

# ZOË GLATT

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Digital ethnographer and feminist media scholar with expertise in platformised cultural industries and labour, social media and influencer cultures, and digital ethnographic methods. Currently writing my first ethnographic monograph, *Demonetised: Life and Labour in the London Creator Economy*.

## ACADEMIC EMPLOYMENT

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

LSE Fellow in Interdisciplinary Social Science

September 2025-ongoing

- Teaching on LSE100, the institution's flagship interdisciplinary course taken by all first-year undergraduates at LSE, on the themes of 'AI' and 'Fair Societies'. Responsible for teaching and assessment of 8 seminar groups (200 students)

### MICROSOFT RESEARCH NEW ENGLAND, SOCIAL MEDIA COLLECTIVE

Postdoctoral Researcher in Sociotechnical Systems

July 2023 - July 2025 (maternity leave August-December 2024)

- Postdoctoral Researcher at Microsoft's Social Media Collective, working under the mentorship of Nancy Baym, Tarleton Gillespie, Mary Gray and danah boyd

## EDUCATION

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

PhD, Media and Communications (completed May 2023)

2017 - 2023 (maternity leave March 2021-22)

- Thesis title: **The Platformised Creative Worker: An ethnographic study of precarity and inequality in the London influencer industry (2017-2022)** (available [here](#))
- Researching the platformisation of creative labour and heightened conditions of precarity and inequality for cultural workers through digital ethnography of London-based content creators working in the influencer industry
- Using qualitative methods, including online/offline participant observation, semi-structured interviews and autoethnography in the form of becoming a [YouTuber](#)
- Supervisors: Professors Sonia Livingstone and Sarah Banet-Weiser
- Fully funded by the Economic and Social Research Council (ESRC)

### 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](#))
- Fully funded by The Stationers' Company

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

### PEER REVIEWED JOURNAL ARTICLES

Glatt, Z. (under review). Multi(web)sited digital ethnography: Methodological strategies for studying creator cultures and industries. *Journal of the Anthropological Society of Oxford (JASO)*, Special Issue on 'The Oxford Digital Ethnography Group and Beyond'.

Tran, C., Rauchberg, J. and Glatt, Z. (forthcoming, 2026). The Slop Manifesto: Gatewords for Feminist Creator Studies at the Threshold of AI Hype. *Imaginations*, Special Issue on '(Re)Imagining AI Interventions'.

Glatt, Z. (2024). The intimacy triple bind: Structural inequalities and relational labour in the influencer industry. *European Journal of Cultural Studies*, Special Issue on 'Freelance Feminism'. <https://doi.org/10.1177/13675494231194156>

Glatt, Z. (2022). "'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*, 16(2022), 3853–3871. <https://ijoc.org/index.php/ijoc/article/view/15761>

### BOOK CHAPTERS

Banet-Weiser, S. and Glatt, Z. (2023). "'Stop Treating BLM like Coachella": The Branding of Intersectionality' in Nash, J and Pinto, S. (eds.) *The Routledge Companion to Intersectionalities*. New York, USA: Routledge, pp. 499-511.

Glatt, Z. (2022). '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, pp. 546-559.

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, pp. 39-57.

Contributed insights to 'Digital Ethnography' chapter in *The Social Media Methods Workbook*, Feigenbaum, A. and Demirkol-Tønnesen, O. (Eds.) (2025). New York, USA: Routledge.

## BOOK REVIEWS

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.

## JOURNAL SPECIAL ISSUES EDITED

Grohmann, R., Glatt, Z. and Idiz, D. (forthcoming, 2026). [Cultural Workers and Generative AI](#). *AI & Society*.

Feldman, Z, Miltner, K., Glatt, Z., Bishop, S. and Gerrard, Y. (2025). Algorithms for Her? 2: Feminist Approaches to Digital Infrastructures, Cultures and Economies. *Journal of Gender Studies*. 34(8). <https://doi.org/10.1080/09589236.2025.2566666>

## BOOK MANUSCRIPT IN PREPARATION

Glatt, Z. (TBC). *Demonetised: Life and Labour in the London Creator Economy*.

## JOURNAL ARTICLES IN PREPARATION

Bishop, S., Edwards, S., Glatt, Z. and O'Meara, V. The social media shopfloor: Emerging forms of collective action for influencers and creators. (*Target Journal: Social Media + Society*)

Glatt, Z. and Duffy, B.E. From Quiet Quitting to #ActYourWage: Contestations About (the Future of) Work on TikTok. (*Target Journal: Sociology*)

Glatt, Z. and Edwards, S. (2026). Poisoning the Well: The Battle for Creative Control in the Era of Generative AI. (*Target journal: New Media & Society*)

## CONFERENCE PRESENTATIONS & INVITED TALKS

2026 'Poisoning the Well: The Battle for Creative Control in the Era of Generative AI' with Sarah Edwards. *The Digital Conference*, King's College London, 23<sup>rd</sup>-26<sup>th</sup> June 2026.

**Invited Speaker:** 'Demonetised: Precarity and Inequality in the London Creator Economy', public lecture at the University of Copenhagen, Department of Communication, 12<sup>th</sup> May 2026.

2025 'Poisoning the Well: The Battle for Creative Control in the Era of Generative AI' with Sarah Edwards. *GenAI & Creative Practices conference*, University of Amsterdam, 17<sup>th</sup>-18<sup>th</sup> December 2025.

**Invited Speaker:** 'Demonetised: Life and Labour in the London Creator Economy', Goldsmiths University, Department of Media, Communications and Cultural Studies Departmental Lecture Series, 15<sup>th</sup> October 2025.

‘Poisoning the Well: The Battle for Creative Control in the Era of Generative AI’ with Sarah Edwards. *Association of Internet Researchers (AoIR) conference*, Niterói, 15<sup>th</sup>-18<sup>th</sup> October 2025.

‘The Slop Manifesto: Gatewords for feminist creator studies at the threshold of AI hype’ co-authored with Christine Tran and Jessica Rauchberg, *Slippery, sloppy, spectacular, and very unruly: feminist creative labour in a rupturous age* panel. *Association of Internet Researchers (AoIR) conference*, Niterói, 15<sup>th</sup>-18<sup>th</sup> October 2025.

**Invited speaker:** ‘Thinking about generative AI and creative industries through a sociotechnical lens’. *Microsoft Research Project Green*, 11<sup>th</sup> March 2025.

**Invited speaker:** ‘Please mind the gap: Platforms, creators and the co-option of social justice narratives’. *Platforms, Algorithms & Social Justice Workshop*, Massachusetts Institute of Technology, 21<sup>st</sup> February 2025.

## 2024 [on maternity leave August-December]

‘Social media/work: When humanised brands and branded humans collide’ co-authored with Brooke Erin Duffy. *Association of Internet Researchers (AoIR) conference*, Sheffield, 30<sup>th</sup> October-2<sup>nd</sup> November 2024.

‘Social media/work: When humanised brands and branded humans collide’ co-authored with Brooke Erin Duffy. *Global Digital Intimacies conference*, University of Amsterdam, 26<sup>th</sup>-28<sup>th</sup> June 2024.

‘A biography of emerging collective action organisations in the influencer industry’ co-authored with Sophie Bishop, *The social media shopfloor: Emerging forms of collective action for influencers and creators* panel. King’s Media Industries conference, London, 16<sup>th</sup>-19<sup>th</sup> April 2024.

**2023** **Invited speaker:** “‘We all have the power to help create the world we want’’: Platforms, creators and the co-option of social justice narratives’. *Institute for Rebooting Social Media speaker series, Berkman Klein Center for Internet & Society*, Harvard University, 8<sup>th</sup> November 2023.

‘When New Technologies Become Older: Lessons for Studying Silicon Valley from the Past’ roundtable with Sophie Bishop, Robyn Caplan, Ysabel Gerrard and Elena Maris. *Association of Internet Researchers (AoIR) conference*, Philadelphia, 18<sup>th</sup>-21<sup>st</sup> October 2023.

‘The intimacy triple bind: Structural inequalities and relational labour in the influencer industry’. *Association of Internet Researchers (AoIR) conference*, Philadelphia, 18<sup>th</sup>-21<sup>st</sup> October 2023.

‘Gatekeepers, Locked Doors, Elite Creators: Challenges of Access and Building Trust as an Ethnographer of the Influencer Industry’ in *Getting Real: Authenticity of Self and Data in Digital Ethnography* panel. *International Communication Association (ICA) conference*, Toronto, 25<sup>th</sup>-29<sup>th</sup> May 2023.

'#Toxic Relatability: The Intimacy Triple Bind of Marginalised Creators in the Influencer Industry' in *Authentications of Beauty, Wellness, and Lifestyle: Social Media Influencers at the Intersection of Race, Sexuality, Gender, and Disability* panel. *International Communication Association (ICA) conference*, Toronto, 25<sup>th</sup>-29<sup>th</sup> May 2023.

**Invited interviewer:** 'Creators for Change: History, Politics and Prospects' in conversation with Jazza John, YouTube. *Creators for Change ICA pre-conference*, Toronto, 24<sup>th</sup> May 2023.

2022 'Precarity, discrimination and (in)visibility: An ethnography of "The Algorithm" in the influencer industry'. *Association of Internet Researchers (AoIR) conference*, Dublin, 2<sup>nd</sup>-5<sup>th</sup> November 2022. Extended abstract available from <http://spir.aoir.org>.

**Invited speaker:** 'The commodified self: Intimacy, monetisation and inequality in the influencer industry'. *Social Media Monetisation: Legal Tensions & Influencer Perspectives*, Utrecht University, 4<sup>th</sup> October 2022.

"'I didn't make enough money, it was too stressful, and it killed my creativity": Uncertainty, precarity and inequality in the influencer industry'. *Global Perspectives on Platforms and Cultural Production conference*, University of Amsterdam, 1<sup>st</sup>-2<sup>nd</sup> June 2022.

**Workshop Co-Leader:** 'Futures of Work' with Nancy Baym, Brooke Erin Duffy, Stuart Cunningham and Elaine Zhao. *Creator Studies Workshop*, University of Amsterdam, 31<sup>st</sup> May 2022.

'Digital Ethnography: Methods for Networked Worlds' Blue Sky Workshop with Jeffrey Lane, Melissa Aronczyk, Alberto Lusoli, Will Marler, Mirca Madianou, Caitlin Petre, Jabari Evans, Miao Lu and Frederik Lesage. *International Communication Association (ICA) conference*, Paris, 25<sup>th</sup>-30<sup>th</sup> May 2022.

2021 [on maternity leave March-December]

"'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) conference: Communication and trust: building safe, sustainable and promising futures*. University of Minho, Braga, 6<sup>th</sup>-9<sup>th</sup> September 2021 [CANCELLED 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 symposium*. 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) in *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. Extended abstract available [here](#).

**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, 16th October 2020.

**Workshop Co-Leader:** 'Twitter for Anthropologists' Twitter panel #TNELive. The 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? conference*, Kings College London, 17<sup>th</sup> January 2020.

'Becoming a YouTuber: Autoethnographic explorations of the online video industry'. *Methodologies for Screen Industries Research conference*. 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, 7<sup>th</sup>-11<sup>th</sup> 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, Oxford Internet Institute (OII)*, November 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 Panel 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 conference*. University of Copenhagen, Denmark, 24<sup>th</sup>-25<sup>th</sup> May 2018.

# TEACHING EXPERIENCE

ONGOING POSITION: LSE Fellow in Interdisciplinary Social Science (2025-2028)

## PEDAGOGICAL TRAINING

- Associate Fellow of the Higher Education Academy, awarded PGCertHE by the LSE's Eden Centre in July 2020, upgrading to full fellowship 2025-26 academic year, undertaking modules in Course Design and Student Experience.
- *Creating Principled Spaces of Learning*, LSE's Eden Centre workshop led by Dr Akile Ahmet (2025)

## PREVIOUS TEACHING AND GUEST LECTURING EXPERIENCE

### 2026 LONDON SCHOOL OF ECONOMICS PhD Media and Communications

Guest Lecturer: PhD 'Research Seminar for Media, Communications and Culture' convened by Professor Lilie Chouliaraki on the topic of 'Navigating the academic job market' (February 2026)

### 2025 LONDON SCHOOL OF ECONOMICS PhD Media and Communications

Guest Lecturer: PhD 'Research Seminar for Media, Communications and Culture' convened by Professor Lilie Chouliaraki on the topic of 'Planning, approaching and writing your empirical PhD chapters' (October 2025)

### KING'S COLLEGE LONDON MA Digital Media and Society

Guest Lecture: Option module 'The Sharing Economy and its Discontents' convened by Professor Zeena Feldman (October 2025)

### UNIVERSITY OF AMSTERDAM BA Media and Information

Guest Lecture: 2<sup>nd</sup> year module 'Digital Ethnography' convened by Drs Marissa Willcox and Lucia Bainotti (April 2025)

### CORNELL UNIVERSITY PhD Communication

Guest Lecturer: 'Digital Ethnography' for PhD Seminar 'Qualitative Methods' convened by Dr Brooke Erin Duffy (March 2025)

### 2024 UNIVERSITY OF ILLINOIS CHICAGO PhD Communication

Guest Lecturer: 'Digital Ethnography' for PhD Seminar 'Communication Research Methods' convened by Dr Mariah Wellman (April 2024)

### CORNELL UNIVERSITY PhD Communication

Guest Lecturer: 'Labor and Precarity' for PhD Seminar 'Platforms, Power & Precarity in the Creator Economy' convened by Dr Brooke Erin Duffy (March 2024)

### 2023 GOLDSMITHS UNIVERSITY BA Media and Communications

Guest Lecturer: 'Creativity and Media Work' for 2<sup>nd</sup> year module 'The Future of Media Work' convened by Dr Kat Higgins (November 2023)

### UNIVERSITY OF ALABAMA PhD Communication

Guest Lecturer: 'Digital Ethnography' for PhD module 'Qualitative Research Methods' convened by Dr Jessica Maddox (November 2023)

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY BA Comparative Media Studies**  
Guest Lecturer: 'Platform Labour' for undergraduate module 'Critical Internet Studies' convened by Dr Anna Gibson (October 2023)

**UNIVERSITY OF MASSACHUSETTS AMHERST PhD Communication**  
Guest Lecturer: Invited to talk about my digital ethnographic methods for PhD module 'Ethnography of the Digital' convened by Dr Burcu Baykurt (October 2023)

**TEMPLE UNIVERSITY PhD Media and Communications**  
Guest Lecturer: Invited to talk about my digital ethnographic work and use of social media for research/career-building for PhD module 'Digital Qualitative Research Methods' convened by Dr Adrienne Shaw (April 2023)

**2022 LONDON SCHOOL OF ECONOMICS PhD Media and Communications**  
Guest Lecturer: PhD 'Research Seminar for Media, Communications and Culture' convened by Professor Ellen Helsper on the topic of 'Managing your social media presence as an academic'. Discussing how I use my online presence (Twitter, YouTube channel, website, and *The Digital Ethnography Collective* profile) to build professional networks, foster collaboration and disseminate research findings (October 2022)

**LONDON SCHOOL OF ECONOMICS MA Media and Communications**  
Dissertation Marker: Marking 12,000-word MA student dissertations across a range of media and communications topics, providing comprehensive feedback (August 2022)

**2020 CARDIFF UNIVERSITY BA Media, Journalism and Culture**  
Guest Lecturer: 'Digital Influencers: The Rise of YouTubers and (Micro)celebrities' for 3<sup>rd</sup> year module '(Me)me, Myself and I: The Power and Politics of Digital Remix Culture and Online Inequalities' convened by Dr Francesca Sobande (November 2020). Available to watch [here](#).

**GOLDMITHS UNIVERSITY BA Social Anthropology**  
Guest Lecturer: 'The Anthropology of Social Media' for 3<sup>rd</sup> year module 'Digital Anthropology' convened by Dr Elena Gonzalez-Polledo (March 2020)

**CAMBRIDGE UNIVERSITY MPhil Sociology of Media and Culture**  
Guest Lecturer: 'Research in Practise' seminar series, convened by Dr Ella McPherson on the topic of digital ethnographic methods and the online video industry (March 2020)

**2019 GOLDMITHS UNIVERSITY BA Media and Communications**  
Associate Lecturer: Teaching two seminar groups (36 students) and marking essays and presentation assessment for 2nd year module 'Television and After', convened by Dr Vana Goblot. 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: 'Brand Collaborations and YouTube Creators' for MSc module 'Digital and Social Media Communication' convened by Dr Wallis Motta (December 2018)

**UNIVERSITY OF SURREY BSc Media and Communications**  
Guest Lecturer and Seminar Leader: 'Content Creators: Platforms, Algorithms, Data' for 3<sup>rd</sup> year module 'Data and the Digital in Platform Societies' convened by Dr Ranjana Das (December 2018)

LONDON COLLEGE OF COMMUNICATION BA Contemporary Media Cultures  
Guest Lecturer and Seminar Leader: 'Intimacy and Parasocial Relationships in YouTube Culture' for 3<sup>rd</sup> year module 'Digital Screen Cultures' convened by Dr Zoetanya Sujon (November 2018)

## WORKSHOPS & SEMINARS

### 2026 UNIVERSITY OF COPENHAGEN

**Invited workshop leader:** Ran a professional development workshop for PhD researchers and ECRs in the Faculty of Humanities on 'Building Research Networks and Academic Community', 12<sup>th</sup> May 2026.

### LOUGHBOROUGH UNIVERSITY INSTITUTE FOR CREATIVE FUTURES

**Invited workshop leader:** Invited to deliver a workshop to PhD researchers on 'Digital Ethnography: Methodology and Ethics' as part of their digital research methods seminar series, 15<sup>th</sup> April 2026.

### THE CONTENT CREATOR SCHOLARS NETWORK (CCSN)

**Organiser:** Online roundtable discussion with editors Tuğçe Bidav and Smiths Mehta, and contributing authors, about *Global South Creator Cultures* (Routledge, 2026), 30<sup>th</sup> March 2026.

### 2024 THE DIGITAL ETHNOGRAPHY COLLECTIVE

**Organiser and host:** 'Behind the Scenes of Upcoming Influencer Books', a discussion with Sophie Bishop, Brooke Erin Duffy and Angèle Christin about each of their upcoming books on the influencer industry, 10<sup>th</sup> May 2024.

### 2023 THE DIGITAL ETHNOGRAPHY COLLECTIVE/RUTGERS DIGITAL ETHNOGRAPHY WORKING GROUP

**Co-organiser:** Panellist on 'Behind the Scenes of a Digital Ethnography Dissertation' roundtable, alongside Jabari Evans (SJMC) and Michelle Cera (NYU). Co-organised event with Jeffrey Lane, Melissa Aronczyk and Caitlin Petre (Rutgers), 1<sup>st</sup> December 2023.

### UNIVERSITY OF AMSTERDAM

**Invited speaker:** 'The Platformised Creative Worker: Inequality, Co-option and Resistance in the Influencer Industry'. *Platformising Bodies: Roundtable Discussion* organised by Dr Marissa Willcox, 30<sup>th</sup> May 2023.

### DIGITAL ETHNOGRAPHY RESEARCH CENTRE (DERC), RMIT

**Invited panellist:** Invited to participate in a Q&A style plenary session for the DERC PhD Summer School, advising early-stage PhD researchers about digital ethnographic methods, 17<sup>th</sup> February 2023.

### 2022 THE DIGITAL ETHNOGRAPHY COLLECTIVE

**Organiser and host:** Interviewed Brooke Erin Duffy, Thomas Poell and David Nieborg about their book *Platforms and Cultural Production* (Polity, 2021), 7<sup>th</sup> April 2022

#### UNIVERSITY OF EXETER

**Invited speaker:** “‘We all have the power to help create the world we want’: The failed promise of diversity and meritocracy in the influencer industry’. Communications programme research seminar series, 30th March 2022 [POSTPONED DUE TO STRIKE]

#### 2021 THE DIGITAL ETHNOGRAPHY COLLECTIVE

**Host and interviewer:** Organiser and interviewer for book talk about Veronica Barassi’s *Child Data Citizen: How tech companies are profiling us from before birth* (MIT Press, 2020), 28<sup>th</sup> April 2021.

#### THE DIGITAL ETHNOGRAPHY COLLECTIVE/RUTGERS DIGITAL ETHNOGRAPHY WORKING GROUP

**Host and 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. Watch [here](#).

#### 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 Digital Ethnography Collective. *GSRC’s Advanced feminist research methods and skills seminar series*, 25<sup>th</sup> January 2021.

#### 2020 DIGITAL ETHNOGRAPHY RESEARCH CENTRE (DERC), 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

#### 2019 THE 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

## AWARDS & FELLOWSHIPS

- 2020 ESRC CELEBRATING IMPACT PRIZE 2020  
Shortlisted for the 'Outstanding Early Career Researcher' category
- 2019 LSE RESEARCH INFRASTRUCTURE AND INVESTMENT FUND (RIIF)  
Awarded funding to support The 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

- 2024 BUSINESS INSIDER Lindsay Dodgson  
[The great YouTube exodus is coming – leaving AI junk and MrBeast to reign supreme](#) (12<sup>th</sup> March 2024)
- 2023 WIRED UK Amelia Tait  
['Everybody's So Creative!' and the Rise of the Recipe Reactions](#) (1<sup>st</sup> May 2023)
- 2022 METRO UK Charlotte Colombo  
[Here's why bimbos are having a renaissance on TikTok](#) (25<sup>th</sup> August 2022)
- TIME Chris Stokel-Walker  
[Why So Many YouTube and TikTok Stars Want to Sell You a Shirt \(And Maybe a Burger\)](#) (15<sup>th</sup> April 2022)
- BRAND EINS Johannes Böhme  
[Die große Freiheit der Superstars](#) (25<sup>th</sup> February 2022)
- 2021 ROLLING STONE UK 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 AND SERVICE ACTIVITIES

## 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 managed all article submissions on ScholarOne, wrote summaries and evaluated their appropriateness for the journal. I selected reviewers for articles in conjunction with Sarah and managed the review process. Additionally, I was the first point of contact for enquiries, communicated any issues to OUP, and produced the annual report for the journal.

## ASSOCIATION MEMBER

- **ASSOCIATION OF INTERNET RESEARCHERS (AOIR)**  
Graduate Student Representative (2019-2021) and member (2018 ongoing)
- **INTERNATIONAL COMMUNICATION ASSOCIATION (ICA)**  
Member (2021 ongoing)

## REVIEWER

- **Journal reviewer:** *Convergence; International Journal of Communication; Journal of Gender Studies; Media International Australia; New Media & Society; Platforms & Society; Social Media + Society*
- **Conference and symposium reviewer:** *Association of Internet Researchers* annual conference (2019, 2020, 2022, 2023); *Debating Creator Culture*, CCSN ICA Pre-conference (2025); *Disruption: Transition and Transformation*, LSE Media and Communications PhD Symposium (2019)
- **Manuscript reader:** University of Chicago Press

## STUDENT REPRESENTATIVE

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

## VIDEO PRODUCER/EDITOR | LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)

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/>

## TELEVISION PRODUCTION COMPANIES (VARIOUS)

2011-2015

- Prior to my academic career, I worked for a number of television production companies—including Me+You Productions, RDF, RawTV and Renegade Picture—as a PA, Office Manager and Production Assistant. It was here that my interest in labour conditions in the cultural industries was first ignited.

# IMPACT AND RESEARCH LEADERSHIP

## THE CONTENT CREATOR SCHOLARS NETWORK, Co-Founder and Director

November 2023 ongoing

- [The Content Creator Scholars Network](#) (CCSN) is an interdisciplinary and international community hub dedicated to supporting humanistic and critical qualitative studies of digital creators and emerging platform economies. Our activities involve generating educational content, engaging in journalistic interviews, and curating events and forums focused on creator studies. Our mission goes beyond merely scrutinizing content creators and the surrounding economies; CCSN aims to foster meaningful conversations with the industry to tackle issues of power and inequalities head-on. I also curate an open access collective reading list on [Influencer Industries and Creator Culture](#).

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

September 2019 ongoing

- [The Digital Ethnography Collective](#) is an interdisciplinary group exploring the intersections of digital culture and ethnographic methods. We host lectures, book talks and workshops about digital ethnographic research, which we [livestream and archive](#) for wider public consumption. We also curate a popular open access and collective [reading list](#). The Collective has garnered international interest, with 5000+ Twitter followers and 1300+ mailing list members.

## ESRC CELEBRATING IMPACT PRIZE 2020

- Shortlisted for the ‘Outstanding Early Career Researcher’ category (June 2020) for award celebrating social science researchers whose actions have supported changes in practice, thinking or capacity that create a positive impact in our society, economy and in our lives, in the UK and internationally.

## YOUTUBE CREATOR

2018 – ongoing

- I’m passionate about academic communications and research impact beyond the academy. To this end, I utilise my autoethnographic ‘[Dr. YouTube](#)’ channel (1.4k+ subscribers, 70k+ video views). As well as sharing what life is like as a PhD researcher in fieldwork and life vlogs, and livestreaming *The Digital Ethnography Collective* events, I have three series:
  - [PhD Advice](#): 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](#): I sit down with other academics (usually Internet scholars) and discuss their research for a public audience
- [Chats with YouTube Experts](#): 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

## 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

## FAIRTUBE CAMPAIGN | EXPERT CONSULTANT

September 2019

- The FairTube Campaign was a world 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 built these issues into their key proposals to YouTube in their negotiations <https://fairtube.info/en/>

## CONFERENCE/SYMPOSIUM ORGANISING

### 2025 CREATIVE LABOUR IN RUPTURE? GENAI AND FUTURE RESEARCH DIRECTIONS | PRECONFERENCE CO-ORGANISER

AOIR PRECONFERENCE, NITERÓI, RIO DE JANEIRO

Co-organiser with Tom Divon (Hebrew University of Jerusalem), Rafael Grohmann (University of Toronto) and ME Luka (University of Toronto) of a one-day AoIR preconference to bring together internet scholars researching generative AI and creative labour to generate a shared vocabulary and to identify overlaps and possible collaborations, mapping out a future research glossary, directions and policy priorities.

### DEBATING CREATOR CULTURE | PRECONFERENCE CO-ORGANISER

ICA PRECONFERENCE, BOULDER

Co-organiser for the CCSN ‘Debating Creator Culture’ ICA pre-conference, which brought together scholars of creator cultures and industries across three parallel sessions and 50+ paper presentations.

### 2023 THE PROMISES AND PERILS OF GENERATIVE AI FOR THE CREATOR ECONOMY | SYMPOSIUM CO-ORGANISER

MICROSOFT RESEARCH NEW ENGLAND

Co-organiser with Nancy Baym (Microsoft Research) and David Craig (USC/Harvard) of a one-day research agenda setting symposium hosted at Microsoft Research New England to bring together leaders in the field of creator studies to explore the intersections of generative AI and the creator economy. This included presenting the results of a pilot project conducted by myself and Dr Jess Rauchberg (Seton Hall), demonstrating generative AI tools and posing speculative future scenarios of the impacts of AI on content creator labour and culture.

## **CREATORS FOR CHANGE | PRECONFERENCE CO-ORGANISER**

ICA PRECONFERENCE, TORONTO

Assisted with the comms for this one-day ICA pre-conference exploring the ways in which content creators harness social media platforms to promote social justice causes and fight for social change.

## **ALGORITHMS FOR HER? 2 | CONFERENCE CO-ORGANISER**

UNIVERSITY OF SHEFFIELD

Co-organiser of this two-day feminist media studies conference, involved in all aspects including writing CFP, comms for the event and reviewing submissions.

## **2020 ASSOCIATION OF INTERNET RESEARCHERS: LIFE(ONLINE) | CONFERENCE CO-ORGANISER**

This conference suddenly switched to a virtual format due to COVID-19, and the AoIR Executive Committee had to step in to organise. As a member of the Workflow and Social Event committees I was responsible for organising the video submissions for the conference: reviewing videos, managing YouTube uploads, curating playlists.

## **2019 DISRUPTION: TRANSITION AND TRANSFORMATION | CONFERENCE CO-ORGANISER**

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)

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 and events organising.

## **REFERENCES**

### **Professor Sonia Livingstone (PhD supervisor)**

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

### **Professor Rosalind Gill (PhD examiner)**

Department of Media, Communications and  
Cultural Studies, Goldsmiths University  
8 Lewisham Way. London SE14 6NW  
Email: [R.Gill@gold.ac.uk](mailto:R.Gill@gold.ac.uk)

### **Professor Nancy Baym (postdoc manager)**

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### **Professor Sarah Banet-Weiser (co-author)**

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