

## **John L. Sullivan, Ph.D.**

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### **EDUCATION**

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<i>The Annenberg School for Communication, University of Pennsylvania</i> <b>Ph.D. in Communication</b>	<b>2000</b>
<i>The Annenberg School for Communication, University of Pennsylvania</i> <b>M.A. in Communication</b>	<b>1995</b>
<i>Pomona College, Claremont, CA</i> <b>B.A. in Media Studies &amp; German, Cum laude, Phi Beta Kappa</b>	<b>1993</b>

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### **AWARDS AND FELLOWSHIPS**

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Four-week Summer Research & Direct Expense Grant, <i>Muhlenberg College</i>	<b>2017</b>
Four-week Summer Teaching Grant, <i>Muhlenberg College</i>	<b>2017</b>
Direct Expense Grant, <i>Muhlenberg College</i>	<b>2016</b>
LVAIC Teagle Grant, Hybrid Course Development	<b>2015-2016</b>
Eight-week Summer Research Grant, <i>Muhlenberg College</i>	<b>2014</b>
One Year Sabbatical Grant, <i>Muhlenberg College</i>	<b>2013-2014</b>
Eight-week Summer Teaching Grant, <i>Muhlenberg College</i>	<b>2012</b>
Eight-week Summer Research Grant, <i>Muhlenberg College</i>	<b>2010</b>
Eight-week Summer Research Grant, <i>Muhlenberg College</i>	<b>2009</b>
Eight-week Summer Research Grant, <i>Muhlenberg College</i>	<b>2008</b>
One Year Sabbatical Grant, <i>Muhlenberg College</i>	<b>2007-2008</b>
First Year Seminar Summer Development Grant, <i>Muhlenberg College</i>	<b>2005</b>
Eight-week Summer Research Grant, <i>Muhlenberg College</i>	<b>1999</b>
Top 3 Paper, International Communication Association Conference, Communication Law & Policy Division, Jerusalem, Israel	<b>1998</b>
Phi Beta Kappa	<b>1993</b>

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### **TEACHING EXPERIENCE**

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<i>Muhlenberg College, Allentown, PA</i> <b>Professor of Media &amp; Communication</b>	<b>2014 – Present</b>
<b>Associate Professor of Media &amp; Communication</b>	<b>2006 – 2014</b>
<b>Assistant Professor of Media &amp; Communication</b>	<b>1998 – 2006</b>

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### **PROFESSIONAL ACTIVITIES**

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<b>Member of Coordinating Committee, Union for Democratic Communications (UDC)</b>	<b>2010-2015</b>
<b>Newsletter Editor-In-Chief, Union for Democratic Communications</b>	<b>2011-2015</b>
<b>Co-Host, Media &amp; Communication Channel, New Books Network</b>	<b>2014-2016</b>
<b>Associate Editor, <i>International Journal of Media and Cultural Politics (MCP)</i></b>	<b>2008-2012</b>
<b>U.S. Book Reviews Editor, <i>International Journal of Media and Cultural Politics (MCP)</i></b>	<b>2004-2008</b>
<b>Book Reviews Editor, <i>Inter/sections: The Journal of Global Communications &amp; Culture</i></b>	<b>2000-2003</b>
<b>President, Junior Scholars Network (JSN) of IAMCR</b>	<b>2001-2002</b>
<b>Textbook Reviewer, Allyn &amp; Bacon Publishers</b>	<b>2003-2004</b>

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**PUBLICATIONS & PRESENTATIONS**


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**Current Projects:**

Sullivan, J.L. (in progress). *Podcasting: From Cultural Form to Culture Industry*. London: Routledge.  
The book explores the professionalization and commercialization of podcasting.

**Books:**

Sullivan, J.L. (2013). *Media Audiences: Effects, Users, Institutions, and Power*. Newbury Park, CA: Sage Publications.

**Manuscripts/Articles:**

Sullivan, J.L. (2018, forthcoming). Podcast Movement: Aspirational Labor and the Rationalization of Podcasting as a Cultural Industry. Chapter in *Podcasting: New Aural Cultures and Digital Media* (Palgrave Macmillan).

Sullivan, J.L. (2016, December 1). Researching the Internet Industries: Strategies and Methods. *Culture Digitally* (blog post). Available at [http://culturedigitally.org/2016/12/studying\\_internet\\_industries/](http://culturedigitally.org/2016/12/studying_internet_industries/).

Sullivan, J.L. (2016). Software and artificial scarcity in digital media. *The Political Economy of Communication*, 4,1. Available at: <http://polecom.org/index.php/polecom/article/view/64> (peer-reviewed).

Sullivan, J.L. (2015). Transporting Television in Space and Time: The Export of *Doctor Who* to the United States in the 1970's and 1980's. *Journal of British Cinema and Television*, 12(3), 342-363. (peer-reviewed).

Sullivan, J.L. (2014). Book Review: *To the cloud: Big data in a turbulent world* by Vincent Mosco. *International Journal of Communication*, 8, 2343-2347.

Sullivan, J.L. (2013). Uncovering the Data Panopticon: The Urgent Need for Critical Scholarship in an Era of Corporate and Government Surveillance. *The Political Economy of Communication*, 1(2). (peer-reviewed).

Sullivan, J.L. (2011). Free, Open Source Software Advocacy as a Social Justice Movement: The Expansion of F/OSS Movement Discourse in the 21st Century. *Journal of Information Technology & Politics*, 8, 223-239 (peer-reviewed).

Sullivan, J.L. (2011). Software freedom as social justice: The open source software movement and information control. In S.C. Jansen, J. Pooley, & L. Taub-Pervizpour (eds.), *Media and Social Justice* (pp. 159-176). London: Palgrave-Macmillan.

Sullivan, J.L. (2009). Leo C. Rosten's Hollywood: Power, Status, and the Primacy of Social Networks in Cultural Production. In V. Mayer, M. Banks & J. Caldwell, (Eds.). *Production Studies: Cultural Studies of Media Industries* (pp. 39-53). New York: Routledge.

Sullivan, J.L. (2007). Marketing creative labor: Hollywood "making of" documentary features. In K. McKercher & V. Mosco (Eds). *Knowledge workers in the information age* (pp. 69-83). Lanham, MD: Lexington Books.

Sullivan, J.L. (2006). Comparing global media: Losing the forest among the trees. A review of *Comparing Media from Around the World* by Robert McKenzie. *Global Media Journal*, 5(9). Available at: <http://lass.calumet.purdue.edu/cca/gmj/index.htm>.

Sullivan, J.L. & Jansen, S.C. (2005). E-application etiquette. *The Chronicle of Higher Education*, August 31.

Sullivan, J.L. (2005). Modeling the audience marketplace. A review of *Audience economics: Media institutions and the audience marketplace* by Philip M. Napoli. *International Journal of Media and Cultural Politics*, 1(1), 152-156.

Jordan, A.B., Albright, A., Branner, A., & Sullivan, J.L. (2003). *The state of closed captioning services in the United States: An assessment of quality, availability, and use*. Annenberg Public Policy Center Report for the National Captioning Institute Foundation.

Nabi, R.L. & Sullivan, J.L. (2001). Extending cultivation research from beliefs to behaviors: Does television viewing relate to engaging in protective actions against crime? *Communication Research*, 28(6), 802-825.

Sullivan, J.L. & Jordan, A.B. (1999). Playing by the rules: Impact and implementation of children's educational television regulations among local broadcasters. *Communication Law and Policy*, 4(4), 483-511.

Sullivan, J.L. & Jordan, A.B. (1997). Children's educational television regulations and the local broadcaster: Impact and implementation, *Annenberg Public Policy Center Report No. 13*, June 9, 1997.

### Conference Presentations and Invited Talks:

Sullivan, J.L. (2018). Deconstructing the Commodity Audience: Contrasting Indigenous vs. Industrial Perspectives. Union for Democratic Communications (UDC) Conference, Chicago, Illinois, May 9-10, 2018.

Sullivan, J.L. (2017, November 17). Invited panelist: "Fact, False, or Just Flawed: Critically Examining News in the Age of Truthiness." Delaware Valley chapter of the Association of College and Research Libraries (ACRL).

Sullivan, J.L. (2017). Revolutionizing the Concept of Media Literacy in an Age of Trump. Presentation delivered at the MCFLAC (Media, Communication, and Film Studies Programs at Liberal Arts Colleges) Symposium at Colby College, May 23-24.

Sullivan, J.L. (2017, March 30). Uncovering Data Panopticons. Invited talk given at Delaware County Community College (DCCC). The talk was part of the DCCC faculty learning community series on privacy and learning analytics, which featured my 2013 essay, "Uncovering the Data Panopticon: The Urgent Need for Critical Scholarship in an Era of Corporate and Government Surveillance."

Sullivan, J.L. (2016). Technical and ethical discourses in web standardization: The case of encrypted media extensions (EME) and HTML5. Paper presented at the 17<sup>th</sup> Annual Conference of the Association of Internet Researchers (AoIR) in Berlin, Germany, October 5-8.

Sullivan, J.L. (2016). Collaborative, Cross-Campus Hybrid Course Development and Implementation. Panel presentation with Dr. Sabrina Terrizzi, Moravian College & Christopher Ruebeck, Lafayette College. Presented at the Bryn Mawr Blended Learning Conference, May 18-19.

Sullivan, J.L. (2015). *Architectures of control: The standardization of video streaming protocols and the future of online video*. Paper presented at the 16<sup>th</sup> Annual Conference of the Association of Internet Researchers (AoIR), Tucson, AZ, October 21-24.

Sullivan, J.L. (2015). *Video streaming protocols and the Creation of Artificial Scarcity in Online Video Markets*. Paper presented at the 2015 Conference of the Union for Democratic Communications (UDC), University of Toronto, May 1-3.

Sullivan, J.L. (2014). *Turning students into audience researchers: The practice and ethics of online ethnographic audience research*. Invited talk presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, August 6-9.

Sullivan, J.L. (2013). *Podcasting as a cultural industry*. Paper presented at the 2013 Conference of the Union for Democratic Communications (UDC), San Francisco, November 1-3.

Sullivan, J.L. (2013). Transporting Television in Space and Time: The Export of *Doctor Who* to the United States in the 1970's and 1980's. Paper presented at "Doctor Who: Walking in Eternity – An interdisciplinary conference at the University of Hertfordshire," September 3-5.

Sullivan, J.L. (2013). Invited Panel Discussant: "Reading the [Fragmented] Audience: Approaches to Audience Analysis in the New Media World". Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C., August 8-11.

Sullivan, J.L. (2010). "Netmedia", *Digital Rights Advocacy, and the Construction of the Open Source Software Movement*. Paper presented at the 2010 Conference of the Union for Democratic Communications (UDC), Penn State University, October 14-16.

Sullivan, J.L. (2010). *Free, Open Source Software Advocacy as a Social Justice Movement: The Discourse of Digital Rights in the 21<sup>st</sup> Century*. Paper presented at the Journal of Information Technology & Policy (JITP) Conference: "The Politics of Open Source", University of Massachusetts-Amherst, May 6-7.

- Sullivan, J.L. (2009). *Labor consciousness in the open source software community: The case of the Debian Project*. Paper presented at the 2009 Conference of the Union for Democratic Communications (UDC), Niagara University, May 28-31.
- Sullivan, J.L. (2009). *Invisible institutions: Unmasking economic and cultural power in media industries*. Panel presentation at the 2009 Conference of the Union for Democratic Communications (UDC), Niagara University, May 28-31.
- Sullivan, J.L. (2007). *The formation and implementation of closed captioning policy in the United States*. Paper presented at the 35<sup>th</sup> Annual Telecommunications Policy Research Conference (TPRC), George Mason University School of Law, Fairfax, Virginia, September 28-30, 2007.
- Sullivan, J.L. (2007). *Representations of media production: Hollywood "making of" features and the disappearance of the working class*. Paper presented at the Annual Conference of the International Association for Media & Communication Research (IAMCR), Paris, July 23-26, 2007.
- Sullivan, J.L. (2007). *Theorizing entertainment media production: A historical review*. Paper presented at the 2007 Society for Cinema and Media Studies Conference, Chicago, March 8-11, 2007.
- Sullivan, J.L. (2005). *Studying media elites: A methodological review*. Paper presented at the 91<sup>st</sup> Annual Convention of the National Communication Association (NCA), Boston, November 17-20, 2005.
- Sullivan, J.L. (2004). *On the rewards and perils of "studying up": Practical strategies for qualitative research on media organizations*. Paper presented at the Annual Conference of the International Association for Media & Communication Research (IAMCR), Porto Alegre, Brazil.
- Panel Chair (2002): *Children, new technologies, and educational possibilities*. Annual Conference of the International Association for Media and Communication Research (IAMCR), Barcelona, Spain, July 2002.
- Sullivan, J.L. (2001). *The global audience as consumer market: Constructions of identity in Latin American media market research*. Paper presented at the Annual Conference of the International Association for Media & Communication Research (IAMCR), Budapest, Hungary.
- Sullivan, J.L. & Nabi, R.L. (2000). *Extending cultivation research from beliefs to behaviors: Does television viewing relate to engaging in protective actions against crime?* Paper presented at the 50<sup>th</sup> Annual Conference of the International Communication Association (ICA), Acapulco, Mexico.
- Sullivan, J.L. (1999). *Generating knowledge about Latin America as a market: Organizational sensemaking in U.S. cable television networks*. Paper presented at the Annual Conference of the International Association for Media & Communication Research (IAMCR), Leipzig, Germany.
- Sullivan, J.L. (1999). *The professor's apprentice: Pedagogical, ethical questions, and dilemmas posed by student participation in faculty research*. Panel participant at the 49<sup>th</sup> Annual Conference of the International Communication Association (ICA), San Francisco, CA, May 1999.
- Sullivan, J.L. & Jordan, A.B. (1998). *Playing by the rules: Impact and implementation of children's educational television regulations among local broadcasters*. Paper presented at the 48<sup>th</sup> Annual Conference of the International Communication Association (ICA), Jerusalem, Israel. (Top 3 Paper)
- Sullivan, J.L. (1998). *Understanding the global communication marketplace: A structural model for the study of international media industries*. Paper presented at the 48<sup>th</sup> Annual Conference of the International Communication Association (ICA), Jerusalem, Israel.
- Sullivan, J.L. (1998). *Market information, decision-making, and the internationalization of U.S. cable television in Latin America: A structural research perspective*. Paper presented at the Annual Conference of the International Association for Media & Communication Research (IAMCR), Glasgow, Scotland.
- Sullivan, J.L. (1997). *In search of common ground: Children's educational television regulations and local broadcasters*. Paper presented at the Annual Conference of the National Broadcast Association for Community Affairs, Orlando, Florida.
- Sullivan, J.L. (1996). *Viewing in context: The problem of group reception and interpretation*. Paper presented at the Crossroads in Cultural Studies Conference, Tampere, Finland.

Sullivan, J.L. (1996). Group viewing and the "interpretive community": Social rules and the group construction of television meaning. Paper presented at the 46<sup>th</sup> Annual Conference of the International Communication Association (ICA), Chicago, Illinois.

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**PROFESSIONAL MEMBERSHIPS**

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Union for Democratic Communications (UDC)

Association of Internet Researchers (AoIR)