

April 2024

BROOKE ERIN DUFFY

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ACADEMIC EMPLOYMENT

Cornell University

Associate Professor (with tenure), Department of Communication, 2019-
Interim Director of Graduate Studies, Department of Communication, 2023-2024
Graduate Field Member, Media Studies, 2023-
Graduate Field Member, Program in Feminist, Gender, & Sexuality Studies, 2019-
Faculty Affiliate, Cornell Center for Social Sciences, 2018-
Faculty Affiliate, Cornell Center for the Study of Inequality, 2018-

Assistant Professor, Department of Communication, 2016–2019

Temple University

Assistant Professor, Klein College of Media and Communication, 2011–2016
Faculty, Media & Communication Doctoral Program, 2013–2016

EDUCATION

- 2011 Ph. D., Communication, Annenberg School for Communication, University of Pennsylvania
- 2008 M. A., Communication, Annenberg School for Communication, University of Pennsylvania
- 2002 B. A., *with honors and highest distinction*, Advertising/Business & Liberal Arts, Schreyer Honors College and the College of Communications (College Marshal), The Pennsylvania State University

RESEARCH INTERESTS

Social media and society; platform labor; media industries and cultural production; gender and feminism; work, technology, and surveillance; algorithms and quantification; advertising and promotional culture.

BOOKS

Duffy, B. E. (2025/2026). *The visibility bind: Creators and the perils of platform labor*. Chicago, IL: University of Chicago Press (under advance contract).

Poell, T., Nieborg, D., & Duffy, B. E. (2021). *Platforms and cultural production*. London, UK: Polity Press.

Reviewed in: the *International Journal of Cultural Policy*, *Journal of Consumer Culture*, *Media, Culture & Society*, *Canadian Journal of Communication*, *Journal of Broadcasting and Electronic Media*,

Information, Communication, & Society, and the *Journal of Creative Industries and Cultural Studies*;
Featured on the New Books Network.

Translated into Italian; Chinese translation in press.

Duffy, B. E. (2017). *(Not) getting paid to do what you love: Gender, social media, and aspirational work*. New Haven, CT: Yale University Press

Reprinted in paperback as: *(Not) getting paid to do what you love: Gender and aspirational labor in the social media economy*, March 2022.

Reviewed in: *New Media & Society*, *International Journal of Communication*, *Industrial and Labor Relations Review*, *American Journal of Sociology*, *Signs: Journal of Women in Culture & Society*, *Journalism and Mass Communication Quarterly*, *Convergence: The Journal of Research into New Media Technologies*, *Critical Studies in Media Communication*, *Journal of Cultural Economy*, *Media Industry Studies*, *Choice*, and *Library Journal* (starred review).

Named one of *Wired's* "Best Tech Books of 2017" and *Entrepreneur's* "Eight Inspiring Books on Women Overcoming the Challenges of Working in Tech"; Reviewed/Featured in *The Guardian*, *Fortune*, *Pacific Standard*, *Vice*, *Vox*, *Fast Company*, *Quartz*, *WNYC*, *Public Radio International*, *NPR*, *BBC Radio 4*, and *The Philadelphia Inquirer*.

Duffy, B. E. (2013). *Remake, remodel: Women's magazines in the digital age*. Champaign, IL: University of Illinois Press.

Reviewed in: *Journalism and Mass Communication Quarterly*, *The Journal of American Culture*, *Journal of Magazine and New Media Research*, *Media International Australia*, *Creative Industries Journal*, *Media Report to Women*, *Critical Margins*; Featured in *PBS Mediashift*, *Poynter*.

EDITED BOOKS AND JOURNALS

Poell, T., Nieborg, D., de Kloet, J., Duffy, B. E., Arriagada, A., Mutsvairo, B. & Tse, T. (forthcoming). Global perspectives on platforms and cultural production, two special collections of *International Journal of Cultural Studies*.

Nieborg, D., Duffy, B. E., & Poell, T. (Eds.) (2020). Studying platforms and cultural production: Methods, institutions, and practices. *Social Media + Society*, special collection of 12 journal articles.

Duffy, B. E., Nieborg, D., & Poell, T. (Eds.) (2020). Platform practices in the cultural industries: Creativity, labor, and citizenship. *Social Media + Society*, special collection of 14 journal articles.

Duffy, B. E. & Turow, J. (Eds.) (2009). *Key readings in media today: Mass communication in contexts*. New York: Routledge.

JOURNAL ARTICLES

*indicates graduate student co-author; ** indicates undergraduate co-author

Meisner, C.,* Duffy, B. E., & Ziewitz, M. (2024). The labor of search engine evaluation: Making algorithms more human or humans more algorithmic?. *New Media & Society*, 26(2), 1018-1033.

Duffy, B.E., Ononye, A.**, & Sawey, M.* (2023). The politics of vulnerability in the influencer economy. *European Journal of Cultural Studies*. OnlineFirst. DOI: <https://doi.org/10.1177/13675494231212346>.

Duffy, B. E., & Meisner, C.* (2023). Platform governance at the margins: Social media creators' experiences with algorithmic (in)visibility. *Media, Culture, & Society*, 45(2), 285–304.

Poell, T., Nieborg, D. & Duffy, B.E., (2022). Spaces of negotiation: Analysing platform power in the news industry. *Digital Journalism*, DOI: 10.1080/21670811.2022.2103011.

Duffy, B. E., Miltner, K. M., & Wahlstedt, A.** (2022). Policing “fake” femininity: Authenticity, accountability, and influencer anti-fandom. *New Media & Society*, 24(7), 1657–1676.

Duffy, B. E. & Sawey, M.*(2022). In/visibility in social media work: The hidden labor behind the brands. *Media and Communication*, 10 (1), 77-87.

Duffy, B. E., Pinch, A.,** Sannon, S., & Sawey, M.* (2021). The nested precarities of creative labor on social media. *Social Media + Society*. April-June 2021: 1–12.

Duffy, B. E. (2020). Algorithmic precarity in cultural work (invited essay). *Communication and the Public*, 5 (3-4): 103-107.

Nieborg, D. B., Duffy, B. E., & Poell, T. (2020). Studying platforms and cultural production: Methods, institutions, and practices (introduction). *Social Media + Society*, 6(3): 1-7.

Duffy, B. E. & Hund, E. (2019). Navigating visibility and vulnerability in social media contexts: Instagram's authenticity bind. *International Journal of Communication*, 13, 4983–5002.

Reprinted as Duffy, B. E. & Hund, E. (2021). Gendered visibility on social media: Navigating Instagram's authenticity bind.” In Pooley, J. (Eds.) *Social media & the self: An open reader*. Bethlehem, PA: mediastudies.press, <https://doi.org/10.32376/3f8575cb.3f03db0e>.

Duffy, B.E., Poell, T. & Nieborg, D. (2019). Platform practices in the cultural industries: Creativity, labor, and citizenship (introduction). *Social Media + Society*, 5(4), 1-8.

Petre, C., Duffy, B. E. & Hund, E. (2019). “Gaming the system”: Platform paternalism and the politics of algorithmic visibility. *Social Media + Society*, Oct-Dec. 1–12.

Duffy, B. E. & Pooley, J. (2019). Idols of promotion: The triumph of self-branding in an age of precarity. *Journal of Communication*, 69(1), 26–48.

Reprinted as Duffy, B. E. & Pooley, J. (2021). Idols of promotion: The triumph of self-branding in an age of precarity. In Pooley, J. (Eds.) *Social media & the self: An open reader*. Bethlehem, PA: mediastudies.press, <https://doi.org/10.32376/3f8575cb.a52b2134>.

Duffy, B. E. & Chan, N. K.* (2019). “You never really know who's looking”: Imagined surveillance across social media platforms. *New Media & Society*, 21(1), 119–138.

Scolere, L., Pruchniewska, U.,* & Duffy, B. E. (2018). Constructing the platform-specific self-brand: The labor of social media promotion. *Social Media + Society*, July-Sept. 1–11.

Reprinted from: Duffy, B. E., Pruchniewska, U.,* & Scolere, L. (2017). Platform-specific self-branding: Imagined affordances of the social media ecology. *Proceedings of the 2017 ACM International Conference on Social Media & Society*.

Duffy, B. E. & Schwartz, B.** (2018). Digital “women’s work?” Job recruitment ads and the feminization of social media employment. *New Media & Society*, 20(8), 2972–2989.

Duffy, B. E. & Pruchniewska, U.* (2017). Gender and self-enterprise in the social media age: A digital double bind. *Information, Communication, and Society*, 20(6), 843–859.

Duffy, B. E. & Wissinger, E. (2017). Mythologies of creative work in the social media age: Fun, free, and “just being me.” *International Journal of Communication*, 11, 4652–4671.

Duffy, B. E. & Pooley, J. (2017). Facebook for academics: The convergence of self-branding and social media logic on Academia.edu. *Social Media + Society*, Jan-March, 1–11.

Duffy, B. E. (2016). The romance of work: Gender and aspirational labour in the digital culture industries. *International Journal of Cultural Studies*, 19(4), 441–457.

Duffy, B. E. & Hund, E.* (2015). “Having it all” on social media: Entrepreneurial femininity and self-branding among fashion bloggers. *Social Media + Society*, 1(2), 1–11.

Duffy, B. E. (2015). Amateur, autonomous, collaborative: Myths of aspiring female cultural producers in Web 2.0. *Critical Studies in Media Communication*, 32(1), 48–64.

Duffy, B. E. (2015). Gendering the labor of social media production (“commentary and criticism” essay). *Feminist Media Studies*, 15(4), 710–714.

Duffy, B. E. (2013). Manufacturing authenticity: The rhetoric of ‘real’ in women’s magazines. *The Communication Review*, 16(3), 132–154.

Duffy, B. E., Liss-Mariño, T., & Sender, K. (2011). Television depictions of the creative industries: Peeking behind the gilt curtain. *Communication, Culture & Critique*, 4(3), 275–292.

Duffy, B. E. (2010). Empowerment through endorsement? Polysemic meaning in Dove’s user-generated advertising. *Communication, Culture & Critique*, 3(1), 26–43.

Duffy, B. E. (2009). Shopping with friends you’ve never met: Social shopping in the age of e-tailing. *Rocky Mountain Communication Review*, 6(1), 92–97.

BOOK CHAPTERS

Duffy, B. E. & Packer, J. (2022). Wifesaver: Tupperware and the unfortunate spoils of containment. In S. Sharma & R. Singh (Eds.), *Re-understanding media: Feminist extensions of Marshall McLuhan*. Durham, NC: Duke University Press.

Bishop, S. & Duffy, B. E. (2021). The feminization of social media labor. In D. Rohlinger and S. Sobieraj, (Eds.). *The Oxford Handbook of Sociology and Digital Media*. Oxford University Press.

Duffy, B. E. & Sawey, M.* (2021). “There’s nobody left to influence anymore”: Value, service, and precarity among Instagram content creators. In S. Cunningham & D. Craig (Eds.). *Creator culture: Understanding the social media entertainment industry* (pp. 135-152). NY: New York University Press.

Duffy, B. E. (2020). Social media influencers. In K. Ross, F. Attwood, V. Cardo, J. Mercer, and S. Moorti (Eds.), *Encyclopedia of Gender, Media, and Communication*. Hoboken, NJ: Wiley-Blackwell.

Duffy, B. E. (2018). #Dreamjob: The possibilities and perils of a social media career. In M. Deuze & M. Prenger (Eds.), *Making media: Production, practices and professions* (pp. 375-386). Amsterdam: University of Amsterdam Press.

Serazio, M. & Duffy, B. E. (2018). Social media marketing. In J. Burgess, A. Marwick, & T. Poell (Eds.), *The Sage handbook of social media* (pp. 481–496). Thousand Oaks, CA: Sage Publications.

Boston, N. A. & Duffy, B. E. (2015). “What actually matters”: Identity, individualization, and aspiration in media work: The case of glossy magazine production. In M. Banks, V. Mayer, & B. Conor (Eds.), *Production studies, the sequel! Cultural studies of global media industries* (pp. 213–226). New York: Routledge.

Duffy, B. E. (2014). Link love and comment karma: Norms and politics of evaluation in the fashion blogosphere. In H. C. Suhr (Ed.), *Online evaluation of creativity and the arts* (pp. 41–59). New York: Routledge.

Duffy, B. E. (2013). The new ‘real women’ of advertising: Subjects, experts and producers in the interactive era. In M. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (pp. 223–236). New York: Routledge.

Duffy, B. E. (2008). Introduction. In B. E. Duffy & J. Turow, (Eds.) *Key readings in media today: Mass communication in contexts* (pp. 1–13). New York: Routledge.

Duffy, B. E. (2008). Time ahead: Digital challenges facing print magazines. In B. E. Duffy & J. Turow, (Eds.) *Key readings in media today: Mass communication in contexts* (pp. 160–165). New York: Routledge.

ESSAYS AND PUBLIC SCHOLARSHIP

Duffy, B. E. (2022). “If you don't have a backup plan, you’re done”: How the chaos in social media is hurting the most vulnerable content creators. *Business Insider*, December 8. <https://tinyurl.com/38efxkd9>

Duffy, B. E. & Gerrard, Y. (2022). BeReal and the doomed quest for online authenticity. *Wired*, August 3. <https://tinyurl.com/vh84kdxh>

Duffy, B. E. & Miltner, K. (2022). Influencers and anti-fans. *Real Life Mag*, May 19. <https://tinyurl.com/5cej8axr>

Duffy, B.E. (2022). Influencer culture is everywhere — even in academia. *Salon*, April 30. <https://tinyurl.com/bdejx4n4>

Duffy, B. E. (2021). Meghan Markle and the long history of authenticity policing. *Vox*, March 11, <https://tinyurl.com/2p8skhn4>

Duffy, B. E. (2017). When Instagram influencing isn't so glamorous. *Wired*, December 27. <https://tinyurl.com/yak6s5tb>

Duffy, B. E. (2017). The trend of “finstas” or fake Instagram accounts exposes the troubling way that work is taking over our lives. *Quartz*, August 30. <https://tinyurl.com/55hbw335>

Duffy, B. E. (2017). Is self-promotion hurting scholarship? *Times Higher Education* August 17. <https://tinyurl.com/6e3mcds4>

Duffy, B. E. (2017). The (false) promise of social media self-enterprise. *Yale University Press Blog*, June 19. <https://tinyurl.com/msvvpjkk>

Duffy, B. E. (2016). We're not all entrepreneurs: Yawning gaps in the digital “platform economy.” *Data & Society Points*, November 17. <https://tinyurl.com/3h3wnpte>

Duffy, B. E. & Hund, E.* (2015). The invisible labor of fashion blogging. *The Atlantic*, September 25. <https://tinyurl.com/bdeabv5b>

Duffy, B. E. (2015). “Yuccies,” “slashes,” and the digital economy’s valorization of the multi-skilled, always-on creative worker. *Culture Digitally*, June 18. <https://tinyurl.com/2pfjehp3>

Duffy, B. E. (2015). The gendered politics of digital brand labor. *Antenna: Responses to Media and Culture*, March 18. <http://blog.commarks.wisc.edu/>

Duffy, B. E. & Marwick, A. (2013). Fashion and celebrity 2.0: Reconciling discourses of authenticity and self-promotion in an era of social media. *Culture Digitally*, March 26. <https://tinyurl.com/3np4ey6p>

Duffy, B. E. (2012). Does women’s magazine initiative challenge categories of “producers” and “readers”? *Culture Digitally*, February 15. <https://tinyurl.com/arnpfmhh>

Duffy, B. E. (2011). From cover lines to keywords: Women’s magazines and the contemporary challenges of audience construction. *In Media Res*, October. <http://mediacommons.futureofthebook.org/imr/>

BOOK REVIEWS AND REPORTS

Duffy, B. E. (2021). Newsworthy work? The marginal status of feminized labor. Review of C.R. Martin’s (2019). *No longer newsworthy: How the mainstream media abandoned the working class*. ILR Press. <https://journals.sagepub.com/doi/abs/10.1177/0019793921997075>

Arriagada, A., Duffy, B. E., Santana, L., Shorey, S. & Woolley, S. (2019). Communication, propaganda, and digital labor. *Notes from the Social Media Culture Conference*, Santiago, Chile. <https://periodismo.uai.cl/assets/uploads/2019/06/cultura-social-media-18-final.pdf>

EXPERT TESTIMONY

Witness, Influencer Culture Inquiry, Digital, Culture, Media and Sport Committee, UK Parliament, September 14, 2021. <https://committees.parliament.uk/work/1126/influencer-culture/publications/oral-evidence/>

HONORS AND AWARDS

CALS Research and Extension Award for Early Achievement, Cornell University, 2022

Young Scholar Award, Popular Media and Culture Division, International Comm. Association, 2018

Outstanding Educator for having Influenced a Merrill Presidential Scholar, Cornell University, 2017

Visiting Honors Scholar, Media & Communication, Muhlenberg College, 2015

Emerging Scholar Award, Critical/Cultural Studies Division, National Comm. Association, 2014

Lillian Lodge Kopenhaver Outstanding Woman Junior Scholar Award, 2014

Merit Award for Research, Temple University, 2012, 2013, 2014

Annenberg Dissertation Research Fellowship, 2010

Annenberg Summer Research Fellowship, 2007, 2008, 2009, 2010

Most Innovative Poster Award, National Communication Association, 2010

Annenberg/Oxford Institute on Global Media Policy (entry and full-funding package), 2007

Full tuition and research stipend, Annenberg School for Communication, 2005–2010

College of Communication Student Marshal (awarded to top graduate in the College), 2002

GRANTS

Labor and AI in the Digital Creator Economy, 2023-2024

Principal Investigator

Qualitative and Interpretive Research Institute, Cornell University, \$1,800

Creators, Platforms, and the New Politics of Visibility, 2023-2025

Principal Investigator

Cornell Center for Social Sciences, Cornell University, \$6,400

Algorithms, Big Data, and Inequality, 2018–2021

Co-principal Investigator (with I. Ajunwa, S. Barocas, & M. Ziewitz; Team Leader: M. Wells)

Institute for the Social Sciences Collaborative Project, Cornell University, \$150,000

Invisible Labor in the Social Media Economy: Gender and Social Inequalities, 2018–2019

Principal Investigator

Affinito-Stewart Grant, President's Council of Cornell Women, Cornell University, \$9,792

Gender Inequalities in Social Media Work: Digital Labor as a New “Pink Ghetto,” 2017–2018

Principal Investigator

Institute for the Social Sciences, Cornell University, \$10,967

Labor of Love: Gender and Creative Work in the Age of Social Media, 2014–2015

Principal Investigator

The Waterhouse Family Institute for the Study of Communication and Society, \$6,000

Gender and Creative Work in the Age of Social Media, 2014–2015

Principal Investigator

Organization for Research on Women in Communication, \$1,000

Feminine Commodities or Commodity Feminism? 2014

Principal Investigator

Summer Faculty Research Award, Temple University, \$7,000

Fashion Blogging in the Digital Creative Economy, 2013

Principal Investigator

Summer Faculty Research Award, Temple University, \$7,000

INVITED TALKS

Invited talk, Visibility in the creator economy: Navigating the promises and precarities of platform labor, Princeton Center for Information Technology Policy seminar, February 2024.

Invited panelist, Freedom of Expression versus Content Moderation on Social Media. Cornell Freedom of Expression Symposium. Department of Communication, December 7-8 2023.

Keynote, Creators, platforms, and the new politics of visibility, Creators for Change Pre-Conference, International Communication Association, May 2023.

Book talk, *Platforms and cultural production* (with Thomas Poell and David Nieborg), Platform Lab, Concordia University, March 30, 2023.

Invited talk, Platform labor and the politics of algorithmic in/visibility, Symposium: New Perspectives on the Digital Economy, Nordic Centre for Internet and Society, December 2022.

Invited book talk, *Platforms & cultural production: In Conversation* (with David Nieborg), Queen’s University, Belfast, December 2022.

Invited panelist, Influencers, ideas and uncertainty: How Gen Z lives social media, University of South Carolina’s College of Information and Communications and the United Nations Educational, Scientific and Cultural Organization (UNESCO), February 2023.

Keynote, Platforms, promotional labor, and the politics of influencer (in)visibility: Advertising and Society Sixth Annual Colloquium, Washington D.C., November 2022.

Invited participant, Toxic fans, Negligent platforms: Identity, individualization, and risk in the social media economy, Freelancing Feminism Symposium (virtual participation), June 2022.

Book talk, *Platforms and cultural production* (with Thomas Poell and David Nieborg), London School of Economics (virtual), April 7, 2022.

Book talk, Creative industries: Platforms, power & cultural production (with Thomas Poell and David Nieborg), The Birmingham Centre for Media and Cultural Research (virtual), April 6, 2022.

Invited participant, Surveillance Roundtable, Center for Media Engagement's Propaganda Lab, University of Texas, Austin (virtual), April 4, 2022.

Keynote, The promise and precarity of visibility in the age of algorithms, Performativity on the Platforms, Virtual Intimacies and Economic Innovations in the Post COVID-19 Pandemic Era, Shih-Hsin University, Taiwan (virtual due to COVID-19), May 13, 2021.

Invited speaker, In/visibility in platformized cultural work: Value, visibility, vulnerability, Danish School of Media & Journalism, Aarhus, Denmark (virtual due to COVID-19), February 17, 2021.

Invited speaker, The promise and precarity of visibility: Social media influencers in uncertain times, École des Hautes Études en Sciences Sociales (School of Advanced Studies in the Social Sciences), Paris, France (virtual due to COVID-19), January 6, 2021.

Invited speaker, The promise and precarity of visibility in social media labor, DigiLabour, Brazil (virtual due to COVID-19), November 9, 2020.

Invited speaker, "Very unpredictable platforms" and algorithms "nobody truly understands": The promise and precarity of visibility in social media labor. Platformed Creation Virtual Symposium, Stanford Ethnography Lab, Stanford, CA, October 16, 2020.

Invited speaker, Platforms, power, and cultural production. King's College London, London, UK. April 2020 (postponed due to CoVID-19)

Invited speaker, Algorithmic precarity in platformized cultural labor, Center on Digital Culture & Society Launch Symposium. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA (virtual due to COVID-19), April 2020.

Invited speaker, *(Not) getting paid to do what you love: Gender, social media, & aspirational work*. Stanford Ethnography Lab, Stanford University, Palo Alto, CA, June 2019.

Keynote panelist, Fashion, Style, & Global Culture Conference, Drexel University, Philadelphia, PA, May 2019.

Keynote, Technically in/visible: Visuality, vulnerability, and valuation in the age of Instagram. InfoSocial 2019, Northwestern University, Evanston, IL, April 2019.

Invited speaker, Visibility, aspirational labor, and the feminization of social media employment, Université Paris Nanterre, Paris, France, April 2019.

Invited speaker, Technically In/visible: The value of gendered labor in the social media economy. University de Lausanne, Switzerland, April 2019.

Invited panelist, Clout atlas: The role of digital influencers in online journalism, Tow Center, Columbia University, New York, November 2018.

Keynote, In/visibility in the age of Instagram: Value, visibility and vulnerability, Conferencia Cultura Social Media, Universidad Adolfo Ibáñez, Santiago, Chile, November 2018.

Invited speaker, Digital dream jobs: The promises and perils of a social media career, University of Southampton, Southampton, UK, April 2018.

Invited speaker, Invisible, Inc.: The behind-the-screens laborers propelling the social media economy, Critical Social Media Studies Colloquium, University of Minnesota, Minneapolis, MN, April 2018.

Invited speaker, Labours of love: *Ms. Understanding Media*, The McLuhan Centre for Culture and Technology, University of Toronto, Toronto, January 2018.

Invited speaker, Gendered labor in the social media economy, Feminist, Gender & Sexuality Studies, Cornell University, Ithaca, NY, October 2017.

Invited book talk, Chat in the Stacks, Cornell University, Ithaca, NY, September 2017.

Invited panelist, Studying communitainment: Mapping a research agenda for the social media entertainment industry, International Communication Association, San Diego, CA, May 2017.

Panel organizer, Influencers, micro-celebrities, and fame aspirants: Producing and consuming identity in the social media age, International Communication Association, San Diego, CA, May 2017.

Invited panelist and moderator, Fashion + Social + Influence. University of Southern California, Los Angeles, CA, April 2017.

Invited speaker, #Dreamjob: Social media and self-enterprise in an aspirational economy. Annenberg Research Seminar, University of Southern California, Los Angeles, CA, November 2016.

Invited speaker, Social media and the politics of gender: The 2016 elections. Feminist, Gender, and Sexuality Studies sponsored Table Talk, Cornell University, Ithaca, NY, November 2016.

Invited panelist, Technically unequal: Representational issues in technology scholarship and journalism, Association of Internet Researchers, Berlin, October 2016.

Invited moderator, Internet industry research rules! A roundtable on methods. Association of Internet Researchers, Berlin, October 2016.

Invited speaker, Gender and aspirational labor in the social media economy. University of North Carolina-Chapel Hill. Chapel Hill, NC, March 2016.

Invited speaker, The politics of 'passion projects': Gender and aspirational labor in the social media age. Center for Humanities at Temple's Distinguished Lecture Series, Philadelphia, PA, February 2016.

Invited speaker, The economy of aspiration: Gender, creative labor, and self-branding on social media. Muhlenberg College, Allentown, PA, October 2015.

Invited panelist, Teaching in different settings. Annenberg Professional Development Day. Annenberg School for Communication, Philadelphia, PA, September 2015.

Invited speaker, The politics of “passion projects: Gendered labor in the social media era. Columbia University Graduate Communications Colloquium, New York, NY, March 2015.

Invited speaker, For love and money: Gendered social media production as aspirational labor. Graduate Colloquium in Communication, Culture, and Media. Drexel University, Philadelphia, PA, February 2015.

Invited speaker, “Social media activities as aspirational labor.” Great Works Symposium on Media, Drexel University, Philadelphia, PA, July 2014.

Panelist, Feminist approaches to social media research. Presented at the International Communication Association, Seattle, WA, May 2014.

Invited Speaker, “Aspirational labor: Gendered creative work in an era of social media.” University of Georgia, Athens, GA, March 2014.

Guest Lecturer, Critical interventions into media production processes (Course instructor: Rodney Benson). New York University, New York, NY, March 2014.

Invited book talk. *Remake, remodel: Women’s magazines in the digital age*. University of Pennsylvania Bookstore, Philadelphia, PA, February 2014.

Invited speaker, “The romance of work: Gender and aspirational labor in the culture industries.” Social Thought Program Lecture in Communications, The Pennsylvania State University, State College, PA, November 2013.

Invited speaker, “Authenticity, community, and other fashion blogging myths.” School of Media and Communication’s Spring Speaker Series, Temple University, Philadelphia, PA, February 2013.

Invited speaker, Teaching as new faculty member: Challenges, strategies, and joys, Center for Teaching and Learning Workshop, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, November 2012.

Invited seminar leader, From Gutenberg to Twitter: Understanding new media. Exploritas Day of Discovery Program, Philadelphia, PA, December 2009.

CONFERENCE PRESENTATIONS

Duffy, B.E. (2024). “Soft” resistance in the creator economy: Circumventing, manipulating, and weaponizing Platform In/Visibility. Media Industries Conference, London, UK. April 16-20.

Duffy, B. E. (2024). The promises and perils of platform visibility in cultural production: A roundtable. Media Industries, London, UK. April 16-20.

Duffy, B. E. (2023). The visibility bind: Platforms and power in the creator economy. Presented at the Association of Internet Researchers Conference, Philadelphia, October 14-18.

Duffy, B.E. (2023). Keeping it Real: Contested meanings of authenticity on social media (with Abidin, C., Ellison, N, Malholtra, P., Pearce, K., Shtern, J. and Trifiro, B.) Presented at the International Communication Association Conference, Toronto, May 25–29.

Duffy, B. E., & Meisner, C.*(2022). The pursuit of platform visibility: Algorithmic labor and capital in the creator economy. Presented at the Association of Internet Researchers, Dublin, Ireland, Nov. 2-5.

Meisner, C.* & Duffy, B. E. (2022). Mass reporting in the creator economy: Enacting and contesting platform governance. Presented at the Association of Internet Researchers, Dublin, Ireland, Nov. 2-5.

Duffy, B. E. & Meisner, C.* (2022). Creator discipline and platform punishment: Uneven governance in the social media economy. Presented at the International Communication Association, Paris, FR (virtual), June 2022.

Nieborg, D., Poell, T., & Duffy, B. E. (2021). Analyzing platform power in the cultural industries. Presented at the Association of Internet Researchers Conference (virtual).

Meisner, C.* Duffy, B. & Ziewitz, M. (2021). The labor of search quality rating: Making algorithms more human or humans more algorithmic? Presented at the International Communication Association (virtual), Denver, CO, May 2021.

Duffy, B. E., Miltner, K. & Wahlstedt, A.* (2020). Policing “fake” femininity: Anger and accusation in influencer “hateblogs.” Presented at the Association of Internet Researchers Conference (virtual), October 26-31.

Arriagada, A., Duffy, B.E., & Rocamora, A. (2020). Ed-fluencers: Subjectivities of learning and labor in social media training programs. Presented at the Association of Internet Researchers Conference (virtual), October 26-31.

Sawey, M.* & Duffy, B. E. (2020). The valuation of (in)visible labor in the social media industries. Presented at the International Communication Association (virtual), Gold Coast, Australia, May 21-25.

Duffy, B. E., Pinch, A.,** and Sannon, S.* (2019). Imagining and resisting algorithmic systems: Independent cultural workers in an era of platformization. Presented at the International Communication Association, Washington, D.C., May 21-25.

Petre, C., Duffy, B. E., & Hund, E.* (2019). “Gaming the system”? The politics of algorithmic manipulation in digital cultural production. Presented at the International Communication Association, Washington, D.C., May 21-25.

Duffy, B. E. (2019). Gigs *on* platforms, platforms *for* gigs: Feminized labor in the gig economy. Presented at the International Communication Association, Washington, D.C., May 21-25.

Duffy, B. E. & Hund, E.* (2018). Projecting and policing authenticity on Instagram. Presented at the 2018 Association of Internet Researchers, Montreal, October 10-13.

Hund, E.* & Duffy, B. E. (2018). “Do it for the ‘gram’”: The culture and industry of Instagram self-presentation. Presented at the 2018 Association of Internet Researchers, Montreal, October 10-13.

Duffy, B. E. (2018). Gender and invisible labor in social media work. Presented at the International Communication Association, Prague, May 24–28.

Duffy, B. E. & Chan, N.K.* (2018). Producing an employable self (brand): The platform labor of career aspirants. Presented at the International Communication Association, Prague, May 24–28.

Duffy, B. E. & Schwarz, B.** (2018). “Be the voice of the brand”: The feminized labour of social media work. Presented at Media Industry Studies: Current Debates and Future Directions, King’s College, London, April 18–20.

Duffy, B. E. (2017). The platformization of cultural production. Presented at the Association of Internet Researchers, Tartu, October 18–21.

Duffy, B. E., Pruchniewska, U.,*& Scolere, L. (2017). Platform-specific self-branding: Imagined affordances of the social media ecology. Presented at the International Conference on Social Media & Society, Toronto, July 28–30.

Duffy, B. E. & Pooley, J. (2017). “Idols of promotion”: The triumph of self-branding on social media. Presented at the International Communication Association, San Diego, CA, May 24–29.

Duffy, B. E. & Pooley, J. (2017). “Facebook for academics”: The convergence of self-branding and social media logic on Academia.edu. Presented at the International Communication Association, San Diego, CA, May 24–29.

Duffy, B. E. (2017). Branding your (future) self on social media: Discourses of employability in a gig economy. Presented at the Digital Everyday: Exploration or Alienation?, London, May 6.

Pruchniewska, U.* & Duffy, B. E. (2016). Production politics: Gender, feminism, and social media labor. Presented at the Association of Internet Researchers, Berlin, October 3–8.

Duffy, B. E. & Wissinger, E. W. (2016). Cultural work in the social media age: Lessons from the Instagram. Presented at the Association of Internet Researchers, Berlin, October 3–8.

Duffy, B. E. (2016). Self-enterprise and aspiration in the social media economy. Presented at Console-ing Passions: International Conference on Television, Video, Audio, New Media, and Feminism, South Bend, IN, June 16–18.

Duffy, B. E. (2016). Gender and invisible labor: From “women’s work” to “post for exposure.” Presented at the annual meeting of the Cultural Studies Association, Philadelphia, PA, June 1–3.

Duffy, B. E. (2016). Female entrepreneurship in the digital economy: Worker subjectivities through an Instagram filter. Presented at Theorizing the Web, New York, NY, April 15–16.

Duffy, B. E. (2015). The labor of visibility: Gendered self-expression in the social media imaginary. Presented at the Association of Internet Researchers, Phoenix, AZ, October 21–24.

Duffy, B. E. (2015). Fashioning the gendered self through social media: Personal branding and productive consumption among aspiring creative professionals. Presented at the International Communication Association, San Juan, Puerto Rico, May 21–25.

Duffy, B. E. & Hund, E.* (2015). “Having it all” on social media: Entrepreneurial femininity and self-branding among fashion bloggers. Presented at the International Communication Association, San Juan, Puerto Rico, May 21–25.

Duffy, B. E. (2015). Social media’s reliance on aspirational labor. Presented at Theorizing the Web, New York, NY, April 17–18.

Duffy, B. E. (2014). Labors of love: Gender, creativity, and aspirational work in the digital economy. Presented at the National Communication Association. Chicago, IL, November 19–24.

*Emerging Scholar Award, Critical and Cultural Studies Division

Duffy, B. E. (2014). “Comments as currency”: Quantifying affective relations in the blogosphere. Presented at the International Communication Association, Seattle, WA, May 22–26.

Duffy, B. E. (2013). Regular people with a passion for fashion: Authenticity, community, and other social media myths. Presented at the Association of Internet Researchers, Denver, CO, October 24–27.

Boston, N. A. & Duffy, B. E. (2013). Sociologies of magazine production: Addressing the gap in critical media industry studies. Presented at the American Sociological Association’s Media Sociology Pre-Conference, New York, NY, August 9.

Duffy, B. E. (2013). Consumer communities: Rethinking advertising and gender in an age of social media. Presented at the International Communication Association, London, June 17–21.

Duffy, B. E. (2013). Play with social media: Fashion blogging and curation as “play.” Presented at the Rutgers Media Studies Conference: Extending Play, New Brunswick, NJ, April 19–20.

Duffy, B. E. (2013). Women making media: Revisiting questions of gender and labor in the digital age. Presented at Theorizing the Web 2013, New York, NY, March 1–2.

Duffy, B. E. (2012). Jill-of-all-trades: Media convergence and the professional identities of women’s magazine producers. Presented at the International Communication Association, Phoenix, AZ, May 24–28.

Duffy, B. E. (2012). (Re)Designing women: Women’s magazines and the contemporary challenge of constructing the audience. Presented at the International Communication Association, Phoenix, AZ, May 24–28.

Duffy, B. E. (2011). The new arbiters of style: Fashion bloggers as cultural intermediaries? Presented at the Mid-Atlantic Popular/American Culture Association, Philadelphia, PA, November 2011.

Duffy, B. E. (2011). The newsstand of the global economy: Mapping the fields of women's magazines in Canada, India, and the U.S. Presented at the International Communication Association, Boston, MA, May 27–29.

Duffy, B. E. (2010). New you, only better: Ideology, identity, and interactivity in the virtual makeover. Presented at the National Communication Association, San Francisco, CA, November 14–16.

Duffy, B. E., Liss-Mariño, T., and Sender, K. (2010). Producing production: Televisual depictions of the creative industries. Presented at the National Communication Association, San Francisco, CA, November 14–16.

Duffy, B. E. (2010). Manufactured authenticity: The rhetoric of “the real” in women's magazines. Presented at *Blowing Up the Brand II: Critical Perspectives on Promotional Culture*, Berkeley, CA, March 18–20.

Duffy, B. E. (2009). Not just a magazine: The changing organizational identity of twenty-first century magazines. Presented at the National Communication Association, Chicago, IL, November 12–15.

Duffy, B. E. (2009). Empowerment through endorsement? Polysemic meaning in Dove's user-generated advertising. Presented at the International Communication Association, Chicago, IL, May 21–25.

Duffy, B. E. (2009). Shopping with friends you've never met: Social shopping in the age of the e-tailing. Presented at the Eastern Communication Association, Philadelphia, PA, April 22–26.

Duffy, B. E. (2008). Advertising, ritual, and language: An analysis of the advertising industry's construction of Christmas. Presented at the National Communication Association, San Diego, CA, November 21–24.

Duffy, B. E., Green, C., & Snorton, C.R. (2008). Domestic goddesses in the corporate pantheon: Oprah Winfrey, Martha Stewart, and Rachael Ray as celebrity brands. Presented at the National Communication Association, San Diego, CA, November 21–24.

Duffy, B. E. (2006). Pushing time ahead: An exploratory study of time construction in women's magazines. Presented at the Eastern Communication Association, Providence, RI, April 25–29.

TEACHING

Cornell University

COMM 7600: Platforms, Power, and Precarity in the Creator Economy (Special Topics in Media, Technology, and Society), Ph.D. seminar

COMM 4260/FGSS: Gender and Media, Undergraduate seminar

COMM 3200/INFO 3200: New Media & Society, Undergraduate lecture

COMM 2200: Media Communication, Undergraduate lecture

COMM 7600: Cultural Production in the Digital Age (Special Topics in Media, Technology, and Society), Ph.D. seminar

Temple University

MMC 9525: Media & Cultural Production in the Digital Age, Ph.D. seminar

MMC 9102: Researching Communication II: Qualitative Methods of Analysis, Ph.D. seminar

ADV 1101: Introduction to Media and Society, Undergraduate lecture

MSP 1101: Introduction to Media Theory, Undergraduate lecture

ADV 3000: Advertising and Society, Undergraduate seminar

ADV 1141: Introduction to Advertising Research, Undergraduate lecture

ADV 1102: Introduction to Advertising, Undergraduate lecture

University of Pennsylvania

COMM 130: Mass Media & Society, Undergraduate seminar

ADVISING

Dissertation Chair

Rosie Nguyen (co-chair), Department of Communication, Cornell University

Margaret Foster (co-chair), Department of Communication, Cornell University

Colten Meisner, Department of Communication, Cornell University

Megan Sawey, Department of Communication, Cornell University

Susannah Cobb McMonagle (co-chair), Media & Communication, Temple University, *Localizing brands in a glocal framework: Advertising production and audience construction* (defended October 2016)

Angela Cirucci, Media & Communication, Temple University, *The structured self: Authenticity, agency, and anonymity in social networking sites* (defended October 2014)

Dissertation Committee Member

Talia Berniker, Department of Communication, Cornell University

Jennifer Otono, Department of Information Science, Cornell University

Roxana Mika Muenster, Department of Communication, Cornell University

Katherine Miller, Department of Information Science, Cornell University

Eun-Jeong Kang, Department of Information Science, Cornell University

Ellie Homant, Department of Communication, Cornell University

Beatrys Rodrigues, Department of Communication, Cornell University

Lucas Wright, Department of Communication Cornell University

Eriqie Zhang, Northwestern University

Chelsea Butkowski, Department of Communication, Cornell University, *The everyday politics of extraordinary events: Unraveling identity and social media amid historic political moments* (defended July 2022)

Mariah Wellman, University of Utah, *Social media influencers and the operationalization of credibility in the wellness industry* (defended April 2022)

Melissa Seipel, Department of Communication Understanding and allegiance in audience engagement with fictional antihero characters in television and film. Cornell University (defended May 2021)

Oliver Ngai Keung Chan, Department of Communication Cornell University, *Managing algorithmic metrics and customers: A Multi-Case study of labor control and resistance in the gig economy* (defended April 2021)

Shruti Sannon, Department of Communication Cornell University, *Workers at the Margins: Risks and Opportunities for Marginalized Workers in the Gig Economy* (defended December 2020)

Alexandra Hinck, Department of Communication Cornell University, *Beyond bars: Managing affiliate stigma through self-expression and social support on Prison Talk Online* (defended 2020)

Emil Steiner, Temple University, *Binge-watching killed the idiot box: The changing identities of viewers and television in the post-industrial, streaming video age* (defended April 2018)

Maxwell Foxman, Columbia University, *Playing with virtual reality: Early adopters of commercial immersive technology* (defended March 2018)

Melinda Sebastian, Drexel University, *Investigating the way we see the upskirt: The social and legal implications of gendered surveillance online* (defended September 2016)

Ethan Lascity, Drexel University, *Whose brand is it? Exploring subjective meaning of UNIQLO's brand image* (defended December 2015)

Elizaveta Provorova, Temple University, *Teaching media and gender in the classroom: Instruction informed by media literacy education, gender studies, and scholarship on media representations of gender* (defended April 2015)

Undergraduate Research/Honor's Thesis Advisor

Anuli Ononye, Cornell University, *The pursuit of verification*, 2022

Sophie Slutsky, Cornell University, *The platformization of beauty on Instagram*, 2020

Annika Pinch, Cornell University, *An analysis of Uganda's social media tax*, 2020

Amanda Wahlstedt, Cornell University, *Gendering food journalism: A qualitative content analysis*, 2018

Justin Dowdall, Temple University, *Campanology, identity, and power in an era of convergence*, 2014

Victoria Marchiony, Temple University, *Individualism in the hipster generation*, 2014

SERVICE TO THE FIELD

Conferences Organized

Global Perspectives on Platforms and Cultural Production, co-organized with Thomas Poell, David Nieborg, Sophie Ping Sun, Arturo Arriagada, Bruce Mutsvauro, Tommy Tse, and Jeroen de Kloet. University of Amsterdam, June 27 & 28, 2022.

Global Perspectives on Platforms and Cultural Production, co-organized with Thomas Poell, David Nieborg, Anne Helmond, Jeroen de Kloet, and Rivke Jaffe. University of Amsterdam (remote participation), June 1 & 2, 2022.

Platforms and Cultural Production, co-organized with Thomas Poell and David Nieborg, McLuhan Center for Culture and Technology, Toronto, ON, October 7 & 8, 2018.

The Challenges and The Opportunities for Female Scholars' Success in the Field, ICA 2019 post-conference, co-organized with Valerie Belair-Gagnon, Stephanie Edgerly, Lea Hellmueller, Shannon C. McGregor, Kimberly Meltzer, Kjerstin Thorson, Nikki Usher, Washington, D.C., May 2019.

Professional Service

Editorial Board Member, *Platform and Society*, 2023-

Editorial Board Member, *Advertising & Society*, 2023-

Editorial Board Member, *New Media & Society*, 2019-

Editorial Board Member, *Women's Studies in Communication*, 2016–2018

Grant Proposal Reviewer, Israel Science Foundation, 2014

Research Chair, AEJMC Magazine Division, 2015–2016

Member, Annenberg School for Communication Alumni Advisory Board, 2014–

Grant Proposal Reviewer, Organization for Research on Women and Communication, 2014

Member, Scientific Committee, Evaluation in the Media Conference, 2011

Graduate Student Organizer, Performing Science Conference, July 2009

Ad Hoc Book Reviewer

Oxford University Press

University of Illinois Press

Routledge

Palgrave Macmillan

Polity Press

Ad Hoc Journal Reviewer

Advertising & Society Review
American Journal of Cultural Sociology
Convergence
Communication, Culture & Critique
Communication Monographs
Critical Studies in Media Communication
European Journal of Cultural Studies
Feminist Media Studies
Information, Communication & Society
International Journal of Communication
Journal of Broadcasting & Electronic Media
Journal of Communication
Journal of Computer-Mediated Communication
Journal of Cultural Economy
Journal of Magazine Media
Journal of Sociology
Journalism
Media and Communication
Media Industries
Nordic Journal of Media Studies
Organization
Porn Studies
Qualitative Sociology
Social Media + Society
Social Problems
Sociological Research Online
The Sociological Quarterly
The Communication Review
tripleC: Communication, Capitalism & Critique
Women's Studies in Communication

Conference Reviewer

Association of Internet Researchers
International Communication Association
National Communication Association
Association for Education in Journalism and Mass Communication

SERVICE TO THE UNIVERSITY

Cornell University

Member, Equity in Graduate Education Committee, 2023-2024
Member, FGSS Program 50th Anniversary Committee, 2020-2021
Graduate Admissions Committee, 2021-2022
Senator-at-Large, Faculty Senate, 2020-2021

Graduate Programming Committee, 2019-2021
Search Committee, Communication and Technology (2 Positions), 2018–2019
Member, Media Studies Initiative, 2016–
Chair, Colloquium Speaker Series, 2017–2018
Speaker, Forté Campus at Cornell, 2017
Communication Department Library Liaison, 2017–2018
Member, Undergraduate Program/Curriculum Committee, 2016–2017

Temple University

Member, Media & Communication Graduate Research Forum Committee, 2016
Member, Department of Advertising Search Committee, 2015
Member, Strategic Planning Committee for the School, 2014
Member, Department of Advertising Promotions Review Committee, 2014
Chair, Department of Advertising Chair Search Committee, 2014
Member, Media & Communication Graduate Research Forum Committee, 2012–2014
Member, Department of Advertising Search Committee, 2013
Faculty Mentor, Creative Arts, Research and Scholarship Program, 2014
Faculty Mentor, Temple Diamond Research Scholars Program, 2012
Member, School of Communications & Theater Scholarship Committee, 2011–2012
Reviewer, Temple University Global Fusion Conference, 2011
Graduate Council Representative, Annenberg School for Communication, 2006–2007

SELECTED MEDIA COVERAGE

Gerken, T. & Singleton, T. (2024). TikTok vows to fight 'unconstitutional' US ban. *BBC*, April 26. <https://tinyurl.com/yc2kactv>

Schulz, B. (2024). Tech layoffs push part-time content creators into becoming full-time influencers—but it's not easy. *Fortune*. <https://tinyurl.com/4d39z7tx>

Volpe, A. (2024). How to be enough. *Vox*, April 12. <https://tinyurl.com/277waa2z>

Foxman, B. (2024). This Philly influencer's virtual academy is helping BIPOC creators navigate pay discrimination. *The Philadelphia Inquirer*, March. <https://tinyurl.com/525trp7w>

Jennings, R. (2024). Everyone's a sellout now. *Vox*, February 1. <https://tinyurl.com/5bm6eunz>

Nyce, C. (2023). What in the World Is Happening on TikTok Live? *The Atlantic*. <https://tinyurl.com/y5j248jk>

Goldberg, E. & Kode, A. (2023). The envy office: Can Instagrammable design lure young workers back? *The New York Times*, November 26. <https://tinyurl.com/muxs67y3>

Berger, C. (2023). Instagram vs. reality: Influencers expose the secret debt lurking behind designer outfits and glamorous vacations. *Fortune*, November 9. <https://tinyurl.com/yw27ya3t>

McMahon, L. (2023). TikTok testing out advert-free monthly subscription. *BBC*, October 3. <https://tinyurl.com/2m2cm7ku>

Hoover, A. (2023). TikTok stars are turning to 24/7 livestreaming for cash. *Wired*. September 27. <https://tinyurl.com/5bth2sz7>

Keegan, M. (2023). How momfluencers came to dominate influencer marketing. *PR Week*, May 23. <https://tinyurl.com/2szsdu2y>

Friedman, A. (2023). The real meaning of gatekeeping. *New York Magazine's The Cut*, July 31. <http://tinyurl.com/ajwp2urf>

Nyce, C. (2023). What in the world is happening on TikTok Live? *The Atlantic*, August 3. <https://tinyurl.com/3c8vx6bj>

Spangler, T. (2023). TikTok U.S. ban grows likelier and would be 'crushing blow' to creators while benefiting Snapchat, YouTube, Instagram: Experts, March 23. <http://tinyurl.com/9yzur79c>

Amenabar, M. (2023). The morning routines on TikTok can be inspiring – and exhausting. *The Washington Post*, February 20. <https://tinyurl.com/4bfa8s79>

Fowler, G. (2022). Shadowbanning is real: Here's how you end up muted by social media. *The Washington Post*, December 27. <https://tinyurl.com/5ecw2vxm>

Ifeanyi, K. (2022). Why marginalized creators are feeling invisible online. *Fast Company*, November 26. <https://tinyurl.com/2kdv8ppu>

D'Anastasio, C. (2022). Twitch CEO aligns with Uber on how to classify gig workers, creators. *Bloomberg*, October. <https://tinyurl.com/5bec8zxi>

Tiffany, K. (2022). "No, I will not Be real." *The Atlantic*, August 4. <https://tinyurl.com/2z394774>

Murphy, H. (2022). Ever younger 'kidfluencers' face online dangers. *Financial Times* <https://tinyurl.com/3ybk3sys>

Ohlheiser, A. (2022). How aspiring influencers are forced to fight the algorithm. *MIT Tech Review*, July 14. <https://tinyurl.com/knfj5zp3>

Carrasco, M. (2022). Being Real on Campus. *Insider Higher Ed*. <https://tinyurl.com/2p98kyr2>

Ortutay, B. (2022). As Musk Buyout looms, Twitter searches for its soul. *Associated Press*, May 14. <https://tinyurl.com/54e7a8ck>

Chakrabarti, M. (2021). Inside the lives of social media influencers. *NPR On Point*, December. <https://tinyurl.com/42p7vcw4>

Tibken, S. (2021). Instagram unveils new teen safety tools ahead of senate hearing. *The Wall Street Journal*, December 6. tinyurl.com/wa28x54k

Frenkel, S. Mac, R. & Isaac, M. (2021). Instagram struggles with fears of losing Its 'Pipeline': Young users. *The New York Times*, October 16. tinyurl.com/y3n2sr6k

Cagnasolla, M. E. (2021). Facebook, Instagram outages mean some small businesses lost thousands in revenue. *Newsweek*, October 10. <https://tinyurl.com/ejfr33yz>

Altman, M. (2021). Yes, marketing is still sexist. *The New York Times*, August 26. <https://tinyurl.com/2nfz kf6z>

Rosenblatt, K. (2021). Their young kids are internet sensations. It's helping them save for college. NBC News, July 31. tinyurl.com/5n6cyh7t

Tait, A. (2021). LadBaby and the wild rise of the Facebook Famous. *Wired* (UK), May. <https://www.wired.co.uk/article/ladbaby-facebook-famous>

Rosenblatt, K. (2021). An influencer's death became a joke on Twitter. Here's why trolls love to hate influencers. *NBC News*, July 15. <https://tinyurl.com/zuxcys4e>

Lerman, R. (2021). Penny for your tweets: Twitter now has a tip jar that lets you collect money for posts. *The Washington Post*, May 9. <https://tinyurl.com/2bes7fre>

Nguyen, T. (2021). Virtual tips are helping content creators actually make money. *Vox*, February 26. <https://tinyurl.com/kn7cd5sn>

Maheshwari, S. & Lorenz, T. (2021). Why T-shirts promoting the capitol riot are still available online. *The New York Times*, January 19. <https://tinyurl.com/y4zd2tmc>

Collins, K. (2020). How an ordinary 16 year-old came to dominate TikTok, *CNET*, November 23, <https://tinyurl.com/yyfq53rb>

Tait, A. (2020). 'Influencers are being taken advantage of': The social media stars turning to unions. *The Guardian*, October 20. <https://tinyurl.com/y5mw9wx4>

Gurley, L.K. (2020). The promise-and risk-of a career in TikTok. *Vice*, May 4. <https://tinyurl.com/y4omekum>

Rainbow, G. (2020). 'Social media manager' is one of the most popular jobs in the US. It's a lot harder than it sounds. *Money*, June. <https://money.com/social-media-jobs/>

Garlick, H. (2020). Why gender stereotypes are perpetuated on Instagram. *Financial Times*, May. <https://tinyurl.com/yyb52z6v>

Ellis, E. G. (2019). Why social media companies frown on 'gaming the algorithm.' *Wired*, November. <https://tinyurl.com/y5853zje>

Ip, C. (2019). YouTube's burnout generation. *Engadget*, December 27. <https://tinyurl.com/umlfsm4>

Jennings, R. (2019). Instagram is broken. It also broke us. *Vox*, December 2. <https://tinyurl.com/ukognjz>

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Tiffany, K. (2019). Why the new Instagram it girl spends all her time alone, *The Atlantic*, October. <https://tinyurl.com/yxxrnwqy>

Ellis, E. (2019). Why it matters that YouTube changed its verification system. *Wired*, October. <https://tinyurl.com/uvscycs>

Parham, J. (2019). When influencers switch platforms—and bare it all. *Wired*, August 19. <https://tinyurl.com/vlb6hf9>

Vartabedian, M. (2019). Photo-editing app maker Lightricks valued at \$1 billion. *Wall Street Journal*, July 31. <https://tinyurl.com/rzv3qs9>

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Kingkade, T. (2019). The people who love to watch other people clean. *The Atlantic*, August 7. <https://tinyurl.com/ub6lm4g>

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Thompson, D. (2019). Are influencers frauds or the future of online commerce? *The Atlantic*, June 6. <https://tinyurl.com/r6vej67>

Tiffany, K. (2019). Gender stereotypes have been banned from British ads. What does that mean? *Vox*, June 18. <https://tinyurl.com/y3v59qmp>

Ellis, E. (2019). Why women are called 'influencers' and men 'creators.' *Wired*, May 29. <https://tinyurl.com/wjhrgt2>

Carmen, A. (2019). Building a personal brand isn't cool anymore. *The Verge*, May 29. <https://tinyurl.com/yyt4pmea>

Tiku, N. (2019), The soothing promise of our own artisanal internet, *Wired*, Feb. 16 <https://tinyurl.com/tdmjl7v>

Pringle, R. (2019). Working remotely from a tropical beach is tougher than it looks. *Canadian Broadcasting Corporation*, January 31. <https://tinyurl.com/sa366fa>

O'Connor, A. (2018). How Instagram is killing Irish women's magazines. *Irish Times*, September 8. <https://tinyurl.com/rbtjsj9>

Entis, L. (2018). Under the influence: Enter the exhausting world of the new entrepreneurship coaches. *Fortune*, July 27. <https://tinyurl.com/vq4r93a>

Ellis, E. G. (2018). Is a meme born in a private account still a meme? *Wired*, July 27. <https://tinyurl.com/ru858r5>

Custer, S. (2018). Social media: The good, the bad, the ugly. *Times Higher Education*, July 12. <https://tinyurl.com/y6vxx4ll>

Balonen-Rosen, P. & O'Leary, L. (2018). How women landed the invisible work of social media labor. *Marketplace*, June 1. <https://tinyurl.com/swsmlev>

Bogle, A. (2018). How community management and policing internet trolls became women's work. *ABC: Australian Broadcasting Company*, May 30. <https://tinyurl.com/remmyea>

Hempel, J. (2018). How social media became a pink-collar job. *Wired*, May 26. <https://tinyurl.com/taa9rpx>

Hess, A. (2018). What happens when people and companies are both just 'brands'? *New York Times*, May 1. <https://tinyurl.com/yyr222k3>

Carpenter, J. (2018). The coded ways we talk about jobs, *CNN: Money*, April 30. <https://tinyurl.com/uyvop2t>

Viacom (2018). The culture of proximity 2.0: Fame (documentary).

Zomorodi, M. (2018). How to have no filter. Note to Self. *WYNC: New York Public Radio*, April 4. <https://www.wnycstudios.org/story/no-filter-results/>

Solon, O. (2018). FaceTune is conquering Instagram but does it take airbrushing too far? *The Guardian*, March 9. <https://tinyurl.com/vjil7xd>

Pirani, F. (2018). What is a 'Finsta?' Teens and their secret Instagram accounts, *Atlanta Journal Constitution*, January 22. <https://tinyurl.com/vzkfs8m>

Miller, K. & Solinger, M. (2017). Diving into the aspirational economy. *NPR: Innovation Hub*, December 27. <https://tinyurl.com/u6r3vdx>

Molina, B. (2017). Does your kid have a "finsta" account? Why it's a big deal. *USA Today*, October 20. <https://tinyurl.com/y9z854r8>

Pringle, R. (2017). Finstas: Using 'fake' social media accounts to reveal your authentic self. *Canadian Broadcasting Company*, September 11. <https://tinyurl.com/yb3h2a7d>

Garvey, J. (2017). Social media influencers (Guest). *BBC Radio*, September 4. <https://www.bbc.co.uk/programmes/b092jvy9>

Kessler, S. (2017). Becoming a social media “influencer” is the new unpaid internship, and just as exploitative. *Quartz*, August 4. <https://tinyurl.com/yb3h2a7d>

Dunn, G. (2017). Thousands of women try to make a living blogging and vlogging. Most fail. *Vox*, July 25. <https://tinyurl.com/vy94krz>

Ellis, E. (2017). Everyone loses when your employer owns your Facebook account, *Wired*, April 4. <https://tinyurl.com/mu97zbe>

Martin, C. (2016). Why does the beauty industry ignore curvy models? *The New York Times*, July 5. <https://tinyurl.com/t7f9rk3>

AFFILIATIONS

Member, International Communication Association

Member, Association of Internet Researchers

Member, Communication, Information Technologies, and Media Sociology section, American Sociological Association

Research Affiliate, Center for the Study of Digital Culture and Society, University of Pennsylvania