

Dr. Ysabel Gerrard

Lecturer in Digital Media and Society
 Senior Fellow of the Higher Education Academy (SFHEA)
 Department of Sociological Studies
 University of Sheffield
 S10 2TU, UK
y.gerrard@sheffield.ac.uk
www.ysabelgerrard.com

Employment History

- 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 and Qualifications

- 2020 [Senior Fellow of the Higher Education Academy \(SFHEA\)](#)
- 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. (forthcoming early 2021). 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., Gerrard, Y., Gorwa, R., Matamoros-Fernández, A., Roberts, S.T., Sinnreich, A. and Myers West, S. (2020). Expanding the debate about content moderation: scholarly research agendas for the coming policy debates. *Internet Policy Review*. 9(4): 1-29.
- 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. (manuscript proposal under review). *Are the Kids Alright?: How Social Media Policies Can Help and Harm Young People*. Oakland, California: University of California Press.

Gerrard, Y. (under review). Groupie, fangirl, or shipper?: The endurance of a gender stereotype. *American Behavioral Scientist*.

In progress Gerrard, Y. (in progress, to be submitted 2021). Introducing social media. In A. House and C. Brennan (Eds.), *Social Media and Mental Health*. Cambridge, UK: Cambridge University Press.

Book reviews Gerrard, Y. (forthcoming). 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. and McCosker, A. (2020, 4 November). The perils of moderating depression on social media. *WIRED*. Available at: <https://www.wired.com/story/opinion-the-perils-of-moderating-depression-on-social-media/>.

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 Squirrel, 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 2019-2022	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

Teaching and Administrative Responsibilities

2020-present	Open Days and Widening Participation Officer , Department of Sociological Studies, University of Sheffield
2017-present	Module Leader , Department of Sociological Studies, University of Sheffield <ul style="list-style-type: none"> • Introduction to Digital Methods Research (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 <ul style="list-style-type: none"> • Social Media, Data and Society (third-year undergraduate and MA)
2013-2017	Seminar Leader , School of Media and Communication, University of Leeds <ul style="list-style-type: none"> • 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)

Policy Interventions

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 [Facebook and Instagram Suicide and Self-Injury \(SSI\) Advisory Board Member](#)
(March 2019-present)
- Invited guest on an Expert Listening Session on Social Comparison (15 October 2020)
 - 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)
 - Invited guest on an Eating Disorder Policy Review Roundtable (7 March 2019)
- [Tumblr #MentalHealthMonth Advisor](#)
(May 2019)
- [Content Moderation Q&A Session Guest](#)
Tumblr, New York City (25 January 2019)

Public Engagement

- 2020
- Interviewed for *The Times*: ‘Ring lights: how the pros look hot on Zoom’
<https://www.thetimes.co.uk/article/ring-lights-how-the-pros-look-hot-on-zoom-zsxdgvyk3s> (December 2020)
- Interview quotes featured in *Dazed*: ‘Pro-eating disorder content is still rife on TikTok’
<https://www.dazeddigital.com/science-tech/article/51361/1/pro-eating-disorder-content-is-still-rife-on-tiktok> (December 2020)
- Interview quotes featured in *Jezebel*: ‘TikTok is limply fighting a losing battle against pro-eating disorder content’
<https://jezebel.com/tiktok-is-limply-fighting-a-losing-battle-against-pro-1845824833> (December 2020)
- Interviewed for *The Guardian*: ‘TikTok investigating videos promoting starvation and anorexia’
<https://www.theguardian.com/technology/2020/dec/07/tiktok-investigating-videos-promoting-starvation-and-anorexia> (December 2020)
- Interviewed for *Vox*: ‘Is social media ready for a COVID-19 vaccine?’
<https://www.vox.com/recode/21527013/covid-19-vaccine-pfizer-safety-social-media-misinformation> (November 2020)
- Interviewed for the *Wall Street Journal*: ‘WhatsApp wants to host your intimate chats. Don’t fret – they’ll be deleted in a week’
<https://www.wsj.com/articles/whatsapp-wants-to-host-your-intimate-chats-dont-frettheyll-be-deleted-in-a-week-11604692159> (November 2020)
- Interviewed for *Mashable*: ‘Telegram’s massive revenge porn problem has made these women’s lives hell’
<https://mashable.com/article/nudes-revenge-porn-crime-telegram/?europa=true> (October 2020)
- 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/uk/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/3kxxxv/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)

2019

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=engmodushpimg000000 (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-747713/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-fancebrity/> (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)

2018 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-incite-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)

Invited 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 **Invited speaker**: ‘Looking ahead: reflection on 2020 for a way forward’. Morneau Shepell LifeWorks’ *Life Out Loud* series. [Online]

‘Methods that move us: creativity and ethics in researching digital youth cultures’. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference. [Online].

‘Life between worlds: navigating Big Tech partnerships, funding, and consulting’. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference. [Online].

‘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. [Online].

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/Rhitrition'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.

Professional Activities

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:

Polity; Routledge; SAGE

Reviewed book manuscripts for:

Routledge

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

PhD Supervision

2020-present Beth Nutbrown: *Toxicity, Trolling and Social Bonding: An Exploration of How Toxicity within League of Legends Functions and Contributes to Community Building*

2020-present Qiran Zheng: *Developing Long-Term Intimate Relationships in a Social Reality Shaped by Social Media Platforms: A Qualitative Approach to Young Taiwanese Online Dating and Companionship App Users*

2018-present Amel Bakour: *Investigating Women's Attitudes Towards Algerian Social Media Influencers*

Recent Non-Academic Appointments

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