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Kara Mary Van Cleaf

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Academic Positions

Advanced Lecturer, Department of Communications and Media Studies, Fordham University, 2017-present.

Assistant Director, New Media and Digital Design, Fordham University, 2020-2021

Interim Assistant Director, New Media and Digital Design, Fordham University, 2018-2019.

Visiting Assistant Professor Sociology and Gender Studies, Department of Political Science and Sociology, Monmouth University, 2016-2017.

Education

Ph.D., Sociology, The Graduate Center at the City University of New York, 2014

M.A., Sociology, The University of Kansas, 2003.

B.A., Psychology, with Honors in Social Psychology, The University of Kansas, 1998.
Anthropology, The University of Kansas, 1998.
Graduated with *Distinction*.

Areas of Expertise

Feminist theory; technology and society; digital media; digital labor; science and technology studies; qualitative and digital research methods; motherhood; everyday life; sociology of families; digital cultures; affect theory; psychoanalytic and queer theory; medical sociology

Publications

Journal Articles

- 2021 “The #Boho Hustle: Domesticating Digital Media, Liquidating the Closet, and Disrupting Luxury Fashion.” In *The Fashion Studies Journal*, <http://www.fashionstudiesjournal.org/>
- 2020 “The Pleasure of Connectivity: Media, Motherhood, and the Digital Maternal Gaze.” *Communication, Culture and Critique*. URL: <https://doi.org/10.1093/ccc/tcz045>.
- 2015 “Of Woman Born to Mommy Blogged: The Journey From The Personal As Political to the Personal as A Commodity.” *Women’s Studies Quarterly*, 43, 3 & 4, 247-264.

Chapter in books

- 2021 “Connected Motherhood” (tentative title) In *The Oxford Handbook of Sociology and Digital Media* edited by Deana Rohlinger and Sarah Sobieraj. Oxford Press. Forthcoming.

- 2016 “Our Mothers Have Always Been Machines: The Conflation of Media and Motherhood” In *The Digital Sociology Handbook* edited by Jessie Daniels, Karen Gregory, and Tressie McMillan Cottom. Policy Press.
- 2008 “Cultural History of Hair.” In *Cultural Encyclopedia of the Body* edited by Victoria Pitts-Taylor. Greenwood Press: Westport, CT.

Book Reviews

- 2018 Review of *Mothering Through Precarity* by Julie Wilson and Emily Chivers Yochim and *Interrogating Motherhood* by Lynda Ross. *Feminist Media Studies*, DOI: [10.1080/14680777.2018.1456172](https://doi.org/10.1080/14680777.2018.1456172)
- 2005 Review of *In Recovery: The Making of Mental Health Policy*, by Nora Jacobson. *Contemporary Sociology*, 34 (6).
- 2000 “Review of *Madness in its Place: Narratives of Severalls Hospital, 1913-1997*,” by Diana Gittens. *Contemporary Sociology*,

Papers in Progress

“The Digital Economy of Women: Prairie Dresses, Instagram, and Monetizing a Female Gaze.”

Online Publications

- “Consciousness Raising.” *Equality Archive* URL: <http://equalityarchive.com/history/consciousness-raising/>.
- “Blogging Like A Mother.” Digital Labor Working Group November 21, 2013. URL: <https://digitallabor.common.gc.cuny.edu/2013/11/21/484/>.

Fellowships, Awards, and Honors

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| 2012-2016 | Instructional Technology Fellowship, Macaulay Honors College, CUNY. |
| 2006-2008 | Writing Across the Curriculum Fellowship, Kingsborough Community College, CUNY. |
| 2004-2005 | Graduate Teaching Fellowship, Hunter School of Public Health, CUNY. |
| 2004-2006 | Conviction Seminar Fellowship, Women’s Studies at the Graduate Center, CUNY. |
| 2002-2003 | Helen Waddle Roof Scholarship, The University of Kansas. |

Invited Talks

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| 2016 | Market Cultures Group NYC at the Fashion Institute of Technology, SUNY. Blogging Embodiment. May 5. |
| 2015 | Research Methods for Digital Sociology at Hunter College Sociology Department, CUNY. April 15. |
| 2015 | Feminist Critiques of Technology and Digital Labor. Interactive Technology and Pedagogy Core Seminar at the Graduate Center, CUNY. March 4. |

Conference Presentations

Panels Organized

2015 "Queer, Maternal, and Desperate: Accumulating Value from Online Sociality and Disciplining the Good, Digital Subject." Mini Conference on Digital Sociology at the Eastern Sociological Society. New York City. February 26- March 1.

Papers Presented

2019 "The Mediated Gaze: From the Cinematic Gaze to the Digital." American Sociological Associations, Annual Meeting, August 2019.

2017 "The Maternal Gaze: The Pleasures of Connectivity IRL and URL." American Sociological Association, American Sociological Association Annual Meeting, August 2017.

2017 "The Future is Female: An Object Lesson in Second Wave Feminism and Gendered Digital Labor." Eastern Sociological Society, Mini Conference on Digital Sociology, Philadelphia, Feb 23-26.

2016 "Narratives of Maternity and Resilience Online." CUNY Fashion Studies Conference on Research and Pedagogy, April 14.

2015 "The Data Gathering Mother Machine: 'How-To Mother Your Networks and Quantify Your Child'" American Sociological Conference, Chicago. August 22-25.

2015 "Men Code, Women Comment, and Kids Play with Sticks: Gender and Class Narratives Around Digital Participation." Mini Conference on Digital Sociology at the Eastern Sociological Society. New York City. February 26- March 1.

2015 "The Normcore of 'Boy Kings': The Silicon Valley Aesthetic and the Precariat Class." Eastern Sociological Society, New York City, February 26-March 1.

2014 "The Place, Politics, and Function of Measure." Digital Labor Conference. The New School, New York. November 14-16.

2014 "On Milfs and Selfies: Embodying Motherhood Online." Cultural Studies Association Conference, Salt Lake City, Utah. May 29-30.

2014 "The Neoliberal Princess and the Blog: Digital Labor Beyond Measure." Cultural Studies Association Conference, Salt Lake City, Utah. May 29-30.

2013 "Labor Goes Online: Technological Transformations of Labor, Value, and Life." The Left Forum, New York. June 7-9.

2013 "Blogging Like A Mother, Fuck." Cultural Studies Association Conference, Chicago. May 23-26.

2009 "Beyond Disciplinarity." Round Table. Cultural Studies Association Conference, Kansas City. April 16-18.

2008 "Global Labor of Fashion." Eastern Sociological Society. New York. February 21-23.

2006 "The Immaterial Materials of Fashion." Producing and Consuming Fashion: Identity in a Global Context Conference. Queens College, CUNY. April 26.

- 2006 “Magic to a ‘T’.” International Association for Science, Technology and Society. Baltimore, Maryland.
- 2005 “Entropic Subjectivity and Beyond in Willa Cather’s *Lucy Gayheart*.” Annual Willa Cather Conference, Lincoln, Nebraska. June 18-25.
- 2005 “Masculine and Feminine Sprouts: The Weeds of Discourse.” Eastern Sociological Society, Washington, DC.

Teaching Experience

Fordham University (2017-present)

Explorations In Digital Design
 Introduction to Digital Technologies and Emerging Media
 Social Media
 Digital Cultures
 Fashion and Digital Media
 Nerds, Geeks, and Bros (A History of Gender and Race in Digital Technologies and Popular Media)

Monmouth University (2016--2017)

Introduction to Gender Studies
 Introduction to Sociology
 Contemporary Sociological Theory

Hunter College, CUNY (2005-2016)

Women and the Media
 Sociology of the Family (Spring 2016 large lecture section)
 Sociology of Gender
 Introduction to Sociology
 Deviance and Social Control

Macaulay Honors College at City College, CUNY (2015)

The Peopling of New York City, Interdisciplinary Seminar
 (Course website: <http://macaulay.cuny.edu/eportfolios/vanleaf15/>)

The Fashion Institute of Technology, State University of New York (2009-2016)

Introduction to Sociology
 Cross Cultural Studies
 Clothing and Society
 Sex and Gender Roles

Additional Pedagogical Experience

Instructional Technology Fellow at Macaulay Honors College, CUNY

- 2012- 2016 Designed course websites and facilitated multi-media projects with students and faculty. Incorporated technological projects into the curriculum for the four honors seminars: The

Arts in New York City; The Environment of New York City; The History/Peopling of New York City; and The Future of New York.

Seminar Websites:

Becoming American, Macaulay, Spring 2016

<http://macaulay.cuny.edu/eportfolios/aries16/>

Bites of the Big Apple, Spring 2015

<http://macaulay.cuny.edu/eportfolios/seminar2ccny/>

Writing Fellow at Kingsborough Community College, CUNY

2006-2008 Designed and co-taught writing intensive courses in psychology, health, and illustration. Trained in writing across the disciplines/curriculum. Facilitated workshops for ESL writers. Worked in a student writing lab. Construction student and faculty assessment for writing curriculum success.

Teaching Fellow at Hunter School of Public Health, CUNY

2004-2005 Taught the graduate seminar “Community Organizing and Public Health.” Held an undergraduate seminar on internships and public health. Facilitated undergraduates in finding internships.

Service/Online Projects

2017—present Academic Advising for undergraduate students in Communication and Cultural Studies and the Digital Technologies and Emerging Media majors at Fordham University

2016—2017 Regular contributor to *Soc Dish*, bi-monthly radio program discussion current events through a sociological lens. Monmouth University, 88.9 WMCX

2017—Present Reviewer for *Convergence*

2016—present Reviewer for *Feminist Media Studies* journal.

2015—present Contributor to *Equality Archive*, www.equalityarchive.com

2015-2016 Curriculum Committee for “The People of New York,” Seminar Two at Macaulay Honors College, CUNY.

2013-present Digital Labor Working Group. Founding member and co-creator of research blog and reference library. www.digitallabor.commons.gc.cuny.edu

2011-2012 Internet Research Team at the Graduate Center. Worked with various graduate students and faculty developing, sharing, and critiquing digital and online research methods.

Professional Associations

American Sociological Association
Cultural Studies Association
Eastern Sociological Society

HASTAC (Humanities, Arts, Science, Technology Alliance and Collaboratory)
FemTechNet
Association for Internet Researchers

References

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