

## SARAH E. EDWARDS

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Media and Cultural Studies  
University of Wisconsin-Madison

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### EDUCATION

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- 2019-24      Ph.D., Media and Cultural Studies, University of Wisconsin-Madison
- Dissertation: Influencer Nations: Cultural Production, Consumer Citizenship, and the Nation-State
- 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

### PUBLICATIONS

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#### 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.

#### Works in Preparation

1. Professionalizing and Collectivizing: Examining the Emergence of Trade Associations in the Influencer Industry. TBC.
2. Fuck You, Pay Me: Payment Apps and Review Platforms in Influencer Ecologies. TBC.

3. 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.

#### REFEREED CONFERENCE PRESENTATIONS & INVITED TALKS

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- 2023 Platformization in Nation Branding Processes. 24<sup>th</sup> Association of Internet Researchers Annual Meeting, Philadelphia, PA, October 18-21. Extended abstract available in *Selected Papers of Internet Research (SPIR)* <link here>.
- 2023 Fuck You, Pay Me: Payment Apps and Review Platforms in Influencer Ecologies. Society for Cinema and Media Studies Annual Conference, Denver, CO, April 12<sup>th</sup>-15<sup>th</sup>.
- 2022 Consumer Citizens, Instagram Nations: Travel Influencers, Branding Strategies, and Gender in Representations of the “Global” Nation. Console-ing Passions, Orlando, FL, June 23<sup>rd</sup>-25<sup>th</sup> (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 31<sup>st</sup>-April 3<sup>rd</sup> (virtual conference).
- 2021 If You Can Work from Anywhere...Why Work Anywhere Else? Flexible Citizenship, Regimes of Mobility, and the Discourse of Digital Nomadism. 22<sup>nd</sup> Association of Internet Researchers Annual Meeting, Philadelphia, PA, October 13-16<sup>th</sup> (virtual conference). Extended abstract available in *Selected Papers of Internet Research (SPIR)* <<https://spir.aoir.org/ojs/index.php/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 7-10<sup>th</sup>.
- 2016 Turning the Lens: How Study Abroad Maintains and Challenges the Dominant Discourse of Travel. 79<sup>th</sup> Southern Sociological Society Annual Meeting, Atlanta, GA, April 13-16<sup>th</sup>. Roundtables and Workshops

#### Roundtables and Workshops

- 2023 The Promises and Perils of Generative AI for the Creator Economy Workshop. Microsoft Research-New England, Cambridge, MA, October 23<sup>rd</sup>. Invited Participant. Organized by Nancy Baym, Zoë Glatt, and David Craig.
- 2022 Doctoral Colloquium, 23<sup>rd</sup> Association of Internet Researchers Annual Meeting, Dublin, Ireland, November 2-5<sup>th</sup> (virtual colloquium).

2021            Pandemic Promotionalism: Cultural Memory and Repertoires of Digital Doing in 2020. College Art Association Annual Conference, Chicago, IL, October 27-29<sup>th</sup> (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

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2022            Graduate Student Support Competition Fellowship  
*University of Wisconsin-Madison Graduate School*

#### HONORS & AWARDS

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2022-23        UW-Madison McCarty Fund Travel Scholarship  
*Department of Communication Arts*

2022            UW-Madison Sharon Sites Award in Film and Media and Cultural Studies  
*Department of Communication Arts*

2022            UW-Madison William E. Elliott Endowed Dissertation Scholarship  
*Department of Communication Arts*

2020            UW-Madison Summer Graduate School Scholarship  
*College of Letters & Sciences*

2016            Warren Wilson College Elizabeth G. Martin Work Award

2016            Warren Wilson College Senior Award for Sociology and Anthropology

2015            Warren Wilson College Beck Scholarship

2015            Warren Wilson College Klein Social Science Award

2014-16        Warren Wilson College Sutton Honor Scholarship

## RESEARCH APPOINTMENTS

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

## ACADEMIC APPOINTMENTS

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### Teaching Positions

University of Wisconsin-Madison

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 Positions

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**

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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**

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#### **Institutional Service**

University of Wisconsin-Madison

2023-24 Managing Editor  
“Creative Labor and Precarity,” Issue 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,” Issue 88  
*The Velvet Light Trap*

2019-24 Editorial Board Member  
*The Velvet Light Trap*

North Carolina State University

2018-19      Member  
                  Bookstore Standing Committee

### **Professional Service**

Conference Organizing

2021            Panel Chair, "Politics: Globalization, Nationalism, and Resistance."  
                  *Midwest Popular Culture Association/Midwest American Culture Association.*

Conference Submission Reviewer

2023            Association of Internet Researchers  
2021

2021            International Communication Association  
                  *Popular Culture Division*

### **PROFESSIONAL MEMEBERSHIPS & AFFILIATIONS**

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Association of Internet Researchers

Society for Cinema and Media Studies

Console-ing Passions