

Angela M. Cirucci

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Education

Temple University, Philadelphia, PA

Ph.D., Media and Communication, October 2014

School of Media and Communication

Dissertation: *The Structured Self: Authenticity, Agency, and Anonymity in Social Networking Sites*

Advisor: Dr. Brooke E. Duffy (University of Pennsylvania)

Temple University, Philadelphia, PA

M.A., Broadcasting, Telecommunications, and Mass Media, May 2011

School of Communications and Theater

Thesis: *First Person Paparazzi: A Systematic Analysis of Identity and Reality in Social Media and Video Games*

Advisor: Dr. Renee Hobbs (Harvard University)

Rowan University, Glassboro, NJ

B.A., Radio, Television, and Film, December 2007

College of Communication

Cum Laude

Academic Appointment

Assistant Professor (8/2015-Present)

Department of Communication Studies

Kutztown University, Kutztown, PA

Book

Cirucci, A. M., & Vacker, B. (under contract). *Black Mirror and Critical Media Theory*. Edited book. Lanham, MD: Lexington Books.

Peer Reviewed Publications

Cirucci, A. M. (forthcoming). Digitally Structured Culture: Immersive Interfaces and Social Media Affordances. In S. Strover (Ed.), *New Agendas in Immersive Media*. New York, NY: Routledge.

Cirucci, A. M. (forthcoming). Facebook and Unintentional Celebification. In C. Abidin and M. Lindsay (Eds.), *Microcelebrity and Fame*.

Cirucci, A. M. (2017). Normative Interfaces: Affordances, Gender, and Race in Facebook. *Social Media + Society*, 3(2). doi: 10.1177/2056305117717905

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Massie, K., & Cirucci, A. M. (2017). Allocating Identities within a Smartphone App Game: A Case Study of *Dark Summoner*. In Glenn W. Richardson Jr. (Ed.), *Social Media and Politics*. Santa Barbara, CA: Praeger.

Cirucci, A. M. (2015). Facebook's Affordances, Visible Culture, and Anti-Anonymity. *Proceedings of the 2015 International Conference on Social Media & Society*. doi: 10.1145/2789187.2789202

Cirucci, A. M. (2015). Redefining Privacy and Anonymity through Social Networking Affordances. *First Monday*, 20(7). doi: <http://dx.doi.org/10.5210/fm.v20i7.5465>

Cirucci, A. M. (2014). Searching for a public of their own – Review of d. boyd's *It's complicated*, Chapter 8. In I. Zulkarnain, M. Farnel, and F. Barnett (Eds.), *It's Complicated: The Social Lives of Networked Teens. A Collaborative Book Engagement*. HASTAC.

Cirucci, A. M. (2013). First Person Paparazzi: Why Social Media Should be Studied More Like Video Games. *Telematics and Informatics*, 30(1), 47-59. doi: 10.1016/j.tele.2012.03.006

Cirucci, A. M. (2012). Tales from Facebook – Book Review (by D. Miller). *Journal of Broadcasting and Electronic Media*, 56(4), 697-698. doi: 10.1080/08838151.2012.732149

Invited Publications

Cirucci, A. M. (2014). Social Media as Video Games: How We Act as First Person Paparazzi and Why it Matters. In B. Vacker (Ed.), *Media Environments* (2nd ed.) (163-170). San Diego, CA: Cognella.

Cirucci, A. M. (2013). The Social Dead: How Our Zombie Baggage Threatens to Drag Us into the Crypts of Our Past. In M. Balaji (Ed.), *The Thinking Dead: What the Zombie Apocalypse Means* (pp. 37-55). Lanham, MD: Lexington Books.

Works in Progress

Cirucci, A. M. *Facebook Culture: The New Normal*. Book project.

Cirucci, A. M., & Srauy, S. *Digital Affordances: Socio-Technical and Critical Concerns*. Edited book.

Awards/Certification

Kutztown University Research Grant, \$6,000, 2015-2016

Top Paper in Media Ecology, Eastern Communication Association Convention, 2015

Awarded entry to the Oxford Internet Institute's Summer Doctoral Programme, 2014

Center for the Humanities at Temple (CHAT) Graduate School Senior Doctoral Fellowship, Temple University, Spring 2014

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Center for the Humanities at Temple (CHAT) Digital Humanities Scholarship, Temple University, 2013-2014

Full tuition and stipend, School of Media and Communication, Temple University, Fall 2013

Full tuition and stipend, Math and Science Resource Center, Temple University, 2012-2013

First Place Paper, Media and Communication Graduate Research Forum, Temple University, 2013

Linda Elson Scholar Award for Top Student Paper, Media Ecology Association Convention, 2012

Certificate to Teach in Higher Education, Teaching and Learning Center, Temple University, 2011

Full tuition and stipend, School of Communications and Theater, Temple University, 2010-2011

Research Appointments

Postdoctoral Fellow (2/2015-8/2015)

Digital Scholarship Center

Temple University, Philadelphia, PA

- Provided support for digital scholarship projects
- Explored new tools and data sources
- Interacted with faculty and students from the School of Media and Communication
- Conducted social media research
- Organized and ran methods workshops

Graduate Student Researcher (5/2014-1/2015)

Digital Scholarship Center

Temple University, Philadelphia, PA

- Explored digital social networking analysis tools
- Conducted Twitter network analyses
- Trained students, faculty, and staff

Peer Reviewed Conference Presentations

Cirucci, A. M. (2017, November). Social Interaction vs. Institutional Interaction: Platform Performances and Gendered Labor. Paper to be presented at the Mid-Atlantic Popular & American Culture Association Conference, Philadelphia, PA.

Cirucci, A. M. (2017, August). Beyond “Lurkers” and “Nonlurkers:” Investigating Social Network Site Usage Habits, Personality, and Self-Esteem. Poster presented at the Social Media and Society Conference, Toronto, Canada.

Cirucci, A. M. (2017, April). Invisible Female Labor: How Women Drive “Institutional Interaction” Online. Paper presented at the Theorizing the Web Conference, New York, NY.

Cirucci, A. M. (2016, November). Social Media as Material Mediators: Identity Personalization and Customization Online. Paper presented at the National Communication Association Convention, Philadelphia, PA.

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Cirucci, A. M. (2016, November). Social Media Ecology. Paper presented at the National Communication Association Convention, Philadelphia, PA.

Cirucci, A. M. (2016, November). Silent Social Media: How Personality Traits Predict Lurking Habits. Paper presented at the Mid-Atlantic Popular & American Culture Association Conference, Atlantic City, NJ.

Cirucci, A. M. (2016, October). Social Privacy and Institutional Observation: The “Local” and Global Social Media Nexus. Paper presented at Global Fusion, Philadelphia, PA.

Cirucci, A. M. (2016, September). Narrative Demographics. Paper presented at the Research Committee on Logic and Methodology RC33’s 9th International Conference on Social Science Methodology, University of Leicester, Leicester, UK.

Cirucci, A. M. (2015, November). Social Media Affordances and the Illusion of Narrative. Paper presented at the Mid-Atlantic Popular and American Culture Association Conference, Philadelphia, PA.

Cirucci, A. M. (2015, October). Socially Divided: Affordances, Gender, and Race in Facebook. Paper presented at the Association of Internet Researchers Conference, Phoenix, AZ.

Cirucci, A. M. (2015, October). Identity Guides: The Implications of Facebook’s Affordances and Tacit Celebrification. Paper presented at the Association of Internet Researchers Conference, Phoenix, AZ.

Cirucci, A. M. (2015, July). Facebook’s Affordances, Visible Culture, and Anti-Anonymity. Paper presented at the Social Media and Society Conference, Toronto, Canada.

Cirucci, A. M. (2015, May). Toward a More Rigorous Understanding of Social Networking Affordances. Poster presented at the Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) Conference, East Lansing, MI.

Cirucci, A. M. (2015, April). Redefining Privacy and Anonymity through Social Networking Affordances. Paper presented at the Eastern Communication Association Conference, Philadelphia, PA.

-Awarded Top Paper in Media Ecology

Cirucci, A. M. (2014, November). #watchingcosmos: Analyzing *Cosmos* Viewers through their Live Tweets. Paper presented at the Mid-Atlantic Popular and American Media Conference, Baltimore, MD.

Cirucci, A. M. (2014, October). Visual Culture and Our Online Zombie Baggage. Paper presented at Global Fusion Conference, Austin, TX.

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Cirucci, A. M. (2013, November). Facebook's Many Faces: Exploring HBCU Culture and Digital Identities. Paper presented at the National Communication Association Convention, Washington DC.

Cirucci, A. M., & Duffy, B. E. (2013, November). The Pinspirational Self: Aspiration, Creation, and Curation on Pinterest. Paper presented at the Mid-Atlantic Popular & American Culture Association Conference, Atlantic City, NJ.

Cirucci, A.M. (2013, June). Staging Identities: A Comparison of Video Gamers' and Social Media Users' Digital Identities. Paper presented at the International Communication Association Conference, London, UK.

Cirucci, A. M. (2013, April). Facebook Avatars: Our Constant Struggle to Level-Up. Paper presented at the Futures of Visual Anthropology Conference, Philadelphia, PA.

Cirucci, A. M. (2013, March). Facebook's Many Faces: An Investigation in how Students Negotiate their Online Identities. Paper presented at Temple University's School of Media and Communication Graduate Research Forum, Philadelphia, PA.

-Awarded first place paper

Cirucci, A. M. (2012, October). Exploring Facebook's Success through Presence. Paper presented at the International Society for Presence Research Conference, Philadelphia, PA.

Cirucci, A. M. (2012, June). First Person Paparazzi: Why Social Media Should be Studied More Like Video Games. Paper presented at the Media Ecology Association Convention, Riverdale, NY.

-Winner of 2012 Linda Elson Scholar Award for Top Student Paper

Cirucci, A. M. (2012, May). Facebook and Social Media: Fragmented Communities, Virtual Tribes, or Video Games? Paper presented at the International Communication Association Conference, Phoenix, AZ.

Cirucci, A. M. (2011, October). Space Telescopes and Social Media: Electronic Consciousness Extended, Overheated, and Reversed? Paper presented at McLuhan's Philosophy of Media Centennial Conference, Brussels, Belgium.

Cirucci, A. M. & Scheirer, A. E. (2011, July). A Tale of Two Teachers: Contrasting Approaches to Media Literacy Integration in the Middle School. Paper presented at the National Association of Media Literacy Education Conference, Philadelphia, PA.

Invited Lectures/Panel

Cirucci, A. M. (2016, April). The Structured Self. College of Visual and Performing Arts Faculty First Thursday Lecture, Kutztown University, Kutztown, PA.

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Cirucci, A. M. (2015, October). Invited panelist for: Algorithms: Human Influence on the World of Data. Lewis College Roundtable, Illinois Institute of Technology, Chicago, IL.

Cirucci, A. M. (2015, February). Digitally structured culture: Immersive interfaces and social media affordances. Paper presented at the New Agendas in Communication Immersive Media Conference, Austin, TX.

Cirucci, A. M. (2014, September). The Structured Self: Facebook and Social Identity. Brown-Bag Seminar at University of Rhode Island's Harrington School, Kingston, RI.

Cirucci, A. M. (2012, May). Katniss Kardashian: Fame and Simulation. Paper presented at The Hunger Games Symposium, Philadelphia, PA.

Cirucci, A. M. (2012, April). Social Media and Facebook. Guest lecture in Post-Millennial Culture and the Media course, Temple University, Philadelphia, PA.

Selected Teaching

Senior Capstone, Spring, 2017, Fall 2017
Undergraduate Seminar, Kutztown University

The Digital Self, Fall 2016, Fall 2017
Self-designed Undergraduate Seminar, Kutztown University

Survey of Communication Theory, Spring 2016
Undergraduate Seminar, Kutztown University

New Media and Communication, Fall 2015, Summer 2016, Fall 2016
Undergraduate Seminar, Kutztown University

Introduction to Mass Communication, Fall 2015-Fall 2016, Fall 2017
Undergraduate Lecture, Kutztown University

Technical Communication, Spring 2014
Undergraduate Seminar, Drexel University

Morality, Law, and Advertising, Fall 2013
Undergraduate Seminar, Temple University

Communication Theory, Summer 2012
Undergraduate Seminar, Lincoln University

Mass Media Law and Ethics, Fall 2011
Undergraduate Seminar, Lincoln University

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Introduction to Mass Communication, Spring 2011-Summer 2012
Undergraduate Seminar, Lincoln University

Service as Reviewer

New Media and Society

Social Media + Society

First Monday

Journal of Broadcasting and Electronic Media

International Communication Association Conference

Conference of the Association of Internet Researchers

Eastern Communication Association Conference

University Service

Appointee, General Education Assessment Committee, Kutztown University, Fall 2017-Present

Member, Institutional Review Board, Kutztown University, Fall 2016-Present

Departmental Service

Advisor, Lambda Pi Eta Communication Honor Society, Fall 2017-Present

Chair, Interpersonal Communication Search Committee, Department of Communication Studies, Kutztown University, Fall 2016-Spring 2017

Member, Curriculum Assessment Committee, Department of Communication Studies, Kutztown University, Fall 2015-Spring 2017

Founder, Media and Communication Graduate Student Association (MCGSA), Department of Media and Communication, Temple University

President, Media and Communication Graduate Student Association (MCGSA), Department of Media and Communication, Temple University, 2013-2014

Affiliations

Association of Internet Researchers (AoIR)

Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)

International Communication Association

National Communication Association

Mid-Atlantic Popular & American Culture Association