

YENA LEE

(she/they)

yena.lee@asc.upenn.edu

ACADEMIC EMPLOYMENT

2025 Postdoctoral Fellow, Center on Digital Culture and Society (CDCS),
Annenberg School for Communication, University of Pennsylvania

EDUCATION

2025 PhD, Media, Technology, and Society, Northwestern School of
Communication

committee Dr. Thomas J. Billard (*chair*), Dr. Moya Bailey, Dr.
Brayden King (*Management and Organizations*
Department), Dr. Alice Marwick (*Data & Society*
Research Institute)

dissertation Creator Logic-in-Practice: Political Content
Creators and the Negotiation of Influence in the
Post-Networked Era

2021 MA, Media, Technology, and Society, Northwestern School
of Communication

chair Dr. Thomas J. Billard

thesis Meso-level Leaders as Brokers of Horizontal
and Vertical Linkages in Feminist Networked
Social Movements

2018 BA (High honors in Media Studies), Media Studies, University
of California, Berkeley

PUBLICATIONS

2023 “Toward Productive Coexistence: A Relational Analysis of a
Feminist Counterpublic in Twitter K-Pop Fandom.” *International*

Journal of Communication 17: 5972-5992.

<https://ijoc.org/index.php/ijoc/article/view/20439/4334>

- 2023 “Meso-level Leaders as Brokers of Horizontal and Vertical Linkages in Feminist Networked Social Movements.” *Information, Community & Society* 26 (10): 2015-2032.
<https://doi.org/10.1080/1369118x.2022.2065212>

PRESENTATIONS

Academic Conference Paper Presentations

- 2026 “Political Content Creators at the Boundaries: Hysteresis, Transposed Logics, and the Politics of Crossfield Collaboration.” Paper presented at the annual meeting of the Eastern Sociological Society (ESS). Washington, D.C., United States, March 5-6.
- 2025 “Creator-Field-Logic: Platform Meta-Capital and the Structuring Role of Attention Capital.” Paper presented at the annual meeting of the National Communication Association (NCA). Denver, United States, November 20-23.
- 2025 “Platformed Prejudice: Right-Wing Alternative Social Media Use and Anti-Trans Policy Opinions in the US.” Paper presented at the annual meeting of the Association of Internet Researchers (AOIR). Niterói, Brazil, October 15-18. (third author, with Thomas J. Billard, Walker Brewer, Nash Jenkins, Taylor Agajanian, and Ifra Javed)
- 2025 “Once More, With Fieldwork: Rebuilding Qualitative Methods in Communication Research from the Ground Up.” Paper presented at the annual meeting of the International Association Conference (ICA). Disrupting and Consolidating Communication Research. Denver, United States, June 12-16. (second author, with Thomas J. Billard)
- 2025 “Family Matters: Alternative Right-Wing Media Use and Parental Attitudes Toward Transgender Rights.” Paper presented at the annual meeting of the American Association for Public Opinion Research (AAPOR). St. Louis, United States, May 14-16. (third author, with Walker Brewer, Thomas J. Billard, Nash Jenkins,

Taylor Agajanian, and Ifra Javed)

- 2024 “Movement for Black Lives through the Platform Logics of Instagram.” Paper presented at the annual meeting of the International Association Conference (ICA). Preconference. Reimagining Digital Activism: Navigating Complexities and Forging New Perspectives. Gold Coast, Australia, June 20. (first author, with Thomas J. Billard)
- 2023 “Does Talk Lead to Power? Political Citizenship Reimagined in the Influencer Economy.” Paper presented at the annual meeting of the Association of Internet Researchers (AOIR). Doctoral Colloquium. Philadelphia, United States, October 18.
- 2023 “Influence Brokers: The Social Media Creators Who Make Movements Happen.” Paper presented at the annual meeting of the International Communication Association (ICA). Preconference. Political Communication PhD Student Preconference. Toronto, Canada, May 25.
- 2022 “Relational Management as a Strategic Component of Feminist Counterpublic: Case Study of Feminist Activism within K-pop Fandom.” Paper presented at the annual meeting of the International Communication Association (ICA). One World, One Network? Paris, France, May 26-30.
- 2022 “Meso-level Leaders as Brokers of Horizontal and Vertical Linkages in Networked Social Movements.” Paper presented at the annual meeting of the International Communication Association (ICA). One World, One Network? Virtual, May 26-30.
- 2021 “The Role of Feminist Meso-level Leaders as Brokers of Horizontal and Vertical Linkages in Networked Social Movements.” The Department of Sociology at the University of Chicago. Paper presented at the Great Mediation: Perspectives on Politics and the New Media Graduate Student Virtual Conference. Virtual, May 6-7.
- 2020 Feminist Bot until the Last Code: A Case Study of Brazil’s first feminist bot.” International Communication Association (ICA). Postconference. Community and Activist Media: Resistance and Resurgence. (Postconference cancelled due to COVID-19 pandemic), 2020.

Academic Conference Panels

- 2023 “Publics.” Panel held at the annual meeting of the Association of Internet Researchers. Philadelphia, United States, October 18-21. (Chair)
- 2022 “Fandom and Media.” Panel held at the annual meeting of the International Communication Association (ICA). One World, One Network? Paris, France, May 26-30. (Chair)

Invited Talks and Roundtables

- 2025 “Creator Logic-in-Practice: Political Content Creators and the Negotiation of Influence in the Post-Networked Era.” Colloquium held at the Center on Digital Culture and Society, Annenberg School for Communication at the University of Pennsylvania. Philadelphia, Pennsylvania, September 29.
- 2023 “Behind the Scenes of a Digital Ethnography Dissertation,” moderated by Caitlin Petre. Panel held at the Digital Ethnography Working Group at Rutgers University. Virtual, December 1. (Panelist)
- 2022 “Critical Digital Humanities,” moderated by Teresa Helena Moreno. Roundtable held at the Recovery & Community: Multiethnic Digital Humanities in 2022, Digital Humanities Initiative at the University of Illinois Chicago. Chicago, Illinois, September 22-24. (Panelist)

GRANT

Northwestern University

- 2025 Conference Travel Grant, Media, Technology, and Society Program
- 2024 Conference Travel Grant, Media, Technology, and Society Program
- 2024 Conference Travel Grant, Department of Communication Studies
- 2023 Dissertation support, Department of Communication Studies
- 2023 Conference Travel Grant, Department of Communication Studies
- 2023 Conference travel Grant, The Graduate School
- 2023 Conference Travel grant, Media, Technology, and Society Program
- 2022 Conference Travel Grant, The Graduate School
- 2022 Conference Travel grant, Media, Technology, and Society Program
- 2022 Transformative Justice Research Grant, Council for Race and Ethnic studies

2021 Care-Co Sponsorship for “Cultivating Care in Academic Culture” live podcast event

TEACHING EXPERIENCE

Instructor of Record

2025, Wint. COMM_ST_102: Public Speaking
2023, Spr. COMM_ST_394: Digital Ethnography Field Research Method
2022, Wint. COMM_ST_102: Public Speaking
2021, Fall. COMM_ST_102: Public Speaking

Teaching Assistant

2025, Spr. COMM_ST_380: Political Communication
2020, Fall. COMM_ST_274: Power in Entertainment

Invited Guest Lectures

2025 “Creator Logic-in-Practice: Political Content Creators and the Negotiation of Influence in the Post-Networked Era.” Class lecture, FSCP 81000: Politics as Performance and Style from the Graduate Center, City University of New York, New York, Nov 13

2025 “Creator Logic-in-Practice: Political Content Creators and the Negotiation of Influence in the Post-Networked Era.” Class lecture, COMM 270: Digital Influencers from University of Illinois Chicago, Chicago, Illinois, Nov 6

2025 “Progressive Political Influencers and the Paradox of Attention Capital.” Class lecture, COMM_ST 480/POLI_SCI_390: Political Communication from Northwestern University, Evanston, Illinois, May 13

2022 “Digital Technologies and Digital Strategy.” Class lecture, COMM_ST 395/SOCIOL_395: Media, Movements, and Social Change from Northwestern University, Evanston, Illinois, February 24

2021 “Digital Technologies and Digital Strategy.” Class lecture,
COMM_ST 395/SOCIOL_376: Communication and Social
Movements from Northwestern University, Evanston,
Illinois, February 25

MENTORSHIP

Undergraduate mentorship

2021-2022 Creative Markets Module Fellow, Communication Studies Module
Fellow Program, Northwestern University

ACADEMIC APPOINTMENT

2023-2024 Graduate Assistant, Writing Place, Northwestern University

PROFESSIONAL APPOINTMENT

2021 Editorial Assistant, *Qualitative Sociology*

PROFESSIONAL TRAINING

2021-2022 Teaching Certificate, Searle Center for Advanced Learning and Teaching,
Northwestern University

RESEARCH AFFILIATION

2023-Pres. The Atelier, Northwestern University

2023-Pres. Center for Information, Technology, and Public Life, University of
North Carolina at Chapel Hill

2022-Pres. Digital Ethnography Working Group, Rutgers University

2021-Pres. Digital Apothecary, Northwestern University

2020-Pres. Center for Latinx Digital Media, Northwestern University

2019-Pres. Center for Race and Digital Studies, New York University

SERVICE TO THE PROFESSION

2022 Journal Reviewer
New Media & Society

SERVICE TO THE INSTITUTION

Northwestern University

2020-2025 Graduate Student Facilitator
Social Movement & Enterprise Workshop

2020-2022 Graduate Student Facilitator
Qualitative Method Workshop

SERVICE TO THE COMMUNITY

2021 Member
Indivisible Northwestern

PROFESSIONAL MEMBERSHIPS

American Sociology Association (ASA)

Association of Internet Researchers (AOIR)

International Communication Association (ICA)

National Communication Association (NCA)