

ZOË GLATT

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EDUCATION

London School of Economics and Political Science (LSE)
ESRC PhD Researcher, Department of Media & Communications
Sept 2017 ongoing

- Conducting a 4-year (2017-2021) multi-sited ethnography of the labour of aspiring and professional YouTube content creators and the burgeoning multi-platform online video industry. Supervised by Professors Sarah Livingstone and Sarah Banet-Weiser
- Using qualitative methods, including online/offline participant observation, interviews and autoethnography in the form of posting vlogs on YouTube: www.youtube.com/zedstergal

Goldsmiths University – MA Digital Media, Distinction
Sept 2015 – August 2017, part-time

- Specialising in anthropological and sociological approaches to social media and critical theory. Dissertation title: *The Commodification of YouTube Vloggers*

SOAS University – BA Social Anthropology, 1st Class Honours
Sept 2010 – June 2013

- Specialising in social theory, anthropological approaches to new media and ethnography of South Asia. Dissertation title: *Nerdfighteria: An Anthropological Study of Identity Formation and Collaboration in a YouTube Community*

PUBLICATIONS

(forthcoming) Glatt, Z. (TBC). "We're all told not to put our eggs in one basket": Uncertainty, precarity and cross-platform labour in the online video influencer industry'. *International Journal of Communication, Special Issue on Uncertainty*.

(forthcoming) Glatt, Z. and Banet-Weiser, S. (2019). 'Productive ambivalence, economies of visibility and the political potential of feminist YouTubers' in Cunningham, S. and Craig, D. (eds.) *Creator Culture: Studying the Social Media Entertainment Industry*. New York, USA: NYU Press.

Glatt, Z. (2019). Book review: *Social Media Entertainment: The New Intersection of Hollywood and Silicon Valley* by Stuart Cunningham and David Craig. *New Media & Society*. DOI: 1461444819877816

Glatt, Z. (2019). Book review: (Not) *Getting Paid to Do What You Love: Gender, Social Media, and Aspirational Work* by Brooke Erin Duffy. *Convergence: The International Journal of Research into New Media Technologies*. DOI: 1354856519835129.

CONFERENCE/SEMINAR PRESENTATIONS

2020

'Old Scholarship, New Life' fishbowl session with Nancy Baym, Annette Markham, Tarleton Gillespie, Dylan Mulvin and Rachel Bergmann. *Association of Internet Researchers (AoIR)* virtual conference, 16th-25th October 2020.

'Are you advertiser and family friendly? Productive ambivalence, economies of visibility and the political potential of feminist YouTubers' (co-authored with Professor Sarah Banet-Weiser) on 'A good life? Critical feminist approaches to influencer ecologies' panel. Association of Internet Researchers (AoIR) virtual conference, 16th-25th October 2020.

"'We're all told not to put our eggs in one basket': The extension of the neoliberal worker subject in the online video industry'. *European Communication Conference (ECREA): 'Communication and trust: building safe, sustainable and promising futures'*. University of Minho, Braga, 5th-8th October 2020

Invited Speaker: "Help! My field-site has evaporated, what do I do now?" online seminar. *The Ethnography Circle*, The University of Warwick, 30th April 2020.

Invited panellist: 'Conducting digital ethnography during a pandemic' Twitter panel, *The New Ethnographer* #TNELive, 9th April 2020.

"'We're all told not to put our eggs in one basket': The extension of the neoliberal worker subject in the online video industry'. *Media Industries 2020: Global Currents and Contradictions* conference. Kings College London, 16th-18th April 2020 **[CANCELLED DUE TO COVID-19]**

'Becoming a YouTuber: Feminist autoethnography in the online video industry'. *New Directions in Feminist Thought: In Times of Urgency, Anger and Activism*. London School of Economics, Goldsmiths University and City University's Gender and Sexualities Research Centre, 31st March 2020 **[CANCELLED DUE TO COVID-19]**

Lead a workshop about the nature of labour in the creative industries, informed by my PhD research and professional experience in the TV industry. *Careers in Creative Industries Week*. London School of Economics, 14th February 2020

'Productive ambivalence, economies of visibility and the political potential of feminist YouTubers' (co-authored with Professor Sarah Banet-Weiser). *Algorithms for Her?* Kings College London, 17th January 2020

'Becoming a YouTuber: Autoethnographic explorations of the online video industry'. *Methodologies for Screen Industries Research*. University of the West of England (UWE), Bristol, 15th January 2020

'The extension of the neoliberal worker subject in the online video industry'. *Lisbon Winter School*. Universidade Católica Portuguesa, Lisbon, 7th-11th January 2020

2019

Invited speaker: "'Don't forget to like, subscribe and turn on the bell notifications!'" An Ethnography of YouTube Creators' Labour'. *The Oxford Digital Ethnography Group*. University of Oxford, November 2019

'Autoethnographic explorations of becoming a YouTuber'. *LSE Digital Ethnography Collective*. London School of Economics, October 2019

'Aspirations, Audiences and Algorithms: Autoethnographic explorations of becoming a YouTuber'. Association of Internet Researchers (AoIR) conference. Queensland University of Technology, Brisbane, 2nd-5th October 2019

Invited panellist: 'Monster thinking session – EduTube' *Young, Connected, Creative 2019: Trust, Young People and Digital Media* (AoIR pre-conference). Queensland University of Technology, 1st October 2019

Panel moderator: 'Platform Imaginaries' *Connected Life 2019 conference*. Oxford Internet Institute & London School of Economics, 24th & 25th June 2019

'Becoming a YouTuber: Autoethnographic explorations of the platform environment'. *Digital Culture 2019 conference* (Digital Culture Research Network). University of Nottingham, 10th May 2019

Invited speaker: 'Autoethnography as a method for studying the online video industry'. *UCL Digital Anthropology seminar series*. University College London, 19th February 2019

2018

Invited moderator: 'Youth Voices & YouTube' panel discussion. *MIL Cities in the Era of Algorithms, UNESCO Global Media and Information Literacy Week*. University of Latvia, 26th October 2018

'A multi-sited network ethnography of aspiring and professional YouTube content creators'. *Seminar on Childhood and Youth Culture on YouTube*. University of Copenhagen, Denmark, 24th/25th May 2018

EMPLOYMENT HISTORY

Goldsmiths, University of London – Associate Lecturer

September – December 2019

- Leading two seminar groups and marking essays and presentation assessment on the BA Media and Communications 2nd year module 'Television and After' run by Dr Vana Goblot and Professor Des Freedman. Delivering lecture on 'Promotional Media'.

Communication, Culture and Critique ICA journal

Managing Editor February 2019 – December 2020

Editorial Assistant October 2018 – February 2019

- Managing Editor to Professor Sarah Banet-Weiser. I manage all article submissions on ScholarOne, write summaries and evaluate their appropriateness for the journal. I select reviewers for articles in conjunction with Sarah and manage the review process. Additionally, I am the first point of contact for enquiries, communicate any issues to OUP, and produce the annual report for the journal.

FairTube Campaign – Expert Consultant

September 2019

- The FairTube Campaign is the world's leading organisation trying to achieve greater fairness, transparency and workers' rights for YouTube creators, in conjunction with the German IG Metall union. In my work as an expert consultant, I shared significant research on the ways in which content creators are subjected to 'algorithmic discrimination' in the form of videos being demonetised, and the troubles that they face in not being able to speak to human advisers when problems arise. They have built these issues into their key proposals to YouTube in their ongoing negotiations <https://fairtube.info/en/>

London School of Economics – Video Producer/Editor

August 2018 – June 2019

- Commissioned to film and edit 13 video interviews with faculty members to supplement the Department of Media and Communications module *MC402 The Audience in Media and Communications*:
<http://www.lse.ac.uk/media-and-communications/study/the-audience-in-media-and-communications>
- Commissioned to film and edit 'unboxing' style video for the Virt-EU Research project, exploring the ethics around the Internet of Things: <https://virteuproject.eu/>

TEACHING EXPERIENCE

Associate Fellow of the Higher Education Academy (completed PGCert Summer 2020)

2020

Invited Guest Lecturer: Goldsmiths University: Invited to deliver lecture on BA Social Anthropology 3rd year module 'Digital Anthropology' run by Dr Elena Gonzalez-Polledo on the topic of 'The Anthropology of Social Media' and my own ethnographic work on the labour of YouTube content creators (March 2020) **[POSTPONED DUE TO STRIKE]**

Invited Guest Lecturer: Invited to give lecture on Cambridge University MPhil Sociology of Media and Culture 'Research in Practise' seminar series, run by Dr Ella McPherson on the topic of digital ethnographic methods and the online video industry (March 2020) **[POSTPONED DUE TO STRIKE]**

2019

Guest Lecturer: Delivered lecture on Goldsmiths BA Media and Communications 2nd year module 'Television and After' run by Dr Vana Goblot on the topic of 'Television and Promotional Culture' (YouTube, influencer marketing, authenticity and intimacy) (October 2019)

Associate Lecturer: Goldsmiths University, BA Media and Communications 2nd year module 'Television and After' run by Dr Vana Goblot. Teaching two seminar groups and marking essays and presentation assessment (Autumn Term 2019)

2018

Invited Guest Lecturer: Delivered lecture on University of Liverpool (London Campus) MSc Strategic Communication module 'Digital and Social Media Communication' run by Dr Wallis Motta on the topic of branding collaborations of YouTube content creators (December 2018)

Invited Guest Lecturer and Seminar Leader: Delivered lecture on University of Surrey BSc Media and Communications 3rd year module 'Data and the Digital in Platform Societies' run by Dr Ranjana Das on the topic of issues around platforms, algorithms and data for online content creators (December 2018)

Invited Guest Lecturer and Seminar Leader: Delivered lecture on London College of Communication (UAL) BA Contemporary Media Cultures 3rd year module 'Digital Screen Cultures' run by Dr Zoetanya Sujon on the topic of intimacy and parasocial relationships in YouTube culture (November 2018)

AWARDS

- Recipient of the ESRC Doctoral Training Partnership Award 2017-2020 at LSE
- Recipient of LSE The Research Infrastructure and Investment Fund 2019 (RIIF) to support the *LSE Digital Ethnography Collective*
- Sole recipient at Goldsmiths University of The Stationers' Company Postgraduate Award 2015 (full scholarship for MA Digital Media)

RESEARCH PRESS COVERAGE

Stokel-Walker, C. (2019) *YouTubers: How YouTube shook up TV and created a new generation of stars*. Surrey, UK: Canbury Press. (quoted pp. 171-172)

'It's the Beginning of the End for Independent YouTubers' Chris Stokel-Walker, *OneZero* (16th March 2020) <https://onezero.medium.com/its-the-beginning-of-the-end-for-independent-youtubers-b5e1c8386024>

'The Bloodiest Battle in the Shortform Video App War Will Be Fought Through Off-Platform Embeds' Chris Stokel-Walker, *FFWD Medium* (27th January 2020) <https://ffwd.medium.com/the-bloodiest-battle-in-the-shortform-video-app-war-will-be-fought-through-off-platform-embeds-704091445594>

'This app is free and therapy is not: Gen Z will keep using TikTok even if they don't trust it' Abby Ohlheiser, *The Washington Post* (15th November 2019) <https://www.washingtonpost.com/technology/2019/11/15/this-app-is-free-therapy-is-not-gen-z-will-keep-using-tiktok-even-if-they-dont-trust-it/>

'What's the Deal with Jacob Sartorius's Social Media Proclamations?' Chris Stokel-Walker, *FFWD Medium* (1st October 2019) <https://ffwd.medium.com/whats-the-deal-with-jacob-sartorius-s-social-media-proclamations-4f96e25dc67>

YouTube, social media and information overload - Guest on Nihal Arthanayake's show, *BBC 5 Live* (10th September 2019)

'Why the Fast Forward Button is the YouTube Viewer's Best Friend' Amelia Tait, *FFWD Medium* (6th September 2019) <https://ffwd.medium.com/why-the-fast-forward-button-is-the-youtube-viewers-best-friend-f3268af40bc4>

'Influencers are now monetising their wedding day' Chris Stokel-Walker, *GQ* (29th July 2019) <https://www.gq-magazine.co.uk/culture/article/jake-paul-wedding-tana-mongeau>

'More Kids Want to Be YouTubers than Astronauts Because Obviously' Chris Stokel-Walker, *FFWD Medium* (17th July 2019) <https://ffwd.medium.com/more-kids-want-to-be-youtubers-than-astronauts-because-obviously-390fc0957053>

'Does Jake love Tana? YouTube's power couple and the dangers of influencer fakery' Chris Stokel-Walker, *The Telegraph* (26th June 2019) <https://www.telegraph.co.uk/tv/0/tana-mongeau-jake-paul-youtubes-greatest-romance-real/>

'How A Desperation For YouTube Fame Ended In Tragedy' Chris Stokel-Walker, *Esquire* (2nd May 2019) <https://www.esquire.com/uk/culture/books/a27340167/how-desperation-for-youtube-fame-ended-in-tragedy/>

'What does Lilly Singh's NBC late-night show mean for YouTube?' Teddy Amenabar, *The Washington Post* (12th April 2019) https://www.washingtonpost.com/arts-entertainment/2019/04/12/what-does-lilly-singhs-nbc-late-night-show-mean-youtube/?utm_term=.2dd9199a3f92

'The ethics and effect of YouTube's fudged Tommy Robinson ban' Will Bedingfield, *Wired UK* (5th April 2019) <https://www.wired.co.uk/article/youtube-tommy-robinson-ban>

'Banning comments won't fix YouTube's paedophile problem. Its algorithm is totally broken' Chris Stokel-Walker, *Wired UK* (1st March 2019) <https://www.wired.co.uk/article/youtube-comments-disabled>

'YouTube Community Reacts to VidCon London 2019' Bob Leak, *TenEighty Magazine* (20th February 2019) <https://teneightymagazine.com/2019/02/20/youtube-community-reacts-to-vidcon-london-2019/>

'YouTube's prank ban deepens the expanding rift with its creators' Chris Stokel-Walker, *Wired UK* (16th January 2019) <https://www.wired.co.uk/article/youtube-prank-ban>

'Why YouTubers are feeling the burn' Chris Stokel-Walker, *The Guardian* (12th August 2018)

<https://www.theguardian.com/technology/2018/aug/12/youtubers-feeling-burn-video-stars-crumbling-under-pressure-of-producing-new-content>

‘The Lonely Life of a Professional YouTuber’ Joe Zadeh, *Vice* (22nd February 2018)
https://www.vice.com/en_uk/article/wj4py9/the-lonely-life-of-a-professional-youtuber

‘Do scandals ever really knock YouTubers like Logan Paul, PewDiePie and Zoella?’ George Harrison, *The Sun* (9th January 2018)
<https://www.thesun.co.uk/news/5292993/youtube-logan-paul-bad-publicity/>

‘James Charles causing gridlock in Birmingham and the popularity of social media celebrities’ *ITV News TV* interview (28th January 2019)
<https://twitter.com/ZoeGlatt/status/1090010722820591616>

PROFESSIONAL ACTIVITIES

Managing Editor: ICA journal *Communication, Culture & Critique* (Sept 2018-Dec 2020)

Co-Founder and Director: [LSE Digital Ethnography Collective](#). The Collective has garnered international interest, 1500+ Twitter followers, 700+ mailing list members. Events are livestreamed [here](#) (Sept 2019 ongoing)

Graduate Student Representative (and student member): *Association of Internet Researchers* (AoIR) (2019-2021)

Reviewer: *New Media and Society*, *Media International Australia*, *Association of Internet Researchers* annual conference (2019, 2020)

Conference (Co-)Organiser:

- *Looking forward, looking back: Digital ethnography in 2020*, LSE Digital Ethnography Collective AoIR Satellite Event https://zoeglatt.com/?page_id=598 (October 2020)
- *The Association of Internet Researcher Annual Conference*, October 2020
- *Disruption: Transition and Transformation*, LSE Department of Media and Communications PhD Symposium (March 2019)

YouTube Creator: I’m passionate about academic communications and research impact beyond the academy and so I utilise my autoethnographic ‘[Dr. YouTube](#)’ channel to these ends (620+ subscribers, 40,000+ video views). As well as sharing what life is like as a PhD researcher in fieldwork and life vlogs, and livestreaming *LSE Digital Ethnography Collective* workshops, I have three ongoing series:

- [PhD Advice](#), in which I give advice to current and prospective PhD researchers about applications, mental health, funding, the pros and cons of pursuing an academic career etc.
- [Chats with Academics](#), in which I sit down with other academics (usually Internet researchers) and discuss their research for a public audience
- [Chats with YouTube Experts](#), in which I sit down with industry professionals and journalists to discuss the current state of YouTube culture and the online video industry for a public audience

Student Representative: PhD Media & Communications LSE (2017-2021), MA Digital Media Goldsmiths (2015-2017), BA Social Anthropology SOAS (2010-2013)

OTHER SKILLS

Photoshop, Final Cut Pro video editing, producing audiovisual media, Excel spreadsheets, diary management

REFERENCES

Professor Sonia Livingstone (supervisor)
Dept. Media & Communications
London School of Economics
Houghton St, London WC2A 2AE
Email: S.Livingstone@lse.ac.uk

Professor Sarah Banet-Weiser (supervisor)
Editor: Communication, Culture & Critique
Head of Dept. Media & Communications
London School of Economics
Houghton St, London WC2A 2AE
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