

# BEN PETTIS

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821 University Ave  
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## 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 - Summer 2022

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 2022

**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 T. "The New Laws of Love: Online Dating and the Privatization of Intimacy: By Marie Bergström." *Internet Histories*, May 2022. <https://doi.org/10.1080/24701475.2022.2075156>

Pettis, Ben T. "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. <https://doi.org/10.1080/15295036.2020.1718835>.

## CONFERENCE PRESENTATIONS

"Capturing reCAPTCHA: Preserving Ephemeral Web Interactions." DH Unbound. May 2022.

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

"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, Spring 2022, Fall 2022.

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**

### **GRADUATE STUDENT ORGANIZATION REPRESENTATIVE**

**UNIVERSITY OF WISCONSIN-MADISON**  
**DEPARTMENT OF COMMUNICATION ARTS**  
2022-2023

Served as liaison between graduate students and the faculty, providing regular updates and communication for department news and events.

### **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 2022**

Building Inclusive Communities and the Capacity to Create Change,  
University of Wisconsin-Madison Office of Inclusion Education

#### **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, Ruby on Rails

Python

### **ORGANIZATIONS**

Association of Internet Researchers

Society for Cinema and Media Studies

National Communication Association

National Eagle Scout Association