

# ZOË GLATT

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## EDUCATION

### LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)

ESRC PhD Researcher, Department of Media & Communications

Sept 2017 - March 2023 (maternity leave March 2021-22)

- **Critical intersectional feminist research into platformised creative labour.** Conducting a 5-year (2017-2022) multi-sited ethnography of the **labour of aspiring and professional YouTube content creators** and the burgeoning multi-platform online video industry.
- Using qualitative methods, including **online/offline participant observation, interviews and autoethnography** in the form of posting vlogs on YouTube: [www.youtube.com/zedstergal](https://www.youtube.com/zedstergal)
- Supervisors: **Professors Sonia Livingstone and Sarah Banet-Weiser**

### GOLDSMITHS UNIVERSITY

Master of Arts, Digital Media (Distinction)

2015 - 2017, part-time

- Specialising in **feminist and critical political-economic approaches to social media.**
- Dissertation title: **The Commodification of YouTube Vloggers** (available [here](#))

### SCHOOL OF ORIENTAL AND AFRICAN STUDIES (SOAS)

Bachelor of Arts, Social Anthropology (1<sup>st</sup> Class Honours)

2010 - 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** (available [here](#))

## PUBLICATIONS

Glatt, Z. (forthcoming). 'Precarity, discrimination and (in)visibility: An ethnography of "The Algorithm" in the influencer industry' in Costa, E., Lange, P., Haynes, N. and Sinanan, J. (eds.) *The Routledge Companion to Media Anthropology*. New York, USA: Routledge.

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

Banet-Weiser, S. and Glatt, Z. (2022). 'Branding Intersectionality' in Nash, J and Pinto, S. (eds.) *The Routledge Companion to Intersectionality*. New York, USA.

Glatt, Z. and Banet-Weiser, S. (2021). '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 PRESENTATIONS

**2021** “‘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, 6<sup>th</sup>-9<sup>th</sup> September 2021 [DELAYED DUE TO COVID-19]

**2020** ‘The failed promise of diversity and meritocracy: An intersectional analysis of the influencer community-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, 10<sup>th</sup> November 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*, 16<sup>th</sup>-25<sup>th</sup> 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), ‘A good life? Critical feminist approaches to influencer ecologies’ panel. *Association of Internet Researchers (AoIR) virtual conference*, 16<sup>th</sup>-25<sup>th</sup> October 2020.

**Invited speaker:** ‘The failed promise of diversity and meritocracy: An intersectional analysis of the influencer community-industry’. *Platformed creation: The world of influencers, content creators, and micro-celebrities*. Stanford Ethnography Lab virtual symposium, 16<sup>th</sup> October 2020.

**Workshop Co-Leader:** ‘Twitter for Anthropologists’ Twitter panel #TNELive. LSE Digital Ethnography Collective and The New Ethnographer collaboration, *European Association of Social Anthropologists (EASA) Conference*, 21<sup>st</sup> July 2020. Available [here](#).

“‘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, 16<sup>th</sup>-18<sup>th</sup> April 2020 [CANCELLED DUE TO COVID-19]

‘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, 17<sup>th</sup> 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, 15<sup>th</sup> January 2020

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

**2019** 'Aspirations, Audiences and Algorithms: Autoethnographic explorations of becoming a YouTuber'. *Association of Internet Researchers (AoIR) conference*. Queensland University of Technology, Brisbane, 2<sup>nd</sup>-5<sup>th</sup> 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, 1<sup>st</sup> October 2019

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

'Becoming a YouTuber: Autoethnographic explorations of the platform environment'. *Digital ⇌ Culture 2019 conference* (Digital Culture Research Network). University of Nottingham, 10<sup>th</sup> May 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, 26<sup>th</sup> 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, 24<sup>th</sup>/25<sup>th</sup> May 2018

## WORKSHOPS & SEMINARS

**2021** **LSE DIGITAL ETHNOGRAPHY COLLECTIVE/RUTGERS DIGITAL ETHNOGRAPHY WORKING GROUP**

**Interviewer:** Co-organiser and interviewer for book talk about Angèle Christin's 'Metrics at Work: Journalism and the Contested Meaning of Algorithms', alongside Jeffrey Lane and Melissa Aronczyk (Rutgers), 12<sup>th</sup> February 2021.

**UNIVERSITY OF LUCERNE**

**Invited workshop leader:** presented to PhD students in the Department of Social and Cultural Anthropology on how to conduct digital ethnographic research alongside Professor Danny Miller (UCL), 29<sup>th</sup> January 2021.

**GENDER AND SEXUALITIES RESEARCH CENTRE (GSRC), CITY UNIVERSITY**

**Invited panellist and workshop leader:** presented on conducting 'Feminist Digital Ethnography' and participated in roundtable alongside with Francesca Sobande (Cardiff) and Ingrid Brudvig (Cape Town). Organised by Laura Favaro and Hannah Troop-Curran, in association with the LSE Digital Ethnography Collective. GSRC's *Advanced feminist research methods and skills* seminar series, 25<sup>th</sup> January 2021.

**2020** **DIGITAL ETHNOGRAPHY RESEARCH CENTRE, RMIT**

**Invited interviewee:** Interviewed by Marissa Willcox about digital ethnography during COVID-19 and my research on the labour of content creators in the online video industry for their #DERC30 series, 5<sup>th</sup> August 2020. Watch [here](#).

#### **THE GRADUATE INSTITUTE GENEVA**

**Invited workshop leader:** 'Doing fieldwork online' Zoom seminar. Anthropology & Sociology (ANSO) PhD Summer Online Seminar Series, 14<sup>th</sup> July 2020.

#### **THE UNIVERSITY OF WARWICK**

**Invited speaker:** "Help! My field-site has evaporated, what do I do now?" Zoom seminar. *The Ethnography Circle*, 30<sup>th</sup> April 2020.

#### **THE NEW ETHNOGRAPHER**

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

#### **LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)**

**Invited workshop leader:** 'What is it like to work in the creative industries?' (social media and television). *Careers in Creative Industries Week*, 14<sup>th</sup> February 2020

#### **OXFORD INTERNET INSTITUTE (OII), UNIVERSITY OF OXFORD**

**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*, November 2019

#### **2019 LSE DIGITAL ETHNOGRAPHY COLLECTIVE**

**Workshop leader:** 'Using Nvivo for (digital) ethnographic data analysis', October 2019. Watch [here](#).

#### **UNIVERSITY COLLEGE LONDON (UCL)**

**Invited speaker:** 'Autoethnography as a method for studying the online video industry'. *UCL Digital Anthropology seminar series*, 19<sup>th</sup> February 2019

## **BA/MA TEACHING EXPERIENCE**

Associate Fellow of the Higher Education Academy (awarded PGCert July 2020)

#### **2020 CARDIFF UNIVERSITY BA Media, Journalism and Culture**

**Guest Lecturer:** 3<sup>rd</sup> year module '(Me)me, Myself and I: The Power and Politics of Digital Remix Culture and Online Inequalities' run by Dr Francesca Sobande on the topic 'Digital Influencers: The Rise of YouTubers and (Micro)celebrities' (November 2020)

#### **GOLDMITHS UNIVERSITY BA Social Anthropology**

**Guest Lecturer:** 3<sup>rd</sup> 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]

#### **CAMBRIDGE UNIVERSITY MPhil Sociology of Media and Culture**

**Guest Lecturer:** '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 GOLDMITHS UNIVERSITY BA Media and Communications**  
Associate Lecturer: 2nd year module 'Television and After' run by Dr Vana Goblot. Teaching two seminar groups (36 students) and marking essays and presentation assessment. Delivered lecture on 'Television and Promotional Culture' on topics of YouTube, influencer marketing, authenticity and intimacy (Autumn Term 2019)
- 2018 UNIVERSITY OF LIVERPOOL (LONDON CAMPUS) MSc Strategic Communications**  
Guest Lecturer: 'Digital and Social Media Communication' module run by Dr Wallis Motta on the topic of branding collaborations of YouTube content creators (December 2018)
- UNIVERSITY OF SURREY BSc Media and Communications**  
Guest Lecturer and Seminar Leader: 3<sup>rd</sup> 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)
- LONDON COLLEGE OF COMMUNICATION BA Contemporary Media Cultures**  
Guest Lecturer and Seminar Leader: 3<sup>rd</sup> year module 'Digital Screen Cultures' run by Dr Zoetanya Sujon on the topic of intimacy and parasocial relationships in YouTube culture (November 2018)

## EMPLOYMENT HISTORY

### **GOLDMITHS UNIVERSITY | 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 AND POLITICAL SCIENCE (LSE) | 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. View [here](#).

- 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/>

## AWARDS & FELLOWSHIPS

- 2020 ESRC CELEBRATING IMPACT PRIZE 2020**  
Shortlisted for the 'Outstanding Early Career Researcher' category (June 2020)
- 2019 LSE RESEARCH INFRASTRUCTURE AND INVESTMENT FUND (RIIF)**  
Awarded funding to support the *LSE Digital Ethnography Collective*
- 2019 ESRC DOCTORAL TRAINING PARTNERSHIP AWARD**  
Fully funded PhD at LSE's Department of Media and Communications (2017-2020)
- 2015 THE STATIONERS' COMPANY POSTGRADUATE AWARD 2015**  
Full scholarship for MA Digital Media. Sole recipient at Goldsmiths University in 2015.

## RESEARCH PRESS COVERAGE

- 2021 ROLLING STONE UK (print)** Amelia Tait  
'Whatever happened to the Brit Crew?' (10<sup>th</sup> December 2021)
- VICE** Charli Clement  
['TikTok's LGBTQ+ Discourse is Just a Re-Run of Tumblr'](#) (27<sup>th</sup> January 2021)
- 2020 BUSINESS INSIDER** Chris Stokel-Walker  
['TikTok creators are paying brokers \\$1,000 to get verified on the app'](#) (1<sup>st</sup> December 2020)
- CNET** Katie Collins  
['Charli D'Amelio first person to hit 100 million TikTok followers'](#) (22<sup>nd</sup> November 2020)
- BBC WORKLIFE** Chris Stokel-Walker  
['Would you pay to follow an influencer?'](#) (22<sup>nd</sup> September 2020)
- ONEZERO** Chris Stokel-Walker  
['It's the Beginning of the End for Independent YouTubers'](#) (16<sup>th</sup> March 2020)
- FFWD MEDIUM** Chris Stokel-Walker  
['The Bloodiest Battle in the Shortform Video App War Will Be Fought Through Off-Platform Embeds'](#) (27<sup>th</sup> January 2020)
- 2019** 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)
- THE WASHINGTON POST** Abby Ohlheiser  
['This app is free and therapy is not: Gen Z will keep using TikTok even if they don't trust it'](#) (15<sup>th</sup> November 2019)

**FFWD MEDIUM** Chris Stokel-Walker

[‘What’s the Deal with Jacob Sartorius’s Social Media Proclamations?’](#) (1<sup>st</sup> October 2019)

**BBC 5 LIVE** Nihal Arthanayake

*YouTube, social media and information overload* - Guest interviewee (10<sup>th</sup> September 2019)

**FFWD MEDIUM** Amelia Tait

[‘Why the Fast Forward Button is the YouTube Viewer’s Best Friend’](#) (6<sup>th</sup> September 2019)

**GQ** Chris Stokel-Walker

[‘Influencers are now monetising their wedding day’](#) (29<sup>th</sup> July 2019)

**FFWD MEDIUM** Chris Stokel-Walker

[‘More Kids Want to Be YouTubers than Astronauts Because Obviously’](#) (17<sup>th</sup> July 2019)

**THE TELEGRAPH** Chris Stokel-Walker

[‘Does Jake love Tana? YouTube's power couple and the dangers of influencer fakery’](#) (26<sup>th</sup> June 2019)

**ESQUIRE** Chris Stokel-Walker

[‘How A Desperation For YouTube Fame Ended In Tragedy’](#) (2<sup>nd</sup> May 2019)

**THE WASHINGTON POST** Teddy Amenabar

[‘What does Lilly Singh’s NBC late-night show mean for YouTube?’](#) (12<sup>th</sup> April 2019)

**WIRED UK** Will Bedingfield

[‘The ethics and effect of YouTube's fudged Tommy Robinson ban’](#) (5<sup>th</sup> April 2019)

**WIRED UK** Chris Stokel-Walker

[‘Banning comments won’t fix YouTube’s paedophile problem. Its algorithm is totally broken’](#) (1<sup>st</sup> March 2019)

**TENEIGHTY MAGAZINE** Bob Leak

[‘YouTube Community Reacts to VidCon London 2019’](#) (20<sup>th</sup> February 2019)

**ITV NEWS**

[‘James Charles causing gridlock in Birmingham and the popularity of social media celebrities’](#)  
TV interview (28<sup>th</sup> January 2019)

**WIRED UK** Chris Stokel-Walker

[‘YouTube's prank ban deepens the expanding rift with its creators’](#) (16<sup>th</sup> January 2019)

**2018 THE GUARDIAN** Chris Stokel-Walker

[‘Why YouTubers are feeling the burn’](#) (12<sup>th</sup> August 2018)

**VICE** Joe Zadeh

[‘The Lonely Life of a Professional YouTuber’](#) (22<sup>nd</sup> February 2018)

**THE SUN** George Harrison

[‘Do scandals ever really knock YouTubers like Logan Paul, PewDiePie and Zoella?’](#) (9<sup>th</sup> January 2018)

# PROFESSIONAL ACTIVITIES AND IMPACT

## COMMUNICATION, CULTURE AND CRITIQUE (ICA JOURNAL)

Managing Editor February 2019 - December 2020

Editorial Assistant October 2018 - February 2019

## LSE DIGITAL ETHNOGRAPHY COLLECTIVE, Co-Founder and Director

September 2019 ongoing

The [LSE Digital Ethnography Collective](#) is an organisation that hosts fortnightly lectures and workshops about digital ethnographic research, which we also [livestream and archive](#) for wider public consumption. The Collective has garnered international interest, 2300+ Twitter followers, 870+ mailing list members.

## ASSOCIATION OF INTERNET RESEARCHERS (AOIR)

Graduate Student Representative and student member, 2019 – 2021.

## ASSOCIATE FELLOW OF THE HIGHER EDUCATION ACADEMY

Completed PGCert Summer 2020

## ESRC CELEBRATING IMPACT PRIZE 2020

Shortlisted for the 'Outstanding Early Career Researcher' category (June 2020)

## PARLIAMENTARY INQUIRY INTO INFLUENCER CULTURE

November 2021

IJoC article ("We're all told not to put our eggs in one basket": Uncertainty, precarity and cross-platform labor in the online video influencer industry') used as evidence for the Digital, Culture, Media and Sport (DCMS) special inquiry into Influencer culture

## ARTICLE AND SUBMISSION REVIEWER

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

## YOUTUBE CREATOR

June 2018 ongoing

I'm passionate about academic communications and research impact beyond the academy and so I utilise my autoethnographic '[Dr. YouTube](#)' channel to these ends (1000+ subscribers, 50,000+ 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)

## EVENTS

**2020 LOOKING FORWARD, LOOKING BACK: DIGITAL ETHNOGRAPHY IN 2020**

CONFERENCE ORGANISER

*LSE Digital Ethnography Collective* AoIR Satellite Event  
[POSTPONED DUE TO COVID-19]

**2020 LIFE(OHLINE)**

CONFERENCE CO-ORGANISER

*The Association of Internet Researchers (AoIR)* Annual Conference (virtual due to COVID-19). Workflow and Social Event committees. In particular responsible for organising the video submissions for the conference: reviewing videos, managing YouTube uploads, curating playlists.

**2019 DISRUPTION: TRANSITION AND TRANSFORMATION**

CONFERENCE CO-ORGANISER

LSE Department of Media and Communications PhD Symposium. Involved in comms for the event, reviewing submissions and social media on the day.

## 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](mailto:S.Livingstone@lse.ac.uk)

Professor Sarah Banet-Weiser (supervisor)

Head of Dept. Media & Communications  
London School of Economics  
Houghton St, London WC2A 2AE  
Email: [S.Banet-Weiser@lse.ac.uk](mailto:S.Banet-Weiser@lse.ac.uk)