COLTEN MEISNER

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ACADEMIC APPOINTMENTS

North Carolina State University, Raleigh, NC   2024 –
>   Assistant Professor, Department of Communication
>   Core Faculty, Ph.D. program in Communication, Rhetoric, and Digital Media

EDUCATION

Ph.D.   **Cornell University**, Ithaca, NY   2019 – 2024
>   Department of Communication
>   Minor in Feminist, Gender & Sexuality Studies
>   Dissertation: "The New(s) Creators: Labor, Precarity, and Community on Global
>   Subscription Platforms"
>   Committee: Brooke Erin Duffy (chair), Lee Humphreys, Katherine Sender, Tarleton Gillespie

M.S.   **Texas Christian University**, Fort Worth, TX   2017 – 2019
>   Department of Communication Studies

B.S.   **Texas Christian University**, Fort Worth, TX   2013 – 2017
>   Department of Communication Studies (*magna cum laude*)
>   John V. Roach Honors College Laureate

RESEARCH INTERESTS

social media industries; digital labor; platform governance; algorithmic cultures; the political economy of media; identity, marginality & inequality; qualitative research methods

PUBLICATIONS

Peer-Reviewed Journal Articles

Meisner, C., Duffy, B. E., & Ziewitz, M. (2024). The labor of search engine evaluation: Making algorithms more human or humans more algorithmic? *New Media & Society*, *26*(2), 1018-1033. https://doi.org/10.1177/14614448211063860

Meisner, C. (2023). The weaponization of platform governance: Mass reporting and algorithmic punishments in the creator economy. *Policy & Internet*, *15*(4), 466-477. http://doi.org/10.1002/poi3.359

Meisner, C. (2023). Networked responses to networked harassment? Creators' coordinated management of "hate raids" on Twitch. *Social Media + Society*, *9*(2), 1-12. https://doi.org/10.1177/20563051231179696

Duffy, B. E., & **Meisner, C.** (2023). Platform governance at the margins: Social media creators' experiences with algorithmic (in)visibility. *Media, Culture & Society*, *45*(2), 285-304. https://doi.org/10.1177/01634437221111923
>   * *Article featured in MIT Technology Review and Business Insider*

Meisner, C., & Ledbetter, A. M. (2022). Participatory branding on social media: The affordances of live streaming for creative labor. *New Media & Society*, *24*(5), 1179-1195. https://doi.org/10.1177/1461444820972392

Ledbetter, A. M., & **Meisner, C.** (2021). Extending the personal branding affordances typology to parasocial interaction with public figures on social media: Social presence and multiplexity as mediators. *Computers in Human Behavior*, *115*, 1-11. https://doi.org/10.1016/j.chb.2020.106610

Meisner, C., & Hinderaker, A. (2020). Reframed crisis narratives: Localized agenda setting, product loyalty, and pre-existing organizational narratives in the 2015 Blue Bell Creameries listeriosis crisis. *Western Journal of Communication*, *84*(2), 186-203. https://doi.org/10.1080/10570314.2019.1637015

Book Chapter in an Edited Collection

Ledbetter, A. M., & **Meisner, C.** (2022). Sharing with just a few "finsta" friends: Context collapse, privacy, and imagined audiences on social media. In D. O. Braithwaite, J. T. Child, K. R. Rossetto, & J. T. Wood (Eds.), *Casing Interpersonal Communication: Case Studies in Personal and Social Relationships* (3rd ed.). Kendall Hunt.

AWARDS & FELLOWSHIPS

2024   Anson E. Rowe Advanced Graduate Student Award
        Graduate Field of Communication, Cornell University
        Recognizes an advanced graduate student who has proven research productivity, teaching excellence, and has contributed to the communication community

2023   Top Student Paper Award, Media Industry Studies Interest Group
        International Communication Association

2022   Outstanding Graduate Teaching Assistant
        College of Agriculture & Life Sciences, Cornell University
        Recognizes a graduate instructor who provided invaluable support to students and faculty

2021   Top Student Paper Award, Media Industry Studies Interest Group
        International Communication Association

2021   Glass Family Fellowship
        Graduate Field of Communication, Cornell University
        Recognizes a graduate student who exemplifies leadership and service to the department, field, and Cornell University

2020   Honorable Mention Top Paper Award, Human Communication & Technology Division
        National Communication Association

2019   Cornell University Recruitment Fellowship

2019   Outstanding Graduate Student, Dept. of Communication Studies, Texas Christian University

GRANTS

2022   Qualitative & Interpretive Research Institute Small Grants ($1,440)
        Cornell Center for Social Sciences, Cornell University
        Project: "Independent News Production in the Platform Economy: Digital Journalists, Social
        Media Creators, and the Labor of Subscription Platforms"
        PI: Colten Meisner

2021   Media Studies Graduate Working Group Grant ($1,000)
        Media Studies Initiative, Cornell University
        Team: Colten Meisner, Nik Pasqualini, Beatrys Rodrigues & Aspen Russell

2021   Graduate Seed Grant ($930)
        Center for the Study of Inequality, Cornell University
        Project: "Digital Labor at the Margins: Algorithmic Discrimination in the Platform Economy"
        PI: Colten Meisner

2018   "What's Next?" Communication Grant ($2,000)
        Schieffer College of Communication, Texas Christian University
        Project: "Self-Branding on Social Media: An Affordances Approach to Digital Labor"
        Co-PI with Andrew M. Ledbetter

CONFERENCE PRESENTATIONS

Maddox, J., Arriagada, A., Lee, J., Malhotra, P., & **Meisner, C.** (2024). Low visibility practices: Reconsidering visibility and value on social media. Fishbowl discussion accepted for presentation at the Association of Internet Researchers, Sheffield, UK.

Meisner, C. (2024). Fragmented solidarities in the social media industries: Labor politics, creator-platform relations, and the case of harassment campaigns. Paper presented at the Media Industries 2024 conference, London, UK.

Meisner, C. (2024). Beyond algorithmic visibility. Roundtable presented at the Media Industries 2024 conference, London, UK.

Meisner, C. (2023). Networked responses to networked harassment? Creators' coordinated management of "hate raids" on Twitch. **Top Student Paper** presented in the Media Industry Studies Interest Group at the International Communication Association, Toronto, Canada.

Meisner, C., & Duffy, B. E. (2022). Mass reporting in the creator economy: Enacting and contesting platform governance. Paper presented at the Association of Internet Researchers, Dublin, Ireland.

Duffy, B. E., & **Meisner, C.** (2022). The pursuit of platform visibility: Algorithmic labor and capital in the creator economy. Paper presented at the Association of Internet Researchers, Dublin, Ireland.

Duffy, B. E., & **Meisner, C.** (2022). Creator discipline and platform punishment: Uneven governance in the social media economy. Paper presented in the Popular Media & Culture Division at the International Communication Association, Paris, France.

Meisner, C. (2021). The media work of queer liveness: Digital closets and the case of YouTube's "live reaction" genre. Paper presented in the Critical & Cultural Studies Division at the National Communication Association, Seattle, WA.

Meisner, C., Duffy, B. E., & Ziewitz, M. (2021). The labor of search quality rating: Making algorithms more human or humans more algorithmic? **Top Student-Led Paper** presented in the Media Industry Studies Interest Group at the International Communication Association, virtual.

Ledbetter, A. M., & **Meisner, C.** (2020). Extending the personal branding affordances typology to parasocial interaction with celebrities on social media: Social presence and multiplexity as mediators. **Honorable Mention Top Paper** presented in the Human Communication & Technology Division at the National Communication Association, virtual.

Taylor, H., & **Meisner, C.** (2020). What do you weigh? Popular feminism and body positivity as mediated disembodiment. Paper presented at the Association of Internet Researchers, virtual.

Meisner, C., & Ledbetter, A. M. (2020). Live streaming creative labor: From personal to participatory branding on social media. Paper accepted for presentation at Media Industries 2020, London, UK (conference canceled due to COVID-19).

Meisner, C. (2018). Logging in and coming out: Self-branding, identity, and the queer master narrative. Paper presented at the Association of Internet Researchers, Montreal, QC.

Meisner, C. (2018). Self-branding on live streaming technologies: An affordances approach to digital labor. Work-in-progress paper presented at Going Live: Exploring Live Digital Technologies and Live Streaming Practices (preconference), Association of Internet Researchers, Montreal, QC.

Hinderaker, A., & **Meisner, C.** (2018). "Like part of me is just inherently wrong": The narrative of conflicting identities of LGBTQ+ members of the Church of Jesus Christ of Latter-day Saints. Paper presented in the Religious Communication Division at the National Communication Association, Salt Lake City, UT.

Betts, T. E. S., & **Meisner, C.** (2018). Getting what you paid for: Unobtrusive control and socialization in college sororities. Paper presented in the Group Communication Division at the National Communication Association, Salt Lake City, UT.

Meisner, C., & Hinderaker, A. (2017). When product loss minimizes product harm: The reframed narrative of Blue Bell Creameries' 2015 listeriosis crisis. Paper presented in the Mass Communication Division at the National Communication Association, Dallas, TX.

RESEARCH APPOINTMENTS

PhD Research Intern, Social Media Collective
  Spring 2022, Summer 2022
  Microsoft Research New England
  Supervisor: Dr. Tarleton Gillespie, Senior Principal Researcher

Graduate Research Assistant, "Algorithms, Big Data & Inequality"
  Summer 2020, Fall 2020, Summer 2021
  Supervisors: Dr. Brooke Erin Duffy & Dr. Malte Ziewitz

Cornell Center for Social Sciences

TEACHING & INVITED TALKS

Instructor of Record
Cornell University
COMM 2820 – Research Methods in Communication Studies (SU24)

Section Instructor
Cornell University
COMM 1300 – Visual Communication (SP22; Head TA; 150 students)
COMM 2010 – Oral Communication (SP21, 36 students; SP24, 39 students)
COMM 2820 – Research Methods in Communication Studies (F21; 28 students)
Texas Christian University
COMM 10123 – Communicating Effectively (F17/SP18/F18; 40 students)

Graduate Teaching Assistant
Cornell University
COMM 2200 – Media Communication (F23; 150 students)
COMM 2310 – Writing for Communication (F19; 40 students)
COMM/INFO 3200 – New Media and Society (SP20; 150 students)
COMM/INFO 5300 – Ethics in New Media & Technology (WI22; 30 students)

Invited Panels, Talks & Lectures

Guest Lecture, "Algorithmic (In)visibility in the Creator Economy," 2024
Undergraduate seminar, Influencers and Professional Uses of Social Media
School of Information, University of Michigan

Guest Lecture, "The Political Economy of Digital Media," 2023
Undergraduate lecture, Media Communication
Department of Communication, Cornell University

Guest Lecture, "Sexuality in an Algorithmic Culture," 2021, 2022
Undergraduate lecture, New Media & Society
Department of Communication, Cornell University

Invited Panelist, "AI in Work," 2021
AI in Society Workshop, Cornell University

Guest Lecture, "Ethnographic Methods in Communication Research," 2020
Master's seminar, Communication Research Methods
` Department of Communication Studies, Texas Christian University

PROFESSIONAL ACTIVITIES & SERVICE

Disciplinary Service and Engagement

Review Committee Member, Graduate Student Paper Award, 2023–present
Labor Tech Research Network

Screening Committee Member, Interactive and Immersive Media, 2022
George Foster Peabody Awards

Ad hoc peer reviewer, 2020 – present
Communication Studies
Digital Geography and Society
Information, Communication & Society
Journalism
New Media & Society
Poetics
Policy & Internet
Social Media + Society
Television & New Media
Association of Internet Researchers annual conferences
National Communication Association annual conferences
International Communication Association annual conferences

Editorial Assistant, *Communication Monographs*, 2019

Departmental Service (North Carolina State University)

Faculty Co-Advisor, Lambda Pi Eta Communication Honor Society (2024–present)
Master's thesis committee member (Kurtis Woods, M.S. 2025)

Departmental Service (Cornell University)

Member, subcommittee for student code of conduct, Undergraduate Curriculum Committee, 2022
Graduate student representative, Department of Communication external review, 2021
President, Communication Graduate Student Association, 2020–2021

SELECTED MEDIA COVERAGE

Nover, S. (2023, November 22). TikTok is America's next major news source. *Fast Company*.
https://www.fastcompany.com/90987238/tiktok-is-americas-next-major-news-source

Duffy, B. E. (2022, December 8). 'If you don't have a backup plan, you're done': How the chaos in social media is hurting the most vulnerable content creators. *Business Insider*.
https://www.businessinsider.com/big-tech-shakeup-layoffs-leaving-social-media-creators-scrambling-2022-12

Ohlheiser, A. (2022, July 14). How aspiring influencers are forced to fight the algorithm. *MIT Technology Review*. https://www.technologyreview.com/2022/07/14/1055906/tiktok-influencers-moderation-bias/

Thompson, J. (2021, May 14). Fans in action! The science of participatory branding. *Canvas8*.
https://www.canvas8.com/content/2021/05/14/science-of-participatory-branding.html

AFFILIATIONS

International Communication Association
Association of Internet Researchers
Labor Tech Research Network
Content Creator Scholars Network