

YENA LEE

(she/they)

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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 Participation Pathways on Alternative Social Media.” Paper presented at the annual meeting of the American Political Science Association (APSA). Boston, United States, September 3-6. (first author, with Thomas J. Billard, Walker Brewer, Nash Jenkins, Taylor Agajanian, and Ifra Javed)
- 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

2026 "Brokerage in Feminist Movements: Advancing Grassroots Activism to Institutional Change." Talk held at James Joo-Jin Kim Center for Korean Studies at the University of Pennsylvania. Philadelphia, Pennsylvania, February 5.

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

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| 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

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| 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

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

Invited Guest Lectures

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| 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

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| 2025-Pres. | Center on Digital Culture and Society, University of Pennsylvania |
| 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

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| 2022 | Journal Reviewer <i>New Media & Society</i> |
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SERVICE TO THE INSTITUTION

University of Pennsylvania

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| 2026 | Postdoctoral Facilitator Digital Activism and Digital Justice (DADJ) & Digital Technologies, Labor, and Surveillance (DTLS) Joint Workshop |
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Northwestern University

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| 2020-2025 | Graduate Student Facilitator Social Movement & Enterprise Workshop |
| 2020-2022 | Graduate Student Facilitator Qualitative Method Workshop |

SERVICE TO THE COMMUNITY

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| 2021 | Member Indivisible Northwestern |
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PROFESSIONAL MEMBERSHIPS

American Political Science Association (APSA)

American Sociology Association (ASA)

Association of Internet Researchers (AOIR)

International Communication Association (ICA)

National Communication Association (NCA)