

JEN SCHRADIE

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APPOINTMENTS

- 2014-now **Research Fellow, Institute for Advanced Study in Toulouse**
- 2016 (Spring) **Visiting Fellow, Nuffield College, Oxford University**
- 2014 **Teaching Fellow, Berkeley Connect, Department of Sociology, University of California, Berkeley**

EDUCATION

- 2014 **Ph.D., Department of Sociology & Berkeley Center for New Media, University of California, Berkeley**
“This is (Not) What Democracy Looks Like: How Ideology, Hierarchy and Inequality Shape Digital Activism”
- 2009 **M.A., Department of Sociology, University of California, Berkeley**
“The Digital Production Gap: the Digital Divide and Web 2.0 Collide”
- 2007 **M.P.A., Harvard Kennedy School, Harvard University**
- 1989 **B.A., Public Policy Studies, Duke University**

AREAS OF EXPERTISE

Political Communication; Media Sociology; Communication and Technology; Stratification and Inequality; Labor Movements; Social Movements and Collective Action; Political Sociology; Public Policy; Methods; Theory.

PUBLICATIONS

Book

Forthcoming *The Work of Democracy and the False Promise of Digital Activism*. Cambridge, MA: Harvard University Press.

Articles

- 2017 “The Digital Activism Gap: How Class and Costs Shape Online Collective Action,” Forthcoming in *Social Problems*.
- 2017 “Moral Monday is More Than a Hashtag: The Strong Ties of Social Movement Emergence in the Digital Era,” Forthcoming in *Social Media + Society*.
- 2015 “Labor Unions, Social Media, and Political Ideology: Using the Internet to Reach the Powerful or Mobilize the Powerless?” *International Journal of Communication* 9:1985–2006.
- 2015 “The Gendered Digital Production Gap: The Inequalities of Affluence” edited by Laura Robinson and Shelia R. Cotten. *Communication and Information Technologies Annual: Politics, Participation, and Production* 9:185–213.
- 2013 “The Digital Production Gap in Great Britain: How Sampling, Mechanisms and Theory Matter with Digital Inequality.” *Information, Communication & Society* 16(6):989–968.
- 2012 “The Trend of Class, Race, and Ethnicity in Social Media Inequality: Who Still Can’t Afford to Blog?” *Information, Communication & Society* 15(4):1–17.
- 2011 “The Digital Production Gap: The Digital Divide and Web 2.0 Collide.” *Poetics* 39(2):145–68.

Article in Preparation

“Digital Bureaucracy, Online Activism and the Transformation of the Iron Law,” in preparation for submission to the *Journal of Communication*.

Book Chapters

- 2017 “Beyond the Hashtag: Big Data is Too Small with Class Inequality,” in *Media and Class*, Edited by June Deery and Andrea Press. Abingdon, UK: Taylor & Francis.
- 2015 “Silicon Valley Ideology and Class Inequality: A Virtual Poll Tax on Digital Politics.” Pp. 67–84 in *Handbook of Digital Politics*, edited by Dean Freelon and Stephen Coleman. Cheltenham, UK.: Edward Elgar.

Book Review

- 2014 “Networked: The New Social Operating System By Lee Rainie and Barry Wellman, MIT Press.” *Social Forces* 94(3):1–3.

Public Writing

- 2015 “Les actions politiques d’ampleur ne naissent jamais en ligne,” *Libération*, November 24.
- 2015 “Competing Twitter hashtags reflect divided response to Paris attacks,” *Medium*, November 18.
- 2015 “Five reasons why online Big Data is Bad Data for Researching Social Movements,” *Mobilizing Ideas*, April 2.
- 2014 “From French Resistance to Hashtag Activism: How our Obsession with the Extraordinary Masks the Power of the Ordinary,” *Medium*, December 17.
- 2014 “Bringing the Organization Back In - Social Media and Social Movements,” *Berkeley Journal of Sociology*, November 3.
- 2014 “Is Facebook Just Another Paperboy with Bad Aim?” *Medium*, October 28.
- 2014 “Is Moral Monday the Tortoise and Occupy the Hare?” *Mobilizing Ideas*, April 28.

- 2013 “Big Data and the Survival of the Scientific Method,” *The Bad Hessian*, The Computational Sociology Blog, October 11.
- 2013 “Big Data Not Big Enough? How the Digital Divide Leaves People out,” *PBS MediaShift*, July 31.
- 2013 “Seven Myths of the Digital Divide,” *Cyborgology*, *The Society Pages*, April 26.
- 2012 “Operation Dixie at the DNC,” *Mobilizing Ideas*, September 6.
- 2012 “Kony 2012 – Agit Prop on Speed,” *opensalon.com*, March 22.
- 2011 “Class Struggle: Tech won’t end the digital divide,” *Columbia Journalism Review*, November 14.
- 2011 “Why Tents (Still) Matter for the Occupy Movement,” *Common Dreams*, Featured View, November 24 (*American Ethnologist* citation, May 2012).
- 2011 “Who’s Connected? Sociologists and the Global Digital Divide,” *Global Dialogue*. The International Sociological Association, Issue 3.

GRANTS AND FELLOWSHIPS

- 2017 AXA Research Fund.
- 2016 Visiting Scholar, Nuffield College, Oxford University.
- 2014 Berkeley Connect Fellowship.
- 2013 Mike Synar Fellowship, Berkeley Institute of Governmental Studies.
- 2013 Student Research & Travel Grant, Department of Sociology, UC Berkeley.
- 2012 National Science Foundation Doctoral Dissertation Improvement Grant.
- 2012 Berkeley Center for New Media Summer Research Fellowship.
- 2011 Peter Lyman Graduate Fellowship in New Media.
- 2011 Student Research & Travel Grant, Department of Sociology, UC Berkeley.
- 2008 Jacob K. Javits Fellowship.
- 2008 Student Research Grant, Department of Sociology, UC Berkeley.
- 2007 UC Berkeley Department of Sociology Fellowship.
- 2007 Student Research Grant, Department of Sociology, UC Berkeley.
- 2006 Lewis Freedman & Frederick Roy Martin Scholarship for Journalism Study, Harvard Kennedy School.

AWARDS & HONORS

- 2015 Constance Coiner Award for Best Dissertation, Working Class Studies Association, Washington, DC.
- 2014 Graduate Student Paper Award, International Communication Association, Philosophy, Theory and Critique.
- 2014 Herbert Blumer Paper Prize, Department of Sociology, UC Berkeley, Best Graduate Student Paper Award.
- 2014 Young Scholar in Social Movements, Center for the Study of Social Movements, University of Notre Dame.
- 2013 Honorable Mention for Best Student Paper, Communication, Information and Technology Section, American Sociological Association.
- 2012 Alumni Prize in Public Sociology, Department of Sociology, UC Berkeley.
- 2011 The Jaeger Award for Best Student Paper, UC Berkeley Department of Sociology.

- 2009 Albert Szymanski - T.R. Young Student Paper Award Honorable Mention, American Sociological Association.

PRESENTATIONS

Invited

- 2017 “Slow Food. Big Organization,” Echanges et Réseaux, Université Toulouse - Jean Jaurès, Toulouse, April 27.
- 2017 “Innovation Labor: Risk and Entrepreneurship in the Digital Economy,” European Network on Digital Labour, Télécom ParisTech, Paris, February 21, 2017.
- 2016 “The Strong Ties of Social Movement Emergence in the Digital Era,” Echanges & Réseaux, Université Toulouse - Jean Jaurès, Toulouse, May 24.
- 2016 “Networked Individualism or Digital Bureaucracy? Social Movements in the Internet Era,” Séminaire : Savoirs, Réseaux, Médiations, Université Toulouse - Jean Jaurès, April 1.
- 2016 “The Digital Labor of Online Activism: How Bureaucracy and Social Media Work Together,” Centre for Experimental Social Sciences, Nuffield College, University of Oxford, March 15.
- 2015 “Don’t Throw the Organizational Baby Out with the Bathwater,” Goldsmiths, University of London, *Social Media, Activism and Organizations*, November 6.
- 2015 “The Labor of Democracy and the False Promise of Digital Activism,” Center for Media, Data and Society, Central European University School of Public Policy, Budapest, Hungary, January 29.
- 2013 “Social Media, Social Movements and Social Class,” Osher Institute, Berkeley, April 17.
- 2012 “Justice Stories, Resistance Stories and Just Good Stories: Narrative and Storytelling as Critical Pedagogy,” American Cultures, UC Berkeley, November 14.
- 2012 “Iron Law 2.0,” University of North Carolina, Chapel Hill, the School of Journalism and Mass Communication and the Department of Sociology, September 12.

Conference

- 2017 “Digital Minutemen: Paul Revere Had a Horse and Conservatives Have the Internet,” American Sociological Association Annual Meeting, Montreal, August 14.
- 2017 “The Labor Union Gap: The Fear Factor and Digital Spaces,” American Sociological Association Annual Meeting, Montreal, August 13.
- 2016 “How to Make Big Data Better: Digital Inequality and Inclusive Methodological Interventions,” American Sociological Association, Seattle, WA, August 22.
- 2015 “Digital Labor Power and Social Class Inequality with Online Activism,” European Sociological Association, Prague, Czech Republic, August 27.
- 2015 “Digital Activism and Social Class: A Political Field-Level Approach,” L’Association française de sociologie, L’Université de Versailles-Saint-Quentin-en-Yvelines, June 30.
- 2015 “The Other Side of Black Twitter: Race and Class in Social Media Activism,” British Sociological Association, Glasgow Caledonian University, April 16
- 2015 “Michels Versus Castells: The Iron Law of Oligarchy Trumps Digital Democracy,” 20th International Conference on Alternative Futures and Popular Protest,

- Manchester Metropolitan University, Manchester, England, March 30.
- 2014 “How Organizations and Inequality Matter with Digital Activism,” Institute for Advanced Study in Toulouse, Toulouse, France, September 11.
- 2014 “Patriots, Radicals, Unionists and Reformers: How Political Ideology Shapes Organizational Internet Use,” Young Scholars in Social Movements Mini-Conference, University of Notre Dame, May 2
- 2014 Silicon Valley Ideology and Class Inequality: A Virtual Poll Tax on Digital Politics,” International Communication Association, Theory, Philosophy, and Critique, Seattle, WA, May 23.
- 2014 “How Hierarchy Increases Online Participation,” International Communication Association, Seattle, WA, May 25
- 2014 “Labor Unions, Social Media, and Political Ideology,” Qualitative Political Communication Pre-Conference, International Communication Association, Seattle, WA, May 22.
- 2014 “The Myth of Digital Activism,” Berkeley Center for New Media, April 10.
- 2013 “Big Data is Too Small: Methodological Implications for Social Theory,” American Sociological Association Annual Meeting, New York, NY, August 13.
- 2013 “The Digital Activism Divide: Social Media, Social Movements and Social Class,” American Sociological Association Annual Meeting, New York, NY, August 13.
- 2013 “How Ideology and Organizational Structure Shape Digital Activism: Do Organizations use the Internet to Engage the Powerless or Influence the Powerful?” Media Sociology Pre-conference, New York, NY, August 9.
- 2013 “MOOCs Clash with Digital Inequality,” Learning Mode – Critical Issues in Online Education, Berkeley Center for New Media, March 16.
- 2012 “The Iron Law 2.0: Does the Digital Age Enable More Democracy within Social Movement Organizations?” American Sociological Association Annual Meeting, Denver, CO, August 20.
- 2012 “The (Structured) Cloud: Class and New(s) Media,” International Communication Association Annual Conference, Phoenix, AZ, May 27.
- 2011 “Class Clashes with Digital Democracy,” Oxford Internet Institute 10th Anniversary Symposium, Oxford University, Oxford, England, September 23.
- 2011 “The Persistence of Class, not Race, in Social Media Inequality: Who Still Can’t Afford to Blog?” American Sociological Association Annual Meeting, Las Vegas, NV. August 22.
- 2011 “The Gender Production Gap: Whose Voices are in the Digital Public Sphere?” International Communication Association Annual Conference, Boston, MA, May 30.
- 2011 “Why Do People Become Revolutionaries? Structure, Practice and Narrative in a Philippine Rebel State.” States of Emergency, UC Berkeley, Berkeley, CA, May 5
- 2011 “Digital Activism for the Elite,” Crossing Boundaries: News, Technology and Audiences Conference, Berkeley Center for New Media, UC Berkeley, Berkeley, CA, March 17.
- 2010 “Revolution, Rebels and Risk: Participation in a War Zone,” American Sociological Association Annual Meeting, Atlanta, GA, August 16.
- 2010 “Digital Production Inequality-Persistent or Temporal?” Pacific Sociological Association Meeting, Oakland, CA. April 8.
- 2009 “The Digital Divide and the Public Sphere,” Future of the Forum, Berkeley Center for New Media, Berkeley, CA, December 8.

2009 “The Digital Production Gap: The Digital Divide and Web 2.0 Collide,” American Sociological Association Annual Meeting, San Francisco, CA. August 8.

TEACHING EXPERIENCE

Courses

UC Berkeley

Co-Lead Instructor, “Virtual Communities/Social Media,” Department of Sociology, 2014.

Lead Instructor, “Digital Activism in a Societal Context,” American Cultures and Berkeley Center for New Media, 2013.

Graduate Student Instructor, “Social and Organizational Issues of Information,” School of Information, with Jenna Burrell, 2013.

Harvard

Teaching Fellow, “Visualizing Social Problems in Documentary Film and Photography,” Department of Sociology, with Tamara Kay, 2007.

Duke

Graduate Student Instructor, “Rural Health Elective,” Duke University Medical School with Trig Brown, 1990-1991.

Mentoring

2015-16 Student Mentoring, IAST.

2013-14 Berkeley Connect in Sociology Program, UC Berkeley.

2013 Student Mentoring & Research Teams, UC Berkeley.

2012-13 Undergraduate Honors Mentoring Program, Department of Sociology, UC Berkeley.

2011-13 University Research Assistant Program for undergraduates, UC Berkeley.

1999-94 North Carolina Student Rural Health Coalition, Duke University, North Carolina Central University, UNC Chapel Hill, and UNC Greenville.

PROFESSIONAL SERVICE

2016 Co-Chair, Conference: “Freedom and Control of Digital Expression,” Institute for Advanced Study in Toulouse and Digital Chair, Toulouse School of Economics.

2014 Roundtable Organizer, Communication, Information and Technology Section of the American Sociological Association Annual Meeting.

2012 Member, Public Sociology Award Committee, Section on Communication and Information Technologies, American Sociological Association.

2009-13 Reviewer: *American Sociological Review*, *British Journal of Sociology*, *Information, Communication and Society*, *Journal of Communication*, *New Media and Society*, *Poetics*, *Social Forces*, *Social Media + Society*, *Social Problems*, *Sociological Quarterly*.

UNIVERSITY SERVICE

- 2012-13 Chair, Digital Society in Context Lecture Series, Berkeley Center for New Media.
- 2011-13 Advisory Board Member, Data and Democracy Initiative, UC Berkeley.
- 2011 Member, Organizing Committee, Berkeley Center for New Media, UC Berkeley, “Crossing Boundaries: News, Technology and Audiences” Conference.
- 2011 Member, Organizing Committee, Department of Sociology, UC Berkeley, “The Protests in Egypt: First Takes,” Colloquium.

NEWS MEDIA COVERAGE

On Digital Activism and Politics

- 2015 *The New Yorker*, “Can #ShoutYourAbortion Turn Hashtag Activism Into a Movement?” November 10.
- 2015 *Buzzfeed Tech News*, “#Talkpay topped Twitter – But how many people tweeted their salaries?” May 4.
- 2015 *BBC World Service Newday*, on “Post-Hebdo France,” February 4.
- 2015 *BBC World Service Newshour*, “Hashtag Activism” and #JeSuisCharlie, January 13.
- 2014 *Liberté*, “Quel est l’impact des campagnes avec des hashtags contre l’islamophobie?” November 18.
- 2014 *Washington Post*, “Hashtag activists battle online anti-Muslim speech, but Does It Work?” November 14.
- 2014 *Oakland Tribune* and *San Jose Mercury News*, “Police response questioned in protest that frustrated commuters, merchants” November 25.
- 2014 *Agence France-Presse*, “Celebrities in ‘Ice Bucket Challenge’ to fight disease,” August 20.
- 2013 *San Jose Mercury News*, “Report: Social networking sites play more prominent role in politics,” April 25.

On “An Open Letter to Mark Zuckerberg: Is Facebook a Human Right?”

- 2013 *Le Monde*, “L’internet, un progrès?” September 27.
- 2013 *TIME*, “Three Reasons Zuckerberg’s ‘Internet For All’ Crusade Rings Hollow,” August 27.

On “The Trend of Class, Race and Ethnicity in Social Media Inequality”

- 2012 *United Press International*, “Blacks blog more than whites, Hispanics,” April 5.
- 2012 *KCBS Bay Area Radio News* Interview, April 5.
- 2012 *Science 2.0.com*, “Black People Blog More Than Whites, Hispanics,” April 5.
- 2012 *Black Enterprise*, “Blacks Blog More Than Whites. But Why?” April 5.
- 2012 *NBC Universal Television* Interview, April 4.
- 2012 *Google News*, “Blacks more likely to Blog Than Whites,” April 4.
- 2012 *BET.com*, “Commentary: Why Are Blacks Blogging More?” April 4.
- 2012 *San Francisco Business Times*, “Blacks blog more than whites,” April 4.

On “The Digital Production Gap: the Digital Divide and Web 2.0 Collide”

- 2011 *Salon.com*, David Sirota. "Is the Internet for Elites?" August 1.
2011 *The Times of India*. "Rich People Dominate Social Media, Internet" June 9.
2011 *Science Daily*, Science News. "Digital Democracy? Study Finds Elite Viewpoints Dominate Online Content," June 8.
2011 *Silicon Valley Watcher*. "The New Media Digital Divide. Study Finds Elites Continue To Dominate." June 7.
2011 *KCBS Bay Area Radio News* Segment, June 7.
2011 *United Press International*, "Study: Internet Use Not 'Democratic'," June 9.
2011 *The Next Web*, "UC Berkeley Study Shows Affluence Dominates the Social Web," June 10.
2011 *Memeburn*, "The Social Web Increasingly Not the 'People's Web'," June 10.

PROFESSIONAL DEVELOPMENT

- 2014 Young Scholars in Social Movements Mini-Conference, University of Notre Dame.
2012 Summer Institute for Preparing Future Faculty, UC Berkeley.
2011 National Science Foundation sponsored Summer Social Webshop, University of Maryland.
2010 Pedagogy Seminar on Teaching in Sociology, Department of Sociology, UC Berkeley.
2007 Instructional Training with Marshall Ganz, Department of Sociology, Harvard University.
2007 Videotaping and Analysis of Teaching Program, Derek Bok Center for Teaching and Learning, Harvard University.

PROFESSIONAL AFFILIATIONS

American Sociological Association.
British Sociological Association.
French Sociological Association.
International Communication Association.
Society for the Study of Social Problems.
Sociologists for Women in Society.

DOCUMENTARY FILM DIRECTING

Films

- 2000 *The Golf War: a story of land, golf and revolution in the Philippines*, Producer & Co-Director. Cited in 5 academic books and 3 academic journals; Purchased by over 100 universities; Winner of 22 Film Festivals Awards.
1997 *Housekeepers: Inconvenient Heroes*, Producer & Co-Director.
1995 *Fruit of Labor: Inspire the Struggle*, Producer & Director.
1992 *Organizing the South*, Co-Producer and Co-Director.
1990 *Toxic Terrorism: The Shiloh Coalition Fights Back*, Co-Producer and Co-Director.

Funding For *The Golf War* Documentary

- 2000 Paul Robeson Fund Grant.
- 2000 Grant from filmmaker Michael Moore.
- 1999 Durham Arts Council Emerging Artist Award Grant.
- 1999 Mary Duke Biddle Foundation Grant.
- 1998 Puffin Foundation Award & Grant.

Invited Documentary Talks

- 2000-07 Lectures on the politics and production of *The Golf War* Documentary: Boston University; Columbia University; Duke University Center for Documentary Studies; Harvard Kennedy School; Hunter College; Michigan State University; New College of California; New York University; San Francisco State University; Temple University; Tufts University; Fletcher School of Law and Diplomacy; UC Berkeley; UC Irvine; UC Los Angeles; UC Santa Barbara; University of Michigan; Wayne State University.

PROFESSIONAL EXPERIENCE

- 2001-03 Instructor, Bay Area Video Coalition: “Grassroots Distribution of Social Issue Documentaries,” San Francisco, California.
- 1989-06 Independent Documentary Filmmaker, Anthill Productions, San Francisco, California and Durham, North Carolina.

LANGUAGE

English speaker from the United States
Written and Conversational French