

DAVID RHEAMS

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EDUCATION

2018 **Ph.D.** Cultural Studies • George Mason University • Fairfax, VA
Dissertation Title: *Constructing Groundwater: An Analysis of Groundwater Knowledge Infrastructures in Texas*

Committee: Paul Smith (Chair), Tim Gibson, Alex Monea

Fields of specialization: *Political Economy of the Natural Environment* and *Digital Media Theory*

2008 **M.A.** Liberal Arts • Louisiana State University - Shreveport • Shreveport, LA

2004 **B.A.** Journalism; History (minor) • Louisiana Tech University • Ruston, LA

TEACHING EXPERIENCE

2018 – Pres. **Lecturer**, The School of Arts, Technology, and Emerging Communications in the University of Texas at Dallas

2012 **Teaching Assistant**, at George Mason University Honors College

MEDIA INDUSTRY EXPERIENCE

2017 - Pres. **rewardStyle, Inc.**, Head of Influencer Growth Services
Lead a team of over 25 sales and service professionals focused on helping our clients navigate influencer marketing across social media channels. I refocused the team to align our services with our clients' needs in this high-performance, software-as-a-service firm.

2016 – 2017 **BirdEye, Inc.**, Director of Customer Success
Managed a team of 17 people in this early-stage startup digital advertising company.

2007 – 2016 **ReachLocal, Inc.**, Director of Software Services
One of the initial employees of a digital marketing startup that was acquired by Gannett in 2017. I launched customer service and product fulfilment departments, including international teams in the UK (2008) and Japan (2014). I trained a 70-person department on digital marketing tactics and practices.

2005 – 2007 **Ascend Math, LLC**, Marketing & Sales
Developed market research and sales plans for this early-stage, educational software startup.

2001 – 2005 **Orange Documents, LLC**, Co-Owner
Supported undergraduate expenses with a digital advertising agency.

PUBLICATIONS

“Creating an Influencer-Relationship Model to Locate Actors in Environmental Communication.” In *Research Methods for the Digital Humanities*, edited by Tai Neilson, lewis levenberg, and David Rheams. Palgrave Macmillan. (November 2018).

Research Methods for the Digital Humanities (Co-Editor). Palgrave Macmillan. (November 2018).

“Culture, Technology and Hyper-Industrial Capitalism,” Co-Author, *Reviews in Cultural Theory* 4, no. 1, 2013.

WORKS IN PROGRESS

“Measuring the Effects of Instagram's Algorithm on Climate Change Communication” for *Information and Culture*. Due July 30

Consent, Trust, and Privacy in Digital Advertising (Working Title). Lexington Books (Preparing the book proposal in summer of 2020)

CONFERENCE PRESENTATIONS

“Towards an analysis of the labor: the data and the mythos of farming in America” to be presented at the 19th Annual Cultural Studies Association Conference, Chicago, IL May 30 – June 1, 2019 (Forthcoming in conjunction with lewis levenburg)

“#Insta-Environment: Measuring the Effects of Instagram's Algorithm on Climate Change Communication” presented at the Society of Social Studies of Science Annual Meeting, New Orleans, LA September 4 – 7, 2019

“Consent, Privacy and the Ethics of Digital Advertising” presented at the 20th annual Convention of the Media Ecology Association, Toronto, June 27-30, 2019.

“Hiding in Plain Sight: How the Trump Administration attempted to hide climate change data and what we can do about it” presented at the 18th Annual Cultural Studies Association Conference, New Orleans, LA May 30 – June 1, 2019.

“Imagining Environmental Justice in Texas Groundwater Images” presented at the 16th Annual Cultural Studies Association Conference, Pittsburg, PA, May 31 – June 2, 2018.

“The Establishment of Influencer Networks within Digital Journalism” presented at the 14th Annual Cultural Studies Association Conference, Philadelphia, PA, June 2-5, 2016.

“Mapping Groundwater Conflict: Using Digital Content Analysis to Identify Authoritative Voices within Environmental Communications in Texas” presented at the 2015 Conference on Communication and Environment, Boulder, CO, June 11-14, 2015.

“The Everyday Life of Digital Ecology” presented at the Chesapeake American Studies Association Conference, Baltimore, MD, March 28, 2013.

“Constructing Data: An Examination of the Obama for America App” presented at the Critiquing Culture Conference, Fairfax, VA, September 9-10, 2012.

WORKSHOPS CHAIRED

“Workshop for the Study of Social Media” at the 18th Annual Cultural Studies Association Conference, New Orleans, LA May 30 – June 1, 2019.

CHAIRED CONFERENCE SESSIONS

“Environment, Climate, and Representation” at the 18th Annual Cultural Studies Association Conference, New Orleans, LA May 30 – June 1, 2019.

“Educational Policies” at the 18th Annual Cultural Studies Association Conference, New Orleans, LA May 30 – June 1, 2019.

CLASSES TAUGHT

Ethics in New Media, Technology, and Communication, The University of Texas at Dallas
Digital Content Design, The University of Texas at Dallas
Honors Research Methods (TA), George Mason University

RESEARCH LABS

Public Interactives Research Lab member

ACADEMIC SERVICE

2018 – Pres. **Co-Chair, Cultural Policy Working Group**
Cultural Studies Association

2018 – Pres. **Technology Coordinator**
Cultural Studies Association

2015 – 2017 **Director of Digital Outreach**
International Environmental Communications Association

2012 **Conference Planning Committee Member**
Critiquing Culture Conference

SOFTWARE PROJECTS

2019 **Instagram Web Scraper** (Co-Creator)

A python application designed to capture authors, images, and text related to Instagram's hashtags. The program was used to assist with current research projects.

2016 **Story Book** (Co-Creator)

An iOS application that received over 60,000 downloads on the Apple store. The software allowed users to create their own children's book using custom artwork.

2012 **The Text Analysis & Parsing Tool** (Co-creator)

I co-wrote and used this open source tool in my dissertation to parse over 4,000 newspaper articles into an SQL database and locate patterns within the text and. It is open source and hosted on GitHub (a code repository).

SOFTWARE SKILLS

SQL

Python (currently learning to assist with research)

Data visualization software (Tableau)

FOCUS AREAS

Science and Technology Studies

Critical Media Studies

Environmental and Scientific Communication

Cultural Studies

AFFILIATIONS

International Environmental Communications Association

Cultural Studies Association

Media Ecology Association

Society for the Social Studies of Science (4S)