

# Zoë Natalia Cullen

PhD Candidate | University of Michigan School of Information

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## Education

### **PhD in Information** | *Expected 2027*

University of Michigan, Ann Arbor

Science, Technology, and Society Certificate Program

Academic Advisor: Dr. Nicole B. Ellison

Dissertation Focus: AI-Mediated Communication and Human-AI Interaction

### **B.A. in Journalism, Commonwealth Honors College** | *Spring 2019*

University of Massachusetts Amherst, Commonwealth Honors College

(Multidisciplinary Honors)

### **Visiting Student at Keble College** | *Spring 2018*

University of Oxford, Hilary Term

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## Peer-Reviewed Journal Articles

**Cullen, Z. N.**, Lee, A. Y., Davidson, B., Hancock, J. T., & Ellison, N. B. (2025). Not Just 'For You': How the Algorithmic Crystal Mediates Communication and Identity Work on TikTok's FYP. *Proceedings of the ACM on Human-Computer Interaction*, 9(CSCW), Article 455. <https://doi.org/10.1145/3757636>

Pasquetto, I. V., **Cullen, Z.**, Thomer, A., & Wofford, M. (2024). What is research data "misuse"? And how can it be prevented or mitigated? *Journal of the Association for Information Science and Technology*. <https://doi.org/10.1002/asi.24944>

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## Peer-Reviewed Conference Proceedings

**Cullen, Z. N.**, Lee, A. Y., Davidson, B., Hancock, J. T., & Ellison, N. B. (2025, May). *Not Just 'For You': How the Algorithmic Crystal Mediates Communication and Identity Work on TikTok's FYP*. Paper presented at the International Communication Association Annual Conference, Denver, CO.

Lee, A. Y., **Cullen, Z. N.**, Ellison, N. B., & Hancock, J. T. (2024, May). *The Algorithmic Crystal Scale: Development and Validation of a Measure of Perceptions of Personalized Algorithms*. Paper accepted at the International Communication Association Annual Conference, Gold Coast, Australia. *Presented by co-author.*

**Cullen, Z. N.**, Lee, A. Y., Hancock, J. T., & Ellison, N. B. (2024, May). *The Algorithmic Crystal: User Agency, Identity, and Well-Being on TikTok's FYP*. Poster accepted at the International Communication Association Annual Conference, Computer and Technology Division, Gold Coast, Australia. *Presented by co-author.*

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## Teaching Experience

Graduate Student Instructor | *University of Michigan*

- **SI 334: Social Influence and Persuasion** (Winter 2024)  
Instructor of Record: Dr. Alain Cohn
- **SI 307: Introduction to User Experience Design** (Fall 2024)  
Instructor of Record: James Rampton
- **SI 110: Introduction to Information Studies** (Fall 2022, Fall 2023)  
Instructor of Record: Dr. Cliffe Lampe

Guest Lecturer & Invited Talks

- "TikTok's FYP, Relational Maintenance, and AI Social Chatbots" | COMM 159: AI and Communication
  - "How Identity Work Unfolds on TikTok's FYP" | SI 429: Online Communities
  - "What is a Problem Statement in UX Design?" | SI 307: Introduction to User Experience Design
  - "Misinformation, Disinformation, & Accountability" | SI 110: Introduction to Information Studies
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## Academic Service

Editorial & Review Service

Peer Reviewer:

- *Big Data & Society* (2025)
- *ACM Computer-Supported Cooperative Work (CSCW)* (2024)
- *International Communication Association Conference* (2022-2025)

University Service

**SCRL Graduate Student Organizer** | 2024-2025  
Social Computing Research Lab, University of Michigan

**STS Graduate Student Coordinator** | 2023-2024  
Science, Technology & Society STeMS Speaker Series, University of Michigan

**STS Steering Committee Member** | 2022-2023  
Science, Technology & Society Program, University of Michigan

**STS Symposium Co-Organizer & Panelist** | Spring 2023  
"Ensnaring Entanglements" STS Symposium, University of Michigan

Mentoring

**Research Mentor** | 2024-2025  
Research Experience Development Program (REDP) Mentor, University of Michigan School of Information; *Mentored undergraduate researcher on AI social chatbots project, providing training in digital ethnography and qualitative coding methods.*

**Doctoral First Year Seminar Experience Panelist** | Fall 2022  
Panel: Navigating Advisor Relationships, University of Michigan School of Information

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## Research Interests

- Human-Computer Interaction, specifically AI-mediated communication systems
- Social media platforms and algorithmic content curation
- Identity construction and self-presentation in mediated environments

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## Research Affiliations

- Social Media Research Lab, University of Michigan
- Social Media Lab, Stanford University
- Science, Technology & Society Program, University of Michigan

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## Technical Competencies

**Research Methods:** Experimental design, survey research, interview studies, digital ethnography

**Software & Tools:** Atlas.ti, NVivo, Qualtrics, Gorilla, Figma (Intermediate)

**Domain Knowledge:** LLMs, social media APIs, algorithmic recommender systems, platform content moderation and governance

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## **Professional Experience**

**Marketing Director & SEO Specialist** | 2019-2021

Cybersecurity ; aNetworks, Inc.; *Developed content strategy and digital marketing campaigns tailored toward SEO; provides industry perspective on technology adoption and user behavior*