

## MATTHEW L. HALE

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### **Research Specializations**

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Digital Pedagogy, Social Media, Ethnographic Film and Photography, Visual Communication, Digital Culture, Strategic Communication, Pop Culture, Critical Theory, Digital Humanities, Content Creation

### **Education**

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- 2018            PhD, Communication and Culture  
Communication and Culture Department  
Indiana University
- 2018            PhD, Folklore  
Folklore and Ethnomusicology Department  
Indiana University
- 2010            MA, Folklore Studies  
Folk Studies and Anthropology Department  
Western Kentucky University
- 2008            BA, Anthropology — *summa cum laude*  
Folk Studies and Anthropology Department  
Western Kentucky University

### **Professional Academic Appointments**

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- 2018 - Present    Assistant Professor, Department of Communication, Austin Peay State University.
- 2017            Lecturer, Department of Communication and Media, Kennesaw State University.
- 2016 - 2019      Research Associate, Mathers Museum of World Cultures, Indiana University.
- 2015 - 2016      Associate Instructor, Department of Communication and Media, Kennesaw State University.
- 2012 - 2015      Associate Instructor, Department of Communication and Culture, Indiana University.
- 2010 - 2011      Associate Instructor, Folk Studies and Anthropology Department, Western Kentucky University.
- 2008-2010      Graduate Teaching Assistant, Folk Studies and Anthropology Department, Western Kentucky University.
- 2006-2008      Peer Tutor, Academic Advising and Retention Center, Western Kentucky University.

## Publications

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- In Progress      The Cult of Carpet: Convention Traditions and the Inalienable Power of a Hideous Hotel Lobby Floor Covering. Targeting *The Journal of Popular Culture*.
- Submitted      Book Review: Melissa Click, ed.. 2019. *Anti-Fandom: Dislike and Hate in the Digital Age*. New York: New York University Press. *The Popular Culture Studies Journal*.
- 2020      Book Review: Trevor Blank and Lynne S. McNeil, eds. 2019. *Slender Man Is Coming: Creepypasta and Contemporary Legends on the Internet*. Logan: Utah State University Press. *New Directions in Folklore*
- 2017      Book Review: Browine, Barbara and Danny Graydon. *The Superhero Costume: Identity and Disguise in Face and Fiction*. London: Bloomsbury Academic. *Dress* 43(2): 151-153.
- 2016      “Fieldwork Equipment That (Hopefully) Won’t Break the Bank: New Digital Tools.” *Anthropology News*. March [part 4 of 4]. 57(3).
- 2015      “Fieldwork Equipment That (Hopefully) Won’t Break the Bank: Digital Camcorders.” *Anthropology News*. October part 3 of 4]. 56(10).
- 2015      “Fieldwork Equipment That (Hopefully) Won’t Break the Bank: Digital Cameras.” *Anthropology News*. August [part 2 of 4]. 56(8).
- 2015      Book Review: Horst, Heather A. and Daniel Miller, eds. 2012. *Digital Anthropology*. London: Berg Publishers. *Museum Anthropology Review* 9(1-2): 316.
- 2015      “Fieldwork Equipment That (Hopefully) Won’t Break the Bank: Digital Audio Recorders.” *Anthropology News*. June [part 1 of 4]. 56(6).
- 2014      “Cosplay: Intertextuality, Public Texts, and the Body Fantastic.” *Western Folklore* 73(1): 5-37.
- 2013      “Steampunk: Reimagining Trash and Technology.” Invited Post for the Committee on the *Anthropology of Science, Technology, and Computing Blog*. <http://blog.castac.org/2013/08/steampunk-reimagining-trash-and-technology/>.
- 2013      Book Review: Pinney, Christopher. 2011. *Photography and Anthropology*. London: Reaktion Books Ltd. *Journal of Folklore Research Reviews*. <https://scholarworks.iu.edu/journals/index.php/jfr/article/view/3431/3198>.
- 2013      “Airship Captains, Pith Helmets, and Other Assorted Brassy Bits: Steampunk Personas and Material-Semiotics.” *New Directions in Folklore* (11)1: 3-34.
- 2012      (Co-Authored with Suzanne Barber). “Enacting the Never-Was: Upcycling the Past, Present, and Future in Steampunk.” In *Steaming into a Victorian Future: A Steampunk Anthology*. Cynthia Miller and Julie Taddeo, eds. Pp. 165-184. Scarecrow Press.
- 2012      “Shaping Theory, Bending Method, Tapping [New] Media: Ethnographic Craftsmanship and Responsive Design.” *Folklore Forum* 42(1): 1-22. <https://folkloreforum.net/2012/08/13/shaping-theory-bending-method-tapping-new-media-ethnographic-craftsmanship-and-responsive-design/>

## **Teaching Awards**

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- 2017 Faculty Mentorship Award, The National Society for Leadership and Success, Sigma Alpha Pi, Kennesaw State University.
- 2015 Award for Excellence in Teaching, Department of Communication and Culture, Indiana University.
- 2014 Award for Excellence in Teaching, Department of Communication and Culture, Indiana University.

## **External Research Grants**

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- 2015 Wenner-Gren Dissertation Fieldwork Grant, \$19,998, The Wenner-Gren Foundation.
- 2014 Stella Blum Student Research Grant, \$2,500, The Costume Society of America.

## **External Honors and Awards**

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- 2019 Peter Rollins Travel Grant for Early-Career Faculty. \$1,000 Popular Culture Association/American Culture Association.
- 2014 Graduate Student Paper Prize, Runner Up, Society for Linguistic Anthropology.
- 2013 - 2014 HASTAC Scholar Award, \$300, The Humanities, Arts, Science and Technology Alliance and Collaboratory.
- 2013 Carrie-Hunter Tate Award, American Anthropological Association.
- 2012 Bill Ellis Paper Prize, \$100, American Folklore Society.
- 2011 Warren E. Roberts Prize Paper Prize, \$500, American Folklore Society.

## **University Honors and Awards**

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- 2020 Student Academic Success Initiative Grant, \$3,100, Austin Peay State University.
- 2019 - 2020 Faculty Leadership Program Participant, Austin Peay State University.
- 2017 College of Arts and Sciences, Dissertation Completion Fellowship, \$25,000, Indiana University.
- 2016 College Arts and Humanities Institute Travel Award, \$600, Indiana University.
- 2015 Richard M. Dorson Doctoral Dissertation Research Award, \$1,000, Department of Folklore and Ethnomusicology, Indiana University.
- 2015 Graduate and Professional Student Organization Travel Funding Award, \$500, Indiana University.
- 2013 Brantlinger-Naremore Essay Prize, \$300, Cultural Studies Program, Indiana University.

- 2012 Richard M. Dorson Paper Prize, \$300, Department of Folklore and Ethnomusicology, Indiana University
- 2012 Graduate and Professional Student Organization Research Grant, \$1,000, Indiana University.
- 2011 Graduate and Professional Student Organization Travel Funding Award, \$500, Indiana University.
- 2011 Potter College of Arts & Letters Outstanding Graduate Student Award, Western Kentucky University.
- 2011 Cam Collins Award for Outstanding Graduate Student in Folklore, \$100, Department of Folk Studies and Anthropology, Western Kentucky University.
- 2009 Outstanding Graduate in Cultural Anthropology, \$100, Department of Folk Studies and Anthropology, Western Kentucky University.
- 2008 Russell M. and Mary Z. Yeager Grant, \$750, Department of Folk Studies and Anthropology, Western Kentucky University.
- 2008 Cam Collins Award for Outstanding Undergraduate Student in Folklore, \$100, Department of Folk Studies and Anthropology, Western Kentucky University.

## **Filmography**

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- 2020 - [Digital Pedagogy Project Video Series](#).
- In Progress *Cosplay* (Working title). [This multimedia project examines the everyday lives and expressive culture of professional and amateur special effects makeup artists, seamstresses, prop makers, and costumers in Atlanta, GA].
- 2020 The History of the Marriott Carpet, Trashy, and the Cult of Jon, Fan Studies Network North America Video.
- 2011 *The Makings of a Master* Exhibit Footage. Kentucky Folklife Program/Kentucky Arts Council. Interviewer, camera operator, audio, editor. Runtime: 45 minutes.
- 2010 *Made to Be Played* Concert Footage. Kentucky Folklife Program/Kentucky Arts Council. Multiple camera operator, audio, editing, live sound. Runtime: 90 minutes.
- 2010 *Journeying Back to Africa: From Freedom to Freedom*. Assistant to Dr. Johnston Njoku. Editor. Runtime: 25 minutes.
- 2008 *En Restaurantes Hispanicas* . Editor, music production, audio. Runtime: 15 minutes.

## **Promotional Materials and Other Media Products**

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- 2021 [Join the College of Arts and Letters Social Media Ad Spot](#). Runtime: 1:20
- In Progress Department of Communication Faculty Profile Videos. APSU Website Enhancement.

- 2020 [United Campus Workers promotional video](#). Runtime: 5:00.
- 2019 United Campus Workers photo series. Nashville, TN, USA.
- 2016 Photo series Flow Farm: Experimental Farm/Animal Sanctuary. Zhongshan, China.
- 2016 *Freeside Atlanta makerspace promotional video*. Runtime: 4 minutes.
- 2010 *Made to be Played* promotional video content. Runtime: 3 minutes.

## **Media Appearances/Multimedia**

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- 2021 Pop Culture Dialogue: Surviving Grad School. *Popular Culture Studies Journal*.
- 2021 Pop Culture Dialogue: Material Culture. *Popular Culture Studies Journal*.
- 2021 Pop Culture Dialogue: Digital Popular Culture. *Popular Culture Studies Journal*.

## **Invited Presentations**

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- 2021 AP Professional Development Session: Innovative Teaching Panel.
- 2019 “An Expression of Precarity: Aspirational Labor and the Monetization of Leisure.” Dean’s College of Arts and Letters Lecture. Austin Peay State University.
- 2016 Invited presenter for the Society for Linguistic Anthropology (SLA) Presidential Conversation on Mentoring: Entering the Market. American Anthropological Association Annual Meeting. Minneapolis, Minnesota.
- 2016 “Fabricating Fantasy: The Art and Craft of Cosplay.” Costume Society of America annual symposium. Cincinnati, Ohio.
- 2016 Roundtable Discussant. Society for Linguistic Anthropology Presidential Conversation on “Mentoring: Entering the Market.” American Anthropological Association Annual Meeting. Minneapolis, Minnesota.

## **Conference Sessions Organized**

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- 2019 Session Organizer and Chair. “Teaching as Intellectual Labor.” Tennessee Communication Association and Kentucky Communication Association Joint Conference. Cadiz, Kentucky.
- 2019 Chair. “Performing Fandom.” Popular Culture Association/American Culture Association Annual Meeting. Washington, D.C.
- 2016 Session Organizer and Chair. “Learning to Labor in the Digital Economy.” American Anthropological Association Annual Meeting. Minneapolis, Minnesota.
- 2014 “Cosplay and Intertextual Play: Rethinking Fan Culture and Textuality.” American Anthropological Association Annual Meeting. Washington, D.C.
- 2013 Session Organizer and Chair. “Reconsidering Objecthood: Material(ity), Subjectivity, and the Ontogenesis of Form.” American Folklore Society Annual Meeting. Providence, Rhode Island.

2012 Session Organizer and Chair. "Time, Space, and Transformation: Vernacular Perspectives on Cultural and Environmental Sustainability." American Folklore Society Annual Meeting. New Orleans, Louisiana.

### **Discussant**

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2015 Session Discussant. "Familiar Texts, New Socialites: Remaking Identity, Community, and Sexuality Through Fan Works." American Anthropological Association Annual Meeting. Denver, Colorado.

### **Conference Presentations**

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2020 The History of the Marriott Carpet, Trashy, and the Cult of Jon, Fan Studies Network North America Digital Poster.

2020 The History of the Marriott Carpet, Trashy, and the Cult of Jon, Fan Studies Network North America Video Poster.

2020 "Digital Fantrepreneurship, or, in Other Words, the Endless Quest for Likes, Followers, and Relevance in the Attention Economy." Popular Culture Association/American Culture Association Annual Meeting. Philadelphia, Pennsylvania. [Conference Canceled due to COVID-19].

2019 "Teaching as Intellectual Labor." The Tennessee Communication Association/Kentucky Communication Association Annual Meeting. Cadiz, Kentucky.

2019 "From Foam to Fantasy: Cosplay, Making, and Material Culture." Popular Culture Association/American Culture Association Annual Meeting. Washington, D.C.

2019 "Becoming Brand: Chasing Likes, Building Influence, and Monetizing Everything in the Attention Economy." St. Louis. American Ethnological Society. St. Louis, Missouri.

2018 "Leisure, Labor, and Subjectivity™ as Brand©: The Mediation of Selves in the Digital Economy®." American Anthropological Association Annual Meeting. San Jose, California.

2016 "Nerd, Inc.: Millennials, New Media, and the Creative Industries." American Anthropological Association Annual Meeting. Minneapolis, Minnesota.

2015 "Crossplay, Geek Feminism, and Queer Identity." American Anthropological Association Annual Meeting. Denver, Colorado.

2015 "The Social Life of Media: Motility and Development in Digital Culture." The 9th Annual Anthropology Graduate Student Association symposium. Bloomington, Indiana.

2013 "The Materiality of Media: Participatory Cultures and Multimodal Ethnography." American Anthropological Association Annual Meeting. Chicago, Illinois.

2013 "The Citational Body: Fandom, Materiality, and the Phenomenology of Textuality." American Folklore Society Annual Meeting. Providence, Rhode Island.

- 2013 "Discourses of the Flesh: Elves, Zombie Jedi, and the Folkloristics of Reception." The 5th Annual OSU/IU Folklore Student Association conference. Bloomington, Indiana.
- 2013 "Cosplay: Intertextuality, Public Texts, and the Body Fantastic." Western States Folklore Society Annual Meeting. San Diego, California.
- 2013 "Embodied Textualities: Cosplay, Public Discourse, and Material-Semiotic (Re)animation." Central States Anthropology Society Annual Meeting. St. Louis, Missouri.
- 2012 "Recycling History: Refurbishing the Past, Deconstructing the Present, and Assembling the Future." American Folklore Society Annual Meeting. New Orleans, Louisiana.
- 2012 "Airship Captains, Pith Helmets, & Other Assorted Brassy Bits: Digimodernist Intertextuality, the Endless [Grand] Narrative, and Steampunk Atemporality." Ray Browne Conference on Popular Culture. Bowling Green, Ohio.
- 2012 "Cyborg Abraham Lincoln, Sensitive Vikings, and the Quest for Equality for Female Automata: Remapping History in Steampunk Atemporal Play." 5th Annual OSU/IU Folklore Student Association conference. Columbus, Ohio.
- 2011 "Enacting the Never-Was: Constituting the Past, Present, and Future in Steampunk." American Anthropological Association Annual Meeting. Montreal, Canada.
- 2011 "Embodying War at Dragon\*Con: Referentiality and the Fracturing of Fandoms." American Folklore Society. Bloomington, Indiana.
- 2011 "Shaping Theory, Bending Method, Tapping New Media: Digital Ethnography and Contemporary Lutherie." 4th Annual OSU/IU Folklore Student Association conference. Bloomington, Indiana.
- 2010 "The Motions of Culture." American Anthropological Association. New Orleans, Louisiana.
- 2010 "Expanding the Form: Re-Evaluating Tradition within Contemporary Lutherie." 3rd Annual OSU/IU Folklore Student Association conference. Columbus, Ohio.

## **Professional Service**

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- 2021 College of Arts and Letters social media campaign advertisement, Austin Peay State University.
- 2020 Peter C. Rollins Award for the Best Documentary Film Committee Members, Popular Culture Association.
- 2020 Online Course Standing Committee, Austin Peay State University.
- 2020 Recruitment Committee Member, Department of Communication, Austin Peay State University.
- 2020 Communication Assessment Committee Member, Department of Communication, Austin Peay State University.

2020 Scholarship Committee Member, Austin Peay State University.

2019 - Present Faculty Senate Member, Austin Peay State University.

2019 - 2020 Faculty Leadership Program Member, Austin Peay State University.

2019 United Campus Workers Convention Committee Member.

2019 Communication Assessment Committee Member, Department of Communication, Austin Peay State University.

2019 Hiring Committee Member, Department of Communication, Austin Peay State University.

2019 Tennessee Student Humanities Conference, Ad Hoc Committee Member.

2017 - Present Reviewer, *The Popular Culture Studies Journal*.

2016 AAA Meeting Programing Committee Member, National Association of Student Anthropologists.

2016 National Association of Student Anthropologists, Awards Committee Member.

2015 - 2017 Contributing Editor, *Anthropology News*.

2014 - 2016 Graduate Student Representative-At-Large, National Association of Student Anthropologists.

2013 Coordinator, 6th Annual IU/OSU Folklore and Ethnomusicology Student Conference.

2012 Coordinator, 5th Annual IU/OSU Folklore and Ethnomusicology Student Conference.

2011 - 2015 Editorial Board Member, *New Directions in Folklore*.

2011 Strategic Media Access Resource Team Member, The Media Preservation Initiative, Indiana University.

2011 Undergraduate Student Liaison, Folklore Student Association, Department of Folklore and Ethnomusicology, Indiana University.

2011 Senior Co-Convener of the Graduate Student Section, American Folklore Society.

2010 Jr. Co-Convener of the Graduate Student Section, American Folklore Society.

## **Courses Taught**

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COMM 1110: Media and Social Institutions	Austin Peay State University
COMM 1600: Intro. to Popular Culture	Austin Peay State University
COMM 2045: Fundamentals of Public Speaking	Austin Peay State University
COMM 3400: Mass Communication Research Methods	Austin Peay State University
COMM 3950: Methods of Film Analysis	Austin Peay State University
COMM 4300: Topics in Popular Culture: Participatory Culture	Austin Peay State University
COMM 5000 (Graduate): Methods of Research	Austin Peay State University
COMM 5720 (Graduate): Social Media: Theory and Practice	Austin Peay State University
COMM 5920 (Graduate): Economics of Mass Media	Austin Peay State University
COM 2020: Communication Sources and Investigations	Kennesaw State University
COM 2033: Visual Communication	Kennesaw State University
COM 3435: Communication Research Methods	Kennesaw State University
COMM 120: Public Speaking	Indiana University
COMM 122: Interpersonal Communication	Indiana University
FLK 280: Folklore and the Mass Media	Western Kentucky University

## **Professional Affiliations**

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American Culture Association  
American Ethnological Society  
International Society for Ethnology and Folklore  
Popular Culture Association  
Society for Cinema and Media Studies  
Tennessee Communication Association  
United Campus Workers