

MEL STANFILL

Assistant Professor
University of Central Florida
Department of Games and Interactive Media

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ACADEMIC APPOINTMENTS

Assistant Professor (2016 to present)

Texts & Technology, College of Arts and Humanities, University of Central Florida
Games and Interactive Media, Nicholson School of Communication and Media, University of Central Florida

Graduate Faculty, Digital Media
Faculty Affiliate, Women's and Gender Studies

Post-Doctoral Research Associate (2015 to 2016)

American Studies, Purdue University

Visiting Lecturer (2015)

Media and Cinema Studies, University of Illinois, Urbana-Champaign

Instructional Assistant Professor (2015)

Women's and Gender Studies, Illinois State University

EDUCATION

Ph.D., Communications and Media (Spring 2015). University of Illinois, Urbana-Champaign.

M.A., Media and Cultural Studies (Spring 2008). California State University, East Bay.

B.A., English (Spring 2004). University of California, Berkeley,

PUBLICATIONS

Books

Stanfill, M. (In press, 2019). *Exploiting Fandom: How the Media Industry Seeks to Manipulate Fans*. University of Iowa Press. (Peer reviewed).

Combines media industry studies, technology studies, and fan studies to examine the relationship between media industries and audiences in digital media.

Currently in production with expected publication spring 2019.

Journal Articles

Navar-Gill, A., **Stanfill, M.** (In press, 2018). “We shouldn't have to trend to make you listen”: Queer fan hashtag campaigns as production interventions. Special Issue on Queer Production Studies, *Journal of Film and Video*. 70 (3-4). (Peer reviewed)

Examination of the use of Twitter hashtag campaigns by LGBTQ+ audiences to intervene in television production.

Kretzschmar, M., & **Stanfill, M.** (2018). Mods as Lightning Rods: A Typology of Video Game Mods, Intellectual Property, and Social Benefit/Harm. *Social & Legal Studies*, OnlineFirst. <https://doi.org/10.1177/0964663918787221> (Peer reviewed)

Examines how law is used as a social tool to impact video game modification.

Stanfill, M. (2017). “Where the Femslashers are: Media on the Lesbian Continuum.” *Transformative Works and Cultures* 24 doi: 10.3983/twc.2017.959. <<http://journal.transformativeworks.org/index.php/twc/article/view/959>> (Editor reviewed)

Analysis of how the features of media texts recruit particular fan practices.

Stanfill, M., Valdivia, A. N. (2017). “(Dis)locating Nations in the World Cup: Football Fandom and the Global Geopolitics of Affect.” *Social Identities* (23) 1: 104-119. doi:10.1080/13504630.2016.1157466. (Peer reviewed)

Analysis of interview data about national attachment through the World Cup.

Stanfill, M. (2015). “The Interface as Discourse: The Production of Norms through Web Design.” *New Media & Society* 17 (7): 1059-1074. doi:10.1177/1461444814520873. (Peer reviewed)

Citations: 31 (Google Scholar, August 15)
Journal Impact factor: 4.44

Stanfill, M. (2015). “Spinning Yarn with Borrowed Cotton: Lessons for Fandom from Sampling.” *Cinema Journal* 54 (3) pp. 131-37. doi: 10.1353/cj.2015.0021. (Editor reviewed)

Citations: 6 (Google Scholar, August 15)

Stanfill, M.; Condis, M. (2014). “Fandom and/as labor.” *Transformative Works and Cultures* 15. doi:10.3983/twc.2014.0593. <<http://journal.transformativeworks.org/index.php/twc/article/view/593>>. (Editor reviewed)

Citations: 36 (Google Scholar, August 15)

Stanfill, M. (2013). “They’re Losers, but I Know Better’: Intra-Fandom Stereotyping and the Normalization of the Fan Subject.” *Critical Studies in Media Communication* 30 (2): 117-134 doi:10.1080/15295036.2012.755053. (Peer reviewed)

Citations: 48 (Google Scholar, August 15)

Stanfill, M. (2013). “Fandom, Public, Commons.” *Transformative Works and Cultures* 14 doi:10.3983/twc.2013.0530. <<http://journal.transformativeworks.org/index.php/twc/article/view/530/407> > (Editor reviewed)

Citations: 14 (Google Scholar, August 15)

Stanfill, M. (2012). "Finding Birds of a Feather: Multiple Memberships and Diversity without Divisiveness in Communication Research." *Communication Theory*. 22 (1): 1–24. doi:10.1111/j.1468-2885.2011.01395.x. (Peer reviewed)

Citations: 19 (Google Scholar, August 15)
Journal Impact factor: 3.48

Stanfill, M. (2011) "Doing Fandom, (Mis)doing Whiteness: Heteronormativity, Racialization, and the Discursive Construction of Fandom." *Transformative Works and Cultures*. 8: n.p. doi:10.3983/twc.2011.0256.
<<http://journal.transformativeworks.org/index.php/twc/article/view/256/243>>. (Peer reviewed)

Citations: 28 (Google Scholar, August 15)

Book Chapters

Stanfill, M.; Gurrie, C.; Korn, J.; Martin, J.; White, K. (2018). "Climate on Campus: Intersectional Interventions in Contemporary Struggles." *Interventions: International Communication Association 2017 Theme Book*. Edited by Travers Scott and Adrienne Shaw. (Editor reviewed)

Stanfill, M. (2018). "The Unbearable Whiteness of Fandom and Fan Studies." *Wiley-Blackwell Companion to Fandom*. Edited by Paul Booth. (Editor reviewed)

Stanfill, M. (2017). "The Fan Fiction Gold Rush, Generational Turnover, and the Battle for Fandom's Soul." In *The Routledge Companion to Media Fandom*. Edited by Melissa Click and Suzanne Scott. Routledge Press. (Editor reviewed)

Stanfill, M. (2016). "Straighten up and Fly White: Whiteness, Heteronormativity, and the Representation of Happy Endings for Fans." In *Seeing Fans: Representations of Fandom in Media and Popular Culture*. Edited by Lucy Bennett and Paul Booth. Bloomsbury Academic. (Editor reviewed)

Conference Proceedings

Stanfill, M. (2015). "The Internet Intellectual Property Imaginary: The Case of Fandom." In *Selected Papers of Internet Research 5*. Association of Internet Research. Phoenix, Arizona. (Peer reviewed)

Stanfill, M. (2013). "Fandom, Transmedia, and Consumption 2.0." In *Selected Papers of Internet Research 3*. Association of Internet Research. Denver, Colorado. (Peer reviewed)

Citations: 1 (Google Scholar, August 15)

Reviews

Stanfill, M. (2018). Review of *The Culture Industry and Participatory Audiences*. *Transformative Works and Cultures*. (Editor reviewed)

Other Publications

Stanfill, M. (Forthcoming 2019) "Fans of color in femslash." *Transformative Works and Cultures* 30, "Fans of Color, Fandoms of Color," guest edited by Abigail De Kosnik and andré carrington.

Proctor, W., Kies, B., Chin, B., Larsen, K., McCulloch, R., Pande, R., and **Stanfill, M.** (2018) "On Toxic Fan Practices: A Round-Table" *Participations* 15(1). <<http://www.participations.org/Volume%2015/Issue%201/21.pdf>>

Stanfill, M. and Jamison, A. (2018) *The State of Fandom Studies 2018*. HenryJenkins.org. Invited blog post. <<http://henryjenkins.org/blog/2018/4/18/the-state-of-fandom-studies-2018-mel-stanfill-anne-jamison-pt-1>>

Stanfill, M. (2016) "Who is an "artist" being "copied" and who's just raw material." *Illuminations* 4 (2), Article 7. <<http://stars.library.ucf.edu/illuminations/vol4/iss2/7>>

Stanfill, M. (2015) "Spinning Yarn with Borrowed Cotton." In *Media Res* <<http://mediacommons.futureofthebook.org/imr/2015/05/05/spinning-yarn-borrowed-cotton>>

Stanfill, M.; Fouché, R. (2012) "(How) Have Technological Shifts Changed Being a Sports Fan?" *Culture Digitally*. <<http://culturedigitally.org/2012/04/how-have-technological-shifts-changed-being-a-sports-fan/>>

CONFERENCES AND TALKS

Invited Talks

Stanfill, M. (2018). Closing Plenary. Fan Studies Network North America, Chicago, IL, October.

Stanfill, M. (2018). "Everything is Made up and the Law Doesn't Matter: The Strange Life of Intellectual Property." Washington College, April.

Stanfill, M. (2018). "Fandom and Civic Engagement." Scholar Fan Salon: The Transformative Civics of Fandom, University of Southern California, February.

Stanfill, M. (2017). "Free Fan Labor! The Work of Fandom in the Internet Era," Pennsylvania State University, York, February.

Stanfill, M. (2016). "Belief is 9/10 of the Law: Media Industry Ideologies of Intellectual Property and their Effects," Invited presentation to the Legal History Group at the American Bar Foundation, May.

Stanfill, M. (2015). "New Media Encounters Sports Fans," Panelist, University of Illinois, April.

Stanfill, M. (2013). Presentation to Civic Paths Graduate Research Group, Media Activism and Participatory Politics Project, University of Southern California, April.

Peer Reviewed Conference Presentations – International

Stanfill, M. (2018). "Roundtable: Race in Fandom and Fan Studies." Fan Studies Network North America, Chicago, IL, October 25-27.

Stanfill, M. (2018). "On Dressing Homonormativity up as Transgression, or Your Fandom is Basic." Fan Studies Network North America, Chicago, IL, October 25-27.

- Stanfill, M.** (2018). "Sample, Remix, and Mashup for Me, but not for Thee: Digital Music Production at the Intersection of Race and the Law." Association of Internet Researchers, Montreal, QC, October.
- Stanfill, M.** (2018). "Branding and Corraling: Media Industry Approaches to Audiences." Society for Cinema and Media Studies Conference, Toronto, ON, March 14-18.
- Stanfill, M.** (2017). "Pedagogies of Audiencing, Pedagogies of Assent: Emerging Norms of Popular Culture Engagement in the Digital Era." American Studies Association, Chicago, IL, November 9-12.
- Lowe, JSA; **Stanfill, M.** (2017). "Bill Shatner Trolling Alone: Consolidating Toxic Masculine Identity through Networked Harassment." HASTAC (Humanities, Arts, Science, and Technology Alliance) Conference, Orlando FL, November 2-4.
- Stanfill, M.** (2017). "Big Reading as Digital Humanities Method." HASTAC (Humanities, Arts, Science, and Technology Alliance) Conference, Orlando FL, November 2-4.
- Stanfill, M.** (2017). "From #LGBTFansDeserveBetter to the Clexa Youth: The 100 and Youth Audiences." Children's Literature Association Annual Conference, Tampa, Florida, June 22-24.
- Stanfill, M.** (2017). "The Long Arm of (Beliefs about) the Law." International Communication Association Conference, San Diego, CA, May 25-29.
- Stanfill, M.** (presiding), Gurrie, C.; Korn, J.; Martin, J.; White, K.. (2017). "Climate on Campus: Intersectional Interventions in Contemporary Struggles." Roundtable session at International Communication Association Conference, San Diego, CA, May 25-29.
- Stanfill, M.** (2017). "(Stealing) Up is (Borrowing) Down: Race and the Uneven Application of IP Rights." Race + IP Conference, Boston, MA, April 20-22.
- Wisniewski, P.; Badillo-Urquiola, K.A.; **Stanfill, M.**; Salter, A. (2017) "Using Participatory Design to Give Foster Teens a Voice in Designs for Their Own Online Safety," Extended Abstract presented at the Workshop on Design Methods for Underserved Communities at the 2017 ACM Conference on Computer Supported Cooperative Work (CSCW 2017), Portland, OR, February 25-March 1.
- Salter, A.; **Stanfill, M.**; Johnson, E.; Wisniewski, P. (2017) "Participatory Design for Research on Technologically-Mediated Youth Sexuality: Ethical and Privacy Implications," Extended Abstract presented at the Workshop on Privacy Ethics at the 2017 ACM Conference on Computer Supported Cooperative Work (CSCW 2017), Portland, OR, February 25-March 1.
- Stanfill, M.** (2016). "Teaching the Ethics of Digital Research." Extended Abstract presented at the Workshop on Ethics and Obligations for Studying Digital Communities at the 2017 ACM Conference on Supporting Group Work (GROUP 2016), Sanibel Island, FL, November 13-16.
- Stanfill, M.** (2016). "Legalese, Legalish, Loophole-free: Terms of Service as a Limit on Education." Console-ing Passions Conference, South Bend, IN, June 16-18.
- Stanfill, M.** (2016). "Six Provocations on Safe Space." Console-ing Passions Conference, South Bend, IN, June 16-18.

Stanfill, M. (2016). "From Surplus Desire to Profit: Audiences, Consumption, and the Management of Desire." Society for Cinema and Media Studies Conference, Atlanta, GA, March 30-April 3.

Stanfill, M. (2015). "The Internet Intellectual Property Imaginary: The Case of Fandom." Association of Internet Research. Phoenix, Arizona, October 21-24

Stanfill, M. (2014). "The Fan' as/in Industry Discourse." Society for Cinema and Media Studies Conference, Seattle, WA, March 19-23.

Stanfill, M. (2014). "Queer Approaches to Classroom Identity Politics." Society for Cinema and Media Studies Conference, Seattle, WA, March 19-23.

Stanfill, M. (2013). "The Internet Intellectual Property Imaginary: The Case of Fandom." Association of Internet Research. Denver, Colorado, October 23-26.

Stanfill, M. (2013). "Between Commodity and Consent: Implications of the Vanishing Distinction between Play and Work." Society for Cinema and Media Studies Conference, Chicago, IL, March 6-10.

Stanfill, M. (2012). "Old fashioned Economics for New Media Fanlabor? Theorizing Fan Work between Gift Economy and the Labor Theory of Value." Console-ing Passions Conference, Boston, MA, July 19-21.

Stanfill, M. (2012). "The Interface as Discourse: Producing Norms of Sports Fandom through Web Design." International Communication Association Conference, Phoenix, AZ, May 24-28.

Stanfill, M. (2011). "Domesticating Fandom: The Production Norms of Fandom by Web Design." Association of Internet Research. Seattle WA, October 10-13.

Peer Reviewed Conference Presentations – National

Stanfill, M. (2014). "Feminist Pedagogy in the Communication Classroom: Examining the Past for Future Directions." National Communication Association Conference, Chicago, IL, November 19-23.

Stanfill, M. (2012). "Fannormalization: The Production of Fandom as Consumption in Film Representation." National Communication Association Conference, Orlando, FL, November 14-18.

Stanfill, M. (2012). "Finding the Labor in Fandom: To Make Sense of Fan Productivity between the Gift Economy and the Labor Theory of Value." National Communication Association Conference, Orlando, FL, November 14-18.

Stanfill, M. (2010). "The Fandom Menace: Social Consequences of the Metaphorical Treatment of 'Fan' as 'Monster.'" National Communication Association Conference, San Francisco, CA, November 14-17.

Stanfill, M. (2009). "'Guys who've never slept with a woman and women who have': Xena: Warrior Princess Fans and Cultural Anxieties of Sexuality." National Communication Association Conference, Chicago, IL, November 12-15.

Stanfill, M. (2008). "From Crazy Fans to Fan Comrades and back Again: Variable Attitudes of TV Producers toward Fans and Their Consequences." National Communication Association Conference, San Diego, CA, November 21-24.

Stanfill, M. (2008). "From Structuralism to Agency: Fan Deployment of Negative Fan Stereotypes." Semiotic Society of America Conference, Houston, TX, October.

Peer Reviewed Conference Presentations – Regional

Stanfill, M. (2008). "At least we're not as weird as the Trekkies: Fan Deployment of Negative Fan Stereotypes." Central States Communication Association Conference, Madison, WI, April 9-12.

GRANTS

External

2018. **Co-Principal Investigator** (PI Connie Lester)

"It's All in the Bag: Implementing New Features for RICHES MI BookBag Tool for Analysis, Collaboration, and Teaching." National Endowment for the Humanities, \$100,000. (Pending)

Internal

2018. **Co-Principal Investigator** (with Kim Anderson)

"Using digital storytelling to understand and improve the experiences of LGBTQ+ emerging adults." Office of Research and Commercialization Research Mentorship program, \$3,000.

2017. **Co-Principal Investigator** (PI Connie Lester)

"It's All in the Bag: Implementing New Features for RICHES MI BookBag Tool for Analysis, Collaboration, and Teaching." College of Arts & Humanities Research Initiative Seed Funding, \$30,000.

TEACHING

Undergraduate

University of Central Florida

Creative Industries

Digital Cultures and Narrative

Media Business Practices

Purdue University

Fans, Users, and Gamers

University of Illinois, Urbana-Champaign

Sex and Gender in Popular Media

Illinois State University

Introduction to Women's and Gender Studies

Graduate

University of Central Florida

Introduction to Texts & Technology

Theories of Texts & Technology

Professionalization in Texts & Technology

Gender in Texts & Technology

Topics in Texts & Technology: Fandom

Topics in Texts & Technology: Social Media Research

Purdue University

Queer/ing Popular Culture

CONSULTING

2016. Consultant, NBCUniversal/Syfy.

Informed Syfy staff about the history and research on strong women in science fiction and queer women's fandom (October 2016).

2016. Consultant, ReD Associates.

Informed ReD staff about the history and research about sports fans and media engagement (April 2016).

STUDENT ADVISING

University of Central Florida

2018-present. Committee Chair, Rachel Braaten, Texts & Technology PhD student.

2018-present. Committee Chair, Ream Al-Ghamdi, Texts & Technology PhD student.

2018-present. Committee Chair, Erika Heredia, Texts & Technology PhD student.

2018-present. Committee Co-Chair, Jacob Boccio, Texts & Technology PhD student.

2018-present. Committee Co-Chair, Sahar Eissa, Texts & Technology PhD student.

2018-present. Committee, Isabelle Lanthier, Writing and Rhetoric MA.

2018-present. Committee, Rachel Marks, Writing and Rhetoric MA.

2018-present. Committee, Emily Tarvin, Texts & Technology PhD student.

2018-present. Committee, Mark Kretzschmar, Texts & Technology PhD student.

2017-present. Committee Co-Chair, Rachel Winter, Texts & Technology PhD student.

2017-present. Committee, Linda Garrison, Texts & Technology PhD student.

2017-present. Committee, Christopher Foley, Texts & Technology PhD student.

2017-present. Committee, Karla Badillo-Urquiola, Modeling and Simulation PhD Candidate.

2016-present. Committee, Ruth Currey, Texts & Technology PhD Candidate.

2018-2019. First-Year Advisor, Javier Molinares, Texts & Technology PhD.

2018. Faculty Supervisor, Internship, Brooke Witherow, Digital Media BA student.

2018. Faculty Supervisor, Graduate Research Forum, Alex Rister, Christine McClure, and Ha'ani Hogan, Texts & Technology PhD students.

2018. Faculty Supervisor, Graduate Research Forum, Erika Heredia, Texts & Technology PhD student.

2018. Faculty Supervisor, Graduate Research Forum, Ream Al-Ghamdi, Texts & Technology PhD student.

2017-2018. First-Year Advisor, Ream Al-Ghamdi, Texts & Technology PhD.

2017-2018. First-Year Advisor, Joseph Valancy, Visual Language and Interactive Media MA.

2016-2017. First-Year Advisor, Kathryn Girvan, Texts & Technology PhD.

SERVICE

Leadership

2018-present. Steering Committee member. Fan and Audience Studies Scholarly Interest Group. Society for Cinema and Media Studies.

2018-present. Coordinator. Games and Interactive Media Research Group. University of Central Florida.

Editorial Boards

2015 to present. **Editorial Board**, Journal of Sport and Social Issues.

2015 to present. **Editorial Board**, Transformative Works and Cultures.

Profession

2018-2019. Conference Program Committee member. Society for Cinema and Media Studies.

2018. Peer Reviewer, Girlhood Studies.

2018. Peer Reviewer, Association of Internet Researchers conference.

2018. Peer Reviewer, Critical Studies in Media Communication.

2017. Peer Reviewer, Participations.

2017. Peer Reviewer, Journal of Communication.

2017. Peer Reviewer, Journal of Sport and Social Issues, November.

2017. Peer Reviewer, New Media & Society, October.

2017. Peer Reviewer, Social Media & Society, September.

2017. Peer Reviewer, Journal of Sport and Social Issues, September.

2017. Peer Reviewer, New Media & Society, September.

2017. Peer Reviewer, Journal of Information Science.

2017. Peer Reviewer, New Media & Society, July.

2017. Proposal Reviewer, International Communication Association Conference.

2016. Peer Reviewer, Communication Theory.

2016. Peer Reviewer, Journal of Sport and Social Issues.

2016. Peer Reviewer, Transformative Works and Cultures.

2016. Peer Reviewer, Women's Studies in Communication, May.

2016. Peer Reviewer, Women's Studies in Communication, February.

2015. Peer Reviewer, Journal of Communication.

2015. Peer Reviewer, Women's Studies in Communication.

2015. Peer Reviewer, Social Media & Society, December.

2015. Peer Reviewer, New Media & Society, November.

2015. Peer Reviewer, New Media & Society, October.

2015. Peer Reviewer, New Media & Society, September.

2015. Peer Reviewer, Journal of Sport and Social Issues, May.

2015. Peer Reviewer, Transformative Works and Cultures, May.

2015. Peer Reviewer, New Media & Society, May.

2015. Peer Reviewer, Participations.

2015. Peer Reviewer, Transformative Works and Cultures, April.

2015. Peer Reviewer, Social Media & Society, March.

2015. Peer Reviewer, Transformative Works and Cultures, February.

2015. Proposal Reviewer, Association of Internet Researchers Conference.

2014. Peer Reviewer, Journal of Sport and Social Issues, November.

2014. Peer Reviewer, New Media & Society, August.

2014. Peer Reviewer, New Media & Society, May.

2014. Peer Reviewer, Journal of Sport and Social Issues, March.

- 2014. Peer Reviewer, Journal of Sport and Social Issues, February.
- 2014. Proposal Reviewer, National Communication Association Conference.
- 2013. Peer Reviewer, New Media & Society, December.
- 2013. Peer Reviewer, Critical Studies in Media Communication.
- 2013. Peer Reviewer, New Media & Society, September.
- 2013. Peer Reviewer, Journal of Sport and Social Issues, September.
- 2013. Peer Reviewer, Journal of Sport and Social Issues, May.
- 2013. Proposal Reviewer, Association of Internet Researchers Conference.
- 2012. Peer Reviewer, Journal of Sport and Social Issues, November.
- 2012. Proposal Reviewer, International Communication Association Conference.
- 2012. Proposal Reviewer, National Communication Association Conference.
- 2012. Peer Reviewer, Journal of Sport and Social Issues, July.
- 2011. Proposal Reviewer, Association of Internet Researchers Conference.
- 2011. Proposal Reviewer, National Communication Association Conference.

University

University of Central Florida

- 2018-present. Big Data Blue Ribbon Panel
- 2018-present. Texts and Technology Curriculum Committee.
- 2017-present. Digital Media MA Admissions subcommittee.
- 2018-2019. New Faculty Mentor, Visiting Assistant Professor Emily Johnson.
- 2017-2018. Digital Media MA Curriculum working group.
- 2017-2018. Digital Media MA Examinations subcommittee.
- 2018. History Department Metadata Editor Search Committee.
- 2016-2018. SVAD Scholarship Committee.
- 2016-2018. Texts and Technology Research and Awards Committee.
- 2016-2017. HASTAC 2017 Marketing committee, co-chair.
- 2017. ORC Grant Proposal Reviewer.
- 2016-2017. Title IX Data Analysis Team.
- 2016-2017. SVAD Facilities & Technology Committee.