

BEN PETTIS

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821 University Ave
Madison, WI 53706

EDUCATION

PHD - MEDIA AND CULTURAL STUDIES - (IN PROGRESS)
UNIVERSITY OF WISCONSIN-MADISON, DEPARTMENT OF COMMUNICATION ARTS

M.A. - COMMUNICATION STUDIES - MAY 2020
COLORADO STATE UNIVERSITY, DEPARTMENT OF COMMUNICATION STUDIES

Thesis:

The Tumblr Porn Ban: The Platform Triad and the Shaping of Online Spaces

Advisor: Dr. Evan Elkins

B.A. - MEDIA STUDIES - JUNE 2018

B.A. - CINEMA STUDIES - JUNE 2018
UNIVERSITY OF OREGON

Thesis:

Pepe the Frog: A Case Study of the Internet Meme and Its Potential Subversive Power to Challenge Cultural Hegemonies

Advisor: Dr. Peter Alilunas

ACADEMIC APPOINTMENTS

PROJECT ASSISTANT
UNIVERSITY OF WISCONSIN-MADISON, DEPARTMENT OF COMMUNICATION ARTS
Summer 2021 - Fall 2021

Assistant to Dr. Eric Hoyt. Front-end database development and UX design for PodcastRE, Media History Digital Library, and the Wisconsin Center for Film and Television Research.

TEACHING ASSISTANT
UNIVERSITY OF WISCONSIN-MADISON, DEPARTMENT OF COMMUNICATION ARTS
Fall 2020 - Fall 2021

RESEARCH ASSISTANT
COLORADO STATE UNIVERSITY, DEPARTMENT OF COMMUNICATION STUDIES
Summer 2019

Assistant to Dr. Evan Elkins. Conducted primary and secondary research on U.S. internet infrastructure.

TEACHING ASSISTANT
COLORADO STATE UNIVERSITY, DEPARTMENT OF COMMUNICATION STUDIES
Fall 2018 - Spring 2020

PUBLICATIONS

JOURNAL ARTICLES

Pettis, Ben T. "Know Your Meme and the Homogenization of Web History." *Internet Histories*. August 2021. <https://doi.org/10.1080/24701475.2021.1968657>.

BOOK REVIEWS

Pettis, Ben. "The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism: By Nick Couldry and Ulises Ali Mejias." *Critical Studies in Media Communication*, February 2020, 1–3. <https://doi.org/10.1080/15295036.2020.1718835>.

CONFERENCE PRESENTATIONS

"The Next Generation of Podcasting Has [Not] Arrived: The Potential and Failure of the Video Podcast." Society for Cinema and Media Studies Annual Conference. Chicago, IL. March 2022. (*Accepted*)

"Know Your Meme and the Homogenization of Web History." Association of Internet Researchers Annual Conference. October 2021.

"From Deep-Fried Memes to 'It Needs more JPEG': Image Degradation and the Material Traces of Copying." Society for Cinema and Media Studies Annual Conference. March 2021.

"A Better, More Positive Tumblr: Regulating Obscenity and Defining Community Standards on Social Media Platforms." Society for Cinema and Media Studies Annual Conference. Denver, CO. April 2020. (Conference cancelled due to COVID-19)

"Finstas, Young Adults, and Stardom: The Construction and Presentation of Identities on Instagram." National Communication Association Annual Convention. Baltimore, MA. November 2019. **TOP PAPER AWARD, MASTER'S EDUCATION SECTION**

"The Tumblr Porn Ban: Power Imbalances of Corporate Personhood." Poster presented at: 2019 CSU Graduate Student Showcase. Fort Collins, CO. November 2019.

"Pepe the Frog and Drake Approves: Variances in the Exploitability of Meme Genres." Society for Cinema and Media Studies Annual Conference. Seattle, WA. March 2019.

"Pepe the Frog: A Case Study in 'Meme Magic.'" *What is Universe? Communication, Complexity, Coherence*. University of Oregon, Portland, OR. April 2018.

TEACHING

UNIVERSITY OF WISCONSIN-MADISON

INTRO TO DIGITAL MEDIA PRODUCTION (CA 155)

Fall 2021.

Teaching Assistant.

Organized separate lab sections and provided guidance and instruction on photography, print design, website coding, audio, and video projects.

SURVEY OF CONTEMPORARY MEDIA (CA 250)

Fall 2020, Spring 2021.

Teaching Assistant.

Class was structured as an online course with asynchronous lecture and synchronous discussion sections

COLORADO STATE UNIVERSITY

PUBLIC SPEAKING (SPCM 200)

Fall 2018, Spring 2019, Fall 2019, Spring 2020*.

Graduate Teaching Assistant (Instructor of Record)

INTO PATHWAYS (SPCM 200)

Fall 2019, Spring 2020*.

Taught multiple sections of SPCM 200 with seats reserved for students enrolled in CSU's INTO Pathways program. This program provides opportunities for undergraduate and graduate level international students to improve their English and academic performance during their first semesters at an American university.

*Half of the Spring 2020 semester was taught online due to COVID-19.

AWARDS

HELEN K. HERMAN MEMORIAL FUND SCHOLARSHIP

UNIVERSITY OF WISCONSIN-MADISON - DEPARTMENT OF COMMUNICATION ARTS

Spring 2021

TOP PAPER AWARD

NATIONAL COMMUNICATION ASSOCIATION

MASTER'S EDUCATION SECTION

November 2019

GORDON F. HOSTETTLER AWARD

COLORADO STATE UNIVERSITY - DEPARTMENT OF COMMUNICATION STUDIES

Fall 2019

\$1,000 scholarship

OUTSTANDING MEDIA STUDIES STUDENT AWARD

UNIVERSITY OF OREGON - SCHOOL OF JOURNALISM AND COMMUNICATION

2017, 2018

MERCHANT IVORY ESSAY AWARD

UNIVERSITY OF OREGON - DEPARTMENT OF CINEMA STUDIES

"Stephen Colbert–New Character, But Unchanged Ideology." Honorable Mention, Spring 2017.

"*Four Days in September*–Barreto's Perfect Balance of Imperfect Cinema." Honorable Mention, Spring 2016

SERVICE

ACT HUMAN RIGHTS FILM FESTIVAL, PROGRAMMING COMMITTEE

COLORADO STATE UNIVERSITY

DEPARTMENT OF COMMUNICATION STUDIES

2019–2020

Screened and recommended films for the annual ACT Human Rights Film Festival.

ADDITIONAL WORK EXPERIENCE

UNIVERSITY OF OREGON, SUSTAINABLE CITIES INITIATIVE (SCI)

SUSTAINABLE CITIES YEAR PROGRAM REPORT COORDINATOR

2017-2018

Organized the work of student report writers for the Sustainable Cities Year Program (SCYP)
Communicated with UO Faculty, Students, SCI Staff, and Partner Community representatives
to organize and facilitate the SCYP report process.

Reviewed drafts of student reports, and performed edits for organization, clarity, and overall
SCI style guidelines.

Ensured that student work was completed and delivered to the partner communities by
appropriate deadlines.

DENVER AREA COUNCIL, BOY SCOUTS OF AMERICA

CAMP DIRECTOR

2016-2017

Planned and developed a summer camp program including hiring staff, communication with
unit leaders, and coordination with other council employees.

Trained camp staff and provided resources and guidance to support the educational goals of
the summer camp program.

Supervised daily operation of the camp, equipment safety, and facility usage.

Directed staff in enforcing camp and council policies and procedures.

SKILLS AND MEMBERSHIPS

PROFESSIONAL DEVELOPMENT

FALL 2020

Trauma-informed Pedagogy, University of Wisconsin Delta Program

Inclusive Teaching in Online Environments, University of Wisconsin Delta Program

FALL 2019

Graduate Teaching Certificate, CSU Institute for Learning and Teaching (TILT)

FALL 2018

Inclusive Pedagogy and Praxis Workshop, CSU College of Liberal Arts

DIGITAL MEDIA PRODUCTION SKILLS

Digital Photography and Videography

Photoshop, Illustrator, InDesign, and Premiere.

HTML, CSS, and PHP

Ruby on Rails

Python

ORGANIZATIONS

Association of Internet Researchers

Society for Cinema and Media Studies

National Communication Association

National Eagle Scout Association