

Adrienne Massanari

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Loyola University – Chicago
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Professional Appointments

- Fall 2008 - present **Loyola University – Chicago**, School of Communication
Instructor of Digital/New Media; teaching courses in communication theory, research methods, and new media/communication technologies
- Spring 2006 **Trinity University**, Department of Communication
Adjunct faculty member in the Department of Communication; taught "Introduction to Film Studies," a common curriculum class focusing on the aesthetic properties (editing, cinematography, mise-en-scene) and theoretical approaches (genre theory, auteur theory, narrative theory and psychoanalysis) to film analysis
- Winter - Spring 2005 **University of Washington**, Department of Communication
Instructor of Record for two quarters of "Navigating Information Networks" (COM 301), an upper-division communication class focusing on the theoretical and practical dimensions of the use and design of the Web and other information networks

Education

- PhD** **University of Washington, June 2007**
Department of Communication
Dissertation title: "In Context: Information Architects, Politics and Interdisciplinarity"
Advisor: Dr. Kirsten Foot, Communication
- MA** **University of Washington, June 2003**
Department of Communication
Thesis title: "'Work hard. Have fun. Make history. [Make money].': Narratives of Amazon.com"
Advisor: Dr. David Silver, Communication

BA (Honors) Guilford College, May 1997
Major: Geology, Minor: English
Honors thesis title: "A Book of Myths": Exploring the Fictional Geography in Joseph Conrad's *The Secret Agent* and Alfred Hitchcock's *Sabotage*, *Frenzy* and *Vertigo*
Advisor: Dr. Lee Johnson, English

Research Interests

Science and technology studies, social and cultural implications of technology, work practices around technology in organizations and groups, dot-com culture, media literacy, usability, information architecture, computer gaming studies, media studies and cultural studies

Teaching Areas

Communication theory, new media theory, history of communication technology, film theory, media law, organizational theory, mediated youth culture, public scholarship, web/user-experience design, usability practice

Publications

Books

Silver, D. & Massanari, A. (2006). *Critical cyberculture studies: Current terrains, future directions* (Eds.). New York: New York University Press.

Journal Articles and Book Chapters

Howard, P.N. & Massanari, A. (2007) Learning to search and searching to learn: Income, education, and experience online. *Journal of Computer-Mediated Communication*, 12(3). <http://jcmc.indiana.edu/vol12/issue3/howard.html>

Massanari, A. (2006). Dot-coms and cyberculture studies: Amazon.com as a case study. In D. Silver & A. Massanari (Eds.) *Critical cyberculture studies: Current terrains, future directions*. New York: New York University Press.

Book Reviews, Reports, and Other Publications

Massanari, A. (2007). [Review of the book *Information politics on the Web*]. Resource Center for Cyberculture Studies. Available on online: <http://rccs.usfca.edu/bookinfo.asp?BookID=349&ReviewID=438>

Massanari, A. (2004). [Review of the book *Scrolling forward*]. Resource Center for Cyberculture Studies. Available on online: <http://rccs.usfca.edu/bookinfo.asp?ReviewID=294&BookID=220>

Massanari, A. (2002). Government Web sites respond to September 11. In K. A. Foot, S. M. Schneider, & L. Rainie (Eds.) *One year later: September 11 and the Internet*. Available online: <http://www.pewinternet.org/reports/toc.asp?Report=69>

In Preparation

Massanari, A. (Working). "Natural born users": The discursive construction of young people and their technology use. [Working title.]

Massanari, A. (Working). *The Development of a Digital Profession: Information Architecture, Politics, and Design*. Planned for submission to MIT, NYU Press, and Sage Publications. [Working title.]

Conference Papers and Invited Talks

Massanari, A. & Foot, K. (2007). "Blurring the lines between 'users' and 'designers': Co-productive interactivity online." Presented at the Society for the Social Studies of Science (4s) conference in Montreal, Canada, October 10-13, 2007.

Massanari, A. (2007). "Memes, social networks, and Web 2.0: A PowerPoint Mashup." Invited talk for Mass Media and Culture class (COM 451) in the Department of Communication at the University of Washington. Seattle, WA, April 26, 2007.

Massanari, A. (2006). "New media, new literacy(ies), new ethics." Presented at the National Communication Association conference in San Antonio, TX, November 16-19, 2006.

Massanari, A. (2005). "Information design." Invited workshop at the Center for Educational Technology's Certificate Program in Digital Media Production and Media Studies at Middlebury College. Middlebury, VT, July 26, 2005.

Massanari, A. (2005). "Truly more than a game": Ritual, reality television and alternative religions. Presented at the International Communication Association conference in New York City, NY, May 26-30, 2005.

Massanari, A. (2004). "What does it mean to support Clark?": Political action as expressed on Weblogs authored by Wesley Clark supporters after his resignation from the 2004 election. Presented at the National Communication Association conference in Chicago, IL, November 11-14, 2004.

Massanari, A. (2004). "I hate my teachers": Freedom of expression and public school students' Web sites. Presented at the International Communication Association conference in New Orleans, LA, May 27-31, 2004.

Dougherty, M. & Massanari, A. (2004). "Stay connected to what matters most...": Inclusion as imagined in cell phone service and technology advertising. Presented at the 2004 Annual American Studies Colloquium Graduate Student Conference, "Production/Reproduction: An inquiry into postnational imaginaries," April 28-30, 2004.

Massanari, A. (2003). "Work hard. Have fun. Make history. [Make money.]" How financial news magazines portrayed Amazon.com from 1996 to 2001. Presented at the Association of Internet Researchers 4.0 conference in Toronto, Canada, October 16-19, 2003.

Massanari, A. (2003). Amazon.com and the New Economy: "Work hard. Have fun. Make history. [Make money.]" Presented at Visions of Humanity in Cyberculture, Cyberspace and Science Fiction in Prague, Czech Republic, August 11-13, 2003.

Massanari, A. (2003). "Work hard. Have fun. Make history. [Make money.]": Narratives of Amazon.com. Presented at the Critical Cyberculture Studies Conference in Seattle, WA, May 8-11, 2003.

Massanari, A. and Miller, A. C. (1994). GIS and shallow shelf environments of southwestern Puerto Rico. Undergraduate poster presentation at the Southeastern Geological Society of America Meeting.

Awards and Scholarships

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| 2006-2007 | Teaching Assistantship, Department of Communication, University of Washington |
| 2003-2005 | Teaching and Research Assistantships, Department of Communication, University of Washington |
| 2002-2003 | Graduate Research Assistant for the Critical Cyberculture Studies conference funded by the Ford Foundation at the Department of Communication, University of Washington |
| 2002 | Received \$1000 stipend to attend the Graduate WebShop at the University of Maryland and the University of California – Berkeley, sponsored by the Sociology Department at the University of Maryland and the National Science Foundation |
| 2002 | One of only three students nominated by department faculty to apply for the Madeline Jones Campbell graduate scholarship (given yearly to a graduate student in the Department of Communication at the University of Washington) |
| 1993-1997 | Guilford College Honors Scholarship |
| 1993-1997 | Guilford College Dean's List |
| 1995 | NASA/Joint University Ventures (JOVE) grant |
| 1993-1994 | Selby Foundation Scholarship |

Teaching Experience

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| Winter 2007 | Lead teaching assistant for Introduction to Human Communication (COM 202) at the University of Washington; supervised four other teaching assistants as well as taught my own students. |
| Fall 2006 | Teaching assistant for Mass Media Law (COM 440), at the University of Washington; 100 students – responsible for lecturing in quiz sections, facilitating discussions, and grading |
| Winter 2004 | Teaching assistant for Public Speaking (COM 220) at the University of |

- Washington, 23 students – responsible for all aspects of the course, including lecture preparation, discussion leadership and grading
- Autumn 2003 Teaching assistant for Introduction to Human Communication (COM 202) at the University of Washington, 100 students – responsible for leading online and face-to-face discussion sections and grading student work

Service

- 2004-present Editor, The Seattle NewMediapeda – <http://depts.washington.edu/pedia/>
- 2002-2003 Communication Graduate Association (CGSA) Secretary
- 2001-2002 Volunteer mentor for the Undergraduate Research Mentor Center in the Department of Communication
- 1995-1997 Guilford College Geology Club Treasurer
- 1993-1995 Guilford College Community Senate

Associations

- 2006-present Member of the Information Architecture Institute (AifIA)
- 2006-present Member of AIGA, the professional association for design
- 2006-present Member of the American Society for Information Science and Technology (ASIS&T)
- 2005-present Member of the Usability Professionals Association (UPA)
- 2005-present Member of the ACM's CHI (Human-Computer Interaction Division) Interest Group
- 2004-present Member of the National Communication Association (NCA) – Human-Computer Interaction, Mass Media, and Popular Culture Divisions
- 2003-present Member of the International Communication Association (ICA) – Law and Policy, Mass Media, and Popular Culture Divisions
- 2002-present Member of the Association of Internet Researchers (AOIR)
- 2001-present Member of the Digital Media Working Group, University of Washington

Interviews

Interview with Karla Starr. *Seattle Weekly*. (2007, March 8). i AM Trying to Hear That. [Interview about iLike.com and other social music-sharing sites.]

Interview with Andrea Foster. *The Chronicle of Higher Education*. (2005, June 12). Using Second Life and Massively multiplayer games (MMOs) in the classroom.

Selected Work Experience

- 04/08-07/08 **Information Architect**, ZAAZ
- Created wireframes, specifications, and associated documents detailing the navigation and functionality for a redesign of BECU.org, the Web site for a major credit-union
 - Consulted with usability researchers to conduct a study of the planned redesign; helped interpret results
- 09/07-04/08 **Information Architect**, RIPL Corp
- Designed specifications and wireframes detailing functionality for a social-networking Web site and desktop application.
 - Created documents (written and visual) detailing user flow, navigation structures, and error messaging conditions for RIPL.
- 04/07-06/07 **Research Assistant**, Intel Corporation's People and Practices Group and the University of Washington
- Researched and presented data to Intel about the factors that lead to technology adoption in small countries. Integrated and analyzed a large set of variables drawn from the World Bank and International Telecommunications Union, among other sources. These complex datasets were then merged and analyzed using SPSS.
 - Designed a codebook with detailed explanations of variables names, country codes, and general information about the project.
- 06/06-09/06 **Editorial Assistant**, University of Washington
- Edited chapters about the impact of the Web on international elections for a book published by Routledge, *The Internet and National Elections: A Comparative Study of Web Campaigning*.
 - Substantially rewrote content for clarity and meaning, as many of the book's contributors were not native English speakers.
- 11/05-01/06 **Web Developer**, US Global Investors
- Responsible for developing and documenting a new site design for www.usfunds.com.
 - Created site maps, initial paper prototypes and a usability testing plan for assessing the success of a planned redesign.

- Authored maintenance documents that outlined internal Web development processes.
- Performed site updates and maintenance to ASP pages.

01/02-12/04

Usability Consultant, Educational Technology Development Group at the University of Washington

- Primarily responsible for assessing and improving the usability and designing the information architecture of the Catalyst Tool Kit, a Web-based set of educational tools including message boards, online surveys, and peer review areas, which allow instructors to integrate technology into their classrooms.
- Created site maps, wire frames, design mock-ups and other documentation to improve the design and development of the Catalyst Tools.
- Managed the usability process; developed usability tests and recruited participants. Reported results (both formally and informally) back to developers and various stakeholders.
- Instructed faculty and staff in the use of Catalyst Tools at workshops on campus.

09/02-06/03

Graduate Research Assistant, Critical Cyberculture Studies Conference, sponsored by the Ford Foundation, and the University of Washington's Department of Communication and Simpson Center for the Humanities

- Assisted in the planning of a Ford Foundation funded conference, *Critical Cyberculture Studies: Current Terrains, Future Directions* in May 2003. The conference brought together scholars to discuss and debate the current state of cyberculture studies with a particular focus on the roles that gender, race, class, and sexuality play in online environments and the impact of the Internet's increasing commercialization.
- Responsible for all facets of conference planning: program creation, travel, catering and location logistics, Web site development, etc.

05/02-09/02

Research Assistant, Web Archivist.org

- Coded archived Web sites for a study on the Web's response to the September 11 terrorist attacks. The Pew Internet & American Life Project funded the study.
- Analyzed and reported on US government agencies' response to September 11 attacks and the types of action that visitors could perform on these sites.

10/00-10/01

Interface Development Team Lead, Esurg Corporation

- Managed an information architect and an HTML specialist. Supervised the creation of functional specifications and design comps; participated in the review of site requirements and provided time estimates to the business.
- Worked closely with other team leads to streamline development processes. Created guidelines and documentation for site enhancements and maintenance.

- Wrote technical analyses about Esurg's competitors. These reviews focused on the quality of their sites' usability, graphic design, information architecture, and HTML coding.
- Created functional specifications and prototypes for site enhancements. Researched new information architecture and usability methodologies and techniques.
- Created and maintained QA test scripts for new site releases. Worked with developers to triage defects.

12/99-06/00

Lead HTML Production Specialist, Getty Images

- Supervised 4 HTML Specialists; conducted code reviews and provided time estimates to Program Manager. Also managed the workload of an HTML Builder outside of the department.
- Created and maintained site maintenance guides, image naming conventions and directory structure guidelines, boutique specification guidelines, and other technical documents.
- Provided training on good coding practices for both technical and non-technical individuals responsible for site maintenance.
- Worked closely with other team leads in development and QA to ensure that site standards were enforced and that project deadlines would be met.
- Met every deadline in a timely fashion despite department staffing shortage and splitting time between www.gettyone.com and GettySource projects.