Jessica Sage Rauchberg

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EDUCATION

Ph.D. Communication, New Media, and Cultural Studies | Expected June 2023
McMaster University, Department of Communication Studies and Media Arts
Thesis: "Crip Data Studies: Articulations of Disability, Power, and Joy in a Digital World"
Committee: Sarah Brophy (Supervisor), Paula Gardner, Christine Quail

Graduate Diploma: Gender and Social Justice Studies | Expected June 2023
McMaster University, Program in Gender and Social Justice

Graduate Certificate: Smart Mobility in the Aging Population | Expected June 2023
McMaster University, NSERC-CREATE Training Program

M.A. Communication | 2019
University of South Florida, Department of Communication
Thesis: "Interrogating Homonationalism in *Love, Simon*"
Supervisor: Rachel Dubrofsky

B.A. Conflict Analysis and Resolution (*cum laude*) | 2017
George Mason University, Carter School for Conflict Analysis and Resolution
Minor: Communication

ACADEMIC APPOINTMENTS
McMaster University
Graduate Teaching and Research Assistant, Department of Communication Studies and Media Arts, Hamilton, ON, 2019—present

University of South Florida
Graduate Teaching Associate, Department of Communication, Tampa, FL, 2017-2019

George Mason University
Undergraduate Teaching Assistant, Department of Communication, Fairfax, VA, 2016

RESEARCH APPOINTMENTS
Project and Accounts Manager
Arts-Based therapies to encourage Longevity in Elderly participants (ABLE)
Pulse Lab, McMaster University | 2021—present

Graduate Resident in Digital Scholarship
Lewis & Ruth Sherman Centre for Digital Scholarship, McMaster University | 2021

sMAP Graduate Trainee Fellow
NSERC-CREATE sMAP Training Program, McMaster University | 2020-2021

Research Assistant, User-Centered Design
Pulse Lab, McMaster University | 2019-2021

PUBLICATIONS
Peer-Reviewed Journal Articles
Rauchberg, J.S. (2022). Imagining a neuroqueer technoscience. *Studies in Social Justice,* 16(2), 370-388.

D'Souza, R.A. & **Rauchberg, J.S.** (2020). Neoliberal values & queer/disability in Margarita with a Straw. *Journal of International and Intercultural Communication,* 13(2), 183-196.

Commentary Journal Articles
Rauchberg, J.S. (2022). A different girl, but she's nothing new: Olivia Rodrigo and posting imitation pop on TikTok. *Feminist Media Studies,* 0(0), 1-5.

Book Chapters
Gardner, P.M. & **Rauchberg, J.S.** (Forthcoming, 2023). Feminist, postcolonial, and crip approaches to Human-Machine Communication methodology. In A. Guzman, R. McEwen, & S. Jones (eds.), *The SAGE Handbook of Human-Machine Communication,* SAGE.

Rauchberg, J.S. (2022). #Shadowbanned: Queer, trans, and disabled creator responses to algorithmic oppression on TikTok. In P. Pain (ed.), *LGBTQ Digital Cultures: A Global Perspective* (pp. 196-209), Routledge.

Published Conference Proceedings
Gardner, P., Surlin, S., Akinyemi, A., **Rauchberg, J.**, Zheng, R., McArthur, C., Papaioannu, A., & Hao, Y. (2021). Designing a dementia-informed, accessible, co-located gaming platform for older adults with dementia, family, and carers. In Q. Gao & J. Zhou (eds.), *Human Aspects of IT for the Aged Population: Supporting Everyday Life Activities* (pp. 58-77), Springer.

Gardner, P., Surlin, S., McArthur, C., Akinyemi, A., **Rauchberg, J.,** Zheng, R., Hao, Y., & Papaioannu, A. (2021). ABLE.Family: Remote, intergenerational play in the age of COVID-19. In C. Stephanidis, M. Antona, & S. Ntoa (eds.), *HCI International 2021— Posters* (pp. 558-565), Springer.

Gardner, P., Surlin, S., McArthur, C., Akinyemi, A., **Rauchberg, J.**, Zheng, R., Hao, Y., & Papaioannu, A. (2020). ABLE Music: Arts-Based exercise enhancing LongEvity. In C.

Stephanidis, M. Antona, & S. Ntoa (eds.), *HCI International 2020— Late-Breaking Posters,* Springer.

Book Reviews
Rauchberg, J.S. (2021). Review of <u>Distributed Blackness: African American Cybercultures</u> by André Brock, Jr. *Catalyst: Feminism, theory, technoscience,* 7(2), 1-4.

Short-form Public Scholarship
Rauchberg, J. (2022). In defence of the remix: Olivia Rodrigo's promotional TikToks are a relatable GenZ self-branding. *The Conversation (Canadian Edition). https://bit.ly/3dODj1y.*

Rauchberg, J. (2022). Bestie vibes only? Disabled content creators, shadowbanning, and the politics of authenticity. *Lewis & Ruth Sherman Centre for Digital Scholarship. https://scds.ca/disabled-creators-shadowbanning/.*

Rauchberg, J.S. (2020). TikTok's digital eugenics: Challenging ableism and algorithmic erasure through disability activism. *Flow Journal. https://www.flowjournal.org/2020/09/tiktok-digital-eugenics/.*

Rauchberg. J.S. (2020). Disidentifying with white queerness in <u>Gay Mean Girls.</u> *In Media Res. http://mediacommons.org/imr/content/disidentifying-white-queerness-gay-mean-girls.*

Manuscripts Under Review
D'Souza, R.A., **Rauchberg, J.S.**, & Nieto-Fernandez, B.A. Revise and resubmit article in review at the *Journal of Applied Communication.*

Gardner, P.M. & **Rauchberg, J.S.** Article in review at *Human-Machine Communication.*

Newman-Griffis, D., **Rauchberg, J.S.**, Alharbi, R.M., Hickman, L., & Hochheiser, H. Invited article in revision at *First Monday.*

Rauchberg. J.S. Article in review at *The Popular Culture Studies Journal.*

Rauchberg, J.S. Invited chapter in review at *The Routledge Handbook of Critical Disability Studies.*

EXTERNAL GRANTS AND FELLOWSHIPS
Invited Collaborator (NPI, Chelsea Temple Jones). **125,000 CAD**. "Reshaping Access." New Frontiers in Research Fund. [In review.]

Jane Feuer Memorial Grant (2022). **425 USD.** Console-ing Passions.

Nominated for PEO International Scholar Award (2021). **20,000 CAD.** [Not awarded.]

NSERC-CREATE Smart Mobility in the Aging Population Trainee Fellowship (2020-21). **12,500 CAD.**

Larry Gross Grant (2019). **500 USD.** International Communication Association.

Graduate Student Caucus Travel Grant (2019-present). **300 USD.** National Communication Association.

INTERNAL GRANTS AND FELLOWSHIPS
Graduate Student Travel Grant (2022- present). **600 CAD.** McMaster University.

Entrance Scholarship (2019). **3,000 CAD.** McMaster University.

Graduate Student Travel Fund (2017-2019). **3,000 USD.** University of South Florida.

Undergraduate Scholars Research Program, George Mason University. (2016). **1,500 USD.** "You're just not meant for this: Narrative approaches to studying neurodiversity and sexuality."

SELECTED ACADEMIC PRESENTATIONS

International
"TikTok's algorithmic ableism: A Wynterian unprogramming of AutoR content moderation." International Communication Association. Paris, France/Hybrid. May 26-30, 2022.

"Futurity: Imagining the (im)possibilities of LGBTQ studies in Communication." (Roundtable with Godfried Asante, Shinsuke Eguchi, Lisa Henderson, Sharif Mowlabocus, Katherine Sender, & Lukasz Szulc). International Communication Association. Paris, France/Hybrid. May 26-30, 2022.

"A Wynterian unprogramming of TikTok's algorithmic ableism." TikTok and Social Movements Symposium. Virtual. September 20, 2021.

"Designing a dementia-informed, accessible, co-located gaming platform for diverse older adults with dementia, family, and carers." (with Paula Gardner, Stephen Surlin, Adekunle Akinyemi, Rong Zheng, Caitlin McArthur, Alexandra Pappaioannu, & Yujiao Hao). HCI International Conference. Virtual. July 24-29, 2021.

"We can be queeroes!: Mediations of homonationalism as settler-colonial care in Canada's Drag Race." (with Clementine Oberst). International Communication Association. Virtual. May 27-31, 2021.

"Co-design as care: Toward a crip and feminist approach to Human-Machine Communication research in the age of COVID-19." (with Paula Gardner). International Communication Association. Virtual. May 27-31, 2021.

"Technological interventions or innovations?: Online technologies at the intersection of sex, gender, race, and sexuality?" (Paper panel with Asraful Gani, Francisco-José García Ramos, Songyin Liu, Nur Makbal, Paromita Pain, Kailyn Slater, Lucia Gloria Vázquez, Yidong Wang, & Francisco Zurian). International Communication Association. Virtual. May 27-31, 2021.

"Toward a feminist and crip approach to Human-Machine Communication co-design." (with Paula Gardner). International Communication Association. Virtual. May 21-26, 2020.

"Portraying queer of colour resistance in Gay Mean Girls." International Communication Association. Virtual. May 21-26, 2020.

"Queer disabled existence in Margarita with a Straw." (with Ryan A. D'Souza). International Communication Association. Washington, D.C. May 24-28, 2019.

National (U.S. and Canada)
"Beyond accommodations: Discussing approaches to anti-ableist pedagogy." (Discussion roundtable with Marty Heath, Hailey N. Otis, & Daniel Stanfield). National Communication Association. New Orleans, LA. November 17-20, 2022.

"Remaking ethnography as compassionate inquiry: Honoring ethnographers' mental wellness amid the COVID-19 pandemic." (Discussion roundtable with Keith Berry, Scotti Edward Branton, Angela Gist-Mackey, Rahul Mitra, Kristen Okamoto, & Sarah Jane Tracy). National Communication Association. New Orleans, LA. November 17-20, 2022.

"Selfies, stories, strategies: Mediations of disabled content creator mental health and authenticity binds." National Communication Association. New Orleans, LA. November 17-20, 2022.

"Shitposting and/as neuroqueer philosophy: The unsanitary reconfigurations of memetic cultural production on Instagram." National Communication Association. New Orleans, LA. November 17-20, 2022.

"Where's the labor in diversity? A cultural studies analysis of the 2020-21 U.S. Communication Studies job market." (with Ryan A. D'Souza & Beatriz A. Nieto-Fernandez). National Communication Association. New Orleans, LA. November 17-20, 2022.

"Toward a theory of crip resilience: #PowerToLive's digital care work and climate crisis organizing." Organizational Communication Mini-Conference. University of Texas at Austin, Austin, TX. September 23-25, 2022.

"Instagram shitposting and neuroqueer technoscience: Digital futures and unsanitary possibilities." Digital IDEAS Institute, University of Michigan. Virtual. July 11-22, 2022.

"Imitation publics, imitation pop: A feminist platform analysis of Olivia Rodrigo's self-branding on TikTok." Console-ing Passions. Hybrid. June 23-25, 2022.
Awarded Jane Feuer Memorial Grant

"ICUgenics and crip resilience: Disability justice organizational responses to Kaiser Permanente's COVID-19 corporate discourses." National Communication Association. Seattle, WA. November 17-21, 2021.

"Is another algorithm possible? Unsettling TikTok shadowbans with Crip Data Studies." National Communication Association. Seattle, WA. November 17-21, 2021.

"Reimagining cybervetting as a transformative crip organizational practice: A case study of LifeTown." National Communication Association. Seattle, WA. November 17-21, 2021.
Awarded Top Student Paper & Nominated for Cushman Memorial Award

"The feasibility of using arts-based interactive exercise technology to support in-home exercise for older adults." (with Caitlin McArthur, Ansley Smith, Stephen Surlin, Adekunle Akinyemi, Rong Zheng, Alexandra Pappaioannu, & Paula Gardner). Canadian Physiotherapy Association Summit. Virtual. November 5-6, 2021.

"Bad bodies: Invisible disabilities 'leaking' into the academy." (Performance session with Ruth J. Beeman, M. Heather Carver, Margaret Franz, E. Krebs, Michael S. Martin, Hailey N. Otis, & Mark S. Ward). National Communication Association. Virtual. November 19-22, 2020.

"The crip resilience of digital carework." National Communication Association. Virtual. November 19-22, 2020.
Awarded Top Research Paper

"Toward a crip organizational communication framework: A case study of LifeTown." Organizational Communication Mini-Conference. University of South Florida, Virtual. September 25-27, 2020.

"Homonationalism as survival: Love, Simon and the use of Blackness as progressive prop." National Communication Association. Baltimore, MD. November 13-17, 2019.

"The imagination as survival: Inter-caucus solidarity through Afrofuturism." (Roundtable discussion with Reynaldo Anderson, Ryan A. D'Souza, Michael Lechuga, Hana Masri, & O.M. Olaniyan). National Communication Association. Baltimore, MD. November 13-17, 2019.

"Surviving queer/disability studies in the global south." (with Ryan A. D'Souza). National Communication Association. Baltimore, MD. November 13-17, 2019.

"I promise I'm not stupid: An autoethnographic interrogation of learning disabilities and the social construction of academic identity." National Communication Association. Salt Lake City, UT. November 7-11, 2018.
Awarded Top Student Paper

"Breaking boundaries: Examining the intersectional organizational leadership roles of the Student Non-Violence Coordinating Committee (SNCC)." National Communication Association. Philadelphia, PA. November 16-20, 2016.

Regional

"Shitposting: Memetic philosophies of digital abjection." Artist talk given at Factory Media Centre ScreenShare. Virtual. November 30, 2021.

"Agitating against Metoo's misogynoir." Western States Communication Association, Denver, CO. February 21-24, 2020.

Awarded Top Student Paper

PUBLIC MEDIA APPERANCES AND LECTURES

Public keynote address, Illinois College, Jacksonville, IL. "The power of neuroqueer technoscience: Disability justice and digital futures." April 2023.

Interview, *VeryWell Mind.* "Disability pride: The strain of trying to be proud." [Linked.] Published August 1, 2022.

Invited keynote speaker, University of South Florida- Saint Petersburg & Bishop Centre for Ethics. "Ability and Leadership." Webinar hosted October 20, 2020.

Public radio interview, *Accessible Media, Inc.* "Using social media for community building." [Linked.] Interview released August 29, 2020.

INVITED PRESENTATIONS

Guest panelist, "What is digital scholarship?" Lewis and Ruth Sherman Centre for Digital Scholarship. Hybrid. September 27, 2022.

Featured presenter, "Selfies, stories, strategies: The communicative practices of disabled content creators disrupting the authenticity bind." Lewis and Ruth Sherman Centre for Digital Scholarship's "Content Creators, Digital Labour, and Online Identities" Virtual. May 27, 2022.

Invited presenter, "A Wynterian unprogramming of TikTok's AutoR content moderation." Social Media and Activism Research Group, McMaster University. Virtual. March 21, 2022.

Featured presenter, "Crip technoscience as co-design: Justice informed approaches to health, aging, and technology." NSERC-CREATE sMAP Public Symposium, McMaster University. Virtual. June 1, 2021.

*Event co-facilitator, "*Collison Course 5 with Syrus Marcus Ware—All activism is speculative fiction: On dreaming future worlds as a way of making change." (with Theresa N. Kenney). Centre for Networked and Mediated Performance, McMaster University. Virtual. April 16, 2021.

Featured performer, "___ while disabled: A digital autoethnographic video short." Interstices New Media Symposium, McMaster University. December 10, 2019.

Featured presenter, "Homonationalist heroes: <u>Love, Simon</u>'s use of Blackness as progressive prop." Department of Communication Research Day, University of South Florida. April 25, 2019.

Featured presenter, "Narrative, autoethnography, and disability." Department of Communication Fall 2018 Colloquium, University of South Florida. October 19, 2018.

GUEST LECTURES
Guest lecture. "Discussion of '#Shadowbanned: Queer, trans, and disabled creator responses to algorithmic oppression on TikTok.'" MDST 3662: Disability and Media, University of Virginia Department of Media Studies. October 27, 2022.

Guest lecture. "Discussion of 'In defence of the remix: Olivia Rodrigo's promotional TikToks are relatable GenZ self-branding.'" MEDIAA 3BB3: New Media Art Practices, McMaster University Department of Communication Studies and Media Arts. October 24, 2022.

Guest lecture. "Systems and cultural approaches to studying digital disability justice climate crisis organizing." COM 3120: Organizational Communication, Florida Atlantic University School of Communication and Multimedia. September 20, 2022.

Guest lecture. "Unprogramming TikTok's ableist content moderation practices." CNMS 253W: Introduction to Communication Technology—The New Media. Simon Fraser University School of Communication. March 11, 2022.

*Guest panelist. "*Knowledge sharing, publishing, citationality." CNMCS 700B: Doctoral Proseminar. McMaster University Department of Communication Studies and Media Arts. March 2, 2022.

Guest lecturer. "A brief history of the Internet: From ARPANet to Web 3.0." CMST 1A03: Introduction to Communication. McMaster University Department of Communication Studies and Media Arts. February 17, 2022.

Guest lecturer. "A cultural studies of TikTok: Communication, culture, and user-experience." CNMS 455W: Women and New Information Technologies. Simon Fraser University School of Communication. October 29, 2021.

Guest lecturer. "Unprogramming AutoR's algorithmic ableism." CULTRST 708: Selfie/Culture. McMaster University Department of English and Cultural Studies. October 29, 2021.

Guest lecturer. "Disability justice in digital social movements." CC263: Argument and Advocacy. Emerson College Department of Communication Studies. September 27, 2021.

Guest lecturer. "The problematics of disability visibility: Shadowbanning on Instagram and TikTok." CULTRST 708: Selfie/Culture. McMaster University Department of English and Cultural Studies. February 12, 2021.

Invited Panelist, "Choosing a Graduate Program in Disability Studies." University of Toledo Program in Disability Studies. February 11, 2021.

Invited Co-Presenter. "Evaluating student work." (with Paula Gardner). McMaster University Department of Communication Studies and Media Arts. January 14, 2021.

AWARDS AND HONORS
Nominee, Donald P. Cushman Memorial Award | 2021
National Communication Association

Top Student Paper | 2021
Organizational Communication Division, National Communication Association

Top Research Paper | 2020
Activism and Social Justice Division, National Communication Association

Student Award | 2020
LGBTQ Studies Interest Group, International Communication Association

Top Reviewer Award | 2020
LGBTQ Studies Interest Group, International Communication Association

Top Student Paper | 2020
Organization for Research on Women and Communication, Western States Communication Association

Elias and Vivian Drake Nader Award | 2019
Department of Communication, University of South Florida

Outstanding Departmental Service Award | 2019
Department of Communication, University of South Florida

Top Research Paper | 2018
Disability Issues Caucus, National Communication Association

Nominee, Undergraduate of the Year | 2017
Carter School for Conflict Analysis and Resolution, George Mason University

Member of Delta Alpha Pi Honors Society | 2017
Xi Chapter, George Mason University

TEACHING AND PROFESSIONAL DEVELOPMENT

*= taught course as head teaching assistant
†= taught course as instructor of record

Undergraduate Teaching at McMaster University
CMST 1A03: Introduction to Communication (face-to-face and online)*
CMST 2TM6: Foundations in Communication Theories and Methods (online)
CMST 3CH3: History of Communication Technologies (face-to-face)
CMST 3CP3: Communications Professionalization (online)

Undergraduate Teaching at University of South Florida
COM 2000: Introduction to Communication Studies (online)
SPC 2608: Public Speaking (face-to-face) †

Undergraduate Teaching at George Mason University
COMM 100: Public Speaking (face-to-face)

Professional Development
McMaster University
Certification, Professor Hippo-On-Campus Mental Health Education, Winter 2022
Completion of EDUC 600: Essential Skills in Teaching & Learning, Winter 2022
Completion of EDUC 750: Principles of University Teaching, Winter 2022
Faculty of Humanities Teaching Assistant Training, Fall 2019

University of South Florida
SPC 2608 New Instructor Pedagogy Training, 2018-2019
Title IX Mandatory Reporter Training, Fall 2017
UndocuAlly Certification, Fall 2017
Completion of IDS 5922: Preparing for College Teaching, Fall 2017
Completion of IDS 5921: Teaching Assistant Training, Fall 2017

SERVICE

Working Papers
Contributing author, "Perceptions about Inclusion, Diversity, Ethics, and Access: First Insights,"
released by International Communication Association IDEA Standing Committee, January 2022.
[Linked]

Leadership in Organizations

Member, Organizational Communication Division By-laws Revision Task Force, National Communication Association. 2022—present.
Member, Mental Health and Communication Executive Task Force, National Communication Association. 2021-2022.
Student and Early Career Representative, IDEA (Inclusion, Diversity, Ethics, and Access) Standing Committee, International Communication Association. 2020—present.
Member, Environmental Communication Division Student Committee, National Communication Association. 2020-2022.
Student and Early Career Representative, LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer) Studies Interest Group, International Communication Association. 2020-2022.

Service to Organizations
Session co-organizer, "The accessible panel project: Exploring and practicing possibilities." (with Jim Cherney, E. Krebs, & Julie-Ann Scott-Pollack). National Communication Association, New Orleans, LA. November 2022.
Paper session chair, "Exploring queer and trans identities in digital/mediated PLACES." National Communication Association, New Orleans, LA. November 2022.
Paper session chair, "Welcome to the shit show: Liberatory experiments in Communication Studies." National Communication Association, New Orleans, LA. November 2022.
Paper session chair, "The pleasure and pain of online participatory networks." National Communication Association, Seattle, WA. November 2021.
Paper session co-chair, "Theorizing corporate social justice: Case studies on organizational responses to social movements." (with Beatriz A. Nieto-Fernandez). National Communication Association, Seattle, WA. November 2021.
Co-facilitator, "ICA 2022 pre-conference submission workshop." (with Lik Sam Chan). Virtual event. October 2021.
Program coordinator, ICA LGBTQ Studies Mentorship Program. May 2021.

Reviewer for Peer-Reviewed Journals (# of reviews)
Feminist Media Studies (1)
Language@Internet (1)
Politics, Groups, & Identities (1)

Reviewer for Professional Organizations
International Communication Association | 2019—present
National Communication Association | 2019—present

University-Level Service
McMaster University
Selected consultant, Student Accessibility Services Graduate Program Development | Spring 2022
Member, DIMAND (Disability, Inclusion, Madness, Access, Neurodiversity) Working Group | 2019-2022
Member, Gender & Sexuality Working Group | 2019-2022
Graduate representative, Faculty of Humanities General Assembly | 2019-2020

Departmental Service
McMaster University
Peer mentor, CNMCS Mentorship Program | 2020—present
Program coordinator, CNMCS Mentorship Program | 2020-2021
Peer mentor, Gender and Social Justice Studies Mentorship Program | 2021
Member, CSMA Public Relations Committee | 2019-2020

University of South Florida
Social & Events Coordinator, Graduate Communication Association | 2018-2019
Contributing author, Department of Communication Graduate Student Bill of Rights | 2018

INSTITUTES ATTENDED
Critical Access: Technology and Disability Justice. Funded by the Andrew W. Mellon Foundation. University of Michigan Digital Studies Institute. Virtual. July 11-22, 2022.

Digital IDEAS: A Summer Institute for Anti-Racist Critical Digital Studies. Funded by the Andrew W. Mellon Foundation. University of Michigan Digital Studies Institute. July 19-23, 2021.

Doctoral Honors Seminar (Rhetoric and Performance Studies Track). National Communication Association. Virtual. July 14-16, 2022.

MEMBERSHIPS AND AFFILIATIONS
Center for Information, Technology, and Public Life (CITAP)
International Communication Association (ICA)
National Communication Association (NCA)
Pulse Lab