CURRICULUM VITAE

(5/20/2016)

ROBERT GLENN HOWARD
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EDUCATION

University of Oregon. Ph.D. in English emphasizing American Literature, Folklore, and Rhetoric;
September 2001.
Dissertation: "Passages Divinely Lit: Revelatory Vernacular Rhetoric on the Internet."
Supervisor: Professor Daniel Wojcik.

University of California at Los Angeles. M.A. in Folklore and Mythology emphasizing religious
narrative; June 1996.

University of California at Berkeley. B.A. in English; May 1993.

ACADEMIC POSITIONS

Director, DesignLab, University of Wisconsin — Madison, 2016 – present.

Director, Digital Studies, University of Wisconsin — Madison, 2010 – present.

Professor, Department of Communication Arts, University of Wisconsin — Madison, 2011 —
present.

Chair, Department of Comparative Literature and Folklore Studies, University of Wisconsin —
Madison, 2013 – 2016.

Director, Folklore Program, University of Wisconsin — Madison, 2011 – 2013

Associate Professor, Department of Communication Arts, University of Wisconsin — Madison,
2008 — 2011.

Associate Director, Folklore Program, University of Wisconsin — Madison, 2006 — 2011.

Assistant Professor, Department of Communication Arts, University of Wisconsin — Madison,
2001 – 2008.

Associate Director, Writing Program, English Department, University of Oregon, 1999 — 2001

BOOKS

Text + Field: Innovations in Rhetorical Method (ed. with Sara L. McKinnon, Robert Asen, and Karma R. Chávez). University Park, Pennsylvania: Penn State University Press, 2016.

Tradition in the 21ˢᵗ Century: Locating the Role of the Past in the Present (ed. with Trevor Blank). Logan, Utah: Utah State University Press, 2013.

Digital Jesus: The Making of a New Christian Fundamentalist Community on the Internet. New York: New York University Press, 2011.

Network Apocalypse: Visions of the End in an Age of Internet Media (ed.). London: University of Sheffield/Phoenix Press, 2011.

ARTICLES

"Taking (Digital) Folklore Seriously," *Contemporary Legend* 5 (2015): 98-104.

"Why Digital Network Hybridity is the New Normal (Hey! Check This Stuff Out),"*Journal of American Folklore*. 128 (Summer 2015): 247-259.

"'The Homo Depot' and Other Works: Toward a Critique of Vernacular Video," *Cinema Journal* 51 (Summer 2012): 191-197.

"Enacting a Virtual 'Ekklesia:' Online Christian Fundamentalism as Vernacular Religion," *New Media & Society* 12 (2010): 729-744.

"Vernacular Media, Vernacular Belief: Locating Christian Fundamentalism in the Vernacular Web," *Western Folklore* 68 (Fall 2009): 409-429.

 "The Vernacular Web of Participatory Media," *Critical Studies in Media Communication* 25 (December 2008): 490-512.

"Electronic Hybridity: The Persistent Processes of the Vernacular Web," *Journal of American Folklore* 121 (Spring 2008): 192-218.

"The Ethics of DeCSS Posting: Toward Assessing the Morality of the Internet Posting of DVD Copyright Circumvention Software," with Kristin Eschenfelder and Anuj Desai, *Information Research* 11 (2006): 1-23.

"Sustainability and Narrative Plasticity in Online Apocalyptic Discourse After September 11, 2001," *Journal of Media and Religion* 5 (2006): 25-47.

"Toward a Theory of the World Wide Web Vernacular: The Case for Pet Cloning," *Journal of Folklore Research* 42 (2005): 323-360.

"Who Posts DeCSS and Why?: A Content Analysis of Web Sites Posting DVD Circumvention Software," with Kristin R. Eschenfelder and Anuj C. Desai, *Journal of the American Society for Information Science and Technology* 56 (2005): 1405-1418.

"A Theory of Vernacular Rhetoric: The Case of the 'Sinner's Prayer' Online," *Folklore* 116 (2005): 172-188.

"Sustainability and Radical Rhetorical Closure: The Case of the 1996 'Heaven's Gate' Newsgroup Campaign," *Journal of Communication and Religion* 28 (2005): 99-130.

"The Double Bind of the Protestant Reformation: The Birth of Fundamentalism and the Necessity of Pluralism," *Journal of Church and State* 47 (2005): 91-108.

"Negotiating Finality: Electro-Folk Rhetorics of Apocalypse," *Journal for Millennial Studies* 3 (1999): 1-23.

"Researching Folk Rhetoric: The Case of Apocalyptic Techno-Gaianism on the World-Wide Web," *Folklore Forum* 29 (1998): 53-73.

"Attitudes Toward the Tragic: A Not-So-Horribly-Biased Approach to the 'Heaven's Gate' E-mail Campaign," *Journal for Millennial Studies* 1 (1998): 1-20.

"Apocalypse in your In-Box: End-Times Communication on the Internet," *Western Folklore* 56 (1997): 295-315.

BOOK CHAPTERS

«Η νέα κανονικότητα του ψηφιακού δικτυακού υβριδισμού» ["The New Normal of Digital Web Hybridization"], in *Πολιτισμοί του Διαδικτύου* [*The Culture of the Internet*], ed. Avdikos, Evangelos. Athens, Greece: Πεδίο, 2016. 43-72.

"Digital Network Analysis: Understanding Everyday Online Discourse Micro- and Macroscopically," in *Research Methods for Reading Digital Data in the Digital Humanities*. ed. Gabriele Griffin and Matt Hayler. (Edinburgh, United Kingdom: Edinburgh University Press, 2015),165-183.

"Living Traditions in a Modern World," with Trevor J. Blank in *Tradition in the 21st Century: Locating the Role of the Past in the Present*. ed. Trevor J. Blank and Robert Glenn Howard. (Logan, Utah: Utah State University Press, 2013), 1-21.

"Vernacular Authority: Critically Engaging 'Tradition'" in *Tradition in the 21st Century: Locating the Role of the Past in the Present*. ed. Trevor J. Blank and Robert Glenn Howard. (Logan, Utah: Utah State University Press, 2013), 72-99.

"Digital Devotees: Vernacular Authority in a New Kind of Religious Movement" in *Shaping Virtual Lives: Online Identities, Representations, and Conducts*. Violetta Krawczyk-Wasilewska, Theo Meder and Andrew Ross. eds. (Łódź, Poland: University of Łódź Press, 2013), 129-140.

"How Counter-Culture Helped Put the 'Vernacular' in Vernacular Webs" in *Folk Culture in a Digital Age*, ed. Trevor J. Blank, (Logan, Utah: Utah State University Press, 2012), 30-55.

"Digital Apotheosis: New Communication Technologies and Vernacular Authority" in *Beyond the End: The Future of Millennial Studies*. Eds. Kenneth G. C. Newport and Joshua Searle. London: University of Sheffield/Phoenix Press, 2012), 123-141.

"The Media Savvy Ritual Suicides: How the Heaven's Gate Group Co-opted Institutional Media and Created a New Tradition" in *Network Apocalypse: Visions of the End in an Age of Internet Media*, ed. Robert Glenn Howard, (London: University of Sheffield/Phoenix Press, 2011), 200-222.

"Visions of the End in an Age of Internet Media" in *Network Apocalypse: Visions of the End in an Age of Internet Media*, ed. Robert Glenn Howard, (London: University of Sheffield/Phoenix Press, 2011), ix-xii.

"The Vernacular Mode: Locating the Non-Institutional in The Practice of Citizenship" in *Public Modalities*, ed. Rob Asen and Daniel Brower, (New York: University of Alabama Press, 2010), 240-261.

"Hybrid Agencies on the Vernacular Web," in *Concerning Argument*, ed. Scott Jacobs, (Washington, D.C.: National Communication Association, 2009), 366-374.

"The Vernacular Ideology of Christian Fundamentalism on the World Wide Web," in *Fundamentalisms and the Media*, ed. Stewart M. Hoover and Nadia Kaneva, (London: Continuum Publishing, 2009), 126-141.

"Crusading on the Vernacular Web: The Folk Beliefs and Practices of Online Spiritual Warfare" in *Folklore and the Internet: Vernacular Expression in a Digital World*, ed. Trevor J. Blank, (Utah State University Press, 2009), 191-218.

"An End Times Virtual 'Ekklesia': Ritual Deliberation in Participatory Media" in *The End All Around Us: Apocalyptic Texts and Popular Culture*, eds. John Walliss and Kenneth G. C. Newport, (London: Equinox Press, 2009), 198-218.

"Rhetoric of the Rejected Body at 'Heaven's Gate,'" in *Gender and Apocalyptic Desire*, ed. Lee Quinby and Brenda Brasher, (London: Equinox Press, 2006), 145-164.

"On-Line Ethnography of Dispensationalist Discourse: Revealed versus Negotiated Truth," in *Religion on the Internet*, ed. Jeffery K. Hadden and Douglas Cowan (New York: Elsevier Press, 2000), 225-246.

ENCYCLOPEDIA ENTRIES

"Hybrid," in *Folklore: An Encyclopedia of Forms, Methods, and History*, ed. Tom Green (New York: ABC-CLIO, 2010), 682-684.

"Vernacular," in *Folklore: An Encyclopedia of Forms, Methods, and History*, ed. Tom Green (New York: ABC-CLIO, 2010), 1242-1245.

"Cults," in *Encyclopedia of American Counterculture*, ed. Karen Karbiener (New York: M. E. Sharpe, 2009), 189-192.

"Fundamentalism," in *Encyclopedia of Religion, Communication, and Media*, ed. Daniel Stout (New York: Berkshire Publishing, 2006): 155-160.

"Final Judgment," in *Encyclopedia of Fundamentalism*, ed. Brenda Brasher (London: Berkshire/Routledge, 2001): 179-181.

"Myth," in *Encyclopedia of Fundamentalism*, ed. Brenda Brasher (London: Berkshire/Routledge, 2001): 326-327.

"Second Coming," in *Encyclopedia of Fundamentalism*, ed. Brenda Brasher (London: Berkshire/Routledge, 2001): 437-439.

OP-ED ESSAYS AND INTERVIEWS

"Tools, Trust, and Truth in the Digital Age" Interviewed by P.J. Singer. *The Capital Times*, April 5, 2015. Http://host.madison.com/news/local/q-a-uw-prof-robert-glenn-howard-talks-tools-trust/article_7932841a-4bdd-5a30-8bad-081b83a98517.html

"Variety of Choices Abound in the Digital Age," *The Wisconsin State Journal*, March 20, 2015. Http://host.madison.com/wsj/discovery/variety-of-choices-abound-in-the-digital-age/article_8787c323-fc1f-55be-8f57-1a7a923709ed.html

"Evangelical Individualism: Going It Alone at the End of Time," *The Occupied Times of London*, October 18, 2014. Http: http://www.theoccupiedtimes.org/PDFs/OT26.pdf

"Born Digital Folklore and the Vernacular Web,'" *The Signal: Digital Preservation, Library of Congress,* February 22, 2013. Http://blogs.loc.gov/digitalpreservation/2013/02/born-digital-folklore-and-the-vernacular-web-an-interview-with-robert-glenn-howard/

"Getting Beyond the Thunderdome: David Brooks' Fantastical 'Riders on the Storm,'" *Antenna Blog,* April 27, 2010. Http://blog.commarts.wisc.edu/2010/04/27/getting-beyond-the-thunderdome-david-brooks-fantastical-riders-on-the-storm/

"Technology Takes Folklore into Future," *Wisconsin State Journal*, April 10, 2005, B2.

"'Un-Homey' Potential in the Public Discourse of 'Heaven's Gate,'" *Millennial Prophecy Report,* October 1997: 50-53.

REVIEWS

Book review of *A Doomsday Reader: Prophets, Predictors, and Hucksters of Salvation*, edited by Ted Daniels, in *Western Folklore* 59 (2001): 72-73.

Book review of *Theorizing About Myth*, by Robert A. Segal, in *Journal of American Folklore* 114 (2001): 122-123.

Film review of *Talking Trauma: Story-Telling Among Paramedics*, produced and directed by
Timothy R. Tangherlini, in *Journal of American Folklore* 113 (1999): 101-102.

RESEARCH GRANTS AND AWARDS

Chairs Research Fellowship, University of Wisconsin, February 2016.

Vilas Associates Competition Research Award, University of Wisconsin, February 2014.

Networks and Network Analysis for the Humanities: Advanced Topics in Digital Humanities,
National Endowment for the Humanities, Institute for Pure and Applied Mathematics at
the University of California, Los Angeles, August 2010.

Digital Studies Initiative, with Kristin Eschenfelder and Jon McKenzie. Madison Initiative for
Undergraduates, University of Wisconsin, April 2010.

Faculty Development Grant, University of Wisconsin-Madison, 2009.

Cluster Hire Enhancement Grant with Kristin Eschenfelder, Janet Gilmore, and Jim Leary.
Wisconsin Alumni Research Foundation Research Grant, Graduate School, University of
Wisconsin-Madison, 2008.

Hamel Family Faculty Research Grant, Department of Communication Arts, University of
Wisconsin-Madison, 2007, 2008, 2011.

Wisconsin Alumni Foundation Research Grant, Graduate School, University of Wisconsin-
Madison, 2003, 2004, 2006, 2007, 2009, 2010, 2011.

In Time Multimedia Research Grant, University of Wisconsin-Madison, 2001.

Risa Palm Memorial Dissertation Research Award, University of Oregon, 2000.

Research Grant, Center for the Study of Women in Society, University of Oregon, 1998.

Don Yoder Prize for the Best Article in Folk Belief and Religious Folklife, American Folklore
Society, 1998. (Awarded for the essay "Apocalypse in your In-Box: End-Times
Communication on the Internet")

Research Grant, Center for the Teaching of Writing, University of Oregon, 1998.

Irma and John Sherwood Memorial Grant, English Department, University of Oregon, 1997,
1998, 1999.

Research Grant, Center for Millennial Studies, Boston University, 1997, 1999.

Title VI Language Fellowship for the Study of Quechua, University of California at Los Angeles,
1995.

EDITORIAL WORK

Editorial Board, *Western Journal of Communication*, 2014 – present

Editorial Board, *Communication and Critical/Cultural Studies*, 2013 – present.

Editorial Board, *Western Folklore*, 2013 – present.

Editor, *Journal of American Folklore* Special Issue on Folklore and the Internet, 2014.

Editor, *Western Folklore*, 2008 – 2013.

Editorial Board, *Critical Studies in Media Communication*, 2011 - 2013

Ad hoc article manuscript reviewer for *Communication and Cultural/Critical Studies*; *Critical Studies in Media Communication*, *Communication Review*, *Communication Theory*, *Italian American Review*, *Journal of American Folklore*, *Journal of Communication Inquiry*, *Journal of Media and Religion*, *New Media & Society*, *Philosophy and Rhetoric*, *Popular Communication*, *Western Folklore*, *Western Journal of Communication*.

Ad hoc book manuscript reviewer for Penn State University Press, Routledge/Berkshire Press; Strata Publishing; University of Colorado Press; University of Kentucky Press; Utah State University Press; University of Wisconsin Press.

RESEARCH APPOINTMENTS
Affiliate Faculty, Holtz Center for Science and Technology Studies, Jun 2014 – present.

Affiliate Scholar, Center for the Study of Upper Midwestern Cultures, University of Wisconsin-Madison, September 2001 – present.

Associate Member, Folklore Fellows of the Finish Academy of Science and Letters, 2015 – present.

Faculty, Department of Comparative Literature & Folklore Studies, May 2012 – present.

Faculty, School of Journalism and Mass Communication, University of Wisconsin-Madison, February 2012 – present.

Faculty, Religious Studies Program, University of Wisconsin-Madison, September 2001 – present.

Faculty, Folklore Program, University of Wisconsin-Madison, September 2001 – 2013.

Associate Scholar, Center for Millennial Studies, Boston University, 1997 – present.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS
American Folklore Society; International Communication Association; National Communication Association; Société Internationale d'Ethnologie et de Folklore.

INVITED & KEYNOTE LECTURES
"Fall of the Experts: Everyday Authority in a Network Age," The Ohio State University, Columbus, Ohio, February, 2016.

"Vernacular Authority and Digital Hybridity: Implications For Digitization, Acquisition, And Field Methods," The Chinese Academy for Social Sciences, Beijing, China, October, 2015.

"When is 'Object' a Four Letter Word?: In the Study of Participatory Media," The Estonian Literary Museum, Tartu, Estonia, June, 2015.

"Inheritance of the Digital," Turku University's "Folklore Fellows Summer School, 2015" on "Doing Folkloristics in the Digital Age," Seili, Finland, June, 2015.

"Digital Apocalypse: End Times in the 21st Century," Conference on "Anthropology of the Apocalypse," Department of Anthropology Conference. University of Minnesota, Minneapolis, MN, April, 2015.

"When Mass Media Gets Personal: The Digital Blurring of Private Discourse," Carroll University, Waukesha, WI, March, 2015.

"Religious Aspects of *The Matrix*," WUD Film and The UW Lubar Institute, University of Wisconsin, Madison, WI, March, 2015.

"Return of the Everyday Expert: Digital Network Technologies and Vernacular Authority," Holtz Center for Science and Technology Studies, University of Wisconsin, Madison, WI, October, 2014.

"Back to the Newly Digital Networked Normal: Expertise & Everyday Authority in an Age of Digital Communication," Super Session Presentation for the Rhetoric Society of America, San Antonio, Texas, May, 2014.

"The Internet and Authority for All: Expertise and Everyday Communication in a Networked Age," Department of Culture and Media Studies, Umeå University, Umeå, Sweden, April 2014.

"Why You Need a Macroscopic To See Everyday Authority Online: Qualitative Network Analysis for Internet Forum Discourse," HumLab, Umeå University, Umeå, Sweden, April 2014.

"The Internet and Authority for All: Everyday Communication and the Power of Digital Hybridity," International Conference on Folk/Traditional/Popular Culture and the Internet, University of Thessaly Department of History, Archaeology And Social Anthropology. Volos, Greece, November 2013.

"Back to the Newly-Digital Networked Normal: Digital Circulation and the Return of Everyday Authority," Keynote Lecture for the Société Internationale d'Ethnologie et de Folklore General Congress, University of Tartu, Tartu, Estonia, July, 2013.

"Back to the Newly-Digital Networked Normal," Oregon Humanities Center, University of Oregon, Eugene, OR, May, 2013.

"Back to the Newly-Digital Networked Normal: Durable Media and Commercial Broadcast vs. The Vernacular Web," Mayrent Institute for Community-based Yiddish Folk Culture, University of Wisconsin--Madison, Madison, WI, March, 2013.

"Big Social Science for Humanities Data: Graphing Online Vernacular Vaccine Discourse," Department of Life Sciences Communication, University of Wisconsin--Madison, Madison, WI, March, 2013.

"Big Data and Network Graphing," School of Journalism and Mass Communication, University of Wisconsin--Madison, Madison, WI, May, 2012.

"VAXNet: Network Graphing the Vernacular Mediatization of Vaccines," Special Conference Toward Ethnographies of Mediatization, University of California, Berkeley, Berkeley, CA, April, 2012.

"Digital Studies: Liberal Arts for a New Age," University of North Texas, Denton, TX, February, 2012.

"The VAX CON Network: Graphing Medical Conspiracy Discourse," Networks and Network Analysis for the Humanities, Institute for Pure and Applied Mathematics, University of California, Los Angeles, Los Angeles, CA, October, 2011.

"Internet Religion and Folklore Studies," Author Meet's Critics Forum for *Digital Jesus*. American Folklore Society Conference, Bloomington, IN, October 2011.

"Digital Jesus: Emerging Media and Sacred Emergence," Emergent Media Center, Champlain College, Burlington, VT, April, 2011.

"Digital Jesus: The Power and Problems of Lay Authority Online," Cabrini College, Radnor, PA, March, 2011.

"The Computer-Wielding Batman: Julian Assange as Folk Hero," Center for the Humanities, University of Wisconsin, February 2011.

"The Hamel Digital Media Lab: Combining Research and Production" with Sabine Gruffat, University of Wisconsin College Library Symposium in "Digital Salon: Showcasing Digital Arts and Humanities," Madison, WI, April 2010.

"Vernacular Webs: The Challenges of Cross-Media Network Ethnography," University of Wisconsin Library System Lectures in "Evolving Directions in Academic Research," Madison, WI, April 2010.

"The Sacred in a Digital Age" with Susan Zaeske, Rhetoric Society Summer Workshop, State College, PA, June 26-29, 2009.

"The Danger of Digital Enclaves: Vernacular Christian Fundamentalism in Participatory Media," College Commons, University of Southern California, Los Angeles, CA, February 2009.

"The Danger of Digital Publics: Lessons from Vernacular Christian Fundamentalism Online," Friday Humanities Lunch Lecture Series, Madison, WI, November 2008.

"How The Vernacular Web Aggregates Intentionality,'" Communication Arts Colloquium, Department of Communication Arts, University of Wisconsin, Madison, WI, October 2008.

"The Problem of Digital Enclaves: Lessons from the Rhetoric of Vernacular Fundamentalism," Rhetoric Colloquium, Department of Communication Arts, University of Wisconsin, Madison, WI, October 2008.

"Hybrid Agencies in Persistent Process: New Rhetorical Situations on the Vernacular Web," Rhetoric Colloquium, Department of Communication Arts, University of Wisconsin, Madison, WI, February 2007.

"Domesticating the Cloned Pet: The Authority of the Internet Vernacular in Marketing Biotechnology," Communication Colloquium, School of Agriculture and Life Sciences, University of Wisconsin, Madison, WI, March 2006.

"The Limits of Linking: Political Communication in the Web of Ideas," Communication Technology Research Cluster Colloquium, University of Wisconsin, Madison, WI, February 2004.

"Webcasting and Community Correction in Public Speaking Pedagogy," Presentation to Learning Support Services, College of Letters and Science, University of Wisconsin, Madison, WI, March 2003.

"The Paradox of Paradigmatic Plasticity: Online End Times Discourse After September 11, 2001," Center for Millennial Studies Conference, Boston, MA, November 2002.

"Hacktivism and the Patriot Act: Terrorists or Freedom Fighters?," Communication Technology Research Cluster Colloquium, University of Wisconsin, Madison, WI, September 2002.

"Among the Wired Fundamentalists: Internet Research and the Limits of Reciprocal Ethnography," School of Library and Information Studies Colloquium, University of Wisconsin, Madison, WI, April 2002.

SCHOLARLY PAPERS PRESENTED
"A New Age Apocalypse: Digitally Driven Vernacular Religion," American Academic of Religion, Atlanta, GA, November 2015.

"On Vernacular Authority: A Response," American Folklore Society Conference, Long Beach, CA, October 2015.

"Why Participatory Media Make 'Object' a Four Letter Word' for Panel on "Inheritance of the Digital: Ethnographic Approaches to Everyday Realities in, of, and through Digital Technologies," Sociêté Internationale pour d'Ethnologie et de Folklore Congress, Zagreb, Croatia, June 2015.

"Hoarding the Spirit: A Discourse Approach to Folklore of the Supernatural," American Academic of Religion, San Diego, CA, November 2014.

"The New Age Apocalypse Goes On-Line: Folk Belief in a Digital Age," American Folklore Society Conference, Santa Fe, NM, November 2014.

"Digital Studies," ACM-CIC Conference on the Digital Humanities, Saint Paul, MN, October 2013.

"GunNet: The Digital Folk Culture of Firearms," American Folklore Society Conference, Providence, RI, October 2013.

"When Institutional Music Goes Vernacular: The Internet, Authority, and AC/DC." Western States Folklore Society Conference, San Diego, CA, April 2013.

"'Gone Shootin'': When Institutional Music Goes Vernacular," American Folklore Society Conference, New Orleans, LA, October 2012.

"VAXCON: A Computational Approach To Online Rumor About Vaccines," American Folklore Society Conference, Bloomington, IN, October 2011.

"21st Century End Times: Vernacular Christian Fundamentalism on the Internet," International Communication Association, Boston, MA, May 2011.

"Digital Devotees: Vernacular Authority in a New Kind of Religious Movement," Panel on "Shaping Virtual Lives: Identities on the Internet," Sociêté Internationale pour d'Ethnologie et de Folklore Congress, Lisbon, Portugal, April 2011.

"Aggregating God: How the Holy Spirit Gets onto the Internet," Western States Folklore Society Conference, Los Angeles, CA, April 2011.

"How Vernacular Authority Can Undermine Citizenship," Society for Cinema and Media Studies Conference, New Orleans, LA, March 2011.

"All Critics are Outsiders: How Rhetorical Method Benefits from Incomplete Knowledge," National Communication Association Conference, San Francisco, CA, November 2010.

"Network Apocalypse,'" Society for the Scientific Study of Religion Conference, Baltimore, MD, October 2008.

"The Expertise of a Digital Laity,'" American Folklore Society Conference, Nashville, TN, October 2010.

"Topic-Mapping Everyday Communication Online," Institute on Networks and Network Analysis for the Humanities: Advanced Topics in Digital Humanities, National Endowment for the Humanities, Institute for Pure and Applied Mathematics at the University of California, Los Angeles, August 2010

"Nature Moms vs. 'Big Pharma': Vernacular Authority in Online Medical Forums," Rhetoric Society of America Biennial Conference, Minneapolis, MN, May 2010.

"The Liberatory Potential of Vernacular Authority: The Case of Gay Catholics Online," Western States Folklore Society, Salem, OR, April 2010

"Keeping Mothers in Their Place: Vernacular Authority in Digital Enclaves," American Folklore Society, Boise, ID, October 22, 2009.

"Treating the Family Naturally: Vernacular Authority in Digital Enclaves," Western States Folklore Society, Los Angeles, CA, April 2009.

"Aggregate Intentionality on the Vernacular Web: The Case of 'The Homosexual Extremist's Catholic Space,'" American Folklore Society Conference, Louisville, KY, October 2008.

"Lessons from Online Christian Fundamentalism: The Hazard of Enclave Communication and Individual Choice," Public Address Conference, Madison, WI, September 2008.

"*Computer Lib* and the Vernacular Web: The Real-World Emergence of Rhetorical Appeals to the Non-institutional," Rhetoric Society of America Biennial Conference, Seattle, WA, May 2008.

"Blogging The End Times: Ritual Deliberation in Participatory Media," Western States Folklore Society Conference, Davis, CA, April 2008.

"The Vernacular Authority of *Computer Lib*: How Counter-Culture Helped Put the 'Vernacular' in the Vernacular Web," American Folklore Society Conference, Quebec, QC, October 2007.

"Hybrid Agencies on the Vernacular Web," Alta Conference on Argumentation, Alta, UT, August 2007.

"Religion in an Age of Vernacular Media: Vernacular Christian Fundamentalism on the Worldwide Web," Western States Folklore Society Conference, Los Angeles, CA, April 2007.

"Vernacular Media, Vernacular Belief: The Vernacular Ideology of Christian Fundamentalism on the Worldwide Web." Center for Media, Religion, and Culture International Conference on Fundamentalism and the Media, University of Colorado, Boulder, CO, October 2006.

"Critically Engaging Vernacular Authority," American Folklore Society Conference, Milwaukee, WI, October 2006.

"The Vernacular Mode: Locating the Non-institutional in the Practice of Citizenship," National Communication Association Convention, Boston, MA, November 2005.

"Dialectic of the Vernacular: The John Kerry 'Blog,'" American Folklore Society Conference, Atlanta, GA, October 2005.

"Public Protest and Political Speech on the Web: The Case of DeCSS and DVD Copy Protection," with Kristin Eschenfelder and Anuj Desai, National Communication Association Convention, Chicago, IL, November 2004.

"Theorizing Vernacular Rhetoric: The Case of the 'Sinner's Prayer' Online," American Folklore Society Conference, Salt Lake City, UT, October 2004.

"Public Protest of Changes in Copyright Law: A Content Analysis of Political Speech on Web Sites Posting the DeCSS Code," with Kristin Eschenfelder and Anuj Desai, Conference on Ethics of Electronic Information in the 21st Century, Memphis, TN, October 2004.

"Fundamentalist Christian Identity and Narrative Plasticity in Online End Times Discourse after September 11, 2001," Association of Internet Researchers Conference, Toronto, ON, October 2003.

"Among the Wired: New Approaches to Research in Online Communities," Chair and Respondent, National Communication Association Convention, New Orleans, LA, November 2002.

"Visual Vernacular: Website Design and the Rhetoric of Amateurism in the Case for Pet Cloning," American Folklore Society Conference, Syracuse, NY, October 2002.

"'Who's the Audience in this Class?:' Community Correction in Internet Rhetorical Pedagogy," Rhetoric Society of America Biennial Conference, Las Vegas, NV, May 2002.

"Fundamentalists on Fundamentalism: Online End Times Discourse About Islam After September 11, 2001," Central States Communication Association Conference, Milwaukee, WI, April 2002.

"When Millennialists Talk-Back: Debate, Authority, and the End Times Online," Center for Millennial Studies Conference, Boston, MA, November 2001.

"Documenting the Documenters: Reciprocity and Authority in Online Ethnography," American Folklore Society Conference, Anchorage, AK, October 2001.

"Rapture of the Trans-Humans: Gaia on, in, and by Wide-Area Networks," Center for Millennial Studies Conference, Boston, MA, November 2000.

"The Revealed Internet: Experiential versus Negotiative Vernacular Rhetorics," California Folklore Society Conference, Berkeley, CA, March 2000.

"Negotiating Finality: Electro-Folk Rhetorics of Apocalypse," Center for Millennial Studies Conference, Boston, MA, November 1999.

"Endnear.com: Electro-Folk Rhetorics of Apocalypse," American Folklore Society Conference, Memphis, TN, October 1999.

"Getting Thick with Copious Collecting: Toward an Ethical Ethnography of the Composition Classroom," Conference on College Composition and Communication, Atlanta, GA, April 1999.

"Missing Money, an Extended Vacation, and Auntie Loretta's Spirit Friend: Toward a Folk Rhetorical Hermeneutics," Nature of the Literary Conference, University of Oregon, Eugene, OR, February 1999.

"Auntie Loretta's Spirit Friend: A Folk Rhetorical Approach to the Personal Narratives of a *Pilipina* American," Modern Language Association Meeting, San Francisco, CA, January 1999.

"Auntie Loretta's Spirit Friend: Folk Rhetorical Behavior in a Suburban Household," American Folklore Society Conference, Portland, OR, October 1998.

"Ernie and His Prehistoric Beasts: The Rhetoric and Folk Art of a Roadside Showman," California Folklore Society Meeting, Sacramento, CA, April 1998.

"Abjecting Your Students for Fun and Profit: An Ethical Ethnography of Emotive Response in a Computer-Aided Classroom," Oregon Conference on Composition and Rhetoric, Eugene, OR, March 1998.

"Jimmying 'Heaven's Gate:' A Folk Rhetorical Approach to Internet Communication," Conference on College Composition and Communication, Chicago, IL, April 1998.

"Building a Perfect Dinosaur: Argumentation and Authenticity in the Work of a Contemporary Folk Artist," Far West Popular and American Culture Associations Conference, Las Vegas, NV, February 1998.

"Attitudes Toward the Tragic: A Not-So-Horribly-Biased Approach to the 'Heaven's Gate' E-mail Campaign," Center for Millennial Studies Conference, Boston, MA, November 1997.

"Beckoning from 'Heaven's Gate:' A Folk Rhetorical Approach to Apocalypticism on the Internet," American Folklore Society Conference, Austin, TX, October 1997.

"Created Hopi: Folk Rhetoric on the World Wide Web," California Folklore Society Meeting, Santa Barbara, CA, April 1997.

"Diagramming the Wire Rapture: Techno-Millennialism on the World Wide Web," American Folklore Society Conference, Pittsburgh, PA, October 1996.

"Sites of the End-Times: Millennial Belief Structures on the World Wide Web," California Folklore Society Meeting, Berkeley, CA, April 1996.

"E-mailing the Apocalypse: End-Times Communication on the Internet," American Folklore Society Conference, Lafayette, LA, October 1995.

TEACHING, SERVICE, AND ADMINISTRATIVE EXPERIENCE

Courses Taught, University of Wisconsin

Classical Rhetorical Theory; Communication Arts Department. Fall 2008, Fall 2010. A graduate-level seminar on rhetorical theories from Greek, Rabbinic, and Roman scholarship to the Scholastics including references to cognate non-Western theories.

Digitally Documenting Everyday Communication; Folklore Program and Communication Arts Department. Spring 2009, Spring 2011, Fall 2012. An upper level lecture course in which students create digital archives of local everyday expression.

Ethnographic Methods for Rhetorical Analysis; Communication Arts Department, School of Library and Information Science, and Folklore Program. Spring 2004. A Ph.D. level seminar on ethnographic methods with an emphasis on ethnographic research in Internet based communities.

Ethnography and Internet Communities; Communication Arts Department, School of Library and Information Science, and Folklore Program. Fall 2005. An upper-level seminar on Internet-based fieldwork theory and methods.

Folklore in a Digital Age; Folklore Program and Communication Arts Department. Spring 2004, Spring 2007. An upper level lecture course on the influence of communication technology on everyday cultural expression.

Introduction to Digital Communication. Fall 2010, Fall 2011. An introductory level lecture and discussion course that on critical thinking and communication skills in including public speaking, Internet forum use, online information assessment, and digital media production.

Introduction to Folklore; Folklore Program. Fall 2001. An introductory level lecture course on folklore genres and methods.

Polyseminar in Poetics; Comparative Literature and Folklore Studies Department. Spring 2014, Fall 2014.
An advanced seminar for all CLFS department graduate students engaging lectures, workshops, readings, and outside speakers engaged in advanced comparative humanities research.

Rhetoric and Technology; Communication Arts Department, Spring 2002, Fall 2002, Spring 2003, Fall 2003, Fall 2004, Spring 2005, Spring 2006, Fall 2006, Fall 2007. An upper level course on historical and contemporary intersections of technological innovations, rhetorical analysis, and the rhetorics of human progress.

Rhetorical Analysis for Internet Discourse; Communication Arts Department. Spring 2008, Spring 2012. An upper-level seminar on the rhetorical analysis of network based communication.

Rhetoric of Religion; Communication Arts Department and Religious Studies Program. Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003; Summer 2004, Fall 2004, Summer 2005, Fall 2005, Spring 2006, Summer 2006, Fall 2006, Spring 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Summer 2010, Summer 2011. An upper level lecture course on historical and contemporary religious rhetoric and rhetorical analysis.

The Rhetorical Theory of Kenneth Burke; Communication Arts Department. Spring 2005, Spring 2009. A Ph.D. level seminar examining the major works and theory of this influential American scholar.

Teaching Literature; Comparative Literature and Folklore Studies Department. Fall 2013. An advanced seminar on literature pedagogy required for incoming CLFS graduate students.

Student Committees, University of Wisconsin

Communication Arts Department: Olivia Conti, PhD expected 2017 (chair); Andrew Peck, Doctorate Expected 2016 (chair); Ashley Hinck, Doctorate awarded 2015 (chair); Casey Schmidt, Doctorate awarded 2015 (chair); Jennifer Keohane, Doctorate awarded Spring 2015; Kelly Jakes, Doctorate awarded Spring 2013; Liz Barr, MA awarded, 2013; Andrew Peck, MA awarded, 2012 (chair); Michael Braun, Doctorate awarded Spring 2013; Pamela Conners, Doctorate awarded Spring 2011; Ashley Hinck MA awarded Spring 2011 (chair); Casey Schmitt MA awarded 2011 (chair); Michelle Murray, Doctorate awarded Spring 2011 (chair); Katie Ramos MA awarded Spring 2010 (chair); Jennifer Keohane, MA awarded Spring 2010; Michelle Renee Lavigne, Doctorate awarded Summer 2010 (chair), Paul Stob, Doctorate awarded Spring 2009; Sarah Meinen Jedd, Doctorate awarded Spring 2009; Meagan Parker, Doctorate awarded Spring 2009; Jeff Drury Doctorate awarded Summer 2008; Amy S. Tully, Master's Degree awarded Spring 2008; Susanna J. Weinstein, Master's Degree awarded Fall 2007; Carly Yuenger, Master's Degree awarded Spring 2007; Michelle Renee Lavigne, Master's Degree awarded Spring 2005; Robert McClellan, Master's Degree awarded Fall 2003.

English Department: Alainya Kavaloski, Doctorate awarded Summer 2015; Paul Hanson, Doctorate awarded Spring 2014; Melvin Hall, Doctorate awarded Spring 2013; Robert D. McAlear, Doctorate awarded Spring 2010; Mark Lounibos, Doctorate awarded Spring 2010; Tim Laquino, Doctorate awarded Spring 2010.

School of Music: Anna Nekola, Doctorate awarded Fall 2009.

Folklore Program (Special Committee): James Jerome Miksche, Doctorate awarded Fall 2005.

School of Journalism and Mass Communication: Nicholas Brigham Schmuhl, Doctorate expected May 2015. Kihun Sung, Doctorate awarded December 2011; Sara Hansen, Doctorate awarded Spring 2009; Homero Gil de Zuniga, Doctorate awarded Fall 2008; Larry Wright, Doctorate awarded Fall 2004; David Park, Doctorate awarded Spring 2004.

School of Library and Information Studies: Nate Johnson Doctorate awarded May 2011; Chi-Shiou Lin, Doctorate awarded Spring 2007.

Theater Department: Neil Scharnick, Doctorate awarded Fall 2014.

Student Committees, Other
Western Kentucky University: Afsaneh Rezaei, Master's Degree Granted, May 2014.
Monash University, Melbourne, Austrailia: Meng Yoe Tan, Doctorate Granted, December 2013.

Guest Lectures
"Vernacular Discourse." Guest Lecture in "Cultural Theory," with Jonathan Gray, Department of Communication Arts, University of Wisconsin. Madison, Wisconsin. February, 2014.

"Traditions of Technology: American Religious Identities." Guest Lecture in "Secular and Sacred," with Mike Lange, Core Program, Champlain College. Burlington, VT. April 2011.

"Deliberation and the Technologies of the Divine." Guest Lecture in "Rhetoric II," with Mike Lange, Core Program, Champlain College. Burlington, VT. April 2011.

"Technology and Religious Authority." Guest Lecture in "Introduction to the Christian Tradition," with Leonard Primiano, Religious Studies, Cabrini College. Radnor, PA. March 2011.

"Vernacular Christian Fundamentalism." Guest Lecture in "Religious Folklife," with Leonard Primiano, Religious Studies, Cabrini College. Radnor, PA. March 2011.

"Traditional Ethnographic Methods in a Digital Word." Guest Lecture in "Qualitative Methods," with Kristin Eschenfelder, School of Information and Library Studies, University of Wisconsin. Madison, Wisconsin. March, 2011.

"Vernacular Authority." Guest Lecture in "Critical Internet Studies," with Jonathan Gray. Department of Communication Arts, University of Wisconsin. Madison, Wisconsin. October, 2010.

"Reading 'Nat Turner's Confessions' in the 21st Century: Representing the Revelatory in a Shared History of Oppression." Guest Lecture in "Freedom and Responsibility: Discourses of Belonging in 19th-Century America," with Susan Zaeske. Department of Communication Arts, University of Wisconsin. Madison, Wisconsin. March, 2008.

"The Vernacular Web: Folklore and Participatory Media." Guest Lecture in "Introduction to Folklore," with Tom DuBois. Folklore Program at the University of Wisconsin. Madison, Wisconsin. December, 2007.

"The Authority of the Vernacular Internet: Domesticating the Cloned Pet." Guest Lecture in "Introduction to Folklore," with Tom DuBois. Folklore Program at the University of Wisconsin. Madison, Wisconsin. December, 2006.

"'Tradition' and Methodological Validity in Qualitative Online Research." Guest Lecture in "Seminar in Visual Culture," with Lisa Nakamura. Department of Communication Arts, University of Wisconsin. Madison, Wisconsin. December 2004.

Administration, University of Oregon

Assistant Director for the Center for the Teaching of Writing; English Department. Fall 1999 – Spring 2001.

Technology Consultant for the Center for the Study of the Teaching of Writing; English Department. Summer 1999, Summer 2000.

Courses Taught, University of Oregon

Teaching with Technology; English Department. Spring 2001. Co-taught a graduate level seminar on the theory and methods of using technology in the classroom.

Folk Belief; Folklore Program. Summer 2000. An upper level seminar on contemporary American vernacular belief and popular culture.

Shamanism and Folk Medicine; Folklore Program. Summer 2000. Co-taught an upper level seminar on shamanism and Native American spiritual beliefs focusing on the importance of herbalism, ecology, and healing.

Native American Spirituality; Religious Studies Department. Summer 1997. An upper level survey course on Native American spiritual belief.

Computer-Aided Composition II; English Department. Winter 2000, Fall 1998, Spring 1998. An upper level discussion based writing course in a computer writing classroom room.

Computer-Aided Composition; English Department. Fall 1997, Winter 1997. An introductory level discussion based writing course in a computer writing classroom room.

Courses Taught, Institute for Intercultural Studies; Los Angeles, California

Introduction to Literature. Fall 1995, Winter 1996, Spring 1997. An introductory literature courses to non-native speakers of English.

Advanced Reading and Composition. Fall 1995, Winter 1995. An advanced writing and research courses to non-native speakers of English.

Current Topics in American Culture. Winter 1996, Spring 1996, and Spring 1997. An introductory cultural studies courses to non-native speakers of English.

INSTITUTIONAL SERVICE

University Academic Planning Council, Arts and Humanities Division Representative, Fall 2013-Spring 2014.

Center for the Humanities, A.W. Mellor Postdoctoral Fellows Lead Mentor, Fall 2012 – Spring 2014.

Center for the Humanities, A.W. Mellor Postdoctoral Fellow Mentor, Sarah Florini, Fall 2012 – Spring 2014.

College of Letters and Science, Technology Literacy for Students Planning, 2009-2010.

Communication Technologies Research Cluster Committee, Fall 2001 – 2012.

Department of Communication Arts Capital Needs Committee, Fall 2003 – Fall 2009 (Chair, Fall 2008 – Fall 2009).

Department of Communication Arts Colloquium Director, Fall 2006 – Fall 2008.

Department of Communication Arts Digital Strategic Planning Committee (Chair), Fall 2008 — May 2009.

Department of Communication Arts Facilities Committee, Fall 2004 – 2007.

Department of Communication Arts Faculty Senator, Fall 2007 – 2008.

Department of Communication Arts Faculty Mentor, Derek Johnson, Fall 2011 – present.

Department of Communication Arts Hamel Family Grant Committee, Fall 2007.

Department of Communication Arts Graduate Committee, Fall 2012 – present.

Department of Communication Arts Lectures Committee, Fall 2006 – Fall 2008.

Department of Communication Arts Media Center Review Committee, Spring 2006.

Department of Communication Arts Media and Cultural Studies Hiring Committee, Fall 2008.

Department of Communication Arts Undergraduate Committee, Fall 2004 – Fall 2009.

Department of Communication Arts Website Committee, Fall 2001 - 2009 (Chair, Fall 2007 – Fall 2009).

Department of Comparative Literature & Folklore Studies, Director of Graduate Studies, Fall 2012 - Present

Digital Studies Undergraduate Certificate, Founder, Spring 2012.

Digital Studies, Director, Fall 2010 – present.

Digital Studies, Hiring Committee, Art Department, Digital Studies Hiring Committee, Spring 2010

Digital Studies, Hiring Committee, School of Journalism and Mass Communication, Digital Studies Hiring Committee, Spring 2012

Digital Studies, Hiring Committee, School of Library and Information Studies, Spring 2010

Digital Studies, Executive Committee, Fall 2009 – present.

Digital Studies Research Cluster, Coordinator, Fall 2011 – present.

Folklore Program Steering Committee, Fall 2004 – Spring 2012.

University of Wisconsin Faculty Service Grant Committee, Fall 2014.

University of Wisconsin Hiring Committee for Vice Provost of Libraries, 2012.

University of Wisconsin IT Strategic Planning Committee, 2009.

University of Wisconsin Scholarship Committee, Fall 2009 – Spring 2012.

University of Wisconsin Theodore Herfurth and Teddy Kubly Awards for Initiative and Efficiency Committee, Fall 2009 – Spring 2014.

PROFESSIONAL SERVICE

Publications Committee, American Folklore Society, 2012 - 2014.

Judge for Don Yoder Prize for the Best Article in Folk Belief and Religious Folklife, American Folklore Society, 2010, 2012, 2013, 2014.

Forum Chair and Speaker for "Tradition in the 21st Century: Locating the Role of the Past in the Future," America Folklore Society Conference, American Folklore Society, 2009.

Forum Speaker for "The Future of Communications in Folklore I: Journals," America Folklore Society Conference, American Folklore Society, 2009.

Forum Speaker for "The Future of Communications in Folklore III: New Media," America Folklore Society Conference, American Folklore Society, 2009.

Member in Communications in Folklore Working Group, American Folklore Society, Winter 2008 – present.

Panel Chair and Respondent for Western States Folklore Society Conference, Western States Folklore Society, 2008.

Panel Chair for NCA Rhetorical and Communication Theory Division, National Communication Association Convention, 2006.

Planning Committee for American Folklore Society Conference, American Folklore Society, 2006.

Reviewer for American Folklore Society Conference, 2006.

Panel Respondent for "Sound Technology as Mediator" at "Merging Methodologies Three" Conference, 2006.

Reviewer for Rhetorical and Communication Theory Division, National Communication Association Convention, 2006.

Panel Respondent for "Drawing Conclusions About Conflict" at the Legacies of Violence Research Circle Conference on "The Media of Conflict and Cultural Imaginary," 2005.

Panel Chair and Respondent for "Comics and Newspapers as Theological Texts" at the Center for the History of Print Culture in Modern America Conference on "Religion and the Culture of Print," 2004.

Reviewer for Human Communication and Technology Division, National Communication Association Convention, 2003.

Panel Chair for NCA Human Communication and Technology Division, National Communication Association Convention, 2002.

REFERENCES

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