

Dr. Ysabel Gerrard

(BA, MA, PhD)

Lecturer in Digital Media and Society
 Department of Sociological Studies
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Academic Appointments

- Sept 2017-pres **Lecturer in Digital Media and Society** (full-time permanent post)
 Department of Sociological Studies
 University of Sheffield (UK)
- May-Sept 2017 **Research Intern**
 Microsoft Research, New England (USA)
 Advisor: Dr. Tarleton Gillespie

Education

- 2017 **PhD in Media and Communication** (pass without corrections)
 University of Leeds (UK)
 Advisors: Prof. Helen Kennedy, Dr. Helen Thornham and Dr. Nancy Thumim
 Committee: Prof. Anita Biressi and Prof. Bethany Klein
- 2013 **MA Communications Studies** (Distinction)
 University of Leeds (UK)
- 2012 **BA (Hons) Communications Studies** (First Class Honours)
 University of Leeds (UK)

Publications

- Journal articles
- Gerrard, Y. (2020). The COVID-19 mental health content moderation conundrum. *Social Media + Society: 2k Special Issue*. 6(3): 1-5. DOI: <https://doi.org/10.1177/2056305120948186>.
- Gerrard, Y. and Thornham, H. (2020). Content moderation: social media's sexist assemblages. *New Media and Society*. 22(7): 1266-1286.
- Gerrard, Y. (2020). Social media content moderation: six opportunities for feminist intervention. *Feminist Media Studies: Commentary and Criticism*. 20(5): 748-751.
- Gerrard, Y. (2020). What's in a (pseudo)name? Ethical conundrums for the principles of anonymisation in social media research. *Qualitative Research*. [published online ahead of print]. DOI: <https://doi.org/10.1177/1468794120922070>.
- McCosker, A. and Gerrard, Y. (2020). Hashtagging depression on Instagram: towards a more inclusive mental health research methodology. *New Media and Society*. [published online ahead of print]. DOI: <https://doi.org/10.1177/1461444820921349>.
- Edwards, L., Philip, F. and Gerrard, Y. (2019). Communicating feminist politics? The double-edged sword of using social media in a feminist organisation. *Feminist Media Studies*. 20(5): 605-622.
- Gerrard, Y. (2018). Beyond the hashtag: circumventing content moderation on social media. *New Media and Society*. 20(12): 4492-4511.

Gerrard, Y. (2017). 'It's a secret thing': digital disembedding through online teen drama fandom. *First Monday*. 22(8).

Hill, R., Kennedy, H. and Gerrard, Y. (2016). Visualizing junk: big data visualizations and the need for feminist data studies. *Journal of Communication Inquiry*. 40(4): 331-350.

Under review Gerrard, Y. (minor revisions submitted). Re-thinking women's guilty pleasures in a social media age, from soap opera to teen drama series. *Journal of Popular Television*.

Gillespie, T., Aufderheide, P., Carmi, E., Matamoros-Fernández, A., Gerrard, Y., Gorwa, R., Roberts, S.T., Sinnreich, A. and Myers West, S. (major revisions submitted). Expanding the debate about content moderation. *Internet Policy Review*.

In progress Gerrard, Y. (in progress). The Manchester Arena bombing and suspension of the fangirl stereotype. *American Behavioral Scientist* special issue.

Book reviews Gerrard, Y. (in progress). Book review: Negotiating thinness online: the cultural politics of pro-anorexia. *LSE Review of Books*.

Gerrard, Y. (2019). Book review: Behind the screen: content moderation in the shadows of social media, by Sarah T. Roberts. *New Media and Society*. 22(3): 579-582.

Gerrard, Y. (2017). Book review: Post, mine, repeat: social media data mining becomes ordinary, by Helen Kennedy. *Information, Communication and Society*. 20(12): 1817-1820.

Gerrard, Y. (2016). Book review: Status update: celebrity, publicity, and branding in the social media age, by Alice E. Marwick. *Celebrity Studies*. 7(3): 437-439.

Editorials Gerrard, Y. and Bates, J. (2019). Introduction to the Data Power Special Issue: tactics, access and shaping. *Online Information Review*. 43(6): 945-951.

Gerrard, Y. (2019). *Convergence* book reviews: reflections on the field. *Convergence: The International Journal of Research into New Media Technologies*. 25(2): 278-280.

Op-eds Gerrard, Y. (2020, 9 March). TikTok has a pro-anorexia problem. *WIRED*. Available at: <https://www.wired.com/story/opinion-tiktok-has-a-pro-anorexia-problem/>.

Gerrard, Y. and Squirrell, T. (2019, 22 August). The perils of livestreaming on Reddit. *VICE*. Available at: https://www.vice.com/en_uk/article/zmjxge/livestreaming-live-video-reddit-feature-trial-moderators-mental-health.

Gerrard, Y. and Gillespie, T. (2019, 21 February). When algorithms think you want to die. *WIRED*. Available at: <https://www.wired.com/story/when-algorithms-think-you-want-to-die/>.

- Reprinted in *WIRED Japan* (2019, 20 August). Available at: <https://wired.jp/2019/08/20/when-algorithms-think-you-want-to-die/>.

Gerrard, Y. (2018, 31 July). Community guidelines and the language of eating disorders on social media. *Flow: A Critical Forum on Media and Culture*. Available at: <http://www.flowjournal.org/2018/07/language-of-eating-disorders/>.

Research Grants, Highlights and Scholarships

In preparation [University of Sheffield Research Excellence Framework \(REF 2021\) Impact Case Study](#), 'Making social media platforms safer for people with eating disorders'

Feb 2019-2021 [British Academy/Leverhulme Small Research Grant](#), £6,998.00 (Principal Investigator) 'Secrets on social media: exploring young people's perspectives of anonymous secret-telling apps' **[funding extended due to COVID-19]**

Oct 2016 [YECREA Young Scholars' Fund Scholarship](#) (to cover the ECREA 2016 conference fee), €290

Sep 2012-2016 [School of Media and Communication PhD Scholarship](#) (fees and maintenance), £52,254

Policy Interventions and Public Engagement

- Govt. Policy [House of Lords Select Committee on Democracy and Digital Technologies \(UK Parliament\)](#)
Invited to give written evidence on the moderation of online public debate (20 February 2020)
Evidence available at:
<http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/democracy-and-digital-technologies-committee/democracy-and-digital-technologies/written/107014.pdf>
- [Centre for Data Ethics and Innovation \(CDEI\) \(UK Government\)](#)
Research used to advise a report and recommendations about Online Targeting
<https://www.gov.uk/government/publications/cdei-review-of-online-targeting/online-targeting-final-report-and-recommendations>
- Consultancy [Suicide and Self-Injury \(SSI\) Advisory Board Member](#)
Facebook/Instagram (March 2019-present)
- Invited guest to Facebook Dublin (26-28 February 2020)
 - Invited guest to Facebook New York (20-22 October 2019)
 - Publicly named contributor to Facebook/Instagram’s cosmetic surgery and weight loss product policies (18 September 2019)
- [#MentalHealthMonth Advisor](#)
Tumblr (May 2019)
- [Content Moderation Q&A Session Guest](#)
Tumblr, New York City (25 January 2019)
- Press
- Interviewed for *Cosmopolitan*: ‘How disordered eating content is slipping through the net on TikTok’
<https://www.cosmopolitan.com/uk/reports/a33886752/tiktok-disordered-eating-over-exercising/>
(September 2020)
- Interviewed for *Mashable*: ‘Twitter and the porn apocalypse that could reshape the industry as we know it’
<https://mashable.com/article/twitter-porn-ban/> (August 2020)
- Interviewed for the *Social Minds* podcast: ‘Disordered tech: is social media responsible for preventing suicide and self-harm?’
<https://podcasts.apple.com/za/podcast/ep-102-disordered-tech-is-social-media-responsible/id1382785203?i=1000486906830> (August 2020)
- Interviewed for *The Times*: ‘Filtered, slimmed, liked: “I was addicted to looking at perfect bodies online”’
<https://www.thetimes.co.uk/edition/news/filtered-slimmed-liked-i-was-addicted-to-looking-at-perfect-bodies-online-60b58dfk#> (August 2020)
- Interviewed for *VICE*: ‘How “deeply unsettling” intermittent fasting apps took over social media’
https://www.vice.com/en_uk/article/xg8g3d/how-deeply-unsettling-intermittent-fasting-apps-took-over-social-media (July 2020)
- Interviewed for *WIRED*: ‘As humans go home, Facebook and YouTube face a coronavirus crisis’
<https://www.wired.co.uk/article/coronavirus-facts-moderators-facebook-youtube> (March 2020)
- Interviewed for *Bustle*: ‘Pro-ana content on TikTok is hidden in plain sight’
<https://www.bustle.com/p/pro-ana-content-on-tiktok-is-hidden-in-plain-sight-22598389> (March 2020)
- Guest speaker on Rhiannon Lambert’s *Rhritrition* podcast: ‘Does Instagram trigger dieting?’
<https://podcasts.apple.com/jo/podcast/does-instagram-trigger-dieting/id1441209943?i=1000465104616>
(February 2020)
- Research cited in *i-D*: ‘Instagram isn’t doing enough to tackle pro-eating disorder content’
https://i-d.vice.com/en_uk/article/3kxxv/instagram-pro-eating-disorder-content (January 2020)
- Interviewed for *VICE*: ‘I tried a male selfie editing app to see if it actually made me more desirable’
https://www.vice.com/en_uk/article/v74dza/male-selfie-editing-app-work-dating-app (January 2020)

Policy contributions to Instagram/Facebook cited in *Shape Magazine*: ‘Influencers will no longer be allowed to promote vaping products on Instagram’ <https://www.shape.com/lifestyle/mind-and-body/instagram-bans-vaping-product-promotion> (December 2019)

Interviewed for *Tortoise*: ‘Jameela Jamil v cancel culture’ <https://members.tortoisemedia.com/2019/12/18/jameela-jamil-191220/content.html> (December 2019)

Interviewed for *Esquire*: ‘Why Instagram hiding likes will make your feed less awful’ <https://www.esquire.com/uk/design/a29948262/why-instagram-hiding-likes-good-thing-make-your-feed-better/> (November 2019)

Interviewed for *i-D*: ‘In defence of oversharing on social media’ https://i-d.vice.com/en_uk/article/ywajzk/psychology-of-social-media-oversharing-posts-research-mental-health (November 2019)

Interviewed for *BBC News: Afternoon Live*: Segment on Instagram’s updated self-harm policy <https://www.bbc.co.uk/programmes/m0009x9k> (October 2019)

Interviewed for *NBC News*: ‘Anti-vaccination groups still crowdfunding on Facebook despite crackdown’ <https://www.nbcnews.com/tech/internet/anti-vaccination-groups-still-crowdfunding-facebook-despite-crackdown-n1064981> (October 2019)

Interviewed for *Metro*: ‘How can social media have a less toxic effect on our body image and mental health?’ <https://metro.co.uk/2019/09/29/how-can-social-media-have-a-less-toxic-effect-on-our-body-image-and-mental-health-10827818/> (September 2019)

Policy contributions to Instagram/Facebook cited in *The Independent*: ‘Cosmetic surgery adverts banned by ASA for claiming procedures could make customers look like Kylie Jenner and Kim Kardashian’ <https://www.independent.co.uk/life-style/cosmetic-surgery-filler-adverts-banned-kim-jardashian-kylie-jenner-asa-instagram-a9119386.html> (September 2019)

Interviewed for *The Washington Post*: ‘Instagram and Facebook ban “miracle” diet posts, but there’s much more work to do’ https://www.washingtonpost.com/lifestyle/wellness/instagram-and-facebook-ban-miracle-diet-posts-but-theres-much-more-work-to-do/2019/09/23/0829a872-de26-11e9-b199-f638bf2c340f_story.html (September 2019)

Policy contributions to Instagram/Facebook cited in *NYLON*: ‘Instagram is finally cracking down on diet and cosmetic surgery ads’ <https://nylon.com/instagram-protect-children-diet-ads> (September 2019)

Policy contributions to Instagram/Facebook cited in the *New Statesman*: ‘Is Instagram starting to take mental health seriously?’ <https://www.newstatesman.com/science-tech/social-media/2019/09/instagram-starting-take-mental-health-seriously> (September 2019)

Policy contributions to Instagram/Facebook cited in *PAPER Magazine*: ‘Instagram bans promotion of toxic diet ads to minors’ <https://www.papermag.com/instagram-diet-ads-2640439097.html> (September 2019)

Policy contributions to Instagram/Facebook cited in *ITV News*: ‘Instagram announces tougher restrictions on diet and cosmetic surgery adverts’ <https://www.itv.com/news/2019-09-19/instagram-announces-new-restrictions-on-diet-and-cosmetic-surgery-content/> (September 2019)

Policy contributions to Instagram/Facebook cited in *The Huffington Post*: ‘Instagram cracks down on diet and cosmetic surgery posts’ https://www.huffingtonpost.co.uk/entry/instagram-cracks-down-on-diet-and-cosmetic-surgery-posts_uk_5d8339d9e4b0957256b17e72?ncid=engmodushpmsg000000 (September 2019)

Policy contributions to Instagram/Facebook cited in *The Independent*: ‘Instagram will restrict posts promoting weight-loss products or cosmetic surgery’ <https://www.independent.co.uk/life-style/instagram-diet-restrictions-cosmetic-surgery-weight-loss-content-age-a9111186.html> (September 2019)

Policy contributions to Instagram/Facebook cited in *The New Daily*: ‘Instagram places tough restrictions on diet, surgery content’ <https://thenewdaily.com.au/news/people/2019/09/19/instagram-diet-surgery-content/> (September 2019)

Policy contributions to Instagram/Facebook cited in *The Cut*: ‘Instagram will no longer promote diet products to minors’ <https://www.thecut.com/2019/09/instagram-heeded-jameela-jamils-diet-product-protest.html> (September 2019)

Policy contributions to Instagram/Facebook cited in *Mashable*: ‘Instagram will restrict some diet posts, once users complain’ <https://mashable.com/article/instagram-diet-plastic-surgery-posts-policy/?europa=true> (September 2019)

Policy contributions to Instagram/Facebook cited in *Engadget*: ‘Instagram will restrict posts on cosmetic surgery and diet products’ <https://www.engadget.com/2019/09/18/instagram-will-restrict-posts-on-cosmetic-surgery-and-diet-prod/> (September 2019)

Policy contributions to Instagram/Facebook cited in *Stylist Magazine*: ‘Jameela Jamil’s response to Instagram’s new weight loss and dieting content policy is a must-read’ <https://www.stylist.co.uk/life/instagram-weight-loss-policy-jameela-jamil-i-weigh/300735> (September 2019)

Policy contributions to Instagram/Facebook cited in *Mail Online*: ‘Instagram and Facebook will hide posts showing cosmetic surgery, “miracle” cures and get-slim-quick products from under-18s’ https://www.dailymail.co.uk/sciencetech/article-7477713/Instagram-announces-new-restrictions-diet-cosmetic-surgery-content.html?ito=social-twitter_dailymailus (September 2019)

Policy contributions to Instagram/Facebook cited in *The Guardian*: ‘Instagram tightens rules on diet and cosmetic surgery posts’ <https://www.theguardian.com/technology/2019/sep/18/instagram-tightens-rules-on-diet-and-cosmetic-surgery-posts> (September 2019)

Policy contributions to Instagram/Facebook cited in *ELLE UK*: ‘Jameela Jamil on Instagram’s new diet products policy: “This is an issue at its peak”’ <https://www.elle.com/uk/life-and-culture/a29099049/instagram-weight-loss-products-jameela-jamil/> (September 2019)

Interviewed for *Evening Standard*: ‘Death of the diet tea: Instagram announces new policies to remove “miraculous” diet product posts’ <https://www.standard.co.uk/lifestyle/health/instagram-diet-product-policy-a4240256.html> (September 2019)

Interviewed for *The Telegraph*: ‘Justin Bieber and how Instagram became the millennial confession booth’ <https://www.telegraph.co.uk/music/news/justin-bieber-instagram-became-millennial-confession-booth/> (September 2019)

Interviewed for *OneZero*: ‘The sky is fake on Instagram’ <https://onezero.medium.com/the-sky-is-fake-on-instagram-15dda1dacbf> (September 2019)

Interviewed for *WIRED*: ‘How Yahoo!’s prudish policies pushed Tumblr into obscurity’ <https://www.wired.co.uk/article/tumblr-sold-to-wordpress> (August 2019)

Interviewed for *The Telegraph*: ‘Never tweet your heroes: Ariana Grande and the hidden dangers of fan/celebrity interactions’ <https://www.telegraph.co.uk/music/news/never-tweet-heroes-ariana-grande-hidden-dangers-fancelebrity/> (August 2019)

Interviewed for *Healthline*: ‘Does my skin offend you? Thoughts on Instagram’s #psoriasis hashtag ban’ <https://www.healthline.com/health/psoriasis/instagram-hashtag-ban#1> (July 2019)

Interviewed on *BBC Radio Sheffield* about the UK’s Department for Digital, Culture, Media and Sport’s (DCMS) Online Harms White Paper <https://www.bbc.co.uk/programmes/p073hs3b> (from 16:50) (April 2019)

Interviewed for *BBC News*: ‘Instagram eating disorder content “out of control”’ <https://www.bbc.co.uk/news/uk-47637377> (March 2019)

Research cited in a *Guardian* article: ‘From self-harm to terrorism, online recommendations cast a deadly shadow’ <https://www.theguardian.com/commentisfree/2019/mar/03/self-harm-to-terrorism-online-recommendations-cast-a-deadly-shadow> (March 2019)

Interviewed on *BBC World Service* about Tumblr’s adult content ban <https://t.co/KDtE4cjALX> (Dec 2018)

Interviewed on *BBC Radio 4 Woman's Hour* about Tumblr's adult content ban <https://www.bbc.co.uk/sounds/play/m0001krd> (from 27:09) (Dec 2018)

Research cited in a *BBC World Service* radio programme, 'Do Instagram hashtags promote eating disorders?' <https://www.bbc.co.uk/programmes/w3csws7n> (Dec 2018)

Research cited in a *Guardian* article, 'Tumblr's adult content dismays some users: "It was a safe space"' <https://www.theguardian.com/technology/2018/dec/03/tumblr-adult-content-ban-lgbt-community-gender> (Dec 2018)

Research cited in a *Venture Beat* article: 'Surveillance marketing: too much personalization can hurt your brand' <https://venturebeat.com/2018/11/18/surveillance-marketing-too-much-personalization-can-hurt-your-brand/> (Nov 2018)

Research featured on a *2SER New South Wales* radio podcast, 'Anorexia and algorithms' <https://player.whooshkaa.com/episode/?id=290815> (Oct 2018)

Interviewed for the *Telegraph*, 'Instagram promoting accounts which "incite" self-harm, Telegraph investigation reveals' <https://www.telegraph.co.uk/news/2018/09/01/instagram-promoting-accounts-encite-self-harm-telegraph-investigation/> (Sep 2018)

Research featured in *WIRED*, 'How pro-eating disorder posts evade social media filters' <https://www.wired.com/story/how-pro-eating-disorder-posts-evade-social-media-filters/> (June 2018)

Talks and Conference Presentations

- 2021 'Mining data, saving lives? Mental health provision in a social media age'. Co-authored with Dr. Hannah Ditchfield (University of Sheffield). *European Communication and Research Association Conference (ECREA)*, Braga, Portugal.
- 2020 'Methods that move us: creativity and ethics in researching digital youth cultures'. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference.
- 'Life between worlds: navigating Big Tech partnerships, funding, and consulting'. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference.
- 'Speaking (in) pictures: the politics of corporate commenting curation on Instagram'. Co-authored with Dr. Tama Leaver (Curtin University). *Association of Internet Researchers (AoIR)* conference.
- Invited speaker:** 'Making and breaking the rules on social media'. *Festival of Debate 2020*. Sheffield, UK. **[Event cancelled due to COVID-19].**
- 'Understanding the rise and fall of secret-telling social media apps'. *Digital=Culture Conference*, University of Nottingham. **[Event cancelled due to COVID-19].**
- Invited speaker:** *Understanding the Social in our Algorithmic Lives*. London College of Communication. **[Event cancelled due to COVID-19].**
- Invited speaker:** '#Censored: the problems with social media content moderation'. *World Health Day 2020*. Museum of Brands, London. **[Event cancelled due to COVID-19].**
- Invited participant:** *Digital Platforms, Institutions, and Identity in 21st Century Electoral Politics*. University of Leeds. **[Event cancelled due to COVID-19].**
- Invited speaker:** 'New tech, old problems: sexism and social media content moderation'. Gender ARC, University of Limerick, Ireland. **[Event cancelled due to weather-related travel disruptions].**
- Invited speaker:** 'Is social media ruining your life?' (Q&A with Chessie King and Rhiannon Lambert). *Rhiannon Lambert/Rhritition's Food For Thought Festival 2020*. London.
- Keynote roundtable speaker:** *Algorithms For Her? Feminist Approaches to Digital Infrastructures, Cultures and Economies*. Kings' College London.

- 2019 **Invited guest lecture:** 'Platform responsibilities and content moderation'. *Data and the Digital in Platform Societies*. Department of Sociology, University of Surrey.
- Invited guest lecture:** 'Framing mental illness in American Culture'. *Advanced Topics in Gender and Sexuality Studies in the U.S./Americas*. DePaul University, Chicago.
- Invited speaker:** 'Circumventing content moderation on social media: a tale of two algorithms'. *How To Do Research on Algorithms When You're Not a Programmer*. University of Bergen, Norway.
- 'Female-presenting nipples': Tumblr's adult content ban and the sexist assemblages of social media'. Co-authored with Dr. Helen Thornham (University of Leeds). *Association of Internet Researchers (AoIR)*. Queensland University of Technology, Brisbane.
- 'Content moderation and the power of platforms: emerging concerns'. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference. Queensland University of Technology, Brisbane.
- Invited speaker:** 'When algorithms think you want to die: the power and politics of recommendation systems'. School of Media, Film and Journalism, Monash University, Australia.
- 'MySpace had us all coding': a nostalgic (re)imagining of Web 2.0'. Co-authored with Kate Miltner (USC Annenberg School for Communication and Journalism). *The Web That Was*, University of Amsterdam.
- 'Pro-eating disorder communities and the imagined content moderator'. *International Communication Association (ICA)*, Washington DC.
- Keynote speaker:** '#NOACCESS: how content moderation fails vulnerable communities'. *Digital=Culture Conference*, University of Nottingham.
- Keynote speaker:** '#ManchesterArena and the suspension of the fangirl stereotype'. *Fantastic! Fandom Conference*, University of Sheffield.
- Invited speaker:** 'Social media's recommendation systems and the funhouse mirror effect'. *Interdisciplinary Workshop: Mental Health, Social Media and Care*, University of Birmingham.
- Invited speaker:** 'The accidental amplification of pro-eating disorder content on social media'. University of Cambridge, Technology and New Media Research Cluster, Department of Sociology.
- 'The gendering of social media's algorithmic recommendations'. Co-authored with Dr. Helen Thornham (University of Leeds). *Understanding the Social in a Digital Age*, University of East Anglia.
- 2018 **Keynote speaker:** 'Content moderation: assemblages of silence on social media'. *New Perspectives in the Digital Society Workshop*, King's College, London.
- 'The ethics of researching pseudonymous social media users'. *European Communication and Research Association (ECREA)*, Lugano, Switzerland.
- '#depressed: problematic visibilities and identity work on Instagram'. Co-presented with Dr. Anthony McCosker (Swinburne University). *Association of Internet Researchers (AoIR)*, Montreal, Canada.
- 'Content moderation: silencing Tumblr's pro-eating disorder community'. *International Communication Association (ICA)*, Prague, Czech Republic.
- 2017 'If you're going through something difficult, we'd like to help': the limitations of hashtag logics in pro-eating disorder content moderation'. *Association of Internet Researchers (AoIR)*, Estonia.
- Invited speaker:** 'Hashtag logics in pro-eating disorder content moderation', University of Huddersfield, Department of Media, Journalism and Film.
- 2016 'Locating "the digital" in teen television fandoms'. *European Communication and Research Association (ECREA)*, Prague, Czech Republic.
- 2015 'Teen television fandoms and re-imagining guilty pleasures'. *Fan Studies Network Conference (FSN)*, University of East Anglia, UK.
- 'Online fandom, postfeminism, and the new guilty pleasures'. *Console-ing Passions: Rebooting Feminism*, Dublin, Ireland.

“If young girls like it then it must be rubbish, right?” Teen drama fandoms and guilty pleasures. *Consuming/Culture: Women and Girls in Print and Pixels*. Oxford Brookes University, UK.

2014 “You make it hard to be a modern postfeminist when you get so alpha male”: Unworthy popular cultures and *Pretty Little Liars*. *Fan Studies Network Conference (FSN)*, Regent’s University, London, UK.

Teaching and Administrative Responsibilities

- 2017-present **Module Leader**, Department of Sociological Studies, University of Sheffield
- Introduction to Digital Methods (first-year undergraduate)
 - Digital Methods in Practice (first-year undergraduate)
 - Digital Identities (third-year undergraduate and MA)
- 2017-2021 **Programme Leader BA (Hons) Digital Media and Society**, Department of Sociological Studies, University of Sheffield
- 2016-2017 **Seminar Leader**, University of Sheffield
- Social Media, Data and Society (third-year undergraduate and MA)
- 2013-2017 **Seminar Leader**, School of Media and Communication, University of Leeds
- Feminism, Identity and Media (third-year undergraduate)
 - Introduction to Communications Theory (first-year undergraduate)
 - Studying Media (first-year undergraduate)

I have also delivered guest lectures on the following modules at four universities (DePaul University, University of Leeds, University of Sheffield, and University of Surrey):

- Advanced Topics in Gender and Sexuality Studies in the U.S./Americas (third-year undergraduate)
- Advancing With Digital Methods (second-year undergraduate)
- Data and the Digital in Platform Societies (third-year undergraduate)
- Digital Health (MA)
- Dissertation Research Methods (MA)
- Introduction to Qualitative Research (MA)
- Qualitative Research Online (second-year undergraduate)
- The Ethics of Social Media Research (doctoral level)
- The Value of Sociology (third-year undergraduate)

Journals, Organisations, and Publishers

Book Reviews Editor

Convergence: The International Journal of Research into New Media Technologies (2018-present)

Vice Chair

European Communication Research and Education Association (ECREA) Digital Culture and Communication section (2018-2021)

Young Scholars’ Representative

European Communication Research and Education Association (ECREA) Digital Culture and Communication section (2016-2018)

Reviewed journal articles for:

Big Data and Society; Convergence: The International Journal of Research into New Media Technologies; Fat Studies; First Monday; International Journal of Environmental Research and Public Health; Internet Policy Review; New Media and Society; Online Information Review; Policy and Internet; Social Media + Society; Television and New Media; The Information Society

Reviewed book proposals for:

Routledge; SAGE

Reviewed conference submissions for:

Association of Internet Researchers Conference (AoIR); European Communication Research and Education Association Conference (ECREA); Data Power Conference; International Communication Association Conference (ICA)

Conference and Workshop Organisation

- 2020 [Seeing Through Machines: Visual Methods for Digital Research](#) [event cancelled due to COVID-19]
17-19 June 2020, University of Sheffield
- 2015-present [Data Power Conference](#)
12-13 September 2019, University of Bremen
22-23 June 2017, Carleton University
22-23 June 2015, University of Sheffield
- Nov 2017 [ECREA Young Scholars' Workshop](#)
6-7 Nov, University of Brighton
- June 2015 [Military and the Media Symposium](#)
2 June, University of Leeds

Research Assistant Experience

- 2016 Communicating copyright: an exploration of copyright discourses in the digital age (ESRC project).
Media, conflict, and democratisation (MeCoDem) (EU project).
- 2014 Communicating feminism online: a case study with Rape Crisis England and Wales (Cultural and Creative Industries Exchange Ignite project).
Representations of contemporary soldiering in digital and visual cultures (British Academy project).
- 2013 In/visible and un/fixd communities: Living with the welfare reforms (Digital Economy 'Communities and Culture' Network+ project).

Recent Non-Academic Appointments

- 2012-2014 [Marketing Advisor](#)
DMSQD (now HACKSAW)