

JOY PIERCE
University of Utah
Department of Writing and Rhetoric Studies
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EDUCATION

Ph.D., University of Illinois, Urbana-Champaign
Institute of Communications Research
Dissertation: *Communication Unplugged: A Qualitative Analysis of the Digital Divide*

M.A., California State University, Northridge
Mass Communication, Journalism Department
Honors: With Distinction

B.A., University of South Carolina
Major: News-Editorial, College of Journalism
Minor: Spanish

ACADEMIC APPOINTMENTS

The University of Utah, Salt Lake City
Associate Professor, Department of Writing and Rhetoric Studies, 2016-present
Associate Professor, Department of Communication, 2015-2016
Assistant Professor, Department of Communication, 2007-2015
Affiliated Faculty, Latin American Studies Program, 2014-present

University of Nevada, Las Vegas
Visiting Assistant Professor, Department of Sociology, 2006- 2007

Rowan University, Glassboro, New Jersey,
Adjunct Instructor, Department of Sociology, 2002- 2005

PUBLICATIONS

Books (refereed)

Pierce, J. (February 2015) *Digital Fusion: A Society Beyond Blind Inclusion*. New York: Peter Lang Publishing.

Books in Progress (refereed)

Pierce, J. (under contract) *Autoethnography: Beyond the Self*. New York: Routledge.

Peer Reviewed Journal Articles and Book Chapters

Pierce, J. (forthcoming). Digital Divide [5,000 words]. In R. Hobbs and P. Mihailidis (Eds.) *The International Encyclopedia of Media Literacy*. Hoboken, NJ: Wiley-Blackwell.

Pierce, J. & †Moreno, L. (under review). Learning is a Two Way Street: In G. Canella (Ed.) Making Research in Troubled Times. Myers Education Press.

Pierce, J. (accepted) Changing Spaces, Changing Faces: Confronting Difference in a Technophilic Environment. *Qualitative Inquiry*.

Pierce, J. (accepted) "Education, Digital Natives and Governmentality." *Qualitative Inquiry*.

Pierce, J. & Zareth Moreno, L. (accepted). Learning is a Two-Way Street: Crossing Socio-Cultural Boundaries through Critical Qualitative Research. In J. Cheek & M.F. Huckaby (Eds.) *Making Research Public in Troubled Times: Pedagogy, Activism and Critical Obligations*. Gorham, ME: Myers Education Press.

Kretchmer, S., Pierce, J. & Robinson, L. (2015) The 20th Anniversary of the Digital Divide: Challenges and Opportunities for Communication and "The Good Life." In H. Wang (Ed.) *Communication and the Good Life* (pp. 213-232). New York: Peter Lang Publishing.

Pierce, J. (2014) Teaching Technology: Mexican Children Doing More Than Playing Games. *International Review of Qualitative Research*, 7(4), 453-464.

Pierce, J. (2013) Writing for Equity Inside and Out: Emerging Scholars of Color Doing Ethnography with a Marginalized Population. *Cultural Studies ⇔ Critical Methodologies*, 13(6), 481-488.

Pierce, J. (2010). Membership in the Network: Hardware and Software Development for the Mainstream Consumer. In M. Levina and G. Kien (Eds.). *Post-Global Network and Everyday Life* (pp. 59-72). New York: Peter Lang Publishing.

Pierce, J. (July 2009). Giraffes in Zebra Skins: Researchers as Spectators at a Consumer Electronics Trade Show. *Social Identities: Journal for the Study of Race Nation and Culture*, 15(4), 427-431.

Pierce, J. (July 2009). Blind Inclusion: New Technology Designed for the Margins. (pp. 525-536). *Social Identities: Journal for the Study of Race Nation and Culture*, 15(4), 525-536.

Pierce, J. (2004, May). Teaching the Internet to the "Other" Half. *Television and New Media* 5(2), 141-146.

Pierce, J. (2000). Identity, TV and Cultural Critique. *Studies in Symbolic Interaction: A Research Annual* 24, 101-112.

(†) indicates graduate student co-author

Book Reviews

Pierce, J. (February 2012). Review of *Autoethnography as Method* by Heewon Chang (Walnut Creek, CA: Left Coast Press, 2008) and *Creating Autoethnographies* by Tessa Muncey (London: Sage Publications, 2010). *Qualitative Health Research* 22(2), 285-282.

Invited Publications

Pierce, J. (2001, spring). Minority Children and Multicultural Representations in Cartoons. *Minorities and Communication Newsletter*, a division of the Association for Education of Journalism and Mass Communication.

FELLOWSHIPS AND FUNDED GRANTS

International Travel Grant, College of Humanities, The University of Utah, 2013.

Hybrid Course Development Grant. Technology Assisted Curriculum and Instructional Media Service Center, The University of Utah, 2012.

“Gender Schemas, Computing Preferences, and IT Career Choices Among Middle School Children” (Award No. 1036688). PI: Zeynep Tufecki with Senior Personnel **Joy Pierce** and Cathy Zimmer. National Science Foundation Grant, \$516,815, 2010-2013; extended in 2012.

University Research Committee Faculty Fellow, The University of Utah, 2010-2011.

Travel Grant, Institute of Communications Research, Spring 1999; Spring 2000.

Travel Grant, University of Illinois Graduate College, Spring 1999.

Graduate College Fellow, University of Illinois, Urbana-Champaign, 1998.

Sally Casanova California Pre-Doctoral Scholars Fellow, Honorable Mention, 1997.

HONORS AND AWARDS

Nominee, The White House Champions of Change for Tech Inclusion, The [Obama] Administration, 2013.

Nominee, Early Career Teaching Award, The University of Utah, 2012.

List of Teachers Ranked as Excellent by Students [all sections], University of Illinois, Urbana-Champaign, 2001.

Honor Society of Phi Kappa Phi, University of Illinois, Urbana-Champaign Chapter, 2001.

Salwa Rifai Outstanding Graduate Thesis Award, California State University, Northridge, 1998.

Graduate Scholastic Achievement Award, California State University, Northridge, 1998.

Dean’s Award, College of Arts, Media and Communication, California State University, Northridge, 1998.

Outstanding Graduate Thesis/Project Award, Journalism Department, California State University, Northridge, 1998.

Kappa Tau Alpha, National Honor Society in Journalism & Mass Communication, 1998.

TEACHING

The University of Utah

Qualitative Research Methods (Graduate Seminar, WRTG 7770), Spring 2017, Spring 2018.

*Digital Methods (WRTG 3440), Spring 2017, Spring 2018.

Writing and the Public Sphere, (WRTG 4060), Fall 2016.

Writing as Social Practice (WRTG 3870), Fall 2016, Fall 2017 (two sections).

Developments in New Media, (COMM 4550), Fall 2015.

Teaching College Communication (Graduate Seminar, COMM 6090), Fall 2011, Fall 2013.

*New Media Special Topic (Graduate Seminar, COMM 7640), Spring 2010, Spring 2013.

Qualitative Research Methods (Graduate Seminar, COMM 7360), Spring 2009, Spring 2012, Spring 2016.

*Writing for New Media, (COMM 3640), Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2011, Spring 2012, Fall 2014, Spring 2015, Fall 2015, Spring 2016.

Communication, Technology and Culture (COMM 5640/6640), Spring 2008, Fall 2009, Fall 2013.

*Blogging As a Social Force (COMM 3000/COMM 5690), Fall 2007 (two sections), Spring 2008, Fall 2008.

Independent Study (COMM 6910):

Identity and online social media, Fall 2013.

Professional journalist bloggers, Spring 2009.

Digital Divide and diversity of producers, Spring 2008.

Digital Literacy and critical pedagogy at the secondary and post secondary levels, Spring 2008.

Independent Study (WRTG 7910):

Advanced qualitative methods, Fall 2017.

Digital literacy, Ph.D., Spring 2018.

University of Nevada

Independent Study (SOC 397)

Critical analysis of the quality of education provided to racial and ethnic minorities in the Western United States. Graduating senior: Jennifer Taylor, Summer 2007.

Cinematic representations of race and religious practices. Graduating senior: Cheryl Coleman, Summer 2007.

Comparative Race and Ethnic Relations (SOC 427), Fall 2006, Spring 2007, Summer 2007.

Contemporary Social Issues (SOC 102), Fall 2006, Spring 2007 (two sections), Summer 2007 (online).

Introduction to Sociology (SOC 101), Spring 2007.

*Media and Society (SOC 497), Fall 2006.

Rowan University

Introduction to Sociology, Fall 2002, Fall 2003, Fall 2004, Spring 2005.

Social Problems, Spring 2003, Spring 2004.

University of Illinois, Urbana-Champaign

Social Aspects of Mass Communication (COMM 251/JOUR 251/SOC 251), Spring 2001 (two sections).

(*) indicates newly developed course.

PRESENTATIONS

Conference Panels Organized (refereed)

Reconstituting Marginality and Publics in the digital age. International Association of Media and Communication Research Conference, Hyderabad, India, July 2014.

Digital Divides and [Dis]connections: The Challenges and Opportunities of Information and Communication Technologies for Disadvantaged Groups. National Communication Association Annual Meeting, Washington, DC November 2013.

'Interesting but not Scholarly,' said the Ivory Tower: Researchers of Color Standing their Intellectual Ground. International Congress of Qualitative Inquiry, Urbana, IL, May 2013.

Digital Fusion: Classroom Instruction = Community Engagement. Meeting of the Western States Communication Association, Monterey, CA February 2011.

Cracking Codes. Association of Internet Researchers Annual Conference, Minneapolis-St. Paul, MN, October 2001.

Transnational Multicultural Feminist Issues: Past, Present and Future. International Communication Association Annual Meeting, Acapulco, Mexico, May 2000.

Conference Presentations (refereed)

Learning is a Two Way Street: Crossing Socio-Cultural Boundaries through Critical Qualitative Research († with L. Z. Moreno), International Congress of Qualitative Inquiry, Urbana, IL, May 2017.

Digital Fusion: Innovative Collaboration Across Epistemologies, Western States Communication Association, San Diego, CA, February 2016.

Institutional Inequities and Pushing Back: Embracing Opportunities through Deliberative Online Social Interaction, National Communication Association Annual Meeting, Las Vegas, NV, November 2015.

[Panelist] Embracing Opportunities for Enhancing Women's Empowerment in Healthcare Contexts through Information and Communication Technologies (ICTs), National Communication Association Annual Meeting, Las Vegas, NV, November 2015.

Digital Fusion: The Value of Building Capital with Multiple Voices. International Congress of Qualitative Inquiry, Urbana, IL, May 2015.

Examining the Gap between Our Past and Our Presence: Overcoming Challenges and Constructing Strategies for Junior Faculty Women [Panelist]. National Communication Association Annual Meeting, Chicago, IL, November 2014.

Can You See Us Now?: Invisible Digital Natives and their Families Negotiate Online and Offline Space in a Technopopulous City († with S. Bor). International Association of Media and Communication Research Conference, Hyderabad, India, July 2014.

Digital Divides Name Game: From Homeownership and Dialup to Mobile Devices and Wi-Fi. Preconference sponsored by Partnership for Progress on the Digital Divide, International Communication Association, Seattle, WA May 2014.

Some Things Change, Others Remain the Same: The "Good Life" of an Invisible Digital Native. International Communication Association, Seattle, WA May 2014.

Mexican Immigrant Digital Natives: Connecting School, Home Life and Homeland. National Communication Association Annual Meeting, Washington, DC November 2013.

Writing for Equity Inside and Out: Doing Ethnography with a Marginalized Population, International Congress of Qualitative Inquiry, Urbana, IL, May 2013.

No Need to Take Action, Just Wait and See: Community Activism and Mexican Immigrant Digital Natives. Digital Media and Learning Conference, Chicago, IL, March 2013.

Symbolic Interactionism and the Voices of Invisible Digital Natives. National Communication Association Annual Meeting, New Orleans, LA November 2011.

Digital Fusion: Connecting a Community Through Digital Literacy Skills That Matter. International Association for Media and Communication Research Conference, Istanbul, Turkey, July 2011.

Reimagining the Digital Native: Mexican Children Define Connectivity, Identity and Creativity. International Association for Media and Communication Research Conference, Istanbul, Turkey, July 2011.

Reimagining the Digital Native: Teaching Technology from the Ground Up. Meeting of the Western States Communication Association, Monterey, CA February 2011.

Digital Fusion: Immigrant Children Connect. The International Congress of Qualitative Inquiry, Urbana, IL, May 2010.

Digital ~~Inclusion~~ Fusion: Teaching Digital Literacy Skills That Matter. Meeting of the Western States Communication Association, Anchorage, AK, March 2010.

Mexican Immigrant Children Join the Network Society: Tensions between Students' and Teachers' Conceptions of Digital Learning. Digital Media and Learning Conference, La Jolla, CA, February 2010.

Blind inclusion: An Exploration of Collaborative Ethnography at an Ephemeral Research Site, National Communication Association Annual Meeting, San Diego, CA, November 2008.

Real Faces Thinking about Virtual Spaces: Discussing Race, Ethnicity, Gender and Religion on the World Wide Web, The International Congress of Qualitative Inquiry, Urbana, IL, May 2008.

Mediating Diverse Worldviews: Ethnographically-Informed Teaching, National Communication Association Annual Meeting, Chicago, IL, November 2007.

Confronting Difference as Qualitative Researchers: Autoethnography as a Site for Intervention, Connection and Action. National Communication Association Annual Meeting, San Antonio, TX, November 2006.

Looking in the Mirror: Minority Representation in Children's Cartoons, Eastern Sociological Society, New York, NY, February 2004.

Plugging In, Tuning Out: Minorities Negotiating a New Language in the Technophilic Classroom, 5th International Crossroads in Cultural Studies Conference, Urbana IL, June 2004.

Communication Unplugged: Reflections on the Monitor, National Communication Association Annual Meeting, New Orleans, LA, November 2002.

Communication Unplugged: The Digital Divide One Community at a Time, Cultural Returns Conference, Oxford, England, September 2002.

Press, A. and Pierce, J. Teens Talk: Reflections on Media Ethnography Across the Atlantic Divide, Cultural Returns Conference, Oxford, England, September 2002.

Places that Matter: Websites Initially Visited by Those Attempting to Cross the Divide, National Communication Association Annual Meeting, Atlanta, GA, November 2001.

Cracking the Code: Internet Language, Education and the Digital Divide, Association of Internet Researchers Annual Conference, Minneapolis-St. Paul, MN, October 2001.

Working the Net. Society for the Study of Social Problems Annual Meeting, Anaheim, CA, August 2001.

Cracking the Code: Race, Class, Gender and the Internet. Society for the Study of Symbolic Interaction Annual Meeting, Anaheim, CA, August 2001.

Animated Identity: The Production of Cartoons. Society for the Study of Symbolic Interaction Annual Meeting, Washington, DC, August 2000.

Global Concepts, Local Efforts: Charlotta Bass and Her Fight for Racial and Gender Equality in the United States. Feminist Division, International Communication Association Annual Meeting, Acapulco, Mexico, May 2000.

Identity, TV and Cultural Critique. Couch-Stone Symposium, Las Vegas, NV, February 1999.

The Crusader and Her Paper: Carlotta Bass and the *California Eagle*: The Political Years. Humanities Division, California State University Student Research Competition, Chico, CA, April 1998.

Charlotta Spears Bass 1934-1951: Publisher to Politician. [Best Student Paper] Western Journalism Historians Conference, Berkeley, CA, February 1998.

(†) indicates graduate student presenter.

Invited Presentations and Public Talks

Featured guest Speaker, Localization's Impact on Digital Accessibility for All. Silicone Slopes Localization Group, Mozilla Foundation, Cottonwood Heights City Hall, October 30, 2017.

Guest Scholar, Autoethnography. Writing Across Locations, WRTG 3030 [incoming WRS majors transferring from Salt Lake City Community College], Summer 2017.

Panelist, Digital Democracy | Digital Divides: A Roundtable, Frontiers of New Media Symposium, University of Utah, September 24, 2015.

Guest Scholar, Site Searching and Autoethnography. Research Methods Seminar, WRTG 7770. Department of Writing and Rhetoric Studies, The University of Utah, February 23, 2015.

Guest Scholar, A Journey to Higher Education: Students of Color Navigating a Predominantly White Institution (Diversity Scholars Seminar), ETHNC 3730, The University of Utah, April 17, 2014.

Lecturer, Autoethnography Beyond the Self, Qualitative Research Network. College of Nursing, The University of Utah, February 26, 2014.

Co-discussant (with Kathy Thomson, President and Chief Operating Officer of Los Angeles Times Media Group), Digital Distraction. University of Utah Humanities Alumni Group, Costa Mesa, CA, February 26, 2013.

Guest Scholar, Mass Communication and Emerging Technologies. Salt Lake Community College Transfer Interest Group (TIG), Redwood Road Campus, Salt Lake City, UT, April 20, 2012.

Lecturer, The Subject as Self: Doing and Writing Autoethnography. Qualitative Research Network, Brown Bag Series, University of Utah, April 20, 2010.

Panelist, The Social Media Phenomenon: Blogging and Tweeting Traffic toward the Editorial Page. National Conference of Editorial Writers, Salt Lake City, UT, September 25, 2009.

Guest Scholar, Current Developments in New Media. Department of Communication Freshman Interest Group. The University of Utah, October 2009.

Guest Scholar, Civic Engagement Online. Living the e-Life, COMM 3645. Department of Communication, The University of Utah, September 2008.

Guest Scholar, Social Networks: Now and Then. Current Developments in Telecommunication, COMM 4550. Department of Communication, The University of Utah, September 2008.

Expert, Election 2008: New Media and Politics in Utah. Interviewer: Jennifer Napier-Pearce. KUER 90.1 Salt Lake City public radio. November 4, 2008.

Panelist, Communication and Technology. Foundations of Communication I, COMM7001. Department of Communication, The University of Utah, October 2007, October 2008, November 2009.

Guest Scholar, Qualitative Research Methods, COMM7360. Department of Communication, The University of Utah, February 2008.

The Net in the Neighborhood. Couch-Stone Symposium, Miami, FL, February 2001.

Technology and the Family. Women's Studies Exploration Series: Feminist Scholarship Forum Focus on Family Research, Urbana, IL, February 2001.

STUDENT MENTORING AND ADVISING

Postdoctoral Fellow

Elena Esquibel, 2014

Qualitative Research Mentoring

Luz Zareth Moreno-Basurto (Universidad Anahuac Norte, Mexico City), 2016-2017

Dissertation Committee chair

Daren Brabham, Ph.D., 2010

Assistant Professor, Annenberg School for Communication and Journalism, University of Southern California

Title: *Crowdsourcing as a Model for Problem Solving: Leveraging the Collective Intelligence of Online Communities for Public Good*

Honors: Graduate Research Award, College of Humanities, 2008

Jessica Danowski, Ph.D., 2016

Assistant Professor, School of Communications, Brigham Young University

Title: *Exploring Perceived Norms of Parent-Child Communication about Pornography*

Ana Gómez Parga, 2018

Julie Snyder-Yuly, PhD. 2017

Lecturer, Leadership Studies Program, Iowa State University

Title: *Modern-day Minstrelsy: Online Microaggressions and the Digital Narratives of Homeless Black Males.*

Dissertation Committee Member

Roger Altizer, 2012

Josephine Amoakoh (College of Education)

Jeremy Anderson

Stephanie Bor, 2013

Charissa Che

Alexza Clark, 2013

Alyssa Crow

Ray Dahl

Veronica Dawson, 2015

Antonio De La Garza, 2016

Tiffany Dykstra, 2016
Jeremy Freed
Jason Jordan, 2016
Bo Laing (School of Business), 2014
Michelle Litchman (College of Nursing), 2015
Delila Omerbašić (College of Education), 2015
Samantha Senda-Cook, 2010

MA/MS Thesis or Project Committees

Annie Brabham, 2007
Shauna Edson (Chair)
Thad Kelling, 2010
Lindsay Kite, 2008
Lexie Kite, 2008
Keriann Lynch, 2010
Glenn Newman, 2010
Erik O'Brien, 2014
Meagan Thornton, 2016

SERVICE

Extramural Service

Editorial Board, *Communication and Critical/Cultural Studies*, 2013-2017.

Steering Committee Member, Partnership on the Progress of the Digital Divide, 2014-2018.

National and International Conferences

Panel Organizer, "Emmett Till to Trayvon Martin," International Congress of Qualitative Inquiry, May 2014.

Paper Reviewer, Division of Critical and Cultural Studies, National Communication Association.

Paper Reviewer, Ethnography Division, National Communication Association.

Judge, Best Journal Article, Ethnography Division, National Communication Association, 2008.

Ad-hoc Journal Manuscript Reviewer

Communication and Critical/Cultural Studies
Critical Studies in Media Communication
Feminist Media Studies
Studies in Symbolic Interaction: A Research Annual
Qualitative Health Research
Qualitative Inquiry
Qualitative Sociology

PROFESSIONAL SOCIETY MEMBERSHIPS

American Sociological Association

Association for Education in Journalism and Mass Communication
Association of Internet Researchers
International Association of Media and Communication Research
International Communication Association
National Communication Association
National Council of Teachers of English
Steering Committee Member, Partnership for Progress on the Digital Divide

Institutions of Higher Learning

Learning Framework Ambassador, Department of Undergraduate Studies, The University of Utah, 2017-2018.

Chair, Curriculum Committee, Department of Writing and Rhetoric Studies, The University of Utah, 2017.

Curriculum Committee, College of Humanities, The University of Utah, 2017.

Retention, Promotion and Tenure Committee, College of Humanities, The University of Utah, 2016.

Curriculum Committee, Department of Writing and Rhetoric Studies, The University of Utah, 2016.

EAE/Digital Humanities Task Force, College of Humanities, The University of Utah, 2016.

University Working Group: Undergraduate Learning Assessments, The University of Utah, 2016 - present.

Black Advisory Council Working Group, The University of Utah, 2015-2016.

University Interdisciplinary Teaching Committee, The University of Utah, 2015-2018.

Reviewer, Undergraduate Research Opportunities Program (UROP), College of Humanities, The University of Utah, 2015.

Student Media Council, The University of Utah, 2015.

Diversity Committee, College of Humanities, The University of Utah, 2015, 2016.

Digital Rhetoric Search Committee, Department of Writing and Rhetoric Studies, The University of Utah, 2014.

Elected member, Council of Dee Fellows (appointment includes a \$3,000 honorarium), The University of Utah, 2014 – 2017.

Executive Committee, College of Humanities, The University of Utah, 2013-2014.

Peer Teaching Committee, Department of Communication, The University of Utah, 2011-2012.

Diversity Committee, Department of Communication, The University of Utah, 2010-2013; 2015-2018.

Graduate Committee, Department of Communication, The University of Utah, 2008-2009, 2011-2013.

Executive Committee, Department of Communication, The University of Utah, 2009-2011.

Frontiers in New Media Symposium Planning Committee, Department of Communication, The University of Utah, 2009.

Qualitative Research Network Advisory Committee, The University of Utah 2009-present.

Course Supervisor, Writing for New Media, Department of Communication, 2008-present.

Library Policy Advisory Committee, The University of Utah, 2008-2011.

Library Committee, College of Humanities, The University of Utah, 2008-2009.

New Media Search Committee, Department of Communication, The University of Utah, 2007, 2009.

New Media Sequence Curriculum Committee, Department of Communication, The University of Utah, 2007-2008.

Graduate Student Advisory Council, University of Illinois, August 1999-May 2001.

University of Illinois Library Student Advisory Council, August 2000 – May 2001.

COMMUNITY

Utah Communities Connect, 2017 – present.

Community Writing Center Advisory Committee, 2016-present.

Board of Directors, Liberty Well Publishing Foundation (Salt Lake City, UT) Fall 2011-2016.

Volunteer Instructor, Digital Literacy, Holy Cross Ministries (Salt Lake City, UT), beginning Fall 2009-2015.

Volunteer Instructor, Community Network Initiative, Prairienet (Urbana, IL), January 1999-July 2001.

Volunteer Instructor/Board Member, Ebony Dance Theatre, Columbia, SC, 1992-1993.

Mentor/Board Member, Opportunity Scholars, University of South Carolina 1991-1993.

RELATED PROFESSIONAL WORK EXPERIENCE

Independent Contractor, Technical/Operations Administrator and Computer Instructor, Los Angeles, California, March 1995-August 5, 1998.

Publications Manager, Columbia Museum of Art, Columbia, South Carolina, July 1991-October 1993.

Publications Coordinator, Columbia Museum of Art, September 1988-June 1991.

News Editor, *Dispatch News*, Lexington, South Carolina, May 1988- September 1988.

Editorial Assistant Clerk, *The Charlotte Observer* [Columbia Bureau], Columbia, South Carolina, January 1988-May 1988.

Staff Writer, *Columbia Record*, Columbia, South Carolina, January 1987-August 1988.