

**Curriculum Vitae**  
**LISA NAKAMURA**

*Professor*, American Culture Department  
*Professor*, Screen Arts and Cultures Department  
*Professor by Courtesy*, Women's Studies Department  
University of Michigan, Ann Arbor  
6330 North Quad  
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**Education**

B.A. 1987, English, Reed College, Portland, Oregon.  
M.Phil. 1993, English, City University of New York Graduate Center, New York, New York.  
Ph.D. 1996, English, City University of New York Graduate Center, New York, New York.

**Books**

*Race After the Internet*. [Co-edited by Peter Chow-White]. New York: Routledge, 2011  
*Digitizing Race: Visual Cultures of the Internet*. Minneapolis: University of Minnesota Press, 2007. (winner of the Asian American Studies Association award in Cultural Studies, 2010)  
*Cybertypes: Race, Ethnicity, and Identity on the Internet*. New York and London: Routledge, 2002.  
*Race In Cyberspace*. [co-edited with Beth Kolko and Gilbert Rodman]. New York and London: Routledge, 2000.

**Refereed Journal Articles**

“Words with Friends’: The Social Algorithmics of Networked Reading on *Goodreads*,” *PMLA*, January 2013.

“Economies of Digital Production in East Asia: iPhone Girls and the Transnational Circuits of Cool,” *Media Fields*, <http://www.mediafieldsjournal.org/>, 2, 2011.

“Digital Media in *Cinema Journal*—1995-2008,” *Cinema Journal*, 2009.

"Plug and Pray: Performances of Risk and Failure in Digital Media Presentations," *The Velvet Light Trap*, 2009.

“Don’t Hate the Player, Hate the Game: The Racialization of Labor in World of Warcraft,” *Critical Studies in Media Communication*, Special Issue on Massively Multiplayer Online Games, edited by Robert Brookey, 2009.

“Interfaces of Identity: Oriental Traitors and Telematic Profiling in 24” in *Camera Obscura: Feminism, Culture, and Media Studies*, 2009.

“Cyber-race,” *PMLA: Proceedings of the Modern Language Association*, Special issue on Comparative Racialization, 2008

“Neoliberal Space and Race in Virtual Worlds,” *Velvet Light Trap*, 2008.

“Alllookslike? Mediating Visual Cultures of Race on the Web,” *Iowa Journal of Cultural Studies*, 2002, pp. 73-84.

“Head Hunting in Cyberspace: Identity Tourism, Asian (?) Avatars, and Racial Passing in Web-Based Chatspaces,” *Women’s Review of Books*, February 2001.

“Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet,” *Works and Days: Essays in the Socio-Historical Dimensions of Literature & the Arts*, 25/26 (Fall 1995, Winter 1996), pp. 181-193.

### **Work in Progress:**

“I Will Do Everything That I Am Asked: Dogshaming, Scambaiting, and the Racial Violence of Social Media,” *accepted* for publication in *journal of visual culture*, special issue on Memes, edited by Laura Portwood-Stacer and Laine Noonan.

### **Online Journal Articles and Public Engagement Media Production**

“Syrian Lesbian Bloggers, Fake Geishas, and the Attractions of Identity Tourism,” *Hyphen: Asian America Unabridged*,  
<http://www.hyphenmagazine.com/blog/archive/2011/07/syrian-lesbian-bloggers-fake-geishas-and-attractions-identity-tourism>, July 2011.

“Neda Soltani, Race, and Digital Labor” and other essays at *Difference Engines* (<http://www.differenceengines.com/>), 2009-present.

“YouTube: A Gothic Alphabet.” In *Perpitube: Repurposing Social Media Space*, Pomona Art Gallery, <http://perpitube.com/2011/09/02/our-own-little-freakish-popular-gothic-alphabet/>, September 2011.

“Economies of Digital Production in East Asia: iPhone Girls and the Transnational Circuits of Digital Cool.” *Media Fields*: U.C. San Diego, Spring 2011.

“The Comfort Women of the Digital Industries: Asian Women in David Fincher’s *The Social Network*.” *In Media Res*. January, 2011.

### **Book Chapters**

“Gender and Race Online,” *Society and the Internet: How Information and Social Networks are Changing our Lives*, edited by Mark Graham and William H. Dutton, Oxford University Press, forthcoming 2013.

“Afterword,” *Feminist Surveillance Studies*, edited by Shoshana Magnet and Rachel Dubrofsky, Duke University Press, forthcoming 2013.

“Media,” *Keywords for American Studies*, edited by Glen Hendler, University of Minnesota Press, forthcoming 2013.

"It's a Nigger in Here! Kill the Nigger!": User-Generated Media Campaigns Against Racism, Sexism, and Homophobia in Digital Games,” *Media Studies Futures*, Blackwell, edited by Kelly Gates, 2012.

“Race and Identity in Digital Media,” *Mass Media and Society*, edited by James Curran, 5th edition, Hodder, 2010.

“Pregnant Sims: Avatars and the Visual Culture of Motherhood on the Web,” *Electronic Elsewheres: Media, Technology, and Social Space*, edited by Lynn Spigel, Kim Soyoung, and Chris Berry, University of Minnesota Press, 2010.

“The Socioalgorithemics of Race: Sorting it Out in Jihad Worlds,” *New Media and Surveillance*, edited by Kelly Gates and Shoshana Magnet, Routledge, 2009.

“Mixedfolks.com: ‘Ethnic Ambiguity,’ Celebrity Outing, and the Internet” *Mixed Race in Hollywood Film and Media Culture*, edited by Mary Beltran and Camille Fogas, NYU Press, 2008.

“Cultural Difference, Theory, and Cyberculture Studies: A Case of Mutual Repulsion.” In *Critical Cyberculture Studies: Current Terrains, Future Directions*. Ed. David Silver, New York: NYU Press, 2006.

“The Multiplication of Difference in Post-Millennial Cyberpunk Film: The Visual Culture of Race in the *Matrix* Trilogy.” In *The Matrix Trilogy: Cyberpunk Reloaded*, edited by Stacy Gillis, 126-137. London: Wallflower Press, 2006.

"Cybertyping and the Work of Race in the Age of Mechanical Reproduction,” in *New Media, Old Media: A History and Theory Reader*, edited by Wendy Chun and Thomas Keenan, 317-333. New York: Routledge, 2006.

“Alllooksame? Mediating Asian American Visual Cultures of Race on the Web” in *East Main Street: Asian American Popular Culture*, edited by Shilpa Dave, LeiLani Nishime, and Tasha G. Oren, 262-272. New York: NYU Press, 2005.

" Interrogating the Digital Divide: the Political Economy of Race and Commerce in New Media" in *Society Online: the Internet in Context*, edited by Phil Howard and Steve Jones, 71-83. Thousand Oaks and London: Sage Press, 2003.

"Race in the Construct, or the Construction of Race: New Media and Old Identities in *The Matrix*" in *Domain Errors! A Cyberfeminist Handbook of Tactics*, edited by Michelle Wright, Maria Fernandez, and Faith Wilding, 63-78. New York: Autonomedia Press, 2003.

"After/Images of Identity: Gender, Technology, and Identity Politics" in *Reload: Rethinking Woman + Culture*, edited by Austin Booth and Mary Flanagan, 321-331. Cambridge: MIT Press, 2002.

"Race" in *Unspun: Key Terms for the World Wide Web and Culture*, ed. Thomas Swiss, 39-50. New York: New York University Press, 2001.

"Introduction" (co-written with Beth Kolko and Gil Rodman) to *Race In Cyberspace*, [edited with Beth Kolko and Gilbert Rodman] 1-13. New York and London: Routledge, 2000.

"This Strange Way of Meeting': Theatricality and the New Woman in Hardy's *Return of the Native*" in *Gender Blending*, edited by Bonnie Bullough, Vern Bullough, and James Elias, 285-294. New York: Prometheus Books, 1997.

"Images of Women" and "Veils" in *Encyclopedia of Feminist Literary Theory*, ed. Beth Kowaleski-Wallace, Garland Press, 1996.

### **Book Reviews**

Review essay on Geert Lovink's *Dark Fiber: Tracking Critical Internet Culture* (2002). *Mute* Issue 24, 2002.

### **Reprints**

"Race 2.0: Neoliberal Colorblindness in the Age of Participatory Media" (from *Digitizing Race*) reprinted in *The Visual Culture Reader*, 3<sup>rd</sup> edition, ed. Nicholas Mirzoeff, London, Routledge, 2012.

"Avatars and the Visual Culture of Reproduction on the Web." (from *Digitizing Race*) reprinted in *Feminist and Queer Information Studies Reader*, ed. Patrick Kelly and Rebecca Hong, Library Juice Press, Litwin Books LLC, in production.

"Cyber-Race," *PMLA*

reprinted in *Identity Technologies: Producing Online Selves*, ed. Julie Rak and Anna Poletti, University of Wisconsin Press, 2012.

reprinted in *Asian American Literature*, ed. David Leiwei Li, Routledge, May 2012.

"Don't Hate the Player, Hate the Game: The Racialization of Labor in *World of Warcraft*" reprinted in *Digital Labor*, ed. Trebor Scholz, Routledge, 2012.

“Head Hunting on the Internet: Identity Tourism, Avatars, and Racial Passing in Textual and Graphic Chatspaces” (Chapter 2 of *Cybertypes*)  
reprinted in *Popular Culture: A Reader*, ed. Raiford Guins and Omayra Zaragoza Cruz, London and Thousand Oaks, Sage, 2005, pp. 520-553,  
reprinted in *Cybercultures: Critical Concepts in Media and Cultural Studies*, ed. David Bell, London, Routledge.

"Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet," *Works and Days: Essays in the Socio-Historical Dimensions of Literature & the Arts*, 25/26 (Fall 1995, Winter 1996)  
reprinted in *Reading Digital Culture*, ed. David Trend, London: Blackwell, 2002, pp. 226-235.  
reprinted in *The Cybercultures Reader*, ed. David Bell, New York and London: Routledge, 2000, pp. 712-720.  
reprinted in *CyberReader*, 2nd edition, ed. Victor Vitanza, New York: Allyn and Bacon, 1999, pp. 442-453.

"Where Do You Want to Go Today?" Cybernetic Tourism, the Internet, and Transnationality" in *Race In Cyberspace*. [edited, with Beth Kolko and Gilbert Rodman] New York and London: Routledge, 1999, pp. 15-26  
reprinted in *The Visual Culture Reader 2.0*, ed. Nick Mirzoeff, Routledge, 2002, pp. 255-263.

edited version reprinted in *Gender, Race and Class in Media*, ed. Jean Humez and Gail Dines, Thousand Oaks: Sage Publications, 2002, pp. 684-687.

### **Translations**

Cybertypicacja a efekt rasy w dobie reprodukcji cyfrowej (translation of “Cybertyping and the Work of Race in the Age of Mechanical Reproduction” into Polish), *Kultura ucielesniona*, “Kultura Wspolczesna,” Nr 1(5), 2009.

Utrka u/za kiberprostor (translation of “Race In/For Cyberspace” into Croatian), ed. Reana Senjkovic, Iva Plese, 2004.

### **Interviews**

“Interview with Lisa Nakamura,” *ViralNet*, a publication of the California Institute of the Arts, Valencia, California, 2004. [http://viralnet.net/home/1\\_interviews/lisanaka.html](http://viralnet.net/home/1_interviews/lisanaka.html)

“Talking Race and Cyberspace: Interview with Lisa Nakamura,” *Frontiers: a Journal of Women Studies*, published by the University of Nebraska Press, 2004.

Interview with Donna Haraway for *The Politics of Information*, ed. C. Marc Bousquet and Katherine Wills, Alt-X ebooks, 2003.

### **Lectures and Scholarly Papers Presented**

#### **Invited Presentations**

Plenary Address, "I Will Do Everything I am Asked: Spambaiting, Dogshaming, and the Racial Violence of Social Media." *The Dark Side of the Digital*, Center for 21<sup>st</sup> Century Studies, University of Wisconsin, Milwaukee, 2013.

"I Will Do Everything I am Asked: Spambaiting, Dogshaming, and the Racial Violence of Social Media." Women's Studies Department, Yale University, 2013.

**Keynote Address:** "I Will Do Everything I am Asked: Spambaiting, Dogshaming, and the Racial Violence of Social Media." *Mediating the Public Sphere*, the Five College Women's Studies Research Center, Mount Holyoke College, 2013.

"I Will Do Everything I am Asked: Spambaiting, Dogshaming, and the Racial Violence of Social Media." *Media@McGill*, McGill University, 2013.

"Native American Women's Labor, Counterculture Narratives and the Roots of Digital Utopianism," School of Information Graduate Colloquium Speaker Series, U.C.L.A., March 2012.

"'America Needs Indians':" Indigenous Laborers in the Counterculture's Cybercultures and the Roots of Digital Utopianism," American Cultures Program, the University of Michigan at Ann Arbor, February 2012.

"New Racisms, Sexisms, and Homophobias in Video Game Worlds," "Race Matters" series, U.C. Santa Barbara, February 2012.

"Trash Talk" as Waste and as Resource: The Rhetoric of Instrumental Racism as Procedural Strategy in Online Games," English Department and Film and Media Studies Department, Dartmouth College, February 2012.

**Keynote Address:** "'The Racio-Social Network': Facebook, Model Minorities, and the Production Culture of the Digital Industries," *A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society*, Oxford Internet Institute, Oxford University, Oxford, England, September 2011.

**Keynote Address:** "Race, Labor, and Indigeneity: The Birth of the New Media in the American West," Canadian Communication Association, University of New Brunswick, June 3, 2011.

**Keynote Address:** "Flag as Inappropriate: Neglected Discourses of Racism, Sexism, and Homophobia in Online Games," Attalah Invited Lecture, Department of Communication and Journalism, Carleton University, Ottawa, March 2011.

"All the Work without the Worker: Racial Microaggression and the New Orientalism in World of Warcraft," *World Craft: the Business and Culture of Gaming in East Asia*, Institute of East Asian Studies, University of California at Berkeley, California, February 2011.

**Keynote Address:** "Griefing Culture and Incivility on the Internet," Penn Humanities Forum, the University of Pennsylvania, Philadelphia, February 2011.

"The Racio-Social Network: the Asian Model Minority Myth and its Origins in the Postwar Digital Industries," *American Cultures*, University of Michigan, Ann Arbor, February 2011.

“Digital Gaming, Racial and Ethnic Identity, and Social Justice” Oxford Internet Institute Summer Doctoral Programme, Oxford University, Oxford, July 2010.

"Race in Virtual Worlds: The Return of Techno Orientalism," Oberlin College, Oberlin, Ohio, February 2010.

"Digital Labor, Digital Immigration, and Transnationality, or, Why Virtual Worlds Need a Civil Rights Movement," "The Internet as Playground and Factory," the New School for Social Research, New York, New York, November 2009.

“Surveillance and Virtual Worlds: Looking for Terrorists in *World of Warcraft*,” GLS: Games, Learning, and Society Conference, University of Wisconsin, Madison, June 2009.

**Keynote Address** “Social Inequality in Virtual Worlds,” Texas A&M University Race & Ethnic Studies Institute's (RESI) Race, Ethnicity, and (New) Media Symposium, May 2009.

“Ubiquitous Learning,” HASTAC III: Traversing Digital Boundaries, UIUC, March 2009.

“Don’t Hate the Player, Hate the Game: the Racialization of Labor in World of Warcraft,” Intellectual Life Talk, Department of Communication, UCSD, May 2009.

“Profiling Terrorism: Surveillance of Virtual Worlds,” Friday Forum Lecture Series, “Science Fiction, Science Fact,” University YMCA, UIUC, April 2009.

“Don’t Hate the Player, Hate the Game: the Racialization of Labor in World of Warcraft,” Pratt Institute, Brooklyn, New York, November 2008.

“Don’t Hate the Player, Hate the Game: the Racialization of Labor in World of Warcraft,” GLS: Games, Learning, and Society Conference, University of Wisconsin, Madison, July 2008.

“Don’t Hate the Player, Hate the Game: the Racialization of Labor in World of Warcraft,” Seminar Speaker Series, Intel PaPR Labs, Beaverton, June 2008.

**Keynote Address** “Worlds of Warcraft: Race, Labor, and Avatars in Shared Digital Space,” The Eleventh Annual Biennial Symposium on Arts and Technology at Connecticut College, Ammerman Center, February 2008.

**Keynote Address:** Bryn Mawr College, Bryn Mawr, October 2007.

“Mixedfolks.com: ‘Ethnic Ambiguity,’ Celebrity Outing, and the Internet,” Sponsored by the Simpson Center for the Humanities, University of Washington, Seattle, November 2006.

“What Does It Mean to Come Late to the Party?: Race, Gender, and New Media Audiences,” Symposium on “Communication Technology and Social Policy in the Digital Age.” Sponsored by the Annenberg Foundation Trust at Sunnylands, Annenberg School for Communication, April 2006.

“Intersectionality, New Media, and Identity: Internet Popular Culture and Computer Mediated Communication.” A Speaker’s series entitled “The Provost’s Conversations on Diversity, Democracy, and Higher Education,” University of Maryland, College Park, November 2005.

“Care Bears, Purple, and Sparkles: Audiences, Taste, Gender, and Avatars in Parenting Bulletin Boards,” Sponsored by the Center for the Humanities, University of Wisconsin, Madison, February 2005.

“Subjects and Objects of Interactivity: Digital Racial Formation and Media Convergence.” A Symposium on “CyberDisciplinarity.” Institute for the Humanities, Dartmouth College, New Hampshire, May 2005.

“Subjects and Objects of Interactivity: Digital Racial Formation and Media Convergence.” A Speaker’s Series entitled “global\_interface: a Conference on New Media.” Sponsored by the Department of Film, Mellon Workshop, University of California, Riverside, May 2005.

“Visual Cultures of the Internet.” “Internet Class 04: A Masterclass on Contemporary Research in Critical Internet Studies.” Sponsored by the Centre for Critical and Cultural Studies, University of Queensland, Brisbane, Australia, December, 2004.

“Parsing the Digital Signature: Mass Audience, Taste, Avatars, and Gender in Internet Parenting Bulletin Boards.” Sponsored by the Department of Integrated Studies, California Institute of the Arts, Valencia, October, 2004.

“Parsing the Digital Signature: Mass Audience, Taste, Avatars, and Gender in Internet Parenting Bulletin Boards.” Library and Information Science Research Colloquium, UW Madison, October , 2004.

“Asian or Gay?": Online Activism in Raced and Queer Media Spaces.” Sponsored by the Stanhope Center for Public Policy, London, England, June, 2004.

“The Visual Culture of Race and AIM Buddies,” Sponsored by the Department of Communication, University of Illinois, Chicago, April, 2004.

“Queer Sexualities,” Sponsored by the Pan-Asian Students Association, University of Chicago, Chicago, April 2004.

“Only Skin Deep.” A Symposium cosponsored by The International Center for Photography in conjunction with the School of the Arts, the Center for the Study of Ethnicity and Race, the Institute for Research in African-American Studies, and the Center for Law and Society, Columbia University, February 2004.

“Race in Cyberpunk Film.” A symposium on “Powering Up/Powering Down.” Teknika Radica: Center for Research in Computing and the Arts, University of California, San Diego, February 2004.

“Poweruser or Powerused? The Asian American Discursive Presence in Cyberspace.” Sponsored by the Center for Asian and Asian American Studies, Duke University, October 2003.

Respondent, “The Color Lines Conference: Segregation and Integration in America's Present and Future,” Sponsored by the Harvard School of Law, Harvard University, August 2003.

“Visual Cultures of Race in the Shared Spaces of Gaming and Film: Remediating the Hybrid Avastar.” A Symposium on "Electronic Elsewheres." School of Communication and the Center for Globalization, Northwestern University, May 2003.

“Cyberculture and Theories of Difference: A Case of Mutual Repulsion.” A Symposium on "Critical Cyberculture Studies: Current Terrains, Future Directions." Sponsored by the Ford Foundation, University of Washington, Seattle, May 2003.

**Keynote Address** "New Media and Global Visual Culture: Interventions and Interpretations" Graduate Symposium, Department of Art and Archaeology, Cornell University, March 2003.

“Spaces of Identity,” Sponsored by the Cultural Studies Program, Indiana University, Feb 2003 (could not attend)

“Alllookslike.com?” Colloquium presentation for Visual Culture Cluster Group Faculty Forum, UW Madison, October, 2002.

“Whose Remote?” Eyebeam online Forum “The Re-Structured Screen”, online at <http://im.calarts.edu/eyebeam/forum3.php>, Fall 2002.

“Can Equal TV Representation Be Demanded As A Next Civil Right?” A Symposium sponsored by Freewaves, Los Angeles, Los Angeles Central Library, October 2002.

**Keynote Address**, A Symposium on “ICTs (Information, Communication, and Technology), Power and Democracy” Sponsored by the University of Oslo, Norway, October 2001.

A Symposium Sponsored by the Institute for Research on Digital Media Arts at Concordia University, Montreal, Canada (could not attend).

“Race in Cyberspace,” Culbertson Lecture Series, Sponsored by the English Department, Indiana University, September 2001.

**Keynote Address**, 2nd Annual Association of Internet Researchers conference, U. of Minnesota, October 2001.

“Where Do You Want to Go Today?": Race, Identity, and Virtual Tourism on the Internet.”  
Symposium on “Race and Digital Space”, Sponsored by the Department of Media,  
M.I.T., April 2001.

“Constructing Cybercultures: Performance, Pedagogy, and Politics in Online Spaces” *Keynote  
Address*, Sponsored by the Department of American Studies, University of Maryland,  
April 2001.

"Remastering the Internet: the Work of Race in the Age of Mechanical Reproduction." A  
symposium on “Archaeologies of Multimedia.” Sponsored by the Department of Modern  
Culture and Media, Brown University, 2000.

“After/Images of Identity: Gender, Technology, and Identity Politics.” *Plenary Address* for  
“Discipline and Deviance: Genders, Technologies, and Machines,” Sponsored by the  
Literature Department Graduate Student Association, Duke University, 1998.

### **Conference Presentations**

Roundtable on Science and Technology Studies, American Studies Association, San Juan, Puerto  
Rico, October 2012.

“Trash Talk” as Waste and as Resource: The Rhetoric of Instrumental Racism as Procedural  
Strategy in Online Games,” Modern Language Association, Seattle, WA, January 2012.

“America Needs Indians’.” Representations of Native Americans in Counterculture Narrative  
and the Roots of Digital Utopianism,” Modern Language Association, Seattle, WA,  
January 2012.

“iPhone Girls and the Transnational Circuits of Digital Cool,” Association of Asian American  
Studies, New Orleans, LA, May 2011.

Roundtable on “*World of Warcraft* as a Global Artifact”: ACM: Computer Human Interaction  
Conference, Vancouver, British Columbia, Canada, May 2011.

"Unfree labor: working at playing with race in digital games," MacArthur Digital Media and  
Learning Conference, University of San Diego, La Jolla, California, February 2010.

“Jihad Worlds of Warcraft: Surveillance and Racialization in Digital Cultures of Play,”  
International Communication Association, Chicago, IL, May 2009

“Too Easy--Promiscuous Social Networks, Asian American Identity, and the Case of Tila  
Tequila,” Association of Asian American Studies, Honolulu, Hawaii, April 2009.

“Yellow Fever: Artificial Asian Women and the War on Terror in *Battlestar Galactica*,”  
Association of Asian American Studies, Chicago, Illinois, April 2008.

Respondent: "Mediating Space/New Media Architecture," Merging Methodologies 3: Of Global Concern: Communication and Media Research, University of Wisconsin-Madison, University of Wisconsin, Madison, February 2006

Respondent: "Spaces of Memory," Visual Culture Research Colloquium, University of Wisconsin, Madison, February 2005.

"Ways of Clicking: Teaching the Concept of Digital Racial Formation and Methods for Reading Networked Images of the Body," Association of Internet Researchers, Chicago, October 2005.

"Facial Recognition: Surveillance Society, Racialization, and the Biotechnological Turn," Modern Language Association, Washington, D.C., December 2005

"The Visual Culture of AIM Buddies and Race on the Internet," International Communication Association, Communication Technology Division, New Orleans, May 2004.

"Whose Mobility? The Visual Culture of Gaming and Racial Difference." Theory Division, International Communication Association, New Orleans, May 2004.

*Panel Chair*, "The Internet and the Senses," Association of Internet Researchers, Toronto, October 2003.

Roundtable Participant, "Issues of Identity, Difference, and Power in CMC Research: Issues of Gender, Race and Class." National Communication Association Conference, Miami, November 2003.

*Panel Chair*, "Racial Identifications, Cyborgs, and the Discourse of Liberation in Post 80's Science Fiction Film," Society for Cinema and Media Studies, Minneapolis, Minnesota, March 2003.

"Visual Culture of Race and the Internet," Association of Internet Researchers, Toronto, October 2003.

"If You Could See What I've Seen with Your Eyes": Techno-Orientalism in *Minority Report*", Society for Cinema and Media Studies, Minneapolis, Minnesota, 2003.

"Poweruser or Powerused? The Asian American Discursive Presence in Cyberspace," American Studies Association, Houston, TX 2002.

"Keeping it (Virtually) Real: The Discourse of Cyberspace as an Object of Knowledge," American Studies Association, Detroit, MI, 2000.

"Race in the Construct, or the Re-Construction of Race: New Media and Old Identities in *The Matrix*," Society for Literature and Science Conference, Atlanta, GA, 2000.

“Head Hunting in Cyberspace: Identity Tourism, Asian (?) Avatars, and Racial Passing in Web-Based Chatspaces,” Asian American Studies Association, Scottsdale, AZ, 2000.

Panel Discussant, “(Re)thinking Community,” Asian American Studies Association, Scottsdale, AZ, 2000.

Panel Discussant, “The Modest Minority: Exploring Asian American Sexualities,” Asian American Studies Association Conference, 1999, Philadelphia, PA.

“Techno-Orientalism and Cyberpunk: The ‘Consensual Hallucination’ of Multiculturalism in the Fiction of Cyberspace,” Asian American Studies Association, Philadelphia, PA, 1999.

"Decentering the Margins: What Happens to Race in Hypertext?" American Studies Association, 1998.

“Beneath the Skin: Theatricality and Border Crossings in Kipling’s Kim,” 8th Annual Commonwealth and Postcolonial Literature Conference, Georgia Southern University, 1998.

"Where Do You Want to Go Today?" Cybernetic Tourism, the Internet, and Transnationality," American Studies Association, 1997.

"Passing Fancies: Performative Iterations of the Subject on the Internet," PAMLA, U.C. Irvine, 1996.

"Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet," Society for the Study of Narrative Literature Conference, U. of Utah, 1995.

**Workshop Leadership:**

Facilitator, “Games and Racism,” March 2012, MAASU (Midwestern Asian American Student Union) Annual Conference, University of Illinois Urbana Champaign.

Co-Leader with Rayvon Fouche, “Interpreting Technology and Race in East Asia,” May 2009, UIUC/IU Title VI Workshop, hosted by Indiana University.

**Positions Held**

2010-2012	co-Director, HASTAC@Illinois, University of Illinois, Urbana Champaign
2008-2012	Director, Asian American Studies Program
2009 summer	Consulting Researcher, Microsoft Labs, Cambridge, Massachusetts
2008	Visiting Research Professor, People and Products Research Lab, Intel Corporation, Beaverton, Oregon

- 2007-2012            Professor, Department of Media and Cinema Studies, Institute of Communication Research, and Asian American Studies Program
- 2006-2007            Associate Professor of Speech Communication and Asian American Studies, University of Illinois, Urbana Champaign
- 2002-2006            Assistant Professor, Department of Communication Arts, University of Wisconsin, Madison (tenure awarded Spring 2006)
- 1997-2002            Assistant Professor, Department of English, Sonoma State University.
- 1994-1997            Adjunct Professor, Department of English, Vista Community College.

### **Honors, Grants and Awards**

- Book Award, Cultural Studies Category, Association of Asian American Studies, awarded 2010, for *Digitizing Race: Visual Culture of the Internet*.
- Summer Research Grant, awarded by the Graduate School, University of Wisconsin-Madison (2003-2004, 2004-2005).
- Research Grant Category A of \$5,000, awarded by the U.W. System Institute on Race and Ethnicity (2004-2005).
- Summer Teaching Academy Research Grant of \$800 awarded by the U.W. Teaching Academy to develop online course materials and purchase pedagogical software for new media instruction (2004).
- University Web Assistant Grant awarded by the Sonoma State Teaching Development Fund (1998).
- University Faculty Diversity Development Fellowship awarded by Sonoma State (1998).
- University Research, Scholarship and Creative Activity Program Summer Stipend awarded by Sonoma State equivalent to 1/9 summer salary (1998).
- Award for Teaching Excellence, Psi Epsilon Chapter of Order of Omega, Sonoma State University (1999).
- Award for Teaching Excellence, Psi Epsilon Chapter of Order of Omega, Sonoma State University (1998).

### **Editorial Boards, Research Boards and Professional Memberships**

- Referee, American Council for Learned Societies (ACLS) Ryskamp and Burkart Competitions, 2010-2011
- Referee, Knight Foundation News Challenge Competition, 2010
- Manuscript Reviewer for: University of Minnesota Press, Routledge, MIT Press, Alta Mira Press, Palgrave Macmillan.
- Ad hoc reviewer for: *Television and New Media*, *Signs: Journal of Women and Culture in Society*, *Body and Society*, *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs*, *Cultural Anthropology*, *Communication Review*, *Postmodern Culture*.
- Member, UW-Madison Mellon Study Group on Electronic Music: The Subject of Electronica, 2002-2004.
- Member, Association for Asian American Studies, 1999-present.
- Member, American Studies Association, 1998-present.

Member, Association of Internet Researchers, 2001-present.  
Member, Society for Cinema and Media Studies, 2003-present.

***Editorial Positions***

Editorial Board Member, *journal of visual culture*, Sage, 2012-present  
Editorial Board Member, *Feminist Media Studies*, University of Illinois, 2012-present  
Editorial Board Member, *Popular Communication: The International Journal of Media and Culture* (Taylor&Francis), 2012-present  
Editorial Board Member, *Journal of Asian American Studies*, Johns Hopkins University Press, 2009-present  
Editorial Board Member, *Communication and Critical/Cultural Studies*, National Communication Association, 2008-present.  
Editorial Board Member, *Ethnic Studies: an Interdisciplinary Journal of Culture*, Lawrence Erlbaum and Associates, 2005-present  
Editorial Board Member, *Cultural Theory and Technology*, 2005-present  
Editorial Board Member, *Games and Culture*, Sage Press, 2005-present  
Editorial Board Member, *Journal of E-Media Studies*, Dartmouth University, 2004-present  
Editorial Board Member, *New Media and Society*, 2001-present

***Advisory Positions***

International Advisory Board Member, *Signs, Journal of Women in Culture and Society*, 2012-2015  
Steering Committee Member, HASTAC, 2011-2014  
Board Member, *Console-ing Passions: A Feminist Media Collective*, 2004-present  
Advisory Board Member, Resource Center for Cyberculture Studies, 2002-present  
Advisor, Pew Internet and American Life Project, Washington D.C. 2001-2005

**Service as Tenure and Promotion Reviewer:**

American University, Brown University (2x), Brandeis University, Concordia University, Miami University of Ohio, McGill University, MIT, New York University (2x) the New School for Social Research, National University of Singapore, Pomona College, Rochester Institute of Technology, San Francisco University, Sarah Lawrence College, SUNY Buffalo, University of Denver, University of Washington, University of Wisconsin Milwaukee, Tulane University (2x), University of California at Riverside, University of California San Diego, University of California Santa Barbara, University of California Santa Cruz, University of California Davis, University of Maryland-College Park, University of Michigan at Ann Arbor, University of Minnesota, Twin Cities

**Service as Program Reviewer:**

UC Santa Barbara, Asian American Studies Department, 2013  
SUNY Buffalo, Visual Culture Department, 2008

**Service on Campus Committees (U. Michigan):**

Member, Executive Committee, Institute for the Humanities, University of Michigan, Ann Arbor, 2012-present

Member, Steering Committee, STEMS (Science, Technology, and Society) Program, University of Michigan, Ann Arbor, 2012-present

**Service on Campus Committees (UIUC):**

Chair, Research Board Diversity Scholarship Fund Award Committee, 2012

Member, Steering Committee, Building Project for Ethnic/GWS Departments and Units, 2011-2012

Member, Search Committee, Vice Chancellor for Research Search, 2011-2012

Member, Search Committee, Dean of the College of Media Search, 2010-2011

**Dissertation Advising:**

**Dissertation Supervision**

Fall 2009-present: Ryuta Komaki

Spring 2010-present: Sarah Roberts, Ryuta Komaki

**Dissertation Committee Member**

2009-2010: Elizabeth Elcessor, Amy Hasinoff, Germaine Halegoua, Megan Sapnar, Betsy DiSalvo, Tanner Higgin, Myra Washington, Michael Black, Megan Condis, George Boone

Fall 2009: Claudia Rebaza

Fall 2002: Donald Meckiffe, Madhavi Mallapragada

Summer 2004: Jennifer Fuller