

CURRICULUM VITAE

S. CRAIG WATKINS

The University of Texas at Austin
Radio TV Film
1 University Station A0800
Austin, TX 78712-0108

Tel: (512) 471-6676
Fax: (512) 471-4077
Email: craig.watkins@austin.utexas.edu
Website: <http://theyoungandthedigital.com/>

EDUCATION

Ph.D. 1994, Sociology, The University of Michigan, Ann Arbor

B.A. 1988, Sociology, The University of Texas, Austin

AREAS OF SPECIALIZATION AND TEACHING INTERESTS

Digital Media Studies; Digital Divide; Youth Digital Media Culture, Digital Media and Learning

PROFESSIONAL APPOINTMENTS

- 2009- Associate Professor, Dept. of Radio-Television-Film, Dpt. Of African and Africana Studies, The University of Texas at Austin
* Courtesy Appointment with Center for African and African American Studies
- 2001- Associate Professor, Dpt. of Radio-Television-Film and the Center for African and African American Studies, University of Texas at Austin
- 1999-2000 Assistant Professor of Radio-Television-Film and the Center for African and African American Studies, University of Texas at Austin
- 1995-1999 Assistant Professor of Sociology and the Center for African and African American Studies, University of Texas at Austin
* Courtesy Appointment with the Department of Radio-Television-Film
- 1993-1995 Assistant Professor of Sociology, Temple University

MAJOR ACADEMIC HONORS AND AWARDS

- 2011- Faculty Fellow, The Division of Diversity and Community Engagement, The University of Texas at Austin
- 2009-11 Research Professorship, College of Communication, The University of Texas at Austin
- 2009 Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford

PUBLICATIONS

Books

- 2009 Watkins, S. Craig. *The Young and the Digital: What the Migration to Social Network Sites, Games, and Anytime, Anywhere Media Means For Our Future*. Boston: Beacon Press, +249 pp.
- 2005 Watkins, S. Craig. *Hip Hop Matters: Politics, Pop Culture, and the Struggle for the Soul of Movement*. Boston: Beacon Press, +295 pp.
- 1998 Watkins, S. Craig. *Representing: Hip Hop Culture and the Production of Black Cinema*. Chicago: The University of Chicago Press, +314 pp.

Refereed Journals Articles

- 2001 Watkins, S. Craig. A Nation of Millions: Hip Hop Culture and the Legacy of Black Nationalism, *The Communication Review*, 4: 373-398.
- 2001 Watkins, S. Craig. Framing Protest: Television News Media Frames of the The Million Man March. *Critical Studies in Media Communication*, March, 18(1), 83-101.
- 2000 Watkins, S. Craig and Rana Emerson. Feminist Media Criticism and Feminist Media Practices. *The Annals of the American Academy of Political and Social Science*, September, 151-65.
- 1992 Allen, Richard, Michael C. Thornton, and S. Craig Watkins. An African American Racial Belief System and Social Structural Relationships: A Test of Variance. *National Journal of Sociology*, Winter, 6, 2, 157-186.

Journal Article

- 2011 Watkins, S. Craig. Digital Divide: Navigating the Digital Edge. *International Journal of Learning and Media*, Spring 3(2): 1-12.
- 2000 Watkins, S. Craig. Black Youth and the Mass Media: Current Research and Emerging Questions. *African American Research Perspectives*, Winter: 6(1), 97-105. The Institute for Social Research, University of Michigan.

Refereed Published Book Chapter

- 2008 Everett, Anna and S. Craig Watkins. "The Power of Play: The Portrayal and Performance of Race in Video Games." Katie Salen (Ed.) *The Ecology of Games*. MIT Press.

Published Book Chapters

- 2012 Watkins, S. Craig Watkins. "Black Youth and the Ironies of Capitalism." In *That's the Joint: The Hip-Hop Studies Reader* (Second Edition). Murray Forman and MarkAnthony Neal (Eds.). London: Routledge. Reprint from First Edition.
- 2008 "Reel Men: Get on the Bus and the Shifting Terrain of Black Masculinities." In Paula Massood (Ed.) *Spike Lee: A Critical Reader*, Temple University Press.
- 2007 Watkins, S. Craig. "Spike's Joint." In *Auteurs and Authorship*. Barry Grant (Ed.). London: Blackwell Publishing.
- 2005 Watkins, S. Craig Watkins. "Black Youth and the Ironies of Capitalism." In *That's the Joint: The Hip-Hop Studies Reader*. Murray Forman and Mark Anthony Neal (Eds.). London: Routledge.
- 2003 Watkins, S. Craig. "Ghetto Reelness: The New Hollywood and the Making of the Ghetto Action Film Cycle." In *Genre and Contemporary Hollywood*, Edited by Steve Neale. London: British Film Institute.
- 2002 Watkins, S. Craig. "The Black is Back and it's Bound to Sell!": Nationalist Desire and Black Popular Culture." In *Is It Nation Time?*, Edited by Eddie S. Glaude, Jr., University of Chicago Press.

Magazine Article

- 2007 "The Globalization of Hip Hop," *Foreign Policy Magazine*. November.

WORKS IN PROGRESS

Book Chapters

- 2013 Watkins, S. Craig. "Digital Masculinities: Cultural Capital and Young Black Males Social Media Practices." In Cynthia Carter, Linda Steiner ad Lisa McLaughlin (Eds), *The Routledge Companion to Media and Gender*. London: Routledge.
- 2013 Watkins, S. Craig. "From Digital Divides to Digital Literacy: Mapping the Shifting Landscape of Digital Inequality." In Dan Romer (Ed.), *Children and the Media*. London: Oxford University Press and the Annenberg Public Policy Center, University of Pennsylvania.

BOOK REVIEWS

- 2005 Review of *Black Bright Boulevards, Bold Dreams: The Story of Black Hollywood*, by Donald Bogle, for *The Austin American-Statesman*.

- 2000 Review of *A Thousand Screenplays: The French Imagination in a Time of Crisis*, By Sabine Chalvon-Demersay, for *American Journal of Sociology*.
- 2000 Review of *Raising Cain: Blackface Performance from Jim Crow to Hip Hop*, by W.T. Lhamon Jr., for *Society*.
- 1998 Review of *Toms, Coons, Mulattoes, Mammies, & Bucks: An Interpretive History of Blacks in American Films*, by Donald Bogle, for *Journalism and Mass Communications Quarterly*.
- 1998 Review of *Screening the Los Angeles "Riots": Race, Seeing and Resistance*, by Darnell M. Hunt, for *Contemporary Sociology*.
- 1997 Review of *Representing Black Culture: Racial Conflict and Cultural Politics in the United States* by Richard Merelman, for *American Journal of Sociology* .

RESEARCH GRANTS AND OTHER CONTRACTS

MacArthur Foundation, Connected Learning Research Network (2011-2013). Principal Investigator for the Digital Edge, an ethnographic study of the digital media practices among teens in school and out of school settings to better understand how learning in the age of digital media is evolving. The \$421,558 subaward is part of a larger grant from the MacArthur Foundation (\$4.2 million over three years) to the University of California, Irvine.

Provost Office, The University of Texas at Austin (2009-2012). Funds were used to: conduct a national survey of young adults use of social network sites; support the development of a digital media design high school camp and game design camp for middle school students; fund the use of Graduate Research Assistants in summer digital media workshops. Award amount, \$75,000.

Ford Foundation, TeleVisions Project: An Exploratory Project on U.S. Entertainment Television and 'Race' (2001-2002). Was a member of a team that conducted research that examined issues related to diversity in the U.S. television industry. Award amount, \$50,000.

Proposal in Progress

The Bill and Melinda Gates Foundation, Principal Investigator for Proficiency Pathways, Badge-able Learning, and New Generation Learning Models (2012-2013). The goal of this project is to work with a high school to design modules that support anytime/anywhere learning, innovative pathways, and design and technology skills that support students ability to demonstrate mastery in core academic areas. Submission date October 1, 2012. Projected grant amount: \$350,000.

REFEREED PARTICIPATION AT PROFESSIONAL MEETINGS

- S. Craig Watkins and H. Erin Lee, "Bonding, Bridging, and Friending: Investigating the Social Aspects of Social Network Sites," Panel Member, National Communication Association, Chicago, Illinois, November, 2009.
- S. Craig Watkins, "Race and Media Studies," Panel Member, American Sociological Association, New York, New York, August 2007.
- S. Craig Watkins, "Black Cultural Studies." Panel Organizer and Moderator, American Sociological Association, San Francisco, CA, August 2004.
- S. Craig Watkins, "The Race and Culture Industry." Panel Member, Society for Cinema and Media Studies, Atlanta, GA, March 2004.
- S. Craig Watkins, "Spike Lee and American Cinema." Panel Member, Society for Cinema and Media Studies, Minneapolis, MN, March 2003.
- S. Craig Watkins, "The Revolution Will Be Digitized: Politics and Popular Culture, in the Digital Age." Panel Member, American Studies Association, Washington D.C., October 2001.
- S. Craig Watkins, Organized and Refereed a Panel on Culture and Identity, American Sociological Association, Washington D.C., August 2000.
- S. Craig Watkins, "Filmmaking and Politics." Panel Member and Respondent, American Studies Association, Detroit, October 2000.
- S. Craig Watkins, "Reimagining Life in the Hood: The "Underclass," Social Problems, and Popular Film Discourse." Paper presented at the American Sociological Association annual meeting, San Francisco, August 1998.
- S. Craig Watkins, "The Making of the Hip Hop Nation: Black Youth and Popular Culture Production." Paper presented at the American Sociological Association annual meeting, Toronto, August 1997.
- S. Craig Watkins, "Sign of the Times: Representations of Urban Ghetto Life." Paper presented at the Association of Black Sociologists annual meeting, Los Angeles, August 1994.

**INVITED PARTICIPATION AT INTERNATIONAL CONFERENCES,
COLLOQUIA, AND WORKSHOPS**

Invited Speaker. Redesigning Education: The Future of Learning in the Age of Digital and Mobile Media. The University of La Plata, Buenos Aires, Argentina, September 5, 2011.

Invited Speaker. The Young and the Digital: What We Are Learning and Why Educators Should Care. El Congreso Internacional de Inclusión Digital Educativa, Conectar Igualdad and The Ministry of Education, Buenos Aires, Argentina, September 1-2, 2011.

Invited Instructor, "Technology and Culture." UT Austin/Portugal: International Collaboration for Emerging Technologies, CoLab, Digital Media Summer Institute 2009, The New University of Lisbon, June 8-19, 2009.

Invited Speaker. "Being Young, Being Digital: Some Observations on Young People's New Media Behaviors." UT Austin/Portugal: International Collaboration for Emerging Technologies, CoLab, Digital Media Summer Institute 2008, The University of Porto, June 18, 2008.

Invited Speaker. "Being Young, Being Digital: Some Observations on Young People's New Media Behaviors." UT Austin/Portugal: International Collaboration for Emerging Technologies, CoLab, Digital Media Summer Institute 2008, The New University of Lisbon, June 17, 2008.

Invited Panelist. Birmingham International Film & Television Festival, Birmingham, November 1999.

Invited Panelist. Popular Music and the Media: Television, Video, and Film. The National Centre for Popular Music in Sheffield, Sheffield Hallam University, England, July 1999.

**INVITED PARTICIPATION AT NATIONAL CONFERENCES, COLLOQUIA,
AND ETC.**

Keynote Speaker. Digital Divides, Digital Literacies, and the Digital Future. Lone Star Technology Integration Academy, Denton, Texas, July 26, 2012.

Invited Speaker. Libraries and the Future of Learning. The Promise of Libraries in Transforming Communities, American Library Association, National Endowment for the Humanities, Bill and Melinda Gates Foundation, Washington, DC, May 4, 2012.

- Invited Speaker. Race, Technology, and Black Popular Culture. Northwestern University, Department of African American Studies, Evanston, Illinois, May 5, 2012.
- Invited Speaker. The Digital Edge: Exploring the Digital Practices of Black and Latino Youth. The Center for Comparative Media Studies, MIT, Cambridge, MA, April 12, 2012.
- Keynote Speaker. Studying Black Youth in the Digital World. Black Though 2.0: New Media and the Future of Black Studies, Department of African & African-American Studies and the John Hope Franklin Center for Interdisciplinary and International Studies Duke University, Durham, North Carolina, April 6, 2012.
- Keynote Speaker. Navigating the Digital Edge: Why Digital Equity = Digital Literacy. 2012 Information Fluency Conference, University of Central Florida, Orlando, Florida, March 14, 2012.
- Invited Speaker. Learning Futures in the Digital Age. SXSW Interactive Festival, Austin, Texas, March 13, 2012.
- Invited Speaker. Education in a World of Social and Technological Change. SXSWedu, Austin, Texas, March 6, 2012.
- Keynote Speaker. Redesigning Education: Digital Literacies and the Future of Learning. Instructional Technology Strategies Conference, Portland, Oregon, February 21, 2012.
- Invited Speaker. The Digital Generation: Myths and Realities. Sit Investment Associates Client Workshop, Dana Point, CA, February 19, 2012.
- Invited Speaker. Beyond the Digital Divide: Reimagining Learning in a World of Social and Technological Change. Educause, Austin, Texas, February 15, 2012.
- Invited Speaker. Blacks and Technology. *The New York Times*, New York, New York, February 3, 2012.
- Invited Speaker. Closing Digital Divides and Increasing Digital Literacy. Forward Thinking: Preparing Our Youth for the Future, Youth-Nex Conference, University of Virginia, Charlottesville, VA, October 24-25, 2011.
- Invited Speaker. Digital Divides and Digital Literacies. Fall 2011 James Woods Lecture Series, Butler University, Indianapolis, Indiana, September 28, 2011.
- The Digital Divide in America. Tell Me More w/Michele Martin, National Public Radio, June 27, 2011.

Invited Speaker. Children, Media, and Race: Exploring the Implications of Racial and Ethnic Differences in Media Use Among Children and Youth. Northwestern University's School of Communication and the Center on Media and Human Development Present the 2011 Lambert Family Communication Conference, Pew Charitable Trusts Conference Center, Washington, DC, June 8, 2011.

Invited Speaker. Hechinger Institute on Education and the Media, Santa Monica, CA, May 20-21, 2011.

The Future of Learning, Pearson Foundation, the Council of Chief State School Officers, KnowledgeWorks, Microsoft, and Turning Technologies, Cooper-Hewitt National Design Museum, New York City, May 16, 2011.

Invited Speaker. The Young and the Digital: Exploring the Challenges in the Digital World. Foothill College, Los Altos Hills, CA, April 29, 2011.

Invited Speaker. Race, Youth, and Digital Media Culture. Holtz Center for Science and Technology Studies, University of Wisconsin, Madison, WI, March 31, 2011.

Invited Speaker. Educating for Democracy in A Digital Age, co-hosted by iCivics Inc., the Aspen Institute, Georgetown Law, and the MacArthur Foundation, March 29, Georgetown Law School, Washington DC
Internet Evolution Radio, March 24, 2011.

Invited Speaker. Hechinger Institute on Education and the Media, Teachers College @ Columbia University, New York City, March 18, 2011.

SXSW Interactive Festival, "No Child Left Inside: Mobile Tech Meets Education," Austin, Texas, March 11, 2011.

Invited Speaker. SXSW Interactive Festival, Blacks in Technology, Austin, Texas, March 11, 2011.

DML 2011, "Designing New Learning Ecologies: Rethinking the Technology and Education Debate," Long Beach, CA, March 5, 2011.

USC Annenberg, Mobile Networks, Los Angeles, CA, March 17, 2011.

Invited Speaker. Council of Research and Academic Libraries, San Antonio, TX, February 25, 2011.

Invited Speaker. 2011 Literary Festival, St. Stephens Episcopal School, Austin, TX, February 25, 2011.

Invited Speaker. East Metro Integration School District, St. Paul, MN, February 24, 2011.

Invited Speaker. Southwestern University, Georgetown, TX, February 16, 2011.

Invited Speaker. Minneapolis School Board, Minneapolis, MN, February 24, 2011.

Keynote Speaker, Western Washington University, Western Reads 2011, Bellingham, WA, January 18, 2010.

Invited Speaker, National School Boards Association's Technology+Learning Conference, Phoenix, AZ, October 19, 2010.

Invited Speaker, Texas Library Association/ Central Texas Librarian Services, Austin, TX, October 18, 2010.

Invited Speaker, Texas Book Festival, Austin, TX, October 16-17, 2010.

Invited Speaker, Center for Social Software IBM/Research, Cambridge, MA, October 11, 2010.

Invited Speaker, FLOW Conference 2010, Austin, TX, October 1, 2010.

Invited Speaker, National Association for Multi-Ethnicity in Communications, Keynote, Charlotte, NC, August 24, 2010.

Tell Me More w/Michele Martin, National Public Radio, August 22, 2010.

Invited Speaker, University of Texas-Exes, Austin, TX, June 24, 2010.

Invited Speaker, International Conference on Weblogs and Social Media, George Mason University, Washington DC, May 2010.

Invited Speaker, Florida State University, College of Communication & Information, May 21, 2010.

Invited Speaker, National Institute on Drug Abuse, National Institute of Health, "Digital Media & Communication Technologies in Adolescent Drug Abuse Treatment, Rockville, Maryland, April 26-27, 2010.

Invited Speaker, Rice University, Social Networks April 21, 2010.

Invited Speaker, Humanities, Arts, Sciences, and Technology Advanced Collaboratory, "HASTAC 2010: Grand Challenges and Global Innovations," April 2010.

Invited Speaker, Division of Diversity and Community Engagement, The University of Texas at Austin, April 14.

- Invited Speaker, UNCF-MacArthur Foundation, Learning in Multicultural Contexts, Huston-Tillotson College, Austin, March 25, 2010.
- Invited Speaker, Texas Social Studies Supervisors Association, March 25, 2010.
- Invited Speaker, South by Southwest Interactive Festival, March 12, 2010.
- Invited Speaker, UT EXPLORE, The University of Texas, Austin, March 2010.
- Invited Speaker, Council of Educational Facility Planners International (CEFPI), February 2010.
- Invited Speaker, Digital Media and Learning Conference, Keynote, University of California, San Diego & the MacArthur Foundation, February 2010.
- Invited Speaker, Ohio State University, February 2010.
- Invited Speaker, UNCF Digital Media and Learning/ MacArthur Foundation, Keynote, Morehouse College, Atlanta, February 2010.
- Invited Speaker, BookPeople, Austin, February 2010.
- Invited Speaker, Smart Mixed-Signal Connectivity (SMSC), Austin, January 2010.
- Invited Speaker, The Austin Forum on Science and Technology for Society, December 2009.
- Invited Speaker, National Communication Association, Chicago, November 12-13, 2009.
- Invited Speaker, Progressive Radio, November 2009.
- Invited Speaker, University of Wisconsin-Madison, September 21-23, 2009.
- Invited Speaker, IEEE (Austin chapter), September 8, 2009.
- Invited Speaker, "Exploring the Implications of Black Youth's Changing Media Environment," Workshop on African American Youth, Department of Sociology, Harvard University, Cambridge, MA, February 20, 2009.
- Invited Speaker. "Digital Gating: Race, Class, and the 'Facebook Effect'." The Media, Technology and Society Program, School of Communication, Northwestern University, Evanston, IL, October 30, 2008.
- Invited Speaker. "Digital Gating: Race, Class, and the 'Facebook Effect'." Department of Communication Studies, University of Michigan, Ann Arbor, MI, November 6, 2008.

Invited Speaker. "Young Lives, Digital Lives: Why the Adolescent and Young Adult Cancer Community Should Care about New Media." Inaugural Adolescent & Young Adult Cancer Symposium, LIVESTRONG Young Adult Alliance, Austin, TX, November 9, 2007.

Initiative Symposium, Rainbow Babies & Children's Hospital, Cleveland, OH, June 13, 2008.

Invited Speaker. "Race and New Media: Some Critical Insights." The New Racial Studies Project, University of California at Santa Barbara, Santa Barbara, CA, May 28, 2008.

Invited Speaker. "Assessing the Austin Free-Net DeWitty Center Computer Clinic: A Preliminary Report." Austin Community and Technology & Telecommunication Commission, City Hall, Austin, TX, May 14, 2008.

Invited Speaker. "Black Pop: The Business of Urban Media and Popular Culture." The Program in Business, Society, and Culture, Drew University, Madison, New Jersey, March 4, 2008.

Invited Speaker. "Playing with Blackness: Hip Hop Style in Interactive Games." The Program in African & African American Studies, Stanford University, Palo Alto, CA, November 28, 2007.

Invited Speaker. "The Digital Present: Young People and the Social Web." Lance Armstrong Foundation, Adolescents and Young Adult Alliance, Austin, TX, November 9, 2007, Austin, TX.

Invited Speaker. "Folk Cultures and the New Digital Culture." Media in Transition Conference, Opening Plenary Session. Massachusetts Institute of Technology, Cambridge, Massachusetts, April 27-29, 2007.

Invited Speaker. "Remixed: Exploring the Social and Political Aspects of Hip Hop's Digital Underground. Massachusetts Institute of Technology, Cambridge, Massachusetts, April 27-29, 2007.

Invited Speaker. "Hip-Hop Studies." University of Houston, African American Studies, February 2007.

Invited Speaker. "Hip-Hop and Culturally Competent Health Care." Kaiser Permanente, Institute for Culturally Competent Care, Universal City, CA, October 19, 2006.

Invited Participant. MacArthur Foundation Digital Media and Learning Series Project Meeting. Newark, New Jersey September 16-18, 2006.

- Invited Moderator, Spark: KLRU's Engaging Speaker Series, The Paramount Theater April 2006.
- Invited Speaker. "Hip-Hop Culture, Youth, and Politics." Center for American Progress, Duke University March 7, 2006.
- Invited Speaker. "Know the Ledge: Hiphop Scholarship Meets Hiphop Media." The Hip-Hop Archives, Stanford University, March 4, 2006.
- Invited Speaker, "Urban Renewal: Some Critical Reflections on Race, Urban Culture, and the Entertainment Experience," University of Southern California, The Annenberg School for Communication, November 27, 2005.
- Invited Speaker. "A Catalyst for Change: Cultivating Students of Color as Scholars and Activists." Students of Color at Rackham Graduate School, University of Michigan, February 10-11, 2005.
- Invited Speaker, "Understanding the Youth Media Environment," Beal Counseling Associates and Intra-Care Hospital, 7th Annual Conference on Counseling African American Families and Multiculturalism Forum, Houston, TX, April 13-16, 2004.
- Invited Panelist. AfroGEEKS: From Technophobia to Technophilia: A Race and Technology Conference. "Playing With Blackness: Making Sense of Race in the Art and Science of Video Game Design. University of California at Santa Barbara, May 7-8, 2004.
- Invited Panelist. Research on Race and Popular Culture. Minority Undergraduate Research Assistants Program (Mellon Foundation). University of North Carolina, Chapel Hill, July, 2002.
- Invited Panelist. Hip Hop and Race: Redefining the Black Public Sphere. Pitzer College, March 2001.
- Invited Panelist. Olympia's Daughters: Gender, Sport, and the New Millennium. Center for Women's Studies, The University of Texas at Austin, November, 2000.
- Invited Panelist. New Afro-Americanists. Center for the Study of Black Literature and Culture, University of Pennsylvania, April 2000.
- Invited Speaker. Hip Hop America. Student Union, Southwest Texas State University, April 2000.
- Invited Panelist. Power Moves: A Conference on Hip Hop Culture. Cultural Studies in the African Diaspora Project, Center for African and African American Studies, UCLA, May 1999.

Invited Speaker. "Black Youth: Media, Culture and Representational Politics,"
Department of Sociology, Rice University, Houston, TX, April 1996.

Invited Speaker. "Rethinking Race, Media and Culture." Colloquium Series on
Communications and Culture, University of California, San Diego, Department of
Communication, January 1995.

Invited Speaker. "The Rhythm of Change: Racial Discourse and Popular Film
Production." 100 Years of Black Film: Imaging African American Life, History,
and Culture, The Smithsonian Institution, Washington, DC, March 1995.

Invited Speaker. "Seeing the City on Film." The Conference on Arts and Politics,
Temple University, Philadelphia, April 1994.

INVITED PARTICIPATION AT UNIVERSITY OF TEXAS CONFERENCES AND COLLOQUIA

Invited Speaker, "Urban Culture and Music." Urban Media Symposium, April 5-6, 2007.

Invited Speaker, Barbara Jordan National Forum on Public Policy, "Who Will Speak for
America," Lyndon B. Johnson School of Public Affairs, February 23-24, 2006.

Invited Speaker. "Race Relations in American Society: A View from Popular Culture."
Taos Co-Op, Austin TX, November 1999.

Invited Speaker. Heman Sweatt Symposium on Civil Rights, April 1999.

Keynote Speaker. The College of Communication Graduate Student Conference on
Race, Culture, and Difference, The University of Texas at Austin, April 1998.

Invited Speaker. "A New Game? Black Youth, Sports, and American Popular Culture."
What's Going On: Africa and the African Diaspora at The University of Texas at
Austin. Sponsored by The Center for African and African American Studies, The
University of Texas at Austin, February 1998.

Keynote Speaker. "What's Going On?: Reflection on the Changing Landscape of
Representation and Politics." The College of Communication Graduate Student
Conference on Race, Identity, and Representation, The University of Texas at
Austin, January 1997.

Invited Speaker. African American Male Summit. Sponsored by The Office of
the Dean of Students, The University of Texas at Austin, October 1996.

Invited Speaker. "Black Youth, Popular Media Culture, and Politics," The University of
Texas at Austin, Heman Sweat Symposium, April 1996.

TEACHING EXPERIENCE

Associate Professor, Department of Radio-Television-Film, The Center for African and

African American Studies, Department of Sociology, The University of Texas at Austin, 2001-

Undergraduate Courses Taught:

Youth and Social Media

Race and New Media

Media Research: Understanding Digital Media Culture

Video Games: Culture, Content, and Industry

Race and Popular American Culture [Cross-listed with Sociology, Radio-Television-Film, and Center for African American Studies]

History of Black American Cinema

Youth, Media, and Culture

Black Popular Culture

Black Americans: Sociological Perspectives

Graduate Courses Taught

Youth and Social Media

Race, Class and New Media Technologies

Digital Media: Innovative Uses and Consequences

Digital Divide

Race, Media, and Cultural Studies [Cross-listed with Sociology and Radio-Television-Film]

Theory and Literature

Constructing Youth: Media, Culture, and Social Research

The Black Culture Industry

Researching Young People's Media Culture

The Cultural Industries

Assistant Professor, Department of Sociology, Center for African and African American Studies, Radio-Television-Film, The University of Texas at Austin, 1995-

Undergraduate Courses Taught:

Black Americans: Sociological Perspectives

Racial and Ethnic Relations

Current Topics in Urban Sociology

Race and Popular American Culture [Cross-listed with Sociology, Radio-Television-Film, and Center for African American Studies]

Graduate Courses Taught

Race, Media, and Cultural Studies [Cross-listed with Sociology and Radio-Television-Film]

ACADEMIC ADVISINGAcademic Advising

Dissertation Committees

Chair (4 completed)

Committee Member (19 finished)

Masters Committees

Chair (5 completed, 1 in progress)

Second Reader (8 completed)

COUNSELING AND OTHER STUDENT SERVICESCounseling

2012	Invited Speaker, LBJ High School College Prep , Austin, Texas
2006-07	Mentor, Bridging Disciplines Program
1999	Invited Speaker. "The Sociology of Culture," Alpha Kappa Delta (Sociology Honors Society)
1997	Invited Speaker. Alpha Kappa Delta. "Preparing for Graduate School."
1997	Invited Speaker, Ethnic Studies Workshop, Undergraduate Advising Center
1996	Invited Speaker. Alpha Kappa Delta. "Applying to Graduate Schools."
1996	Invited Speaker, African American Male Summit Recruitment and Retention Related Service
1999-00	Student Mentor, The Mentor Program of the Office of the Dean of Students
1996	Invited Speaker. Students Helping Admissions Recruitment Effort (SHARE)
1995	Invited Speaker. Student Orientation, The Center for African and African American Studies

SERVICE TO NATIONAL ORGANIZATIONS

Digital Media and Learning Hub, University of California at Irvine

- 2012-13 Conference Chair, Digital Media and Learning Conference 2013,
“Democratic Futures: Remixing Participation, Mobilizing Youth Voices”
- 2010-11 Member, DML 2011 Conference Committee

Humanities, Arts, Science, and Technology Advanced Collaboratory-Duke University

- 2012 Invited Reviewer, Digital Media and Learning Competition 4, Badges for
Lifelong Learning
- 2010 Invited Reviewer, Digital Media and Learning Competition 2,
Reimagining Learning

National Institute of Health/National Institute of Drug Abuse

- 2012 Invited Reviewer, 2013 SBIR concept review, “Video Game Targeting
Relapse Prevention in Youth with Substance Use Disorders.”
- 2011 Invited Reviewer, Small Business Innovation Research, Grant Proposal

American Sociological Association

- 2004 Invited Organizer and Moderator for session on Sociology of Culture
- 2000 Invited Organizer and Referee for the 2000 Annual Meetings Panel on
“Culture and Identity.”
- 1999 Member, Officer Nominating Committee, Sociology of Culture
- 1999 Member, Best Article Prize Selection Committee, Sociology of
Culture

American Studies Association

- 2000 Member, Program Committee for the 2000 Annual Professional Meetings

International Communication Association

- 1997 Manuscript Reviewer, Mass Communication Division

Educational Testing Service

- 1995-97 Member, Test Development Committee

Black Filmmaker Foundation

- 1992 Research Fellow

SERVICE TO THE UNIVERSITY OF TEXAS AT AUSTIN

2011-12	Commencement Marshall
2011	Gone to UT, Student Film Competition, Committee Member
2010	Gone to UT, Student Film Competition, Committee Member
2009-10	Commencement Marshall
2008-09	Commencement Marshall
2007-08	Commencement Marshall
2007-09	Member, Chancellor's Teaching Award Committee
2006-07	Commencement Marshall
2004-05	Member, College of Communication Dean Search Committee
2004-05	Member, University of Texas Racial Climate Survey, Office of the Vice President and Provost Office
2002-03	Member, General Libraries Director Search Committee
2001-	Longhorn Scholars Program
2000-02	Member, Educational Policy of the General Faculty
1999-	Member, Faculty Advisory Board, Texas Institute for Civic Participation
1999-	Member, Library Committee of the General Faculty
1997	Commencement Marshall (College of Liberal Arts)
1996-97	Member, University Continuing Fellowship Committee
1995-96	Member, Planning Committee for the Heman Sweatt Symposium on Civil Rights

SERVICE TO THE DEPARTMENT OF RADIO-TELEVISION-FILM

2011-12	Member, Graduate Admissions Committee
2011-12	Member, Undergraduate Studies Committee
2009-10	Member, Executive Committee
2008-09	Graduate Admissions Committee
2008-09	Member, Faculty Search Committee, New Media and Technology
2007-08	Member, Faculty Search Committee, New Media and Technology
2007-08	Member, Grievance Committee
2006-07	Member, Graduate Admissions Committee
2006-07	Member, Grievance Committee
2002-03	Member, Executive Committee
2001-02	Member, Executive Committee
2002-03	Member, Television Studies and Broadcast History Search Committee
2002-03	Assistant Graduate Advisor
2002-03	Member, Graduate Studies Committee
2001-02	Member, Graduate Admissions Committee
2001-02	Member, Media Studies Faculty Search Committee
2001-02	Member, Grievance Committee
1999-00	Member, Grievance Committee

SERVICE TO THE CENTER FOR AFRICAN AND AFRICAN AMERICAN STUDIES

2011-12	Promotion Committee, Teaching Statement for Candidate for Promotion
2010-11	Promotion Committee, Teaching Statement for Candidate for Promotion
2002-03	Member, Executive Committee
2001-02	Member, Executive Committee
2001-02	Member, Faculty Search Committee
1999	Guest Lecturer, AFR 301, "Introduction to African American Culture"
1998	Invited Organizer, A Centennial Tribute to Paul Robeson

SERVICE TO THE DEPARTMENT OF SOCIOLOGY

2001-	Member, Graduate Steering Committee
1999-	Member, Racial and Ethnic Relations Comprehensive Exam Committee
1998-99	Member, Executive Committee
1997-98	Member, Recruitment Committee
	Member, Graduate Admissions Committee
1996-97	Member, Recruitment Committee
	Member, Graduate Steering Committee
	Member, Race and Ethnic Relations Curriculum Review

SERVICE TO THE COLLEGE OF COMMUNICATION

2012	Member, Commencement Procession
2010	Member, Commencement Procession
2009	Member, Commencement Procession
2008	Commencement Marshall
2007	Commencement Marshall
2000	Invited Moderator. Cultures in Contexts. The Fourth Annual College of Communication Graduate Student Conference on Race, Identity and Representation.
1997-98	Member, Planning Committee for "The African Americans and the Media Lecture Series"
1997	Invited Speaker. The Second Annual College of Communication Graduate Student Conference on Race, Identity, and Representation
1996-97	Member, Planning Committee for "The African Americans and the Media Lecture Series"
1996	Invited Keynote Speaker. The First Annual College of Communication Graduate Student Conference on Race, Culture, and Difference

SERVICE TO THE COLLEGE OF LIBERAL ARTS

2005	Chair, Internal Review of The Center for African and African American Studies
------	---

SERVICE TO THE CENTER FOR WOMEN'S STUDIES

- 2000 Guest Moderator, The Center for Women's Studies Graduate Student Conference, "Masculinities"
- 1998 Guest Moderator, The Center For Women's Studies Graduate Student Conference, "Gender and Film"

PROFESSIONAL SERVICE

Editorial Experience:

Editorial Board Member, Sport and Social Issues, 2000-
 Editorial Board Member, Velvet Light Trap, 2000-
 Editorial Board Member, Television and New Media, 1999-
 Editorial Board Member, National Journal of Sociology, 1995-
 Editorial Board Member, Educational Testing Service, 1995-97

Journal Manuscript Reviewer:

Games and Culture
 Meridians: Feminism, Race, Transnationalism
 Contours
 National Journal of Sociology

Sociological Inquiry
 Sociological Perspectives

Book Manuscript Reviewer:

Columbia University Press
 New York University Press
 Oxford University Press
 Pine Forge Press
 Routledge
 Temple University Press
 University of Minnesota Press
 University of Pennsylvania Press

Book Reviews:

American Journal of Sociology
 Austin American-Statesman
 Contemporary Sociology
 Journalism and Mass Communication Quarterly
 Society

INVITED EXTERNAL TENURE AND PROMOTION REVIEWS

- 2012 University of California at Davis, American Studies
- 2007 Vassar College, Office of the Dean of the Faculty
- 2006 Northeastern University, Department of Communication Studies
- 2006 University of Michigan, Department of Screen Arts & Cultures
- 2005 Duke University, Department of Cultural Anthropology
- 2004 University of California at Davis, American Studies
- 2002 Northwestern University, Department of African American Studies
- 2002 State University of New York at Albany, Department of English
- 2002 University of Kansas, William Allen White School of Journalism and Mass Communications
- 2001 Pitzer College, Department of Sociology

PROFESSIONAL ASSOCIATION MEMBERSHIPS

- Member, American Sociological Association
- Member, Association of Black Sociologists
- Member, American Studies Association
- Advisor, College Board and Testing

PUBLIC SERVICE

Board of Directors/Advisory Board

- 2012- Nominated to KLRU-TV Board of Directors (Oct.) for 3-year term
- 2010-2012 Member, Community Advisory Board, KLRU-TV
- 2007-2012 Member, Board of Directors, Caritas of Austin
- 2003-2004 Member, Advisory Board of Artworks Educational Foundation (Boston)

Community Development

- 2010 Invited Speaker, “Teens and the Internet,” St. Andrews Episcopal School Middle School, Austin, Texas
- 2007 Event Moderator. A Community Screening of “Beyond Beats and Rhymes.” Sponsored by KLRU-TV, Carver Museum, Austin, TX, January 10
- 2006 City of Austin Cultural Arts Division, Media Review Panel
- 2006 Event Moderator, Spark: KLRU's Engaging Speaker Series—2006, April, The Paramount Theater, KLRU-TV, Austin, TX
- 2006 Invited Speaker, Young Men's Leadership Development, Dallas, TX Austin Film Society

- 2002 Guest Moderator, Special Screening of HBO Sports' Jim Brown: All American. Guest Panelists, Jim Brown and Spike Lee
- 2000 Guest Curator, "American Rebellion: A Turning Point." The series features six films that highlight the rise of the African American independent film movement.
- 2000 Invited Speaker. "Black Independent Cinema and the Struggle for Racial Justice"
- 2000 Invited Speaker. "Bridging the Gap: Spike Lee and the Commercialization of the Black Independent Movement"

Trinity Episcopal School

- 2011 Invited Speaker, "Technology and the Future of Learning," Trinity Episcopal School, Austin, Texas
- 2007- 10 Member, Technology Task Force
- 2007-08 Advisory Board, Parent Education Programs/7th&8th Grade Distinguished Speaker Series
- 2006-08 Member, Advancement Committee

CONSULTING SERVICES

- 2006 Nokia
- 2006 City of Austin Division of the Cultural Arts
- 2005 Sanders+Wingo Advertising
- 2005 Dolobowsky Qualitative Services, Inc.
- 2005 Practical Imagination Enterprises
- 2005 The Rosen Publishing Group
- 2001-2002 Texas Higher Education Coordinating Board
- 2003-2004 Carol H. Williams Advertising Agency