

Dr. Ysabel Gerrard

Senior Lecturer in Digital Communication
 Department of Sociological Studies
 University of Sheffield (UK)
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Academic Employment History

- Jan 2023-pres [Senior Lecturer in Digital Communication](#)
 Department of Sociological Studies
 University of Sheffield (UK)
- Sept 2017-pres [Lecturer in Digital Media and Society](#)
 Department of Sociological Studies
 University of Sheffield (UK)
- August 2022 [Research Secondment](#)
 5Rights Foundation (London, 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 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 Communications Studies](#) (First Class Honours)
 University of Leeds (UK)

Peer-reviewed publications

- Books Gerrard, Y. (in progress). *The platform generation: young lives and social media content policies*. Oakland, California: University of California Press.
- Journal articles Gerrard, Y. (2022). Re-thinking women's guilty pleasures in a social media age: from soap opera to teen drama series. *Journal of Popular Television*. 10(2): 185-198.
- Miltner, K. and Gerrard, Y. (2021). 'Tom had us all doing front-end web development': a nostalgic (re)imagining of Myspace. *Internet Histories*. 6(1-2): 48-67.

Gerrard, Y. (2021). Groupies, fangirls, and shippers: the endurance of a gender stereotype. *American Behavioral Scientist*. 66(8): 1044-1059.

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. and Thornham, H. (2020). Content moderation: social media's sexist assemblages. *New Media and Society*. 22(7): 1266-1286.

Gerrard, Y. (2020). What's in a (pseudo)name? Ethical conundrums for the principles of anonymisation in social media research. *Qualitative Research*. 21(5): 686-702.

McCosker, A. and Gerrard, Y. (2020). Hashtagging depression on Instagram: towards a more inclusive mental health research methodology. *New Media and Society*. 23(7): 1899-1919.

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.

- Book chapters
- Are, C. and Gerrard, Y. (accepted). Violence and the feminist potential of content moderation. In: K. Boyle and S. Berridge (Eds.), *Routledge Companion on Gender, Media and Violence*. London; New York: Routledge.
- Gerrard, Y. (accepted). Introducing social media. In A. House and C. Brennan (Eds.), *Social Media and Mental Health*. Cambridge, UK: Cambridge University Press.
- Gerrard, Y. (2022). Social media moderation: the best-kept secret in tech. In D. Rosen (Ed.), *The Social Media Debate: Unpacking the Social, Psychological, and Cultural Effects of Social Media* (pp. 77-95). London; New York: Routledge.
- Commentaries
- Sharp, G. and Gerrard, Y. (2022). The body image 'problem' on social media: novel directions for the field. *Body Image*. 41: 267-271.
- Gerrard, Y. (2020). The COVID-19 mental health content moderation conundrum. *Social Media + Society: 2k Special Issue*. 6(3): 1-5.
- Gerrard, Y. (2020). Social media content moderation: six opportunities for feminist intervention. *Feminist Media Studies: Commentary and Criticism*. 20(5): 748-751.

Other writing

- Book reviews
- Gerrard, Y. (2019). 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). Post, mine, repeat: social media data mining becomes ordinary, by Helen Kennedy. *Information, Communication and Society*. 20(12): 1817-1820.

Gerrard, Y. (2016). 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.

Public writing

Duffy, B.E. and Gerrard, Y. (2022, 5 August). BeReal and the doomed quest for online authenticity. *WIRED*. Available at: <https://www.wired.com/story/bereal-doomed-online-authenticity/>.

Gerrard, Y. (2021, 26 September). Teenage girls don't need to be 'saved' from social media. Letter to the Editor in the *Wall Street Journal*. Available at: <https://www.wsj.com/articles/facebook-instagram-mental-health-teen-girls-zuckerberg-11632426638>.

Sharp, G., Fardouly, J., Bromberg, M., Leaver, T. and Gerrard, Y. (2021, 23 September). Instagram can make teens feel bad about their body, but parents can help. Here's how. *The Conversation*. Available at: <https://theconversation.com/instagram-can-make-teens-feel-bad-about-their-body-but-parents-can-help-heres-how-168093>.

Gerrard, Y. (2021, 5 May). Social apps that go suddenly viral put kids at risk. *WIRED*. Available at: <https://www.wired.com/story/opinion-social-apps-that-go-suddenly-viral-put-kids-at-risk/>.

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 Squirrell, T. (2019, 22 August). The perils of livestreaming on Reddit. *VICE*. Available at: https://www.vice.com/en_uk/article/zmjsxge/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/>.

Other writing

5Rights Foundation. (2022). Risky-by-Design, case study 6: anonymity. Available at: <https://www.riskyby.design/anonymity> (co-produced between 5Rights Foundation and Dr. Ysabel Gerrard).

Research Grants, Highlights and Scholarships

2022-2027 [Economic and Physical Sciences Research Council \(EPSRC\) INCLUsive Digital Economy Network+](#), £3.25 million (Co-Investigator)
'Exploring how social and digital environments can be built, shaped and sustained to enable all people to thrive'

2021-2022 [Screen Industries Growth Network \(SIGN\)](#), £62,872.32 (Co-Investigator)

‘Creator labour: screen production cultures and transmedia intersectionality in Yorkshire’

- 2021 [University of Sheffield Economic and Social Research Council \(ESRC\) Impact Acceleration Account, £2627](#) (to fund a secondment to the 5Rights Foundation)
‘Risky-by-design: making the digital world safer for children’
- 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’
- Sep 2013-2016 [School of Media and Communication PhD Scholarship](#) (fees and maintenance), £52,254

Teaching and Administrative Responsibilities

- Administrative Roles [Undergraduate Admissions Officer](#)
Department of Sociological Studies, University of Sheffield (Sep 2021-present)
- [Programme Leader MA Digital Media and Society](#)
Department of Sociological Studies, University of Sheffield (Sep 2021-Jan 2022)
- [Programme Leader BA \(Hons\) Digital Media and Society](#)
Department of Sociological Studies, University of Sheffield (Sep 2017-Jan 2022)
- External Examination [External Examiner, BA \(Hons\) Digital Culture](#)
Department of Digital Humanities, King’s College London (Nov 2021-present)
- Module Leadership [Department of Sociological Studies, University of Sheffield](#)
 - Introduction to Media and Communication (Jan 2023-present)
 - Digital Identities (third-year undergraduate (and formerly MA)) (Sep 2017-present)
 - Introduction to Digital Methods Research (first-year undergraduate) (Sep 2017-Sep 2022)

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

- 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)
- Social Media and Society (third-year undergraduate)
- The Ethics of Social Media Research (doctoral level)
- The Value of Sociology (third-year undergraduate)

Impact Activities

- REF 2021 [University of Sheffield Research Excellence Framework \(REF 2021\) Impact Case Study](#)
‘Making social media platforms safer for people with eating disorders’
- Govt. Policy [Digital, Culture, Media, and Sport \(DCMS\) Select Committee](#)
Invited to give oral evidence to support an inquiry into Influencer Culture (2 November 2021)

Talk available at: <https://parliamentlive.tv/Event/Index/f84620dd-9c01-48c6-a39e-b75f5f5a157b>

House of Lords Select Committee on Democracy and Digital Technologies

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)

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

Meta

- Suicide and Self-Injury (SSI) Advisory Board Member (March 2019-present)
- Invited Guest: TTC Labs Design for Youth: Expert Insights Session (16 February 2022)
- Invited Guest: Eating Disorders Expert Meeting (11 November 2021)
- Invited Guest: Social Comparison Partner Convening (19 May 2021)
- Invited Guest: Expert Feedback Session on Eating Disorders (3 February 2021)
- Invited Guest: Expert Listening Session on Social Comparison (15 October 2020)
- Invited Guest: Facebook Dublin (26-28 February 2020)
- Invited Guest: 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: Eating Disorder Policy Review Roundtable (7 March 2019)

LifeWorks

- Invited Speaker: Life Out Loud Series (December 2020)
- Invited Speaker: Life Out Loud Series (December 2019)

Tumblr

- #MentalHealthMonth Advisor (May 2019)
- Content Moderation Q&A Session Guest (25 January 2019)

Media and Public Engagement

2022

Interviewed for *The Atlantic*: 'Everyone wants to be a hot, anxious girl on Twitter'

<https://www.theatlantic.com/technology/archive/2022/10/twitter-gradient-accounts-relatable-tweets/671788/> (October 2022)

Interviewed for 'I used to be ashamed of being a fangirl. Now I see how joyous and creative it was' <https://www.theguardian.com/lifeandstyle/2022/oct/15/i-used-to-be-ashamed-of-being-a-fangirl-now-i-see-how-joyous-and-creative-it-was> (October 2022)

Interviewed for the *Financial Times*: 'Social media content "likely" to have contributed to Molly Russell's death' <https://www.ft.com/content/3f9e7abc-9fbd-4339-ab11-dac16aac91e3?shareType=nongift> (September 2022)

Interviewed for *The Face*: 'Why do we keep going back to anonymous messaging apps?' <https://theface.com/society/anonymous-messaging-apps-why-do-we-come-back-ngl-link-formspring-ask-fm-yik-yak-bullying-harrasment-social-media> (July 2022)

Interviewed for *BBC News*: 'Instagram: video selfies trial to verify age of teens' <https://www.bbc.co.uk/news/technology-61828900> (June 2022)

Interviewed for *Insider*: 'Instagram is rolling out new features to protect teens, but experts say measures can only do so much' <https://www.insider.com/new-instagram-parental-controls-are-they-effective-experts-2022-6> (June 2022)

Interviewed for *The New York Times*: 'Sidechat wants to be college students' main chat' <https://www.nytimes.com/2022/05/27/style/sidechat-app-college.html> (June 2022)

Interviewed for *Rest of World*: 'Inside the risky world of "Migrant TikTok"' <https://restofworld.org/2022/migrant-tiktok-flourishes/> (June 2022)

Interviewed on *BBC Breakfast* (9th May 2022)

Interviewed for *The Independent*: "'Being fed that content messed with my head": how TikTok is fuelling eating disorders among the young' <https://www.independent.co.uk/life-style/health-and-families/tiktok-eating-disorder-link-latest-b2075025.html> (May 2022)

Interviewed for *The Times*: 'TikTok helps children find videos on self-harming and anorexia' <https://www.thetimes.co.uk/article/tiktok-helps-children-find-videos-on-self-harming-and-anorexia-bdkxpwcm> (April 2022)

Interviewed for *Teen Vogue*: 'Memes and war: why people turn to jokes during times of crisis' <https://www.teenvogue.com/story/memes-about-war-why> (March 2022)

Interviewed for *Dazed*: 'TikTok is going to ban all disordered eating content' <https://www.dazeddigital.com/science-tech/article/55425/1/tiktok-pro-ana-eating-disorder-social-media-moderate-disordered> (February 2022)

Interviewed for *Mashable*: 'In January, avoiding body talk can feel impossible. Here's how to cope' <https://mashable.com/article/overwhelming-january-diet-ads> (January 2022)

Interviewed for *Insider*: 'TikTok helped dozen of NYC women realize they had dated the same man. The "West Elm Caleb" phenomenon shows the dark side of both dating apps and internet sleuthing' <https://www.insider.com/west-elm-caleb-highlights-internet-sleuthing-dating-app-issues-2022-1> (January 2022)

Interviewed for *Dazed*: 'Healthy venting or oversharing? The problems with being sad online' <https://www.dazeddigital.com/life-culture/article/55268/1/social-media-bella-hadid-mental-illness-sad-oversharing-instagram> (January 2022)

2021

Interviewed on *Radio 4*, for a discussion on 'You and Yours' about the UK Parliament's Influencer Inquiry <https://www.bbc.co.uk/sounds/play/m00114mq> (November 2021)

Interviewed for the *Daily Dot*: 'Can we ever get back to the excitement of logging on?' <https://www.dailydot.com/unclick/livejournal-myspace-early-internet-nostalgia/> (November 2021)

Interviewed for *MindShift*: 'How parents and educators can support healthy teen use of social media' <https://www.kqed.org/mindshift/58624/how-parents-and-educators-can-support-healthy-teen-use-of-social-media> (October 2021)

Interviewed for *LOGIC Magazine*: 'Being sad on the internet: Ysabel Gerrard on what young people do online' <https://logicmag.io/kids/> (Issue 14)

Interviewed for *New Statesman*: 'Who is behind the online abuse of Black England players and how can we stop it?' <https://www.newstatesman.com/science-tech/social-media/2021/07/who-behind-online-abuse-black-england-players-and-how-can-we-stop> (July 2021)

Interviewed for *Vice*: ‘What can I be hopeful about in the 2020s?’
<https://www.vice.com/en/article/n7bn58/how-to-find-hope-and-optimism-during-a-scary-and-unstable-time-v28n2> (June 2021)

Interviewed for *The Verge*: ‘When does sharing become oversharing?’
<https://www.theverge.com/22526811/oversharing-social-media-protect-personal-harassment> (June 2021)

Interviewed for *i-D*: ‘How TikTok’s recovery community is rejecting triggering pro-ana content’
https://i-d.vice.com/en_uk/article/qjpy3x/how-tiktoks-recovery-community-is-rejecting-triggering-pro-ana-content (March 2021)

Interviewed for *Huck*: ‘TikTokkers are using secret hashtags to discuss self-harm’
<https://www.huckmag.com/perspectives/tiktokers-are-using-secret-hashtags-to-discuss-self-harm/> (February 2021)

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-zsxdgvk3s> (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/?europe=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 *Rhitrition* podcast: 'Does Instagram trigger dieting?' <https://podcasts.apple.com/jo/podcast/does-instagram-trigger-dieting/id1441209943?i=1000465104616> (February 2020)

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

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)

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 *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)

- Policy contributions also cited in: *The Cut*, *Engadget*, *The Guardian*, *The Huffington Post*, *The Independent*, *ITV News*, *Mail Online*, *Mashable*, *The New Daily*, *New Statesman*, *NYLON*, *PAPER Magazine*, *Stylist Magazine*.

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-15dda1dacb1f> (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)

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/interviewed for 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/interviewed for *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)

Selected Invited Talks and Conference Presentations

2022 **Invited speaker:** 'Things you might love: moderating the mental health crisis'. *Living 'Healthily' with Social Media: Sociological Research Trajectories and Future Imaginaries*. University of Birmingham.

'On the entanglement of value and safety: a case study of anonymous apps'. *International Communication Association* (ICA), Paris.

Invited speaker: The modern-day *Mean Girls*: understanding young people's experiences of anonymous apps. *Ofcom Online Communications Seminar*.

Invited panel member: 'The Social Media Debate' book launch. *The 25th Annual Finger Lakes Environmental Film Festival* (FLEEF).

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).

Invited speaker: "'Popular by surprise": why new social apps put kids at risk'. *5Rights Foundation Coffee Hour*.

Invited speaker: 'Understanding online harms'. *Hull City Council*.

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.

'Understanding the rise and fall of secret-telling social media apps'. *Digital ⇌ Culture Conference*, University of Nottingham.

Invited speaker: *Understanding the Social in our Algorithmic Lives*. London College of Communication.

Invited speaker: '#Censored: the problems with social media content moderation'. *World Health Day 2020*. Museum of Brands, London.

Invited participant: *Digital Platforms, Institutions, and Identity in 21st Century Electoral Politics*. University of Leeds.

Invited speaker: 'New tech, old problems: sexism and social media content moderation'. Gender ARC, University of Limerick.

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.

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.

'"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.

'Content moderation and the power of platforms: emerging concerns'. Roundtable discussion at the *Association of Internet Researchers (AoIR)* conference. Queensland University of Technology.

Invited speaker: 'When algorithms think you want to die: the power and politics of recommendation systems'. School of Media, Film and Journalism, Monash University.

'"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

Chair

European Communication Research and Education Association (ECREA) Digital Culture and Communication section (2021-2022)

Editorial Board Member

Convergence: The International Journal of Research into New Media Technologies (2021-present)

Assessor

Assessor of applications to the Higher Education Academy (AFHEA, FHEA and SFHEA) (2021-present)

Book Reviews Editor

Convergence: The International Journal of Research into New Media Technologies (2018-2021)

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; Current Sociology; Fat Studies; First Monday; International Journal of Environmental Research and Public Health; Internet Policy Review; The Journal of Gender Studies; Media International Australia; 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)

Recent Conference and Workshop Organisation

- 2023 [Algorithms For Her 2](#)
23-24 March 2023, University of Sheffield (member of the conference organising committee)
- 2022 [ECREA Digital Culture and Communication Section](#)
19-22 October 2022, Aarhus University (programme chair and DCC workshop co-co-ordinator)
- 2015 [Data Power Conference](#)
22-23 June 2015, University of Sheffield (co-organiser)
22-24 June 2022, University of Sheffield (and other locations) (member of the conference organising committee)
- Nov 2017 [ECREA Young Scholars' Workshop](#)
6-7 Nov, University of Brighton (lead organiser)

PhD Supervision

- 2021-present Ziwei Xu: *How do women use social media to challenge discourse about women's roles in China?* (co-supervisor)
- 2021-2022 Alex Kirby-Reynolds: *Crisis and the state: politics and the everyday experience of crises* (primary supervisor – maternity cover)
- 2020-present Beth Nutbrown: *Toxicity, trolling and social bonding: how the League of Legends community functions and persists amid toxicity* (secondary supervisor)
- 2018-present Amel Bakour: *Investigating women's attitudes towards Algerian social media influencers* (co-supervisor)

PhD Examination

- March 2022 Giulia Giorgi: *Studying meme cultures and generational identities* (University of Milan)
- December 2022 Meriem Abed: *I'm #StudyGramming! A netnographic exploration of study-oriented social media content creation practices* (University of East Anglia)