BEN PETTIS

University of Wisconsin-Madison

2151 Vilas Hall
821 University Ave
Madison, WI 53706

bpettis@wisc.edu
www.benpettis.com

EDUCATION

PH.D. **UNIVERSITY OF WISCONSIN-MADISON, EXPECTED FALL 2024** (*ABD 8/2022*)
DEPARTMENT OF COMMUNICATION ARTS
Dissertation: *Becoming Users: Layers of People, Technology, and Power on the Internet*

M.A. **COLORADO STATE UNIVERSITY, 2020**
DEPARTMENT OF COMMUNICATION STUDIES
Thesis: *The Tumblr Porn Ban: The Platform Triad and the Shaping of Online Spaces*

B.A. **UNIVERSITY OF OREGON, 2018**
SCHOOL OF JOURNALISM AND COMMUNICATION; DEPARTMENT OF CINEMA STUDIES
Concurrent B.A. degrees in Media Studies and Cinema Studies

ACADEMIC APPOINTMENTS

2021- **PROJECT ASSISTANT**
Media History Digital Library, Wisconsin Center for Film and Theater Research

2020- **GRADUATE TEACHING ASSISTANT**
Department of Communication Arts, University of Wisconsin-Madison

2019 **RESEARCH ASSISTANT**
Department of Communication Studies, Colorado State University

2018-2020 **GRADUATE TEACHING ASSISTANT**
Department of Communication Studies, Colorado State University

PUBLICATIONS

REFERREED JOURNAL ARTICLES

2024   Pettis, Ben T. "The Inherent Vice of Internet Memes: The Double Bind of Recognition and the Aesthetic of Haste." *International Journal of Communication.* May 2024.

2022   Pettis, Ben T. "reCAPTCHA Challenges and the Production of the Ideal Web User." *Convergence.* December 2022. https://doi.org/10.1177/13548565221145449.

2021   Pettis, Ben T. "Know Your Meme and the Homogenization of Web History." *Internet Histories*. August 2021. https://doi.org/10.1080/24701475.2021.1968657.

BOOK REVIEWS

2024   "WhatsApp: From a one-to-one Messaging App to a Global Communication Platform: By Amelia Johns, Ariadna Matamoros-Fernández, and Emma Baulch." *Internet Histories*, July 2024. https://doi.org/10.1080/24701475.2024.2380637

2022   "The New Laws of Love: Online Dating and the Privatization of Intimacy: By Marie Bergström." *Internet Histories,* May 2022. https://doi.org/10.1080/24701475.2022.2075156

2020   "The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism: By Nick Couldry and Ulises Ali Mejias." *Critical Studies in Media Communication*, February 2020. https://doi.org/10.1080/15295036.2020.1718835.

BOOK CHAPTERS

--   Hoyt, Eric, Ben T. Pettis, Lesley Stevenson, and Samuel Hansen. "Searching for Similarity: Computational Analysis and the U.S. Film Industry Trade Press of the Early 1920s." In *Global Movie Magazine Networks*, edited by Kelley Conway and Eric Hoyt. University of California Press. (*Forthcoming*)

MANUSCRIPTS UNDER REVIEW

--   Pettis, Ben T. and Mel Stanfill. "What is a Trending Topic? Rethinking Twitter Research in a Post-API Era." Under review at *Social Media + Society*. Submitted January 2024.

--   Pettis, Ben T. and Jeremy Wade Morris. "Subscribe, Follow, Save: Podcast Preservation in the Platform Era." In *Researching Podcasts and Podcasting*, edited by Aske Kammer and Freja Sørine Adler Berg. Palgrave Macmillan. Submitted October 2023.

CONFERENCE PARTICIPATION

Papers Presented

2024   "'fuck /u/spez' - The Reddit Blackout as User Protest Under Digital Feudalism."
            Society for Cinema and Media Studies Annual Conference.
            Boston, MA. March 2024

2023   "Who Watches the Birdwatchers? Creating a Rogue Archive of Twitter's Ongoing
            Collapse." Association of Internet Researchers Annual Conference.
            Philadelphia, PA. October 2023.

2023   "HTTP 451 - Unavailable for Legal Reasons: A Full Stack Analysis of Online
            Geoblocking." International Communication Association Conference. Toronto,
            ON. May 2023.

2023   "['dateStart'], ['dateString'], and dateKludge(): A Critical Code Studies Analysis of the
            Media History Digital Library." Society for Cinema and Media Studies Annual
            Conference. Denver, CO. April 2023.

2022   "The Next Generation of Podcasting Has [Not] Arrived: The Potential and Failure
            of the Video Podcast." Society for Cinema and Media Studies Annual
            Conference. March 2022.

2021   "Know Your Meme and the Homogenization of Web History." Association of Internet
            Researchers Annual Conference. October 2021.

2021   "From Deep-Fried Memes to 'It Needs more JPEG': Image Degradation and the
            Material Traces of Copying." Society for Cinema and Media Studies Annual
            Conference. March 2021.

2020   "'A Better, More Positive Tumblr:' Regulating Obscenity and Defining Community
            Standards on Social Media Platforms." Society for Cinema and Media Studies
            Annual Conference. Denver, CO. April 2020. (*Conference canceled due to
            COVID-19*)

2019   "Finstas, Young Adults, and Stardom: The Construction and Presentation of
            Identities on Instagram." National Communication Association Annual
            Convention. Baltimore, MA. November 2019.
            Top Paper Award, Master's Education Section

2019   "Pepe the Frog and Drake Approves: Variances in the Exploitability of Meme
            Genres." Society for Cinema and Media Studies Annual Conference. Seattle,
            WA. March 2019.

2018   "Pepe the Frog: A Case Study in 'Meme Magic.'" What is Universe? Communication,
            Complexity, Coherence. University of Oregon, Portland, OR. April 2018.

Panels Organized

2022   "Resisting Platformization: User Communities Working Within and Against Platform
            Constraints." (With Sarah Edwards, Zoë Glatt, and Kira Marshall-McKelvey)
            Society for Cinema and Media Studies Annual Conference. Boston, MA. March
            2024

POSTERS

2022   "Capturing reCAPTCHA: Preserving Ephemeral Web Interactions." DH Unbound. May 2022.

2019   "The Tumblr Porn Ban: Power Imbalances of Corporate Personhood." Poster presented at: 2019 CSU Graduate Student Showcase. Fort Collins, CO. November 2019.

OTHER INVITED TALKS

2023   Hoyt, Eric, Ben Pettis, Sam Hansen, Kat Pan, and Lesley Stevenson. "Inside the New Media History Digital Library." Online Workshop. January 2023.

DIGITAL PROJECTS

2023-   **LOVES, LINKS, ARCHIVES: SAVING AND SHARING THE WENDY CLARKE TAPE COLLECTION**
              PROJECT ASSISTANT & WEB DEVELOPER (ASTRO.JS)

              Co-Author on a $298,292 NEH Humanities Collections and Reference Resources Implementation Grant

              Designed Web interface and other front-end systems for an online archive of 863 original videotapes produced by artist Wendy Clarke for a series of 15 video projects dating from the 1970s to 1990s that explored themes of love, community, culture, and self-reflection across multiple underrepresented communities.

              https://wendyclarke.wcftr.commarts.wisc.edu

2023-   **PODCASTRE**
              PROJECT ASSISTANT & WEB DEVELOPER (RUBY ON RAILS)

              Assessed current website design and functionality (PHP/Symfony). Updated website content and redesigned web interfaces for accessibility, mobile responsiveness, and overall functionality.

              https://podcastre.org

2023   **BROADCASTING A/V DATA**
              PROJECT ASSISTANT

              Copyedited exhibit text, prepared images and other visualizations, and formatted materials for online publication.

              https://bavd.unlockingtheairwaves.org

2022-   **BIRDWATCH ARCHIVE**
              WEB DEVELOPER (PYTHON, RUBY ON RAILS)

              Designed a Web app to automatically retrieve public data from Twitter's crowdsourced fact-checking program and parse into a searchable database, including a public-facing website to browse user-submitted notes.

              https://birdwatcharchive.org

2022-	**BALLYHOO DATABASE**
	WEB DEVELOPER (RUBY ON RAILS)
	Developed an online interface to interact with one of the Wisconsin Center for Film and Theater Research's databases, including options for staff and volunteers to edit and enter metadata, and functionality for users to search and browse items.

2021-	**MEDIA HISTORY DIGITAL LIBRARY (MHDL)**
	WEB DEVELOPER (PHP)
	Created a new MHDL website with improved experience on mobile devices, designed scripts and workflows to automatically display new and updated scans as they are made available, developed new options for sorting and browsing curated collections.
	https://mediahist.org

2021-	**LANTERN**
	WEB DEVELOPER (RUBY ON RAILS)
	Performed frontend and backend upgrades to the MHDL's full-text search platform, redesigned interfaces to improve experience on mobile devices, improved functionality of advanced search and filtering, enabled access to OCR text and other metadata via API.
	https://lantern.mediahist.org

AWARDS

2023	**KEPLEY TEACHING AWARD**
	DEPARTMENT OF COMMUNICATION ARTS, UNIVERSITY OF WISCONSIN-MADISON
	For excellence in teaching by a Communication Arts graduate student.
	$2,000

2023	**GRADUATE STUDENT SUPPORT COMPETITION FELLOWSHIP**
	GRADUATE SCHOOL, UNIVERSITY OF WISCONSIN-MADISON
	Selected by the Media and Cultural Studies Faculty in the Department of Communication Arts.
	$11,864

2022	**ELLIOT DISSERTATION SCHOLARSHIP**
	DEPARTMENT OF COMMUNICATION ARTS, UNIVERSITY OF WISCONSIN-MADISON
	$2,000

2021	**HELEN K. MEMORIAL FUND SCHOLARSHIP**
	DEPARTMENT OF COMMUNICATION ARTS, UNIVERSITY OF WISCONSIN-MADISON
	$473

2019   **GORDON F. HOSTETTLER AWARD**
DEPARTMENT OF COMMUNICATION STUDIES, COLORADO STATE UNIVERSITY
$1,000

TEACHING

UNIVERSITY OF WISCONSIN-MADISON

2024   **MEDIA INDUSTRIES & POP CULTURE (CA 313)**
Graduate Teaching Assistant
[In-person instruction]

2023, 2024   **CRITICAL INTERNET STUDIES (CA 346)**
Graduate Teaching Assistant
[In-person instruction]

2021-2022   **INTRO TO DIGITAL MEDIA PRODUCTION (CA 155)**
Graduate Teaching Assistant
[In-person instruction]

2020-2021   **SURVEY OF CONTEMPORARY MEDIA (CA 250)**
Graduate Teaching Assistant
[Synchronous online instruction]

COLORADO STATE UNIVERSITY

2019-2020   **INTO PATHWAYS (SPCM 200)**
Taught multiple sections of Public Speaking with seats for students enrolled in CSU's INTO Pathways, a program which provides opportunities for undergraduate and graduate level international students to improve their English literacy and academic performance during their first year at an American university.

2018-2020   **PUBLIC SPEAKING (SPCM 200)**
Instructor of Record
[In-person instruction; with a portion of the Spring 2020 semester conducted as online asynchronous discussions due to the COVID-19 pandemic]

SERVICE

2023-2024   **SCREENING COMMITTEE MEMBER, RADIO AND PODCASTING CATEGORY**
GEORGE FOSTER PEABODY AWARDS
Screened, assessed, and reported on radio and podcast entries as an initial phase of the awards ajudication process.

2022-2023   **GRADUATE STUDENT ORGANIZATION REPRESENTATIVE**
             DEPARTMENT OF COMMUNICATION ARTS, UNIVERSITY OF WISCONSIN-MADISON
             Served as liaison between graduate students and the faculty, providing regular
             updates and communication for department news and events.

2019-2020   **ACT HUMAN RIGHTS FILM FESTIVAL, PROGRAMMING COMMITTEE MEMBER**
             DEPARTMENT OF COMMUNICATION STUDIES, COLORADO STATE UNIVERSITY
             Screened and recommended films for the annual ACT Human Rights Film Festival.

AD-HOC REVIEWING

First Monday: 2023 (x1), 2024 (x1)

Internet Histories: 2023 (x3)

CONFERENCE REVIEWING

Association of Internet Researchers: 2023, 2024

International Communication Association

Popular Media & Culture Division: 2023, 2024

SKILLS AND MEMBERSHIPS

PROFESSIONAL DEVELOPMENT

2024   Research Mentor Learning Communities
        Delta Program, University of Wisconsin-Madison

2022   Building Inclusive Communities and the Capacity to Create Change
        Office of Inclusion Education, University of Wisconsin-Madison

2020   Trauma-informed Pedagogy
        Delta Program, University of Wisconsin-Madison

2020   Inclusive Teaching in Online Environments
        Delta Program, University of Wisconsin-Madison

2019   Graduate Teaching Certificate
        The Institute for Learning and Teaching (TILT), Colorado State University

2018   Inclusive Pedagogy and Praxis Workshop
        College of Liberal Arts, Colorado State University

DIGITAL PRODUCTION SKILLS

Adobe Photoshop, Illustrator, InDesign, Audition, and Premiere.

HTML, CSS, and PHP

Astro.js

Python

Ruby, Ruby on Rails

ORGANIZATIONS

Association of Internet Researchers

Society for Cinema and Media Studies

International Communication Association

National Eagle Scout Association

ADDITIONAL WORK EXPERIENCE

2019- **FREELANCE BOOK INDEXER**

Wrote and prepared indexes for academic monographs.

Worked on books from the fields of Literature, History, Art, Cinema Studies, Legal Studies, Anthropology, Sociology, Psychology, and International Studies.

Produced indexes for numerous publishers, including: Routledge, Duke University Press, Princeton University Press, Cambridge University Press, University of Wisconsin Press and MIT Press.

2017-2018 **SUSTAINABLE CITIES YEAR PROGRAM, REPORT COORDINATOR**
SUSTAINABLE CITIES INITIATIVE (SCI), UNIVERSITY OF OREGON

Organized the work of student report writers for the Sustainable Cities Year Program (SCYP)

Communicated with UO Faculty, Students, SCI Staff, and Partner Community representatives to organize and facilitate the SCYP report process.

Reviewed drafts of student reports, and performed edits for organization, clarity, and overall SCI style guidelines.

Ensured that student work was completed and delivered to the partner communities by appropriate deadlines.

2016-2017 **CAMP DIRECTOR**
DENVER AREA COUNCIL, BOY SCOUTS OF AMERICA

Planned and developed a summer camp program including hiring staff, communication with unit leaders, and coordination with other council employees.

Trained camp staff and provided resources and guidance to support the educational goals of the summer camp program.

Supervised daily operation of the camp, equipment safety, and facility usage.

Directed staff in enforcing camp and council policies and procedures.