conference 2025*. 2025, pp. 272–282.
- [8] **Marcelo Sartori Locatelli**, Matheus Prado Miranda, Igor Joaquim da Silva Costa, Matheus Torres Prates, Victor Thomé, Mateus Zapparoli Monteiro, Tomas Lacerda, Adriana Pagano, Eduardo Rios Neto, Wagner Meira Jr, and Virgilio Almeida. “Examining the behavior of llm architectures within the framework of standardized national exams in brazil”. In: *Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society*. Vol. 7. 2024, pp. 879–890.
- [9] **Marcelo Sartori Locatelli**, Pedro Calais, Matheus Prado Miranda, João Pedro Junho, Tomas Lacerda Muniz, Wagner Meira Jr, and Virgilio Almeida. “Topic Shifts as a Proxy for Assessing Politicization in Social Media”. In: *Proceedings of the International AAAI Conference on Web and Social Media*. Vol. 18. 2024, pp. 972–984.
- [10] **Marcelo Sartori Locatelli***, Josemar Caetano*, Wagner Meira Jr, and Virgilio Almeida. “Characterizing vaccination movements on YouTube in the United States and Brazil”. In: *Proceedings of the 33rd ACM Conference on Hypertext and Social Media*. 2022, pp. 80–90.

OTHER PUBLICATIONS

- [11] **Marcelo Sartori Locatelli**, Pedro Dutenhefner, Arthur Buzelin, Pedro Loures Alzamora, Yan Aquino, Pedro Augusto Torres Bento, Samira Malaquias, Victoria Estanislau, Caio Santana, Lucas Dayrell, et al. “AI and Climate Change Discourse: What Opinions Do Large Language Models Present?” In: *Proceedings of the 2nd Workshop on Natural Language Processing Meets Climate Change (ClimateNLP 2025)*. 2025, pp. 113–125.
- [12] Arthur Buzelin, Yan Aquino, Victoria Estanislau, Pedro Bento, Lucas Dayrell, Samira Malaquias, Caio Santana, Guilherme H. G. Evangelista, Caio Grossi, Pedro B. Rigueira, Luisa Gontijo Porfirio, **Marcelo Sartori Locatelli**, Wagner Meira Jr., and Gisele L. Pappa. “Evolutionary Bias Identification with Embeddings”. In: *International Conference on the Applications of Evolutionary Computation (Part of EvoStar)*. Springer. 2025, pp. 337–352.

- [13] Tomas Lacerda, **Marcelo Sartori Locatelli**, Igor Costa, Lorenzo Carneiro, Virgílio Almeida, and Wagner Meira Jr. "Exploring Brazilian TikTok and YouTube Shorts: A Public Dataset for Video Characterization". In: *Brazilian Workshop on Social Network Analysis and Mining (BraSNAM)*. SBC. 2025, pp. 290–296.
- [14] Arthur Buzelin, Pedro Bento, Yan Aquino, Arthur Chagas, Pedro Robles Dutenhefner, Samira Malaquias, Victoria Estanislau, Caio Santana, Lucas Dayrell, Lucas Mesquita, et al. "Emerging Digital Spaces: The Case of Bluesky's Rise During 2024 Brazilian Elections". In: *Brazilian Workshop on Social Network Analysis and Mining (BraSNAM)*. SBC. 2025, pp. 269–282.
- [15] Pedro Loures Alzamora, Daniel Victor Ferreira, Isadora Cristina de Matos Rodrigues, Julia Fonseca de Sena, Marcelo Ganem, **Marcelo Sartori Locatelli**, Thiago Henrique Moreira Santos, Evandro Landulfo Teixeira Paradela Cunha, Janaina Teodoro Guiginski, Ramon Adrian Salinas Franco, et al. "Análise Temporal e Espacial dos Casos de Covid-19 nas Regiões Geográficas Imediatas do Brasil". In: *Hygeia: Revista Brasileira de Geografia Médica e da Saúde* 19 (2023).
- [16] Pedro Loures Alzamora, **Marcelo Sartori Locatelli**, Marcelo Ganem, Thiago Henrique Moreira Santos, Daniel Victor Ferreira, Tereza Bernardes, Ramon AS Franco, Janaína Guiginski, Evandro LTP Cunha, Ana Paula Couto da Silva, et al. "A COVID-19 no Twitter: correlacionando vocabulário com agravamento e atenuação da pandemia no Brasil". In: *Brazilian Workshop on Social Network Analysis and Mining (BraSNAM)*. SBC. 2022, pp. 157–168.
- [17] **Marcelo Sartori Locatelli**, Evandro LT Cunha, Janaína Guiginski, Ramon AS Franco, Tereza Bernardes, Pedro Loures Alzamora, Daniel Victor F da Silva, Marcelo Augusto S Ganem, Thiago HM Santos, Anne IR Carvalho, et al. "Correlations between web searches and COVID-19 epidemiological indicators in Brazil". In: *Brazilian Archives of Biology and Technology* 65 (2022), e22210648.

TEACHING EXPERIENCE

Teaching Assistant

Federal University of Minas Gerais

Sept. 2024 - Feb. 2025

Belo Horizonte, MG, Brazil

- For the course "Seminars on Algorithmic Governance and Auditing"
- Work included curating papers for student presentations, lecturing, and grading student projects.

AWARDS & GRANTS

Microsoft Accelerating Foundation Models Research

June 2025

Microsoft

- Obtained during my internship at MPI-SP for researching climate change discourse in social media.
- Co-recipient, together with Dr. Meeyoung Cha, Prof. Virgilio Almeida and Wenchao Dong.

CAPES Master's Scholarship

Mar. 2024

Brazilian Federal Agency for Support and Evaluation of Graduate Education

- Stipend for full-time study and research in Brazilian Master's programs.

CAPES University Talent Award

Mar. 2020

Brazilian Federal Agency for Support and Evaluation of Graduate Education

- Recognition of the performance of students with outstanding development of their cognitive skills.
- Only given to 1,000 undergraduate students per year.

* denotes equal contribution