

SARAH E. EDWARDS

Department of Communication Arts
Media and Cultural Studies
University of Wisconsin-Madison

Vilas Communication Hall
Madison, WI, 53706
Email: Seedwards2@Wisc.edu

EDUCATION

- 2019-25 Ph.D., Media and Cultural Studies, University of Wisconsin-Madison

Dissertation: Industrializing Influence: Labor, Precarity, and Ambivalent Resistance in the Influencer Industry

Committee: Dr. Jeremy Morris (Chair), Dr. Jason Lopez, Dr. Eric Hoyt
- 2017-19 M.A., Cultural Anthropology, North Carolina State University
- 2012-16 B.A., Sociology and Anthropology, Warren Wilson College

RESEARCH INTERESTS

social media industries; digital labor; cultural intermediaries; branding and promotional cultures; platformization; political economy of media; feminist media theory; critical media industry studies

PUBLICATIONS

Peer-Reviewed Journal Articles

- 2022 Branded Dreams, Boss Babes: Influencer Retreats and the Cultural Logics of the Influencer Para-Industry. *Social Media+Society*.
<https://doi.org/10.1177/20563051221116846>

Chapters in Edited Collections

- 2018 Feinberg, Ben and **Sarah E. Edwards**. Are We (Still) the World? Service Learning and the 'Weird' Slot in Student Narratives of Study Abroad. In *Cosmopolitanism and Tourism: Rethinking Theory and Practice*, edited by Robert Shepherd. Lexington Books.

Other Writing

- 2024 (In press). Introduction: Creative Labor and Precarity. *The Velvet Light Trap*, Volume 94.

Works in Progress

(Under Review). Fuck You, Pay Me: Payment Apps, Review Platforms, and Ambivalent Resistance in the Influencer Industry.

(Forthcoming). Creator Economies and Labor Precarity. In *The Handbook of Technology, Media, and Democracy*, edited by Robyn Caplan, Philip Napoli, and Ken Rogerson. De Gruyter Press. Invited chapter.

REFEREED CONFERENCE PRESENTATIONS & INVITED TALKS

- 2024 Professionalizing and Collectivizing: Examining the Emergence of Trade Associations and Guilds in the US Influencer Industry. Media Industries Conference, London, England, April 16th-19th.
- 2023 Platformization in Nation Branding Processes. 24th Association of Internet Researchers Annual Meeting, Philadelphia, PA, October 18th-21st. Extended abstract available in *Selected Papers of Internet Research (SPIR)*.
- 2023 Fuck You, Pay Me: Payment Apps and Review Platforms in Influencer Ecologies. Society for Cinema and Media Studies Annual Conference, Denver, CO, April 12th-15th.
- 2022 Consumer Citizens, Instagram Nations: Travel Influencers, Branding Strategies, and Gender in Representations of the “Global” Nation. Console-ing Passions, Orlando, FL, June 23rd-25th (virtual presentation).
- 2022 Creating the Content and Context of Culture: Digital Intermediaries in Nation Branding Processes. Society for Cinema and Media Studies Annual Conference, Chicago, IL, March 31st-April 3rd (virtual conference).
- 2021 If You Can Work from Anywhere...Why Work Anywhere Else? Flexible Citizenship, Regimes of Mobility, and the Discourse of Digital Nomadism. 22nd Association of Internet Researchers Annual Meeting, Philadelphia, PA, October 13-16th (virtual conference). Extended abstract available in *Selected Papers of Internet Research (SPIR)*.
- 2021 “Global” Identities, Sponsored Selves: Travel Influencers and the Global Political Economy of Instagram. Midwest Popular Culture Association/Midwest American Culture Association Annual Conference, Minneapolis, MN, October 7-10th.
- 2016 Turning the Lens: How Study Abroad Maintains and Challenges the Dominant Discourse of Travel. 79th Southern Sociological Society Annual Meeting, Atlanta, GA, April 13-16th.

Roundtables and Workshops

- 2023 The Promises and Perils of Generative AI for the Creator Economy Workshop. Microsoft Research-New England, Cambridge, MA, October 23rd. Invited Participant. Organized by Nancy Baym, Zoë Glatt, and David Craig. Research Agenda available at: <https://www.ccsn.site/Resources>
- 2022 Doctoral Colloquium, 23rd Association of Internet Researchers Annual Meeting, Dublin, Ireland, November 2-5th (virtual colloquium).
- 2021 Pandemic Promotionalism: Cultural Memory and Repertoires of Digital Doing in 2020. College Art Association Annual Conference, Chicago, IL, October 27-29th (virtual conference).

Guest Lectures

- 2023 On “Influencer Creep.” Critical Internet Studies (Dr. Jeremy Morris). University of Wisconsin-Madison.
- 2022 On the “Nested Precarities of Creative Labor” in the Social Media Entertainment Industry. Critical Internet Studies (Dr. Jeremy Morris). University of Wisconsin-Madison.

FELLOWSHIPS, HONORS & AWARDS

- 2024 Communication Arts Exceptional Service Award
UW-Madison, Department of Communication Arts
- 2024 Student Research Grants Competition Award
UW-Madison Graduate School
- 2022 Sharon Sites Award in Film and Media and Cultural Studies
UW-Madison, Department of Communication Arts
- 2022 Graduate Student Support Competition Fellowship
UW-Madison Graduate School
- 2022 William E. Elliott Endowed Dissertation Scholarship
UW-Madison, Department of Communication Arts
- 2022-24 McCarty Fund Travel Scholarship
UW-Madison, Department of Communication Arts
- 2020 Summer Graduate School Scholarship
UW-Madison, College of Letters & Sciences

- 2016 Elizabeth G. Martin Work Award
Warren Wilson College, Work Program
- 2016 Senior Award for Sociology and Anthropology
Warren Wilson College, Department of Sociology and Anthropology
- 2015 Beck Scholarship
Warren Wilson College, Department of Sociology and Anthropology
- 2015 Klein Social Science Award
Warren Wilson College, Department of Sociology and Anthropology
- 2014-16 Sutton Honor Scholarship
Warren Wilson College

RESEARCH APPOINTMENTS

- 2023 Microsoft Research-New England Lab
Sociotechnical Systems PhD Intern
Social Media Collective
Supervisor: Dr. Nancy Baym, Senior Principal Researcher

TEACHING APPOINTMENTS

University of Wisconsin-Madison

- 2024-25 Survey of Contemporary Media
Teaching Assistant
- 2022-23 Critical Internet Studies
Teaching Assistant
- 2021-22 Sports Media
Grader
- Fall 2021 Introduction to Speech Composition
Instructor of Record
- 2020-21 Survey of Contemporary Media
Teaching Assistant
- 2019-20 Introduction to Speech Composition
Instructor of Record

North Carolina State University

Spring 2019 Language and Culture
Grader

Fall 2018 Physical Anthropology
Grader

2017-18 Physical Anthropology
Teaching Assistant

Digital Production

University of Wisconsin-Madison

2023-24 Design Lab
Consultant

Undergraduate Advising

University of Wisconsin-Madison

2022 SOAR (Student Orientation, Advising, and Registration)
Wisconsin School of Business
Graduate Advisor

PEDAGOGY & PROFESSIONAL DEVELOPMENT

University of Wisconsin-Madison

2022-23 The Discussion Project and Discussion Project Study
School of Education

Fall 2021 Beyond Rhetoric: Developing an Ethical and Equitable Practice
Delta Program in Research, Teaching, and Learning

Spring 2021 Exploring Practices in the Classroom: Remote Teaching and Learning
Delta Program in Research, Teaching, and Learning

SERVICE

Institutional Service

University of Wisconsin-Madison

- 2023-24 Managing Editor
 “Creative Labor and Precarity,” Volume 94
 The Velvet Light Trap
- 2021-22 Media and Cultural Studies Representative
 Graduate Student Organization
 Department of Communication Arts
- 2020-21 Coordinating Editor, University of Texas Press Liaison
 “Rethinking Nonfiction Media,” Volume 88
 The Velvet Light Trap
- 2019- Editorial Board Member
 The Velvet Light Trap

North Carolina State University

- 2018-19 Member
 Bookstore Standing Committee

Professional Service

- 2024 Screening Committee. George Foster Peabody Awards, Radio and Podcasting
 Category
- 2023- Founding Member, Steering Committee. Content Creator Scholars Network
- 2023 Conference Submission Reviewer. Association of Internet Researchers
- 2021 Panel Chair, “Politics: Globalization, Nationalism, and Resistance.” Midwest Popular
 Culture Association/Midwest American Culture Association.
- 2021 Conference Submission Reviewer. Association of Internet Researchers
- 2021 Conference Submission Reviewer. International Communication Association,
 Popular Culture Division

PROFESSIONAL MEMEBERSHIPS & AFFILIATIONS

Content Creator Scholars Network
Association of Internet Researchers
Society for Cinema and Media Studies