YENA LEE

(she/they)
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ACADEMIC EMPLOYMENT

2026–present Assistant Professor, Department of Media Culture, College of Staten Island, CUNY

2025–2026 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 "From Pre-Networked, Networked, to Post-Networked Political Participation." Paper presented at the annual meeting of the Society for Social Studies of Science (4S). Toronto, Canada, October 7-10.

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 (AOIR). 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

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

MEDIA APPEARANCE

2026 "The dark side of K-pop's global success: How bullying and death threats gripped fandoms" by Shahana Yasmin, *The Independent,* October 11. https://www.the-independent.com/arts-entertainment/music/news/kpop-fan-wars-bullying-threats-bts-newjeans-exo-b3062902.html

TEACHING EXPERIENCE

College of Staten Island

2026, Fall. COM 200: Contemporary Issues in Media, Culture, and Communication

Northwestern University

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

2026 "What makes digital ethnography ethnography?" Class lecture, Comm 5230: Qualitative Ways of Knowing from Annenberg School of Communication at the University of Pennsylvania, Philadelphia, April 15

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, November 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, November 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

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

Leadership Position

2025-2026 Program Committee Chair
Good Vibes Only? How Affects and Emotions Are Mediated for Justice in Digital Culture
Center on Digital Culture and Society 2026 Symposium

SERVICE TO THE INSTITUTION

University of Pennsylvania

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

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 Political Science Association (APSA)
American Sociology Association (ASA)
Association of Internet Researchers (AOIR)
International Communication Association (ICA)
National Communication Association (NCA)