

**Michelle Rodino-Colocino, Ph.D.**

Associate Professor

Media Studies

Women's, Gender, and Sexuality Studies

Penn State

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**Education**

Ph.D. Communication, University of Pittsburgh, 2003

M.A. Communication, Northwestern University, 1993

B.A. Political Science, University of California, Los Angeles, 1991

**Academic Positions**

Associate Professor, Department of Film/Video and Media, College of Communications, Pennsylvania State University, Summer 2012-present.  
Associate Professor of Women's Studies, Affiliate faculty, Penn State, Summer 2012-present.

Assistant Professor, Department of Film/Video and Media, College of Communications, Pennsylvania State University, Fall 2007-Summer 2012.  
Assistant Professor of Women's Studies, Affiliate faculty, Penn State, Spring 2011-Summer 2012.

Assistant Professor, Department of Communication, University of Cincinnati, Fall 2004- Summer 2007.

**Awards and Distinctions**

Dean's Award for Excellence in Research & Creative Accomplishments (2014).  
College of Communications, Penn State University.

Article of the Year. (2012). Critical Cultural Studies Division, National Communication Association (NCA), for "Geek Jeremiads: Speaking the Crisis of Job Loss by Opposing Offshored and H-1B Labor." *Communication and Critical/Cultural Studies* 9(1), 22-46, 2012.

Top Paper Award. (2012). Feminist and Women's Studies Division, National Communication Association (NCA). For "Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World," to be presented on November 16 in Orlando, Florida.

### **Awards and Distinctions (continued)**

Faculty Marshal, Journalism. (2009). Selected by student marshal, Stephanie Durning, College of Communication Spring Commencement, Penn State.

Darwin Turner Recognition for Outstanding Teaching. (2006). Selected by ethnic minority students. University of Cincinnati.

Emerging Scholar. (2005). National Communication Association. (NCA), Critical and Cultural Studies Division. Recognized on a panel of outstanding assistant professors for “Domesticating the PDA: When Moore’s Law Meets Parkinson’s Law,” Boston, November 16-20.

Tamara Horowitz Graduate Research Prize, Second Place Honors. (2003). University of Pittsburgh, Women’s Studies Program for the dissertation chapter, “Converging on the Agents of Consumption: When Moore’s Law Meets Parkinson’s Law.”

Tamara Horowitz Graduate Research Prize, Honorable Mention. (1999). University of Pittsburgh, Women’s Studies Program for “Breaking Out of Binaries: Reconceptualizing Gender and its Relationship to Language in Computer-Mediated Communication.”

Outstanding Paper Award. (1998). Northwest Communication Association, Graduate Division, for “Dying from Another Alternative: An Analysis of Workfare Articulation in the US,” 1998.

University Fellow, Northwestern University, 1992-1993.

### **Grants**

Bellisario College Summer Support, College of Communications at Penn State, for research related to current book project on the history of media and labor, awarded May 2018 (\$5,000).

Don Davis Summer Research Grant, College of Communications at Penn State, for research related to current book project on the history of media and labor, awarded May 2017 (\$4,903).

Don Davis Summer Research Grant, College of Communications at Penn State, for research related to current book project on the history of media and labor, awarded May 2016 (\$3,520).

Travel to Collections Grant for travel to the Smithsonian’s Lemelson Center/Archives Center at the National Museum of American History, for book project on labor and media, awarded February 2015 (\$1,500).

### **Grants (continued)**

Sam Fishman Travel Grant for travel to the Walter P. Reuther Library (Wayne State University) for archival research on my book project *Making Media Work: A Cultural History of New Media and Management*, 2015 (\$1,000).

Summer Support Research Grant College of Communications at Penn State for book project on labor and media, May-August 2015 (\$1,500).

Individual Faculty Grant (Institute for the Arts and Humanities, Penn State) for archival research on my book project *Making Media Work: A Cultural History of New Media and Management*, July-December 2014 (\$3,000).

Summer Support Research Grant (College of Communications, Penn State), for work with PhD students Aaron Heresco and Lauren DeCarvalho on masculinity and labor, May 2011 (\$2,500).

President's Fund for Research (University, Penn State) for "Communicating the Work Ethic of the Second Gilded Age through Information Technologies," December 2010 (\$600).

Summer Support Research Grant (College of Communications, Penn State), for work with PhD student Aaron Heresco on activism and labor, May 2010 (\$1,007).

National Communication Association (NCA), conference panel grant, November 2008 (\$500).

Student Research Grant. (2002). University of Pittsburgh, Women's Studies, 2002 (\$200).

### **Articles in Peer-Reviewed Journals**

Rodino-Colocino, M. (2018). "Me too, #MeToo: Countering Cruelty with Empathy." *Communication and Critical/Cultural Studies*, 15(1), 96-100.

Rodino-Colocino, M., L. deCarvalho, and A., Heresco. (2017). "Neo-Orthodox Masculinities on *Man Caves*," *Television & New Media*. Advanced publication online. DOI: 10.1177/1527476417709341

Rodino-Colocino, M. (2017). Making Media Work: Turning to Labor Management in Communication Studies. *International Journal of Communication*, 11, 2037-2041. <http://ijoc.org/index.php/ijoc/article/view/4556/2026>

Rodino-Colocino, M. (2016). Critical-Cultural Communication Activism Research Calls for Academic Solidarity. *International Journal of Communication*, 10. <http://ijoc.org/index.php/ijoc/article/view/6007/1753>

### Articles in Peer-Reviewed Journals (continued)

Rodino-Colocino, M., and S. N. Berberick. (2015, October). “‘You Kind of Have to Bite the Bullet and do Bitch Work’: How Internships Teach Students to Unthink Exploitation in Public Relations.” *tripleC: Communication, Capitalism & Critique. Open Access Journal for a Global Sustainable Information Society* 13.2: 486-500.

Rodino-Colocino, M. (2014). [#YesAllWomen: Intersectional Mobilization Against Sexual Assault is Radical \(Again\).](#) *Feminist Media Studies*, 14(6), 1090-1092.

Rodino-Colocino, M. (2014). [‘The He-Cession: Why Feminists Should Rally for the End of White Supremacist Capitalist Patriarchy.’](#) *Feminist Media Studies*, 14(2), 343-347.

Rodino-Colocino, Michelle. (2013). “Communique 3.0 Working to ‘Change it’” *Democratic Communique*, 26(1), 46-50.

Rodino-Colocino, M. (2012). “Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World.” *Feminist Media Studies*, 12(4), 517-527, special issue on Women and Mobile Intimacy, Larissa Hjorth and Sun Sun Lim (Eds.).

<http://www.tandfonline.com/doi/abs/10.1080/14680777.2012.741868>

Rodino-Colocino, M. (2012). “Participant Activism: Exploring a Methodology for Scholar- Activists.” *Communication, Culture & Critique*, 5(4), 541-562. <http://onlinelibrary.wiley.com/doi/10.1111/j.1753-9137.2012.01140.x/full>

Rodino-Colocino, M. (2012). “Man Up, Woman Down: Mama Grizzlies and Anti-Feminist Feminism during the Year of the (Conservative) Woman and Beyond.” *Women and Language*, 35(1), 79-96, special issue on Women and Electoral Politics, Mary Vavrus (Ed.).

Rodino-Colocino, M. (2012). “‘Feminism’ as Ideology: Sarah Palin’s Anti-Feminist Feminism and Ideology Critique.” *tripleC: Communication, Capitalism, and Critique*, 10(2), 457-473, Spring 2012. <http://www.triple-c.at/index.php/tripleC/article/view/414>

Rodino-Colocino, M. (2012). [‘Geek Jeremiads: Speaking the Crisis of Job Loss by Opposing Offshored and H-1B Labor.’](#) *Communication and Critical/Cultural Studies*, 9(1), 22-46, 2012.

### Articles in Peer-Reviewed Journals (continued)

Rodino-Colocino, M. (2011). "Getting to 'Not Especially Strange': Embracing Participatory- Advocacy Communication Research for Social Justice."

*International Journal of Communication*, 5;

<http://ijoc.org/ojs/index.php/ijoc/article/view/1299/644>

Rodino-Colocino, M. (2011). "[POP Go the Workers in Dell's Advertising: Responding to the Hecessionary Moment ca. 2009.](#)" *Democratic Communique*, 24, 57-65

Rodino-Colocino, M. (2008). "[Technomadic Work: From Promotional Vision to WashTech's Opposition.](#)" *Work Organization, Labour and Globalization*, 2(1), 104-116.

Rodino-Colocino, M. (2006). "[Selling Women on PDAs from 'Simply Palm' to 'Audrey': How Moore's Law Met Parkinson's Law in the Kitchen.](#)" *Critical Studies in Media Communication*, 23(5), 375-390.

Rodino-Colocino, M. (2006). "[Laboring Under the Digital Divide.](#)" *New Media & Society*, 8(3), 487-511.

Rodino-Colocino, M. (2005). "[War Mothering](#)" *Feminist Media Studies* 5(3), 380-385.

Rodino-Colocino, M. (2003). "[Mobilizing Mother.](#)" *Feminist Media Studies*, 3(3), 375-378.

Rodino, M. (2002). "Corporate Fantasy and the 'Brave New World of Digital Education.'" *Workplace: A Journal for Academic Labor*.  
<http://www.louisville.edu/journal/workplace/issue5p1/rodino.html>.

Rodino, M. (1997). "Breaking Out of Binaries: Reconceptualizing Gender and its Relationship to Language in Computer-Mediated Communication." *Journal of Computer-Mediated Communication*, 3(3).

<http://jcmc.indiana.edu/vol3/issue3/rodino.html>.

### Book chapters

Antunovic, D. and M. Rodino-Colocino (in press). "'Thank You Mom': A Feminist Analysis of P&G's Global Advertising Campaign." In Kimberly Golombisky and Kristi Reshel (Eds.), *What's the Big Idea? Feminist Perspectives on Advertising* (30 pp). Lanham, MD: Rowman and Littlefield.

Rodino-Colocino, M., Niesen, S. Noble, C. Quail (2017). Professors and (M)Others: Smashing the "Maternal Wall" in the Academy. In Kirsti Cole, Holly Hassel (Eds.), *Surviving Sexism in Academia: Strategies for Feminist Leadership* (pp. 15). New York, NY: Routledge.

### **Book chapters (continued)**

Rodino-Colocino, M. (2012). “‘Is that a PC in Your Pocket or is it Something More?’ The Newton PDA and White-Collar Masculinity,” In R. Jackson and J. Moshin (Eds.), *Communicating Marginalized Masculinities*, pp. 23-48. New York, NY: Routledge. Invited.

Rodino-Colocino, M. (2008). “Digital Divide Redux, Or Why The Greatest Gap is Ideological.” In K. S. Amant and P Zemiliansky (Eds.), *Handbook of Research on Virtual Workplaces*, pp. 70-80. Hershey, PA: Idea Group Publishing. Invited.

Rodino-Colocino, M. (2007). “High Tech Workers of the World, Unionize! A Case Study of WashTech’s ‘New Model of Unionism.’” In C. McKercher and V. Mosco (Eds.), *Knowledge Workers in the Information Society*, pp. 209-227. Lanham, MD: Rowman and Littlefield.

### **Extended Review Essays**

Rodino-Colocino, M. (2007). “Domesticity and New Media,” review of *Domestication of Media and Technology*, edited by Thomas Berker, Maren Hartmann, Yyves Punie, and Katie Ward (Open University Press, 2006) and *Modern Media in the Home: An Ethnographic Study*, edited by Hugh Mackay and Darren Ivey (John Libbey-CIC, 2004), *New Media & Society*, 364- 371. (invited)

### **Book Reviews**

Rodino-Colocino, Michelle (2016). Review of Frey, Lawrence R., and Palmer, David L., (Eds.). (2014). *Teaching Communication Activism: Communication Education for Social Justice*. New York, NY: Hampton Press, 539 pages. *The Communication Review* 19 (1): 79-81.

Rodino-Colocino, M (2012). Review of *Work’s Intimacy* by Melissa Gregg, 205 pages. *Journal of Broadcasting & Electronic Media* 56(4), 688-690. Invited.

Rodino-Colocino, M. (2008). Review of *Always Already New* by Lisa Gitelman, 205 pages. *Resource Center for Cyberculture Studies*.  
<http://rccs.usfca.edu/bookinfo.asp?BookID=363&ReviewID=469>

Rodino-Colocino, M. (2006). Review of *Making Silicon Valley: Innovation and the Growth of High Tech, 1930-1970* by Christophe Lecuyer. *Resource Center for Cyberculture Studies*, 408 pages.  
<http://rccs.usfca.edu/bookinfo.asp?ReviewID=395&BookID=322>

### **Book Reviews (continued)**

Rodino-Colocino, M. (2005). Review of *Virtual Inequality: Beyond the Digital Divide*, by Karen Mossberger, Caroline J. Tolbert, and Mary Stansbury, 208 pages. *Resource Center for Cyberculture Studies*.  
<http://rccs.usfca.edu/bookinfo.asp?ReviewID=334&BookID=271>

### **Encyclopedia Entries**

Applequist, J. and Rodino-Colocino, M (2014). "World Internet Project." In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics*, pp. 1393-1394. CQ Press/Sage.

Rodino-Colocino, M. (2012). "Misogyny." In M. Kosut (Ed.), *Encyclopedia of Gender in Media*, pp. 234-236. Thousand Oaks: Sage.

### **Reprints**

Rodino-Colocino, M. (2017). "Laboring Under the Digital Divide." In Jianhua Yao (Ed.), *Digital Labor in the Manufacturing and Service Industries*. (pp. 43-70). The Commercial Press (in China).

Rodino-Colocino, Michelle. (2015, October). "'Feminism' as Ideology: Sarah Palin's Anti-Feminist Feminism and Ideology Critique." In C. Fuchs and V. Mosco (Eds.), *Marx and the Political Economy of Media*, Boston, MA: Brill/Haymarket. Chapter 10.

Rodino-Colocino, M. (2013). "Getting to 'Not Especially Strange': Embracing Participatory- Advocacy Communication Research for Social Justice." In J. Sterne (Ed.), *The Politics of Academic Labor in Communication Studies*, Ebook. Los Angeles, CA: USC Annenberg Press.

### **Association Magazines and Newsletters (invited)**

Rodino-Colocino, M. (2017, November). "TS Hawkins" NCA Scholar Response, Michelle Rodino-Colocino, in Stephen J. Hartnett (Ed.), *Communication's Civic Callings*, NCA publication, 47-49,  
[https://www.natcom.org/sites/default/files/pages/SJE\\_Online\\_Social\\_Justice\\_Exchange.pdf](https://www.natcom.org/sites/default/files/pages/SJE_Online_Social_Justice_Exchange.pdf)

Rodino-Colocino, M. (2013, February). "UDC Past, Present, and Future Reflection," *Union for Democratic Communications Newsletter*.)

Rodino-Colocino, M. (2012, May). "UDC Past, Present, and Future," *Union for Democratic Communications Newsletter*, (conference special).

Rodino-Colocino, M. (2012, April). "Communicating for Workers' Rights," *Communication Currents* 7(2); translation of "Geek Jeremiads" article in *Communication and Critical/Cultural Studies* for a general audience. Available at: <http://www.natcom.org/commcurrentsissue.aspx>

### **Association Magazines and Newsletters (invited, continued)**

Rodino-Colocino, M. (2012, January). "Looking Forward to the Future," *Union for Democratic Communications Newsletter* 1(1), pp. 2, 5-6. Available at: <http://dl.dropbox.com/u/36273490/UDCNewsletter-Jan2012.pdf>.

Rodino-Colocino, M. (2011, August). "Practical Advice from Communication Experts," *Communication Currents* 6(4); commentary on the presidential elections 2012. Available at: <http://www.natcom.org/CommCurrentsIssue.aspx?volume=6&issue=4>

### **Courses Taught (\*indicates a new course)**

#### Penn State

##### *Graduate*

COMM 511 Introduction to Qualitative Methods

COMM 597 Feminist Media Studies (special topics course awaiting permanent number)

\*COMM 597 Media and Cultural Technologies (special topics; new course offering)

COMM 590 Colloquium (Introduction to Communications for first year MA and PhD students)

##### *Undergraduate*

COMM 100 Media & Society (General education; 300 students)

COMM/WMNST 205 Women, Minorities and Media

COMM 405 Political Economy of Communications

COMM 411 Cultural Aspects of Mass Media

COMM 411H Cultural Aspects of Mass Media, Honors Seminar

#### University of Cincinnati (new courses designed noted with an asterisk)

##### *Graduate*

\*COMM 703 Communication and Technology, "Adventures in New Media"

\*COMM 703 Work & IT

##### *Undergraduate*

\*COMM 418 Gender and New Media (undergrad and honors sections)

\*COMM 437 Fear, Media and Culture

\*COMM 478 Work & IT COMM 527 Media and Culture

### **Invited Talks and Panel Participation**

"#ThisEndsHere: A Blue Sky Workshop on Confronting Sexual Harassment and Hostile Climates in Higher Education, International Communication Association (ICA), Feminist Scholarship Division, Prague, CR, May 24-28, 2018.

Panelist on the "Social Justice Exchange" with social movement activists, NCA (National Communication Association), Philadelphia. November 12, 2016.



### **Invited Talks and Presentations (continued)**

“Mediating Productivity: A Cultural History of Labor and New Media,” invited talk at Wayne State University April 23, 2015.

“Mentoring Up, Down, and Around,” International Communication Association (ICA), Feminist Scholarship Division, London, UK, June 17-21, 2013.

“Man Caves: Producing, Consuming, and Eliminating Labor after the Peaks,” Texas A&M University, April 18-19, 2013

“‘Is that a PC in Your Pocket or is it Something More?’ The Newton PDA and White-Collar Masculinity,” invited panelist to present chapter in the edited book, *Marginalized Masculinities*, at the National Communication Association (NCA), Critical and Cultural Studies Division, Orlando, FL, November 15-18, 2012.

“Mentoring Feminist Ph.D. Students for Varied Career Options,” extended Feminist Studies Division session, International Communication Association (ICA), Phoenix, AZ, May 24-28, 2012

“Advocating Advocacy: The Work of Activism and Scholarship Online, Offline, and Over the Line,” preconference panelist, Association of Internet Researchers (AOIR), Seattle, WA, October 10, 2011.

“Workers of the World,” panelist on discussion of film festival of the same name at the State Theatre (September 30-October 2, 2011), Institute for the Humanities, Penn State University, University Park, PA, October 3, 2011.

“Inside the Bubble: Voices from Williamsport, PA on how Drilling in the Marcellus Shale Affects Work, Life, and Culture,” panelist, Artists and Scholars in Public Life, Institute for the Humanities, Penn State University, University Park, PA, September 9, 2011.

“WiFi Where Pigs Fly: Technical, Legal, and Cultural Challenges to Free Wireless Internet in Cincinnati,” Partnership for Progress on the Digital Divide panel, National Communication Association, San Antonio, TX, November 2006.

“A Healthy Self-Reflexivity: Reflecting on our Scholarship and Activism on Community Wi-Fi.” Partnership for Progress on the Digital Divide panel, “Information and Communication Technology and Community: Challenges and Opportunities for Policy and Practice in the Digital Age,” Boston, MA, November 16-20, 2005.

### **Invited Talks and Presentations (continued)**

“Constructions, Consequences and Challenges of Labor in the New Economy,” National Communication Association Pre-Conference, “Engaged Organizational Communication in the New Economy: Technology, Globalization, and the Quality of Work Life,” Organizational Communication Division, November 2000, Seattle, WA.

“Chatting up Gender: The Performance of Gender on Internet Relay Chat,” Language and Gender in the Workplace, Master’s Program Seminar, Heintz School of Public Policy, Spring 1994, Carnegie Mellon University, PA.

### **Invited Panel Chair**

“Title IX needed now more than ever”: Discourses surrounding a key gender equity law,” National Communication Association (NCA), Feminist and Women’s Studies Division, Washington DC, November 21-24, 2013.

“Branding Femininity: From Food and Dining to Bankable and Turkish Brands,” International Communication Association (ICA), Feminist Scholarship Division, London, UK, June 17-21, 2013.

“Consumption Technologies: Motherhood to Masculinity,” International Communication Association (ICA), Feminist Scholarship Division, Phoenix, AZ, May 24-28, 2012.

“Feminist Political Economy of Culture,” panel chair, Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

“Gossip, Artifice, and Anger,” panel chair, Consoling Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Eugene, OR, April 22-26, 2010.

“War, Peace, and ‘Virtuous Mothers’: The Maternal Figure as Rhetorical Battle Ground,” National Communication Association (NCA), Feminist and Women’s Studies Division, San Antonio, TX, November 15-19, 2006.

### **Conference Presentations (sole authored unless indicated; 2003-2018)**

“*AltNCA Comes to UDC: How Should Academic Associations ‘Fight For Humanity’?*,” UDC (Union for Democratic Communications), Chicago, IL, May 11-12, 2018.

“Workers Resist the Gig Economy,” UDC (Union for Democratic Communications), Chicago, IL, May 11-12, 2018. (panel presenter and organizer).

**Conference Presentations (sole authored unless indicated; 2003-2018, continued)**

“Countering Cruelty with Empathy, Activism, and Organizing,” presenter on panel discussion, “Cruel Intentions: Affective Theory in the Age of Trump,” NCA (National Communication Association), Dallas, TX, November 16-19, 2017.

“Activism and Social Justice: Future Directions for Critical Theory and Praxis,” panelist, NCA (National Communication Association), Philadelphia, PA, November 12, 2016.

“Organizing with Social Media against Ad-feminist Attacks,” NCA, Philadelphia, PA, November 10, 2016.

“Troubling the Waters of Media, Management, and Work: Notes on New Media and Labor Management,” UDC (Union for Democratic Communications), September 29, 2016.

“Making Media Work: A Cultural History of New Media and Labor Management.” Discussion of book research and writing in progress, ICA (International Communication Association), Fukuoka, Japan, June 12, 2016.

“Making Italian Americans Productive: Notes from a Cultural History of New Media and Labor Management,” the Italian American Studies Association (IASA), Washington, DC, October 15, 2015.

“Professors, Partners, and Parents: The State of Work-Family Policies in the Academy,” Union for Democratic Communications, Toronto, Canada, May 1, 2015.

With Stevie Berberick as second author, “You Kind of Have to Bite the Bullet and do Bitch Work”: How Internships Teach Students to Unthink Exploitation in Public Relations, UDC (Union for Democratic Communications), Toronto, Canada, May 1, 2015.

“Making Media Work: Key Moments in the Cultural History of New Media and Management,” UDC (Union for Democratic Communications), May 1, 2015

With Dunja Antunovic as second author, “DIY’s Italian American Machismo: Tony Siragusa Plays Himself to Renovate (White) Masculinity on Man Caves,” the Italian American Studies Association (IASA), Toronto, Canada, October 17-19, 2014.

With Dunja Antunovic as first author, “Thank You Mom”: Mother's Labor, Olympic Athletes, and P&G's Global Brand,” National Communication Association (NCA), Feminist and Women’s Studies Division, Chicago, IL, November 20-23, 2014.

### **Conference Presentations (2003-2018, continued)**

“Making Media Work: A Cultural History of New Media and Management,” the International Communication Association (ICA), Seattle, WA, May 21-24, 2014.

“Making Media Work: Asking Feminist Questions,” the International Communication Association (ICA), Seattle, WA, May 21-24, 2014.

“Nice Career? Possibilities and Challenges for Critical Academic, Activist, and Media Workers” (Roundtable), Union for Democratic Communications (UDC), San Francisco, CA, November 1-3, 2013.

“Beefcake and Machismo: How DIY’s Dueling Masculinities Renovate White Masculinity on Man Caves,” National Communication Association (NCA), Critical and Cultural Studies Division, Washington, DC, November 21-24, 2013.

“Geeking Out in the USA: How The Promise of Today’s Heroic Worker Refashions the American Dream,” National Communication Association (NCA), Feminist and Women’s Studies Division, Washington, DC, November 21-24, 2013.

From the “Great He-cession” to Androgel: A Feminist Response to Post-Recessionary Panic about “The End of Men,” Console-ing Passions: An International Conference on Television, Audio, Video, New Media, and Feminism,” Leicester, UK June 22-24, 2013.

“Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World,” National Communication Association (NCA), Feminist and Women’s Studies Division, Orlando, FL, November 15-18, 2012. **Winner, Top Paper Award.**

“‘Is that a PC in Your Pocket or is it Something More?’ The Newton PDA and White-Collar Masculinity,” International Communication Association (ICA), Feminist Scholarship Division, Phoenix, AZ, May 24-28, 2012.

“Participant Activism: Exploring a Methodology for Scholar-Activists,” Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

“Man Up, Woman Down: Mama Grizzlies and Anti-Feminist Feminism during the Year of the (Conservative) Woman and Beyond,” Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

### **Conference Presentations (2003-2018, continued)**

“Androgel and the New Neurasthenia,” National Communication Association (NCA), Feminist and Women’s Studies Division, New Orleans, LA, November 17-20, 2011.

“Man Caves: Consuming, Producing and Eliminating Masculine Labor After the Peak,” Union for Democratic Communications (UDC), University Park, PA, October 14-16, 2010.

“How About an Awesome ‘Man Cave’ to go with that ‘He-Cession’? Or, What the Promotion and Critique of Domestic Men-Only Spaces tell us about Work, Consumption, and Media in Anxious Times,” Console-ing Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Eugene, OR, April 22-26, 2010.

“Add Labor and Stir, Feminist Political Economy and ICT,” Association for Internet Researchers (AOIR), University of Wisconsin-Milwaukee, October 4-6, 2009.

“White-Collar Internationalism: Toward Global Working Class Solidarity?” Union for Democratic Communications, University of Buffalo, NY, May 30-31, 2009.

“Collaborative Labor Organizing in the US and India: An experiment in ‘White-collar Internationalism’?” National Communication Association (NCA), Theme Session, San Diego, CA, November 20-24, 2008.

“Welfare Moms in WiFi Zones: Will a WiFi Zone in Cincinnati Cast ‘Vanessa’ Further outside the Net?” Consoling Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Santa Barbara, CA, April 24-26, 2008.

“Welfare Moms in WiFi Zones: How an Imagined WiFi Zone for Low-Income Women Casts them Further outside the Net,” National Communication Association (NCA), Critical and Cultural Studies Division, San Antonio, TX, November 15-19, 2006.

“War Mothering: The Fight for ‘Security Moms.’” Union for Democratic Communications (UDC), Boca Raton, FL, May 19-22, 2006.

“Domesticating the PDA: When Moore’s Law Meets Parkinson’s Law,” National Communication Association (NCA), Critical and Cultural Studies Division, Boston, MA. November 16-20, 2005. **Recognized as one of four “Emerging Scholars.”**

### **Conference Presentations (2003-2018, continued)**

“Virtual Domestication through Mobile Internet Technologies: How ‘Audrey’ and ‘Vanessa’ Help Mommy Stay Home,” Association of Internet Researchers (AOIR), Chicago, IL, October 5-9, 2005.

“Targeting Women, Tethering Mom: Marketing Mobile Communication Technologies to the ‘Laggards’, International Communication Association (ICA), Feminist Scholarship Division, New Orleans, LA, May 27-31, 2004.

“Real Men Adopt PDAs: Selling the Business of Technomadic Work,” National Communication Association (NCA), Critical and Cultural Studies Division, Miami, FL, November 19-23, 2003.

“Converging on the Agents of Consumption: When Moore’s Law Meets Parkinson’s Law,” The Cultural Studies Association, Pittsburgh, PA, June 5-8, 2003.

“Laboring Under the Digital Divide,” International Communication Association (ICA), Political Communication Division, San Diego, CA, May 23-27, 2003.

### **Respondent**

“War, Peace, and ‘Virtuous Mothers’: The Maternal Figure as Rhetorical Battle Ground,” National Communication Association (NCA), Feminist and Women’s Studies Division, San Antonio, TX, November 15-19, 2006.

“Digital Divide and Social Evolution of Communication Technology, Part II,” International Communication Association (ICA), Communication and Technology Division, New York, NY, May 25- 29, 2005.

### **Doctoral, Master’s, and Undergraduate Honors Thesis committees**

#### **Penn State University**

##### ***PhD Advisees***

Stephanie Berberick, Ph.D., *Undoing Heteroideological Narratives on YouTube: Trans Masculine Vloggers, Shifting Bodies, and Uncategorizable Orientations* (graduated in 2017).

Cate Bednarz, Ph.D. candidate, on the stardom of Melissa McCarthy critical-cultural media studies (co-adviser with Matt McAllister; present).

Jeffrey Masko, Ph.D. candidate, *Neoliberal Transformations of ‘White Masculinity’ in Cinematic Media, 1970-2015*. (graduated in 2017).

Giuliana Sorce, Ph.D. *Watching Out for Representation: The Case of Media Monitoring Africa*, (graduated in 2017).

##### ***Present PhD Advisees***

Erica Hilton, Ph.D. candidate, on natural hair vloggers (present).

**Doctoral, Master's, SROP, and Undergraduate Honors Thesis Committees  
Penn State University**

***MA Advisees***

- Sabrina Stewart, MA; *The (un)Real Housewives of Atlanta: A Post-Feminist, Post-Racial Textual Analysis of Reality TV's Favorite Housewives* (graduated in 2017).
- Elizabeth Brennan, MA; *Blogging Betty(s): How Bloggers Used the Anniversary of The Feminine Mystique to Discuss Feminism* (graduated Spring 2015).
- Brittany Brown, MA; *More Than Just Hair Talk: The Kinks, Curls, and Dueling Feminisms in YouTube's Natural Hair Community*. (graduated Spring 2014).
- Emma Bedor, MA; *Surrendering 'Choice': How the Film *October Baby* Silences Mother*. Master's Committee Chair (graduated Spring 2013).
- Amirah Heath, Integrated MA-BA; *Gridiron Goddesses: Women, Football, and the Politics of In/Exclusion* (graduated Spring 2013).
- Jackie Dunfee, Integrated MA-BA; *The Reality of 16 and Pregnant* (graduated, Summer 2012).

***SROP Advisees***

- Michael Cuersma, (Student Research Opportunity Program, for students of color, Adviser); *'What Really Grinds My Gears?' Homonormativity in Queer Spaces: A Textual Analysis on Grindr in State College, PA*. (summer 2016).
- Jerilyn Gamble, (Student Research Opportunity Program, for students of color, Adviser); *Comprehending Conformity of African Americans through Hair and Hip Hop in Vibe and Ebony Magazine*.

***Honors Advisees***

- Elizabeth Graham (Honors Adviser); *Cold War Films* (graduated Spring 2014).
- Kelly Jackson (Honors Adviser); *Green Advertising in H&M Campaigns* (graduated Spring 2014).
- Tracy Crouthamel (Honors Adviser); *The Persistence of Vision: Ingrained and Obstinate Images from Danny Boyle*. (graduated Fall 2013).
- Echemendia, Mariel (Honors Adviser); *How Latino Bloggers Assessed Barack Obama's and Mitt Romney's Campaign Platforms*, (graduated Fall 2013).
- Kyra Nelson, (Honors Adviser); *Disney, Ideology, and Child Development* (Fall 2011).
- Michael Oplinger, (Honors Adviser); *Educational Reform on HBO's The Wire* (graduated, Fall 2011).

***PhD Committees (Reader, College of Communications at Penn State unless otherwise indicated)***

- Steph Orme, *Growing up Gamers: Female Leisure in Digital Games Culture* (graduated 2018).

**PhD Committees (Reader, College of Communications at Penn State unless otherwise indicated, continued)**

Lauren Camacci, *The Blueprint and the Mirror: Richard Nixon's Presidential Rhetoric and American Masculinity* (Communication Arts and Sciences; graduated in 2017).

Kelly Chernin, *After a Rainy Day in Hong Kong: Media, Memory and Social Movements, a Look at Hong Kong's 2014 Umbrella Movement*. (graduated in 2017).

\*Jessica Crowell *Liquid Labor, Precarious Lives: An Urban Ethnography of Online Work and Digital Inequality*. (\*outside reader for Ph.D. student at Rutgers University, graduated in 2017).

Sarah Worley, *Comparing the Coverage of Virtual Marches Hacktivism Over Sixteen Years: A Qualitative Frame Analysis of News Discourse* (graduated in 2016).

Laura Rattner, *The Media(ted) Girl: Creating (Feminist) Spaces* (Curriculum & Instruction and Women's Studies, graduated 2015).

Ann Holt, *User Experience with Archives and Feminist Teaching Conversations with the Judy Chicago Art Education Collection* (Art Education, graduated in 2014).

Enica Castañeda on public relations and media, (2014, one year on committee).

Aaron Heresco on the political economy of media (Fall 2010-Spring 2011; graduated in 2014).

Kyun Han You, *Entertaining Politics: Exploring Historical Transformation of Production, Distribution, and Consumption of Political Entertainment in Korea* (graduated in 2014).

Lauren deCarvalho, *The Work of Prime-Time Post-Recessionary Sexism: Gender and Television Sitcoms in the Post-Recession Era of the 2010s* (graduated in 2013).

**Present PhD Committees, Reader**

Azadeh Fassihi, representations of women taking off the hijab in social media (present).

Elysia Galindo-Ramirez, on gender and eSports (present).

Azeta Hatef, on the Roma and social media in the Czech Republic (present).

Wunpini Fatimata Mohammed, tentative title: *Tallywood Video Films: A Political Economic Analysis of the Convergence of Orality and Film in Northern Ghana* (present).

Alex Nutter Smith, on feminism and environmental blogs (present).

**MA Committees (Reader, College of Communications at Penn State)**

Lauren Alwine, *Examining Female Athletes in Sport Illustrated Swimsuit Issues from 1997-2013* (graduated Spring 2014).

Stef Davis, *Pretty and Plastic: The Real Life Pressures to be News Anchor Barbie* (graduated Summer 2014).



**MA Committees (reader, College of Communications at Penn State, continued)**

Rafael R. Díaz-Torres, *Branded Sports Sovereignty: A Critical Media Approach to Puerto Rican Olympic Sports* (graduated, Fall 2011).

University of Cincinnati

*MA committees* (reader)

Tiffany Hadley, *Not All Reality is Created Equal: A Rhetorical Hybrid of Conspiracy and Diatribe in Michael Moore's Fahrenheit 9/11* (graduated, 2006).

Brian Warner, *Shaking Digital Fists: The Shape of Tactics of Internet-Mediated Social Movement Groups*, M.A. (graduated, 2007).

*Undergraduate Honors Adviser*

Allyson Knue, *'Be Resilient...And Put a Smile On': Perceptions of the Stereotypes That Comprise the Glass Ceiling And Its Effects on Business-Minded College Women* (graduated, Spring 2006).

**University Service**

*Departmental Service*

Film-Video, and Media Studies (Penn State, Fall 2007-present)

Media Studies Curriculum Review Committee Member, Fall 2007-Spring 2011. Fall 2016-present.

Member of the Department Promotion and Tenure Committee, 2016-2017.

Student Learning Outcomes Committee Member Fall 2013-2014

Member of Media Studies Enrichment Committee, Media Studies Enrichment Committee, Member. (2011-2014).

Media Enrichment Committee, Fall 2010-Spring 2012.

Coordinator for Taskforce on Media Studies Curriculum Review, Fall 2010-Spring 2011.

Graduate curriculum committee on film-media 550 series (designed new graduate course and reviewed departmental proposals for new courses), Fall 2007-Spring 2008.

Department of Communication (University of Cincinnati, Fall 2004-2007)

Reader, M.A. comprehensive exams, Spring 2005-Spring 2007.

Mediated Communication Curriculum, committee member, Fall 2004-Spring 2006. Distance Learning, committee member, Winter 2005-Spring 2006.

Technology Coordinator, Fall 2005-Spring 2007.

Graduate Admissions Committee, Fall 2006.

*College Service (Penn State)*

Coordinator, Jeanne Hall Film Screening, Spike Lee's *Do the Right Thing*, 2015, 2017.

Curriculum Review Committee, Fall 2007-Spring 2011.

Participant, Prospective Graduate Student Open House (graduate recruitment), 2008-2018.

Reviewer, Graduate Student Applications, 2008-2018.

Representative for Media Studies at the Involvement Fair during Open House (undergraduate recruitment) 2011-2017.

Sabbatical Committee Member. Fall 2015.

Graduate Admissions Committee Member Fall 2013-Spring 2014.

Don Davis Ethics Speaker Event Organizer, Professor Larry Frey, on Social Justice Activist Scholarship. Spring 2012.

Spend a Summer Day Open House (undergraduate recruitment), 2012, 2013, 2015.

Organized presentations of faculty and graduate student UDC presentations post-convention, "Re-UDC," October 29, 2010.

Scholarships Committee, Fall 2011-Spring 2012.

Graduate Student Paper Contest Reviewer 2008, 2009.

Panelist, Graduate Student Discussion Forum on critical/cultural methods in communication, Spring 2010.

Teaching Mentor in association with the pedagogy course COMM 602: involves meeting with, observing graduate students' teaching, writing letters based on these observations: Elysia Galiendo-Ramirez, Spring, 2018; Erica Hilton, Fall 2017; Jose Aviles, Spring 2017; Stephanie Berberick, Fall 2016; Rafael Del-Torres, Fall 2010; Aaron Heresco, Fall 2010; Alex Nutter-Smith Fall 2009.

Teaching Mentor to graduate students in association with the pedagogy course COMM 502: involves meeting with, observing graduate students' teaching, writing letters based on these observations, being observed by graduate students, and/or being interviewed by graduate students in a podcast posted online: Sabrina Stewart, Spring 2011; Michelle Baker, Fall 2010; Lauren DeCarvalho, Fall 2010.

*University Service*

Penn State

Graduate Council, Member of Graduate and Faculty Relations Committee (2016-2018).

Graduate Student and Faculty Issues Committee Member, Graduate Council. (August 15, 2016 - Present).

Faculty Scorer, The Critical Thinking Assessment Test (CAT), Schreyer Institute for Teaching Excellence, Member. (April 25, 2012).

Founding member of Working Cultures: assist in organizing meetings of the interdisciplinary humanities outreach group that focuses on the intersection of work and culture; summer 2010-2012.

*University Service*

Penn State (continued)

Contributor to Marcellus Shale Archive at the Penn State Library, summer 2012:  
Conducted recorded interviews with residents in the Marcellus Shale drilling area, audio recording and transcript of interviews are being entered into a new university library archive. Two students from COMM 411 assisted in the interviews; spring-summer 2011.

University of Cincinnati

Arts and Sciences Classroom Technology, Winter 2005-Spring 2007.

**Professional Service**

Leadership

Interim President of AAUP-Penn State, Executive Committee of the American Association of University Professors, Penn State Chapter, Vice President and Founder. (2016-present).

Vice President and founding member, 2013-2016.

Legislative Assembly representative, Critical Cultural Studies Division, National Communication Association (NCA), 2013-2017.

Chair and Legislative Assembly representative, Critical Cultural Studies Division, National Communication Association (NCA), 2016: November 2012 elected, Second Vice Chair 2013; Awards Chair, 2014; Program Planner 2015; Chair, 2016, Immediate Past Chair, 2017.

Steering Committee Chair, Union for Democratic Communications (UDC), May 2011-March 2014.

Steering Committee member, Union for Democratic Communications (UDC), Fall 2007-May 2015.

Conference Co-Organizer, Union for the Democratic Communications (UDC), Fall 2012-Fall 2014.

Founding Member and Advisory Board Member, Fembot, community for scholarship on feminist media and technology studies, 2010-present.

Editorial Boards

*Ada: A Journal of Gender, New Media, and Technology*  
(Fembot Collective)

*Communication, Culture & Critique*  
(International Communication Association, ICA)

*tripleC: Cognition, Communication, Cooperation*

*Women's Studies in Communication*  
(Organization for Research on Women and Communication, ORWAC)

Reviewer – Journals

*Communication and Critical/Cultural Studies Communication, Culture & Critique*  
*Communication Quarterly*

*Convergence: The International Journal of Research into New*  
*Media Technologies Critical Studies in Media*  
*Communication*

Reviewer – Journals (continued)

*Environmental Communication: A Journal of Nature  
and Culture Feminist Media Studies*

*The Information Society*

*Journal of Communication Inquiry*

*Journal of Community Informatics*

*Management Journalism and Mass Communication Quarterly*

*New Media & Society*

*Social Epistemology*

*Television and New Media*

*Transforming Cultures eJournal*

Reviewer - Conferences

ICA (International  
Communication  
Association) NCA  
(National  
Communication  
Association) UDC  
(Union for Democratic  
Communications)

**Service to Society**

“The Real Story of Fake News,” speaker and organizer, public teach-in in the  
Penn State Pattee Library, April 10, 2017.

Panelist for film screening of the feminist documentary, *Miss Representation*,  
State Theatre, State College, PA, April 12, 2012.

Mother’s Day Parade for Peace, State College, PA.

Organizer of annual parade for peace and peace activism, normally held on  
Mother’s Day: May 10, 2009, May 9, 2010, May 8, 2011, July 8, 2012,  
May 11, 2013.

Princess Intervention: Questioning Children’s Media, Bennett Family Center,  
University Park, PA. Organizer of pre-school level feminist media  
criticism of Disney film content; May 5, 2011.

Workers of the World Film Festival, Panelist and introduced *Modern Times*,  
State Theatre, State College, PA, Sept 30-October 2, 2011.

**Professional Memberships (2017-2018)**

International Communication Association (ICA).

National Communication Association, (NCA, Member of Legislative Assembly,  
Critical and Cultural Studies Division, November 2012-2017, Chair of  
Division in 2016),

Union for Democratic Communications (UDC, Steering Committee  
Chair/Coordinator Spring 2011-2013).

**Media Interviews (2017-2018, select)**

“Take Note: Academic Freedom,” *WPSU*, interview with Anne Danahy, aired May 4, 2018, <http://radio.wpsu.org/post/take-note-academic-freedom>

“Some Women are Striking from Smiling Today,” *The Washington Post*, March 8, 2017,

[https://www.washingtonpost.com/news/inspired-life/wp/2017/03/08/some-women-are-striking-from-smiling-today-heres-why/?noredirect=on&utm\\_term=.b411cbf929bb](https://www.washingtonpost.com/news/inspired-life/wp/2017/03/08/some-women-are-striking-from-smiling-today-heres-why/?noredirect=on&utm_term=.b411cbf929bb)

“Day without immigrants' protests close restaurants across the US,” *The Guardian*, February 17, 2017, <https://www.theguardian.com/us-news/2017/feb/17/day-without-immigrants-protest-restaurants-economy-trump>

“Hundreds of Events Planned Nationwide for Friday’s ‘General Strike’,” *NBC News.*, <https://www.nbcnews.com/news/us-news/hundreds-events-planned-nationwide-friday-s-general-strike-n721941>