

CURRICULUM VITAE

Jessica L. Maddox

Associate Professor of Media Studies
Department of Entertainment and Media Studies
Grady College of Journalism and Mass Communication
The University of Georgia
Athens, Georgia, USA

EDUCATION

2018	Ph.D., Mass Communication, University of Georgia
2015	M.A., Mass Media Arts, University of Georgia
2012	B.A., English, Sociology, University of Georgia

PROFESSIONAL APPOINTMENTS

August 2025 – Present	Associate Professor of Media Studies Department of Entertainment and Media Studies Grady College of Journalism and Mass Communication The University of Georgia
2024 – August 2025	Associate Professor of Digital Media Department of Journalism and Creative Media College of Communication and Information Sciences The University of Alabama
2018 – 2024	Assistant Professor of Digital Media Department of Journalism and Creative Media College of Communication and Information Sciences The University of Alabama

RESEARCH AFFILIATIONS

June 2024 – Present	Content Creator Scholars Network
July 2023 – Present	Center for Information, Technology and Public Life (CITAP), University of North Carolina Chapel Hill

REFEREED BOOK MANUSCRIPT ---

Maddox, J. (in-progress). Anatomy of an Internet Scandal: Content Creators and the Politics of Going Viral. *University of California Press*.

Maddox, J (2022). The Internet is for Cats: How Animal Images Shape Our Digital Lives. *Rutgers University Press*.

REFEREED PUBLICATIONS ---

Miller, K. & **Maddox, J.** (2025). On Air and On TikTok: How Broadcast Journalists Use the Growing Social Media Site. *Journal of Broadcasting and Electronic Media*.

Maddox, J (2024). A social media professor, mediated: Being subject, object, and spectator in #BamaRush TikTok. *Platforms & Society*.

Maddox, J. (2024). Using Creator Studies Insights to Optimize Participant Recruitment on TikTok. *The Communication Review*.

Quick, M. & **Maddox, J.** (2024). Us, Them, Right, Wrong: How TikTok's Green Screen, Duet, and Stitch help shape political discourse. *First Monday* 29(3).

Maddox, J. & Gill, F (2023) Assembling "Sides" of TikTok: Examining Community, Culture, and Interface through a BookTok Case Study *Social Media + Society*.

Maddox, J. (2023). "More Real, or Just More Surveillance? Panopticism and Shifting Authenticity Paradigms in BeReal." *Convergence: The International Journal on New Media Technologies*

Creech, B. & **Maddox, J.** (2022). Thus spoke Zuckerberg: Journalistic discourse, executive personae, and the personalization of tech industry power. *New Media & Society*.

Maddox, J. (2022). Micro-celebrities of Information. Mapping calibrated expertise and knowledge influencers among social media veterinarians. *Information, Communication, & Society*.

Maddox, J. and Kanthawala, S. (2022). The revolution will be forwarded: Interrogating India's WhatsApp Imaginary. *Journal of Communication Inquiry*.

Kanthawala, S. and **Maddox, J.** (2022). Hiding in the echo chamber: Fact-checking failures and individual strategies of accuracy determination on WhatsApp in India. *Asian Journal of Communication*.

Creech, B. and **Maddox, J.** (2022). Of essential workers and working from home: Journalistic discourses and precarities of a pandemic economy. *Journalism*.

Maddox, J. & Creech, B. (2021). Leaning in, pushed out: Postfeminism, pandemic labor, and journalistic discourse. *International Journal of Cultural Studies* 25(2).

Maddox, J. (2021) On the limits of platform-centric research: YouTube, ASMR, and affordance bilingualism. *International Journal of Communication*.

Maddox, J. (2020). What do creators and viewers owe to each other? Microcelebrity, reciprocity, and transactional tinges in the ASMR YouTube community. *First Monday*, 26(1).

Maddox, J. (2020). The secret life of pet Instagram accounts: Joy, resistance, and commodification in the internet's cute economy. *New Media & Society*. doi:10.1177/1461444820956345

Maddox, J. & Creech, B. (2020). Interrogating LeftTube: ContraPoints and the possibilities of critical media praxis on YouTube. *Television & New Media*. doi:10.1177/1527476420953549

Maddox, J. & Malson, J. (2020). Guidelines without lines, communities without borders: Challenging the marketplace of ideas metaphor in social media platform policies. *Social Media + Society* 6(2). doi:10.1177/2056305120926622

Maddox, J. (2019) "'Be a Badass with a Good Ass': Race, Freakery, and Postfeminism in the #StrongIsTheNewSkinny Beauty Myth. *Feminist Media Studies*. DOI: [10.1080/14680777.2019.1682025](https://doi.org/10.1080/14680777.2019.1682025)

Maddox, J. (2018). "Fear and selfie-loathing in America: Identifying the interstices of othering, iconoclasm, and the selfie." *The Journal of Popular Culture*, 51(1), 26-49.

Chess, S., & **Maddox, J.** (2018) "Kim Kardashian is my new BFF: Video games and the looking glass celebrity." *Popular Communication*, 16(3), 196-210

Maddox, J. (2017). "Of internet born: Idolatry, the Slender Man meme, and the feminization of digital spaces." *Feminist Media Studies*, 18(2), 235-248.

Maddox, J. (2017). "Guns don't kill people...selfies do": Rethinking narcissism as exhibitionism in selfie-related deaths. *Critical Studies in Media Communication*, 34(3), 193-205.

REFEREED ARTICLES UNDER REVIEW

Herfurth, A & **Maddox, J.** The Fourth Estate of Platform Governance: Mapping the Relationship between Journalistic Discourse, Tech Industry Layoffs, and Artificial Intelligence. *New Media & Society*

Reynolds, C., **Maddox, J.**, Stein, K., & Bendefaa, N. In Defense of Qualitative Description: Reclaiming "small t" Theory as a Site of Knowledge Advancement. *Communication Theory*.

MANUSCRIPTS IN PREPARATION

Maddox, J. Recommending but not influencing: The politics of labels in the creator economy.

Maddox, J. & Miller, K. "I can use myself as an income machine": How TikTok Journalists Negotiate Influencer Ethics.

PROFESSIONAL REPORTS & COMMENTARIES

Rauchberg, J. & **Maddox, J.** "She's my bitch eating crackers": Influencer snark and the digital gossip economy. *Under review at Feminist Media Studies*.

2023 Microsoft Research New England Social Media Collective Report on Generative AI and the Creator Economy. Spring 2024.

Creech, B. & **Maddox, J.** (2022). "Having it all despite a pandemic? Post-feminist precarity in journalistic discourse during the COVID-19 pandemic." *Communication Research Associates: Media Report to Women*. Winter 2022 issue.

BOOK CHAPTERS

Maddox, J. (2019) Calling out racism for what it is: Internet memes, the oppositional gaze, and BBQ Becky. In L. Coleman and C. Campbell's *Media, Myth, and Millennials*. Rowman & Littlefield.

Maddox, J., Holiday, S., and Lyu, Y. (2019). From the ashes of ubiquity: Selfie culture as a new communication frontier. In M. Filimowicz and V. Tzankova (eds.) *Reimagining Communication: Mediation*. Routledge.

Britt, R., **Maddox, J.**, Kanthawala, S., and Hayes, J. (2019). Mobile health, narrative, and data mining strategies for effective interventions. In Kim and Songs (eds.) *New Technology for Health-Related Cognitive and Behavioral Change*. Elsevier.

BOOK REVIEWS

Instagram: Visual Social Media Cultures by Tama Leaver, Tim Highfield, and Crystal Abidin, Polity Press, 2020. In *The Journal of Popular Culture*.

RESEARCH LEADERSHIP

October 2023 – Present	Founding member, Content Creator Scholars Network
May 2021 – Present	Founding co-director, Office of Politics, Communication and Media

GRANTS

2018	Inside the Weird Internet Factory: YouTubers and Twitch Streamers as Strategic Insights for Media Practitioners. AEJMC Emerging Scholars Grant Program for \$2152. (PI). Unfunded.
2018	“Live Stream Killed the Video Star: Understanding YouTube and Twitch Literacy,” University of Alabama Office for Research and Economic Development Small Grants Program for \$3947 (PI). Funded.

AWARDS, FELLOWSHIPS, AND HONORS

April 2024	Faculty Mentor, Randall Research Scholar Outstanding Undergraduate Research Project
April 2023	Faculty Mentor, University of Alabama Undergraduate Research and Creative Academy Top Student Work in the Humanities
April 2023	University of Alabama’s President’s Faculty Research Award Winner, Emerging Scholar in the Humanities
August 2022	Third place, Top Faculty Paper, Cultural & Critical Studies Division, Association for Education in Journalism & Mass Communication

August 2021	Second place, Top Faculty Paper, Cultural & Critical Studies Division, Association for Education in Journalism and Mass Communication
May 2021	Top Faculty Paper, ICA, Popular Media and Communication Division
June 2020	University of Central Florida Understanding Digital Cultures & Computational Methods Fellow
January 2020	First Runner Up, Russell B. Nye Award for Most Outstanding Article in the Journal of Popular Culture
November 2019	Television Academy Faculty Seminar Participant
August 2018	Lillian Lodge Kopenhaver Center Fellowship for the Advancement of Women in Communication
April 2018	University of Georgia Outstanding Teaching Assistant
August 2017	Top Poster Award, AEJMC, Cultural & Critical Studies Division
August 2017	Third Place, Top Student Paper Award, AEJMC, Commission on the Status of Women
August 2016	Third Place, Top Student Paper, AEJMC, Critical & Cultural Studies Division
May 2015	Top Student Paper Award, ICA, Popular Communication Division

DIRECTED RESEARCH

2025 – Present	Doctoral advisor of Sahar Sadaat
2025 – Present	Doctoral advisor of Sara Epps
2023 – 2025	Doctoral committee chair of Shah Shah Jahan, political activism in decolonizing the internet.
2023 – 2025	Doctoral committee chair of Guan Wang, feminist body image practices on RedNote in China.
2022 – Present	University of Alabama Randall Research Scholar Undergraduate Honors Research Project; Fiona Gill: Investigating BookTok: Platforms, Cultural Production, and Traditional Publishing.”
2021 – 2024	MA thesis, pd Edgar: “I am stunned/by the simplicity: The reach and importance of Instapoet Rupi Kaur.
2021 – 2023	Doctoral dissertation, Mackenzie Quick: “We are just getting started”: A digital ethnography of Live Action in the leadup and aftermath of <i>Dobbs v. Jackson</i> .

PUBLIC PRESENTATIONS

March 2023	“Teaching Politics in the Deep Red South.” SXSW EDU, Austin Texas, March 9, 2023
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CONFERENCE PRESENTATIONS

Building Trust with XXX Content Creators. Panel presented at Digital Intimacies conference 2024, Monash University, Australia.

A Social Media Professor, Mediated: Being Subject, Object, and Spectator in #BamaRush TikTok. Paper presented at the 2024 Association of Internet Researchers annual conference in Sheffield, United Kingdom.

Groomers, Titties, & Streamers, Oh My! Analyzing Twitch's Andorcentric Platform Governance. Paper presented at the 2024 Association of Internet Researchers annual conference in Sheffield, United Kingdom.

Girlboss Economicus: Exploring the Economic Rhetoric of #Girlboss culture. Discussant, panel accepted for the 2023 National Communication Association conference in National Harbor, Maryland.

Jewish Entrepreneurialism Labor on TikTok: Nurturing Visibility, Education, and Community Engagement. Paper presented at the 2023 TikTok Creators and Digital Economies Symposium, online, Oct. 6, 2023.

What do "sides" of TikTok mean? BookTok, Assemblages, and the Curation of Taste. Paper presented at the 2023 Association of Internet Researchers Annual conference in Philadelphia, Pennsylvania, USA.

On-Air and Online: Mapping the Relationship Between TikTok and Local News Broadcasters. Paper presented at the 2023 International Communication Association annual conference in Toronto, Ontario, Canada.

"A Social Media Professor, Mediated: Off/Line Collisions in #BamaRushTok." Paper presented at the 2023 International Communication Association annual conference in Toronto, Ontario, Canada.

"More Real, or Just More Surveillance?": Panopticism and Shifting Authenticity Paradigms in BeReal. Paper presented at the 2023 International Communication Annual Conference in Toronto, Ontario, Canada.

"Us, Them, Right, Wrong": How TikTok Affordances Help Shape Political Discourse. *Communication and the Public*. Paper to be presented at the 2022 National Communication Association national conference in New Orleans, Louisiana, November 2022.

“Even stronger or just faker than last time?” Men, authenticity, and toxic masculinity in YouTube’s fitness influencer community.” Paper to be presented at the 2022 Console-ing Passions Feminist Digital Media Conference, Orlando, Florida.

“Micro-celebrities of Information. Mapping calibrated expertise and knowledge influencers among social media veterinarians”. Paper presented at the 2022 International Communication Association annual conference, Paris, France. Popular Media and Culture Division.

“Pull yourself up by your ventilator straps”: COVID risk, liberal extremism, and the co-option of right-wing discourse on the r/HermanCainAward subreddit. Paper to be presented at the 2022 International Communication Association annual conference, Paris, France. Popular Communication Division.

Leaning in, pushed out: Postfeminist precarity, pandemic labor, and journalistic discourse. Paper presented at the 2021 Association for Education in Journalism and Mass Communication Annual Conference. panel on gender and diversity in critical/cultural studies. **Virtual due to COVID-19

Panel: Twitter mobs and out of jobs: Squaring cancel culture and the marketplace of ideas. Paper presented at the 2021 Association for Education in Journalism and Mass Communication Annual Conference. **Virtual due to COVID-19

“Love your fur baby! Model our products?” Pet influencers in the Internet’s neoliberal cute economy. Paper presented at the 2021 Popular Culture Association annual conference. **Virtual due to COVID-19

Cancelling the marketplace: Truth, power, and technology in the *Harper’s* letter discourse. Paper presented at the 2021 International Communication Association annual conference. **Virtual due to COVID-19

The revolution will be forwarded: WhatsApp , ritualization, and polymedia ecologies in closed social networks. Paper presented at the 2021 International Communication Association annual conference. **Virtual due to COVID-19

“Exactly what I needed for a good night’s rest”: Transactional tingles and ASMR as emerging media genre on YouTube. Paper presented at the 2020 Association of Internet Researchers annual conference. **Virtual due to COVID-19

“Everyone has that one friend who spams a lot”: The politics of digital pet photographs and the imagined over-sharer.” 2020 Social Media & Society conference. **Virtual due to COVID-19

"The secret life of pet Instagrams: Follower fragmentation, 'warm fuzzies,' and digital care." Paper to be presented at the 2020 Theorizing the Web Conference, Astoria, New York, April 17-18, 2020. **Canceled due to COVID-19

"Freedom of expression without borders: A textual analysis of social media community standards." International Communication Association annual conference, Communication Law and Policy Division, Washington, D.C., May 2019.

"Digital-visual cultures of dark play: YouTube and the internet's absurd aesthetic." International Communication Association annual conference, Popular Communication Division, panel on Dark Play Online, Washington, D.C., May 2019.

"George Bush didn't kill Harambe; the internet is just weird: Analyzing race and spectacle in the spread of an ambivalent meme." International Communication Association annual conference, Popular Communication Division, Washington, D.C., May 2019.

"Internet behaving badly: Evaluating antagonisms and disruptions in the social media landscape." Association for Education in Journalism and Mass Communication annual conference, Washington, D.C., August 2018.

"Editorial influence beyond trending topics: Facebook's algorithmic censorship and bearing witness problems." Association for Education in Journalism and Mass Communication annual conference, session on Shifting Influences in Cultural and Critical Studies, Chicago, Illinois, August 10, 2017.

"Teen Vogue, Instagram, and visibility beyond post-feminism." Association for Education in Journalism and Mass Communication annual conference, panel on Brangelina, Beyonce, and breaking the internet: Evaluating magazines in post-feminist times, Chicago, Illinois, August 11, 2017.

"Be a badass with a good ass': Postfeminist, neoliberal, and racialized ways of seeing in #StrongIsTheNewSkinny." Association for Education in Journalism and Mass Communication annual conference, panel on Fresh Feminist Thinking: Top Papers in Commission on the Status of Women, Chicago, Illinois, August 11, 2017.

"Guns don't kill people...selfies do': Rethinking narcissism as exhibitionism in media coverage of selfie-related deaths." Association for Education in Journalism and Mass Communication annual conference, panel on Living in a Media World, Minneapolis, MN, August 7, 2016 (as Jessica Hennenfent).

"The looking glass celebrity: How individuals learn how to perform fame in the *Kim Kardashian: Hollywood* mobile app game." CONSOLE-ing Passions International Conference

on Video, Audio, New Media, and Feminism, panel on Gendered Labor in the Digital Culture Industries. South Bend, IN, June 17, 2016 (as Jessica Hennenfent).

“Thou shalt not...make a meme: An analysis of visual culture, moral panics, and Slender Man.” University of Colorado-Boulder’s International Conference on Media, Gender, and Religion, panel on Digital Media and Visual Culture – Memes, Symbols, Affect, and Embodiment. Boulder, CO, January 10, 2016 (as Jessica Hennenfent).

“Fear and selfie-loathing in America: Intersections of image theory, feminist theory, and arm’s length self-portraits.” International Communication Association annual conference, panel on Digital Media’s Aesthetics, Abilities, and Motivations, San Juan, Puerto Rico, May 23, 2015 (as Jessica Hennenfent)

TEACHING EXPERIENCE

Associate Professor, University of Alabama	JCM 235H: Social Media & Society JCM 499: Social Media Storytelling JCM 212: Media Theory JCM 100: Into to Story JCM 102: Into to Media Content Creation CIS 608: Qualitative Research Methods JCM 347: Television Writing
Instructor of Record, University of Georgia	EMST 3110, Writing for Digital Media
Teaching Assistant, University of Georgia	EMST 3510, Introduction to Narrative

PROFESSIONAL CONSULTATION WORK

November 2024	Legislative consultation with California Senator Alex Padilla on federal family vlogging legislation
October 2024	Legislative consultation with Washington State representative Kristine Reeves on family vlogging regulation.
April 2024	Written Testimony to Missouri House Innovation and Technology Committee on HP 1998: Child Influencer Labor Laws
Fall 2023	California Senator Steve Padilla’s Bill 764: Child Content Creator Rights Act
January 2023	American Association of Poison Control Centers: Internet Challenges of Tide Pods, Cinnamon, and Nyquil.
June 2022	Netflix Creative Labs: Summit on short form video and video essays.

October 2021

*Re:Create, Innovators, Creators, and Consumers United for
Balanced Copyright*

SERVICE, AFFILIATIONS, AND MEMBERSHIPS

2024	Chair, College of Communication & Information Sciences Social Media Education taskforce
2023	Grant Reviewer, National Endowment for the Humanities Dangers and Opportunities of Technology
2023	Judge, Holle Scriptwriting Competition
January 2023 – May 2023	Chair, Tenure-track search committee in race, gender, and media.
2022 – 2023	Social media & communications coordinator, Department of Journalism & Creative Media
2022 – Present	Faculty advisor, CISGO (Communication & Information Sciences Graduate Organization)
2022	Judge, Holle Scriptwriting Competition
Winter 2022	Member, University of Alabama Department of Journalism and Creative Media search committee, tenure-track line in media production
2021 – 2023	Chair, College of Communication & Information Sciences Diversity, Equity, and Inclusion subcommittee on strategic planning
2021 – 2023	Member, College of Communication and Information Sciences Diversity, Equity, and Inclusion committee
2021	Judge, Holle Award Script Writing Competition
2021	Judge, Black Warrior Film Festival
2020	Judge, Holle Award Script Writing Competition
Fall 2019	University of Alabama Department of Journalism and Creative Media, Media Law search committee member
2019	Instructor, Druid City Girls Media Camp
2019	Presenter, Alabama Scholastic Press Association Annual Conference
2019 – 2022	College of Communication and Information Sciences Strategic Funding Committee
2018 – Present	Department of Journalism and Creative Media Assessment Committee
2018 – 2020	Newsletter Chair, Cultural & Critical Studies Division, AEJMC
2018 – 2019	Judge, Black Warrior Film Festival
2018 – 2019	College of Communication and Information Sciences Instructional Technology Committee

2017 – 2018	Graduate Outreach Co-Chair, Cultural & Critical Studies Division, AEJMC
2017 – 2018	President, University of Georgia Critical Media Studies Interest Group
2016 – 2017	Graduate Outreach Co-Chair, Cultural & Critical Studies Division, AEJMC
2016 – 2017	Co-president Grady College of Journalism Graduate Caucus
2016 – 2017	Vice-president, University of Georgia Critical Media Studies Interest Group
2015 – 2016	Peabody Awards Screening Committee: Interactive Programming, Internet, and Virtual Reality Division
2015 – 2016	Treasurer, University of Georgia Critical Media Studies Interest Group

MEMBERSHIPS

2019 – Present	Association of Internet Researchers
2015 – Present	International Communication Association
2015 – 2021	Association of Education in Journalism and Mass Communication
2016 – 2019	Society of Cinema and Media Studies

MEDIA APPEARANCES

July 19, 2025	Interview in <i>NBC</i> : Gen Z is staring at you. It may be more than just a quirk.
July 12, 2025	Interview in <i>Rolling Stone</i> : Reddit trolls are weaponizing government agencies against creators. Interview in <i>The 19th</i> : They're calling her an influencer. She's calling it a campaign strategy.
July 6, 2025	Interview in <i>NBC</i> : Tired of all the doom and gloom? These queer content creators have your covered.
July 6, 2025	Interview in <i>CNN</i> : How a new wave of conservative influencers and magazines is courting young women.
April 30, 2025	Op-ed in <i>The Conversation</i> : In the \$250B influencer industry, being a hater can be the only way to rein in bad behavior.
March 27, 2025	Interview in <i>Bloomberg</i> : Substack is doing what Podcasts did. What could possibly go wrong?
January 22, 2025	Interview on KUOW Soundside/NPR: The TikTok is delayed...again. What can we learn from the whiplash?

January 20, 2025	Interview on <i>Good Day Alabama</i> : Where does the TikTok ban go from here?
January 19, 2025	Interview in <i>USA Today</i> : RIP TikTok: Remembering the ByteDance app after U.S. Supreme Court ban.
January 18, 2025	Interivew in France's <i>Challenges</i> : L'interdiction de TikTok aux Etats-Unis, un coup doe massue pour les influenceurs et les PME
January 17, 2025	Interview on <i>Pakistan Television World English</i> : Sharenting and family vlogging
January 17, 2025	Interview in <i>The New York Times</i> : From the Renegade to the Supreme Court: A Timeline of TikTok's Rise and Fall
January 17, 2025	Interview in <i>Fortune</i> magazine: Meet the top TikTok influencers who face losing up to \$10,000 of income a month as the U.S. shutdown looks imminent
January 16, 2025	Interview on <i>NBC Nightly News</i> : TikTok users flock to Chinese-owned app Red Note
January 15, 2025	Interview in <i>NBC News</i> : TikTok pushes sister app Lemon8 ahead of potential ban
January 15, 2025	Interview on <i>Australian Public Broadcasting Radio</i> : With TikTok ban looming, U.S. users flock to Chinese-owned app Red Note
January 8, 2025	Interview on <i>CNN</i> : "Losing the community I built": TikTok creator braces for ban
January 4, 2024	Interview on <i>Slate's</i> ICYMI podcast: An influencer hates to see this subreddit coming
December 27, 2024	Interview in <i>NBC News</i> : Joe Rogan, 'Hawk Tuah' and the rise of conservative-leaning online spaces
December 10, 2024	Interview in <i>The Hill</i> : Social media influencer is a growing career choice. Colleges have noticed.
December 6, 2024:	Op-ed in <i>Nieman Lab</i> : Influencers become journalists
November 13, 2024	Op-ed in <i>The Conversation</i> : US States are finally starting to put in place protections for the kids of family vloggers
November 6, 2024	Interview in <i>Fast Company</i> : Did Elon Musk's X help Trump win the election?
October 18, 2024	Interview in <i>Business Insider</i> : Taylor Swift shook off publishers for her new book. That could spell trouble for the rest of the publishing industry.
October 17, 2024	Interview in <i>Today</i> : Children of influencers are pushing back...and some lawmakers are on their side.
October 11, 2024	Featured in <i>The Hollywood Reporter</i> : "Influencer Studies" break into the Ivy League

September 27, 2024	Interview in <i>The Huffington Post</i> : This privacy hoax even has celebs fooled. Here's how to make sure you don't fall for it.
September 25, 2025	Interview on <i>Slate's</i> In Case You Missed It (ICYMI) podcast: Moo Deng is the New Grumpy Cat
August 9, 2024	Interview on the <i>Conversations with Wahine</i> New Zealand Podcast
August 6, 2024	Interview in <i>NBC News</i> : As controversies and accusations swirl, YouTube's biggest star, MrBeast, carries on.
August 2, 2024	Interview in Denmark's <i>Politiken</i> : Kamala Harris Brat Summer
July 23, 2024	Interview in <i>The Washington Post</i> : The Kamala Harris meme decoders have entered the chat.
June 20, 2024	Interview in Germany's <i>Science Notes</i> : All About Pet Influencers
June 13, 2024	Interview in <i>NBC News</i> : Instagram 'Adds yours' templates are the new chain mail.
May 10, 2024	Interview in <i>Time Magazine</i> : How Sistergeddon Changed the Internet
May 7, 2024	Featured in Harvard University's Institute for Rebooting Social Media TikTok Bill Q&A: Experts Forecast Legal and Creative Impact
April 30, 2024	Interview in <i>Mashable</i> : Is this White House being hypocritical about TikTok?
March 27, 2024	Interview in <i>Lagniappe</i> : Influencer economy – Alabama 'fascination' captures millions on TikTok, YouTube
March 24, 2024	Interview in <i>NBC News</i> : Princess Kate's cancer treatment news sparks remorse from people who spread conspiracies and memes online
March 22, 2024	Op-ed in <i>The Conversation</i> : TikTok's duet, green screen, and stitch turn political point-scoring into an art form.
March 18, 2024	Interview on KUOW Soundside/NPR Puget Sound: As Congress pushes potential TikTok ban forward, users wonder what happens next
January 30, 2024	Interview in <i>The New York Times</i> : Elmo Asked an Innocuous Question
January 12, 2024	Interview in <i>19th News</i> : The Stanley craze: How a reusable cup became the latest symbol of overconsumption.
December 30, 20224	<i>Nieman Lab</i> invited yearly prediction: TV Reporters Become TikTok Influencers
December 22, 2023	Interview in <i>NBC News</i> : Why the 9-month Ultimate World Cruise is social media's latest obsession.
November 8, 2023	Interview in <i>The New York Times</i> : Gen Alpha is here. Can you understand their slang?

October 19, 2023	Interview in <i>CNN</i> : Snapchat isn't just for teens anymore. Now it needs to make some real money.
September 12, 2023	Interview on Twitter Spaces; Bunsen & Beaker Science Podcast
August 21, 2023	Interview in <i>Politico</i> : Unpacking Illinois' new kid influencer labor law.
August 16, 2023	Interview for <i>CNN</i> : Illinois passes a law that requires parents to compensate child influencers.
August 15, 2023	Interview for <i>NBC</i> : Illinois passed a law to protect child influencers. Advocates are cautiously optimistic more states will follow.
August 14, 2023	Interview for <i>Good Morning America</i> : Illinois becomes 1 st state to regulate kid influencers: What to know about the law.
August 10, 2023	Interview for the <i>BBC</i> : The 'NPC' livestream TikTok trend is helping creators earn cash.
August 1, 2023	Interview for <i>NBC</i> : The Seattle Kraken embraced thirsty 'BookTok' hockey romance videos. It backfired.
July 27, 2023	Interview in <i>Quartz</i> : Why you're struggling to ditch Twitter for Threads.
June 22, 2023	Book Review of <i>The Internet is for Cats</i> in <i>The New York Review of Books</i> .
June 3, 2023	Interview in <i>Wired</i> : Bluesky's custom algorithm could be the future of social media.
May 31, 2023	Interview in <i>Inc. Magazine</i> : Founders are getting personal on TikTok. Here are three reasons you should consider doing the same.
May 19, 2023	Original op-ed in <i>Wired</i> : The hidden dangers of the decentralized web.
May 14, 2023	Interview in <i>The Associate Press</i> : Child Social Media Stars Have Few Protections. Illinois Aims to fix That.
April 3, 2023	Interview on <i>Alabama Public Radio</i> : Congress could soon ban TikTok – what does this mean for Alabama users, Bama Rush?
March 23, 2023	Interview on <i>The Noon</i> (Fox 5 New York): How to make sense of the TikTok hearings.
March 23, 2023	Interview in <i>The New York Times</i> : Why do people care that Sofia Coppola's daughter was grounded?
March 22, 2023	Interview in <i>Lens Magazine</i> : TikTok's inevitable push toward TV-style content.
February 15, 2023	Interview in France's <i>La Croix</i> : Why is the United States considering banning TikTok?
February 6, 2023	Interview in <i>Vice</i> : Why do people believe everything they watch on TikTok?

February 3, 2023	Interview in <i>The Boston Globe</i> : Gen Z activists worry the university TikTok bans could hurt their ability to organize.
January 31, 2023	Interview on KUOW/NPR: How do you protect kids online...from their own parents?
January 27, 2023	Interview in Spain's El País: Todo Esta En TikTok
January 18, 2023	Interview on KCBS San Francisco: How does banning TikTok on colleges campuses hinder students and educators?
January 18, 2023	Op-ed in <i>The Conversation</i> : Why aren't there any legal protections for the children of influencers?
January 12, 2023	Op-ed in <i>the San Francisco Chronicle</i> : Talking Animals Are a Staple of Internet Culture. They're Not Always Friendly.
January 5, 2023	Op-ed in <i>Zocalo Public Square</i> : Pet Voice Isn't Just About the Lolz
January 5, 2023	Op-ed in <i>Wired</i> : Banning TikTok Hurts Higher Education
November 28, 2022	Interview in <i>The Daily Dot</i> : Elon Musk Fans Boldly Claim He's Eliminated Child Abuse Material on Twitter – Experts Say Otherwise.
October 31, 2022	Interview in <i>MIT Technology Review</i> : Elon Musk's Plan to Revive Vine Faces One Big Problem: The Reason It Shut Down In the First Place.
October 13, 2022.	Interview in <i>Jezebel</i> : Why Young People Are Fantasizing About Being Dumb As Rocks.
September 30, 2022	Interview in <i>The New York Times</i> : Hurricane Ian Brings Wind, Rain, and TikTok Followers.
September 9, 2022	Interview in <i>Wired</i> : Queen Elizabeth II Has Died. Here's How the Internet Will Remember Her
September 7, 2022	Interview in <i>Vice</i> : How 'Don't Worry Darling' Became the Internet's Favourite Meme.
August 12, 2022	Interview in <i>The New York Times</i> : Paranoia and Pastels at Bama Rush
August 4, 2022	Op-ed in <i>Nieman Lab</i> : Pink sauce was inevitable.
August 4, 2022	Interview in Germany's <i>Der Spiegel</i> : Geteiltes Leid.
June 17, 2022	Op-ed in <i>The Conversation</i> : The Jan. 6 hearings are tailor-made for social media. That doesn't mean they're reaching a wide audience.
May 3, 2022	Op-ed in <i>The Conversation</i> : Elon Musk's comments on Twitter don't square with the social media platform's reality.
April 29, 2022	Interview in <i>The New York Times</i> : Musk's Ties to China Could Create Headaches for Twitter.
March 10, 2022	Op-ed in <i>The Conversation</i> : Ukraine's Twitter account is a national version of real-time trauma processing.
March 9, 2022	Interview in <i>Vox</i> : The YouTube Video Essay Boom

March 2, 2022	Op-ed in <i>Slate</i> : Why the Internet loves the cats and dogs of Ukraine
January 14, 2022	Interview in <i>Dame Magazine</i> : What the Pope doesn't get about pet parents
December 22, 2021	Interview in <i>The Spruce Pets</i> : Why you should embrace your internet pet obsessions
October 2, 2021	Interview in <i>CNN</i> : Why we can't get enough of Fat Bear Week
August 17, 2021	Interview in <i>CNN</i> : The heroines of 'RushTok' received their bids. Here's why we were so invested in TikTok's sorority recruitment saga.
May 6, 2021	Op-ed in <i>The Hill</i> : Banning politicians from social media? Not so straightforward.
April 30, 2021	Interview in <i>Business Insider</i> : Influencers are flocking to Turkey for cheap, fake teeth
March 11, 2021	Op-ed in <i>The Hill</i> : "Cancel culture" is just free speech holding others accountable (co-authored with Jared Schroeder)
January 25, 2021	Editorial in <i>The Startup</i> : Will the Gamification of Fact-checking work? Twitter seems to think so.
November 18, 2020	Editorial in <i>The Startup</i> : Why the Internet loves the First Dogs-elect
October 23, 2020	Editorial in <i>The Startup</i> : Twitter's move to prohibit retweets may make visual misinformation worse.
September 14, 2020	Interview on <i>CBC Radio One: The Current</i> : "From singing dogs to fat cats: Why Instagram's pets could boost your pandemic spirits."
August 5, 2020	Interview in <i>Debugger</i> : Why you can't look away from TikTok.
July 27, 2020	Editorial in <i>Digital Diplomacy</i> : TikTok claimed they removed all #PizzaGate content. A 10 second workaround shows otherwise.
July 14, 2020	Editorial in <i>Digital Diplomacy</i> : The U.S. should regulate TikTok – But it should clean up its own house first.
July 22, 2020	Interview in <i>Mashable</i> : Haunted TikTok is the next evolution of internet horror
June 30, 2020	Editorial in <i>The Startup</i> : TikTok claimed they removed all #PizzaGate content. A 10 second workaround shows otherwise.
June 2, 2020	ABC 33/40: "Alabama youth engaging in online activism with 'digital protests.' Television.
March 24, 2020	Editorial in <i>OneZero</i> : Spreading fake animal news is dangerous too
November 21, 2019	Editorial in <i>Digital Life</i> : A picture is worth a thousand problems

September 18, 2017	Interview for <i>Accuweather</i> : What Would Compel Someone to Take a Risky Selfie During Hurricane Irma?
April 24, 2017	Interview for Ask the Expert: #MemeLocal – Community Responses to “Classic City Memes”
March 2, 2017	National Communication Association <i>Communication Currents</i> : “Guns Don’t Kill People...Selfies Do”

REVIEWER

2024 – Present	Television & New Media
2023 – Present	Convergence: The International Journal of Research into New Media Technologies
2022 – Present	Journal of Cinema and Media Studies
2020 – Present	First Monday
2019 – Present	Information, Communication, and Society
2018 – Present	New Media and Society
2018 – Present	International Journal of Communication
2018 – Present	Social Media + Society
2018 – Present	Feminist Media Studies

EXTERNAL DISSERTATION REVIEWER

July 2025	Sarah Edwards, University of Wisconsin-Madison: “Laboring for Legitimacy: Digital Labor, Platformized Precarity, and Ambivalent Resistance in the Influencer Industry.”
September 2022	R. Travis Morton, University of Waterloo: “Alone, Together: Convergence Culture and the Slender Man Phenomenon.”

COMMUNICATION EXPERIENCE

2014 – 2015	Marketing assistant, the University of Georgia Press
2014 – 2014	Public relations intern, The Georgia Museum of Art
2013 – 2015	Social media strategist, University of Georgia Transportation and Parking Services
2013 – 2015	Freelance algorithmic evaluation, Appen Butler Hill
2011 – 2013	Social media strategist, <i>Pregnancy & Newborn</i> magazine
2011 – 2012	Editorial assistant, <i>Pregnancy & Newborn</i> magazine.

INVITED LECTURES

July 2025	National Communication Association Institute for Faculty Development: Teaching To/With Social Media
March 2025	Flagler College COMMunity Week: The End of Anonymity
October 2023	Microsoft Research and Harvard University symposium on content creation in the age of AI
August 2023	Speaker, AEJMC pre-conference on financial literacy in academia
March 2023	<i>The Internet is for Cats</i> : Temple University lecture series
November 2022	<i>The Internet is for Cats</i> : Penn State University Annual Pockrass Memorial Lecture
November 2022	<i>The Internet is for Cats</i> : Michigan State University lecture series
April 2022	University of Georgia Grady College of Journalism and Mass Communication Visiting Critical Scholar
February 2021	Popular Culture Dialogues: Digital Popular Culture, hosted by the <i>Popular Culture Studies Journal</i>
January 2021	Popular Culture Dialogues: Pandemic Popular Culture, hosted by the <i>Popular Culture Studies Journal</i>
April 2020	Feminism in Critical Internet Studies, University of Georgia JRMCI 8070, Media and Diversity course (virtual presentation on Zoom)
March 2020:	Finding Joy: Personal Research, Assistant Professors, and Good Doggos, University of Georgia Culture Club Invited Speaker **Canceled due to COVID-19
February 2020	University of Tennessee-Knoxville Social Media Week panel, "But I Saw It on Facebook! Tackling Misinformation and Conspiracy Theories"
April 2019	Video Games and Narrative, University of Alabama JCM 491/Video Games and the Media
March 2017	Comics and Narrative in the Digital Age, University of Georgia EMST 3510/Elements of Narrative
December 2016	Presenting Award-Winning Interactive Projects, University of Georgia EMST 5990/Grady College Partnership with Turner Broadcasting
October 2016	Using Vine to Tell Short Stories, University of Georgia EMST 3510/Elements of Narrative
April 2016	Using Six Word Stories in the Director's Chair, University of Georgia EMST 5990/Directing
March 2016	Comics and Narrative in the Digital Age, University of Georgia EMST 3510/Elements of Narrative

February 2016	Social Media and Digital Media as Storytelling, University of Georgia EMST 3510/Elements of Narrative
February 2016	PhD Work and the Research Experience, University of Georgia JRM C 9030/Critical, Cultural, and Naturalistic Approaches to Mass Communication Research
September 2015	Applying to Graduate School in Mass Communication, University of Georgia Career Center/Grady College of Journalism and Mass Communication Office of Experiential Learning
March 2015	Writing a Master's Thesis, University of Georgia JRM C 9030/Critical, Cultural, and Naturalistic Approaches to Mass Communication Research
February 2015	PhD Work and the Research Experience, University of Georgia JRM C 9030/Critical, Cultural, and Naturalistic Approaches to Mass Communication Research
October 2014	Master's Coursework and the Research Experience, University of Georgia: JRM C 8000/Proseminar in Mass Communication