

ZOË CULLEN

EDUCATION

PhD University of Michigan, School of Information Fall 2021- present
Science, Technology, and Society Certificate Program

BA University of Massachusetts Amherst, Commonwealth Honors College May 2019
GPA: 3.952/4
Majored in Journalism
Minored in English Literature
Relevant coursework: *Media Criticism, Journalism & Law, Journalism Ethics, Technology, Crime & Society*

University of Oxford, Hillary Term January 2019
Visiting student
Relevant coursework: *Gov't & Mass Media, Intro British Culture, Medieval Western Institutions*

RESEARCH INTERESTS

◦ Social Media ◦ Infrastructure studies ◦ HCI ◦ Platform Epistemology

HONORS AND AWARDS

Tad Ackman/Robin Gorsky Scholarship 2016 Awarded for academic merit and a strong drive to succeed in journalism.

Kappa Tau Alpha inductee, Journalism National Honor Society 2019 Awarded for academic excellence.

Howard Ziff Fellowship 2019 Professional development award; funded attendance at the 2019 Power of Narrative Conference at Boston University.

RESEARCH EXPERIENCE

University of Michigan, Ann Arbor MI 2022- present
Research Assistant to Dr. Nicole Ellison and Dr. Jeffrey Hancock

- Assisting with and conceptualizing research design that employs qualitative research methods focused on examining user perceptions and interactions with algorithmic recommender systems on TikTok.

University of Michigan, Ann Arbor MI 2022- present
Research Assistant to Dr. Irene Pasquetto

- Assisting with conducting a systematic literature review on the misuse of scientific artifacts.

aNetworks, Inc., Norwell, MA

Marketing Director, SEO Specialist

2018 to 2021

- SEO Content Strategist & Management, Keyword Research
- Analytics, Growth Marketing in Cyber Security

University of Massachusetts, Amherst, MA

2019

Research Assistant to Dr. Joshua Braun

- Assisting with work on media manipulation & digital intermediaries
- Qualitative research that focused on examining media manipulation and the spread of misinformation on social media platforms.

TEACHING EXPERIENCE

University of Michigan, Ann Arbor MI

Fall 2022; Fall 2023

GSI SI 110: Introduction to Information Studies instructed by Dr. Cliffe Lampe

- Led two weekly discussion sections in this undergraduate course designed to introduce students to foundational concepts in information studies such as social media, information economics, and information visualization.

GUEST LECTURER

Misinformation, Disinformation, & Accountability

University of Michigan SI 110: Introduction to Information Studies

Fall 2022

ACADEMIC SERVICE

University of Michigan | Science, Technology & Society Program

- Steering Committee Member, STS Certificate Program. Fall 2022-Present
- Graduate Coordinator, STS STeMS Speaker Series Fall 2023- Present
- Co-Organized “*Ensnaring Entanglements*” a one-day STS Symposium at the University of Michigan 2023