

Rosemary Clark-Parsons, Ph.D.

Associate Director, Center on Digital Culture and Society
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ACADEMIC APPOINTMENTS

- Sept. 2019 - Present **Associate Director and Postdoctoral Fellow, Center on Digital Culture and Society**
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- Sept. 2018 - Present **Research Affiliate, Alice Paul Center for Research on Gender, Sexuality & Women**
University of Pennsylvania, Philadelphia, PA
- Sept. 2018 - Aug. 2019 **Postdoctoral Fellow in Activism, Communication, and Social Justice**
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA

EDUCATION

- Aug. 2018 **University of Pennsylvania**, Annenberg School for Communication, Philadelphia, PA
Ph.D. in Communication
Graduate Certificate in Gender, Sexuality, and Women's Studies
Graduate Certificate in University Teaching
Dissertation: *Doing it Ourselves: The Networked Practices of Feminist Media Activism*
Advisor: Guobin Yang
Committee: Guobin Yang (Chair), Victor Pickard, Jessa Lingel, Sarah Banet-Weiser
- May 2015 **University of Pennsylvania**, Annenberg School for Communication, Philadelphia, PA
MA in Communication
- May 2013 **Ursinus College**, Collegeville, PA
BA summa cum laude in Media and Communication Studies, English, and Gender and Women's Studies

Research Interests: feminist social movements and their media practices; digital media and gender justice projects; digital feminist writing; media activism

PUBLICATIONS

- Journal Articles Clark-Parsons, R., & Lingel, J. (Forthcoming). Margins as methods, margins as ethics: A feminist framework for studying online alterity. *Social Media + Society*.

Clark-Parsons, R.(2019). “I see you, I believe you, I stand with you”: #MeToo and the performance of networked feminist visibility. *Feminist Media Studies*. DOI: 10.1080/14680777.2019.1628797

McGuigan, L., & Clark-Parsons, R. (2019). This kill shot is brought to you by...: An analysis of hunting television in the United States. *Critical Studies in Television*, 14(1), 55-73.

Clark-Parsons, R. (2019). The work of classroom safe spaces. *Teaching Media Quarterly*, 7(1), 1-11.

Clark-Parsons, R. (2018). #ThisEndsHere: Confronting sexual assault and harassment in our campus communities. *Communication, Culture & Critique*, 11(3), 475-478.

Clark-Parsons, R. (2017). Building a digital girl army: The cultivation of feminist safe spaces online. *New Media & Society*, 20(6), 2125-2144.

Clark-Parsons, R. (2017). Feminist ephemera in a digital world: Theorizing zines as networked feminist practice. *Communication, Culture & Critique*, 10(4), 557-573.

Clark, R. (2016). “Hope in a hashtag”: The discursive activism of #WhyIStayed. *Feminist Media Studies*, 16(5), 788-804.

Hettinga, K., Clark, R., & Appelman, A. (2016). Exploring the use of corrections on college newspapers’ websites. *College Media Review Research Annual*, 54(1), 4-17.

Yang, G., & Clark, R. (2015). Social media and time. *Social Media + Society*, 1(1): 1-2.

Clark, R. (2014). #NotBuyingIt: Hashtag feminists expand the commercial media conversation. *Feminist Media Studies*, 14(6), 1108-1110.

Book Chapters

Buchanan, E., Clark-Parsons, R., Vie, S., & Wolff, W. (Forthcoming). Closing reflections: A conversation on internet research ethics. In M. Ames & K. McDuffie (Eds.), *Hashtag activism embodied, emboldened, and emblemized: Studies on social justice movements and their disruptions across sites and disciplines*.

Clark, R. (2018). Feminism’s digital wave. In V. Pickard & G. Yang (Eds.), *Media activism in the digital age* (pp. 184-186). New York: Routledge.

Clark, R., Erdener, J., Ferrari, E., & Yang, G. (2017). Activist media. In P. Moy (Ed.), *Oxford bibliographies in communication*. doi: 10.1093/obo/9780199756841-0182.

- Book Reviews Clark, R. (2017). Review of *We were feminists once: From Riot Grrrl to Covergirl®*, the buying and selling of a political movement by Andi Zeisler. *Communication and the Public*, 2(1), 102-103.
- Clark, R. (2016). Review of *Girls' feminist blogging in a postfeminist age* by Jessalynn Keller. *Communication and the Public*, 1(2), 269-270.

- Media Writing Clark-Parsons, R. (2019, June 12). Toward a feminist approach to digital space. *Field Guide: A Media Commons Project*. Retrieved from <http://mediacommons.org/fieldguide/content/toward-feminist-approach-digital-space>
- Clark, R. (2016, October 9). "Words and actions": Donald Trump, rape culture, and hashtag feminism. *Re.Framing Activism*. Retrieved from <https://reframe.sussex.ac.uk/activistmedia/2016/10/words-and-actions-donald-trump-rape-culture-and-hashtag-feminism/>

TEACHING EXPERIENCE

Teaching Interests: gender and media; media and social change; qualitative research methods and ethics; community-based learning

- Spring 2020 Policy Communications (Instructor)
Graduate seminar course, School of Social Policy and Practice, U. of Pennsylvania
- Fall 2019 Making Media, Creating Change: Examining U.S. Feminist Media Activism (Instructor)
Undergraduate community-based learning course, communication, Saint Joseph's U.
- Summer 2019 Living for Change: Women in Radical Social Movements (Instructor)
Online course, gender, sexuality, and women's studies, Temple U.
- Summer 2019 Digital Media for Social Movements (Instructor)
Online course, Executive Program in Social Impact, Center for Social Impact Strategy, U. of Pennsylvania
- Summer 2019 Explorations in Media Politics, Cultures, and Industries (Program Coordinator)
Zhejiang University Media Studies Summer Institute, U. of Pennsylvania
- Summer 2017, 2018, 2019 Media, Activism, and Social Movements (Instructor)
Communication seminar for high school students, U. of Pennsylvania
- May 2018 Certificate in University Teaching, Center for Teaching & Learning, U. of Pennsylvania

- Summer 2017 Communication and Popular Culture (Instructor)
Undergraduate seminar course, communication, U. of Pennsylvania
- Spring 2017 Critical Approaches to Popular Culture (Teaching Fellow; Instructor: Felicity Paxton)
Undergraduate lecture course, communication, U. of Pennsylvania
- Fall 2016 Introduction to Communication Behavior (Recitation Instructor)
Undergraduate seminar course, communication, U. of Pennsylvania
- Spring 2016 Ritual Communication (Teaching Fellow; Instructor: Felicity Paxton)
Undergraduate lecture course in communication, U. of Pennsylvania

Undergraduate Senior Thesis Advising

Tiffany Wang, "East Meets West: Examining Westernization in Taiwan and the Socio-Political Implications for its Youth" (Annenberg School for Communication, 2020)

GUEST LECTURES AND INVITED TALKS

- Feb. 12, 2020 "Feminist Media and Organizing"
Gender, Sexuality, and Women's Studies Pedagogy Seminar, U. of Pennsylvania
- Sept. 13, 2018 "The Academy and Activism"
Media Activism Research Collective, U. of Pennsylvania
- July 30, 2018 "Gender and the Politics of Media Representations"
Frontiers in Media and Communication, Zhejiang U. Summer School Program, U. of Pennsylvania
- July 28, 2018 "#MeToo, Online Activism, and the Promises and Perils of Going Viral"
Frontiers in Media and Communication, Zhejiang U. Summer School Program, U. of Pennsylvania
- Nov. 18, 2017 "Technology, Policy, and Gender"
Conference on Gender and International Affairs, Tufts U.
- Nov. 8, 2017 "Feminist Media Activism: Zines"
Media Activism Studies undergraduate seminar, U. of Pennsylvania
- April 12, 2017 "Getting from Here to There: A Panel Conversation with MCS Alumni"
Professional development panel for communication majors, Ursinus College

- Feb. 27, 2017 “Doing it Ourselves: The Personal Politics of Feminist Media Activism”
IMPACT Magazine Panel, U. of Pennsylvania
- Nov. 1, 2016 “Online Feminists’ Responses to Media Stereotypes”
Gender and Society undergraduate seminar, U. of Pennsylvania
- Oct. 28, 2016 “When #Activism Goes Viral”
Media, Activism, and Social Movements undergraduate seminar, Ursinus College
- Oct. 3, 2016 “Technology and Activism”
Gender and Technology undergraduate seminar, U. of Pennsylvania
- April 12, 2016 “The Logic of Connective Action”
Media Advocacy graduate seminar, U. of Pennsylvania
- Oct. 19, 2015 “Hashtag Feminism”
Introduction to Gender Studies undergraduate seminar, U. of Delaware
- Oct. 26, 2015; “Hashtag Feminism”
March 24, 2015 Introduction to New Media undergraduate seminar, Ursinus College

CONFERENCE PRESENTATIONS

- 2019 International Communication Association, Washington, D.C.
- “I see you, I believe you, I stand with you”: #MeToo and the Performance of Networked Feminist Visibility.
- 2018 International Communication Association, Prague, Czech Republic
- “‘My body, my choice!’: Rape Culture, the Body, and Feminist Protest in the Age of Neoliberalism” (**Top Student Paper Award**)
 - “Power Politics of Resistant Media: Critical Voices from Margins to Center” (Panel Organizer)
 - “#ThisEndsHere: A BlueSky Workshop on Confronting Sexual Harassment and Hostile Climates in Higher Education” (Panel Organizer)
 - “Activism, Social Justice and the Role of Contemporary Scholarship” (Panelist)
- 2017 International Communication Association, San Diego, CA
- “Feminist Ephemera in a Digital World: Theorizing Zines as Networked Feminist Practice”
- 2017 International Communication Association, San Diego, CA
- “‘Building, making, creating’: The Performative Politics of Second-Wave Feminist Manifestos”

- 2016 Communication and the Public Annual Conference, Beijing, China
- "Toward an Intersectional Anti-Street Harassment Activism: From Locative to Local Feminist Media Praxis"
- 2016 International Communication Association, Fukuoka, Japan
- "DIY Feminism: Making the Personal Political"
- 2015 National Women's Studies Association, Milwaukee, WI
- "Making the Personal Political: Philly Feminists' Discursive Activism"
- 2015 Oral History Association, Tampa, FL
- "The Practice of Everyday Feminism: Using Digital Media to Hollaback at Street Harassers"
- 2015 ECREA Communication and Democracy, Copenhagen, Denmark
- "Building a Digital Girl Army: The Radical Politics of Online Feminist Communities"
- 2015 Institute for Diversity and Empowerment at Annenberg, USC
- "Everyday Feminism: Using Digital Media to Hollaback at Street Harassers"
- 2015 Union for Democratic Communications Annual Conference, Toronto, Ontario
- "The Dramatic Form of Hashtag Feminism: A Case Study of #WhyIStayed"

MEDIA APPEARANCES

Somvichian-Clausen, A. (2020). The power of one. *Women's Health*.

Rios, C. (2019, August 19). Feminism beyond burnout. *Bitch Media's Popaganda*. Podcast retrieved from <https://www.bitchmedia.org/article/popaganda-feminism-beyond-burnout>

Silverman, E. (2018, November 9). Lingerie leader Victoria's Secret has new competition: Brands embracing body positivity. *The Philadelphia Inquirer*. Retrieved from <http://www.philly.com/philly/business/retail/bras-lingerie-victorias-secret-aerie-sex-body-positivity-20181109.html>

Owens, C. (2018, November 8). Meet South Philly's Melissa Fabello and her mission to spread body acceptance. *The Philadelphia Inquirer*. Retrieved from <http://www.philly.com/philly/news/the-new-feminism-of-south-phillys-melissa-fabello-20181108.html>

ABC News. (2018, October 12). Brothers at the center of viral #HimToo tweet speak out. *Good Morning America*. Retrieved from <https://abcnews.go.com/GMA/Living/video/brothers-center-viral-himtoo-tweet-speak-58458082>

Ellis, E.G. (2018, September 27). How #HimToo became the anti #MeToo of the Kavanaugh hearings. *Wired*. Retrieved from <https://www.wired.com/story/brett-kavanaugh-hearings-himtoo-metoo-christine-blasey-ford/>

Frank News. (2018, September 13). An interview with Dr. Rosemary Clark-Parsons. *Frank News: Activism Issue*. Retrieved from <http://www.franknews.us/interviews/176/an-interview-with-dr-rosemary-clark-parsons>

Groetzinger, K. (2016, April 5). How feminists took on the mainstream media and won. *Quartz*. Retrieved from <https://qz.com/643130/how-grassroots-feminism-is-taking-over-new-media/>

AWARDS AND GRANTS

- 2020 Collaborator (PI: Guobin Yang), School of Arts and Sciences Conference Support Grant (\$2,000)
- 2019 Collaborator (PI: Jessa Lingel), "Feminism and Labor Organizing," Trustees' Council of Penn Women Faculty Research Grants, University of Pennsylvania (\$6,950)
- 2019 Outstanding Dissertation Award, Activism, Communication, and Social Justice Interest Group, International Communication Association
- 2018 Top Student Paper Award, Feminist Scholarship Division, International Communication Association
- 2015 - 2018 Collaborator (PI: Anne Kaun), "Digital Activism in China, Scandinavia, and the USA," Postdoctoral Transition Grant, The Swedish Foundation for International Cooperation in Research and Higher Education (\$60,000)
- 2017 James D. Woods Award for Outstanding Graduate Student Teaching, Annenberg School for Communication, University of Pennsylvania
- 2013 - 2018 Full Tuition and Research Fellowship, Annenberg School for Communication, University of Pennsylvania
- 2013 Phi Beta Kappa

ACADEMIC SERVICE

Reviewer, *Communication, Culture & Critique*; *New Media & Society*; *Feminist Media Studies*; *Social Media and Society*; *Women's Studies in Communication*

- 2019 - 2023 Editorial Board Member, *Communication and the Public*
- 2019 - 2021 Secretary, Activism, Communication, and Social Justice Interest Group, International Communication Association
- Edit e-newsletter; manage email listserv; oversee social media profiles
- 2014 - 2018 Founding member and organizer, Media Activism Research Collective (MARC), U. of Pennsylvania
- Developed events that connect academics and activists; organize monthly lectures and works-in-progress sessions; maintain and edit MARC blog
- 2016 - 2018 Founding member, Committee on Diversity, Annenberg School for Communication, U. of Pennsylvania
- Advised the dean and spearhead initiatives to diversify the school and incorporate questions related to difference across the school's curriculum
- 2016 - 2018 Graduate Student and Early Career Scholar Representative, Feminist Scholarship Division, International Communication Association
- Advised the division's executive board; develop initiatives to support early career scholars; organized professional development workshops
- 2015 - 2018 Member, Graduate Advisory Board, Gender, Sexuality, and Women's Studies Department, U. of Pennsylvania
- Organized 2016 national graduate student conference themed "PROTEST"; assisted in 2017 search for department's Associate Director
- 2014 - 2017 Editorial Assistant, *Communication and the Public*
- Managed manuscript submissions and peer review; coordinated manuscript decision process; interfaced with authors, editors, and reviewers
- 2015 - 2017 Founding member, Professional Development Committee, Annenberg School for Communication, U. of Pennsylvania
- Organized and moderated annual day-long professional development conferences; planned monthly personal wellness workshops
- 2014 - 2015 Member, Graduate Student Council, Annenberg School for Communication, U. of Pennsylvania

2014 Conference organizer, Scholars Program Symposium on Media Activism, Annenberg School for Communication, U. of Pennsylvania, Philadelphia, PA

PROFESSIONAL AND COMMUNITY ENGAGEMENT EXPERIENCE

2019 - Present Academic Mentor, InGenius Prep

- Design and advise independent studies in communication and gender studies with advanced high school students

2019 Community Outreach Specialist, Gender, Sexuality, and Women's Studies, U. of Pennsylvania

- Developed digital public relations strategies for GSWS@Penn

2014 - 2017 Educational Outreach Organizer, March to End Rape Culture, Philadelphia, PA

- Connected local universities and high schools with Philadelphia's annual March to End Rape Culture, a protest and rally against sexual violence

2011 - 2012 Title IX Education Associate, Student Affairs Office, Ursinus College, Collegeville, PA

- Collaborated with Dean of Students and Title IX Coordinator to assess application of Title IX on campus; founded, managed, and trained Peer Advocates, Ursinus' first student group dedicated to education about sexual misconduct policies and resources

2010 - 2013 Consultant, Teaching and Learning Institute, Ursinus College, Collegeville, PA

- Observed professors' classes; identified classroom issues in minute-by-minute notes; collaborated with professors to create and implement creative classroom solutions; facilitated course evaluations

2011 Education Intern, The Renfrew Center, Philadelphia, PA

- Collaborated with the Education Coordinator to develop and implement a media literacy curriculum for adolescent eating disorder patients

PROFESSIONAL AFFILIATIONS

International Communication Association
National Women's Studies Association
Union for Democratic Communications