



## EMPLOYMENT

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### **Assistant Professor of Media & Entertainment, Starting August 2022 -**

School of Communication & Media, Kennesaw State University, Kennesaw, GA

### **Postdoctoral Research Associate, 2021 - 2022**

Center for Information, Technology, and Public Life (CITAP)

School of Information and Library Science, University of North Carolina, Chapel Hill, NC

### **Graduate Research/Teaching Assistant and Presidential Fellow, 2017 - 2021**

Georgia State University Department of Communication

## EDUCATION

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### **Ph.D. in Communication: concentration in Media and Society, 2021**

Graduate Certificate: Women's, Gender & Sexuality Studies

Georgia State University (GSU), Atlanta, GA

**Dissertation:** "Maintaining Frame" in the Incelosphere: Mapping the Discourses, Representations and Geographies of Incels Online.

### **M.A. in Communication: concentration in Mass Communication, 2012**

Georgia State University, Atlanta, GA

### **B.S. in Communication: concentration in Media Studies; minor in Professional Writing, 2005**

Kennesaw State University, Kennesaw, GA

## RESEARCH & METHODOLOGICAL INTERESTS

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**Feminist Media Studies • Journalism Studies • Critical Computational •  
Digital Media & Cultures • White and Male Supremacy • Far-Right Politics •  
Mis/Disinformation and Conspiracy • Visual Communication •  
De-colonialism and Indigenous Studies • Mixed Methods and Cross-Disciplinary Projects**

## PUBLICATIONS

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### **Refereed Journal Articles**

- 5 Ophir, Y., Pruden M.L., Lokmanoglu, A. & Tebaldi, C. (Forthcoming 2022). Weaponizing Reproductive Rights: A Mixed-Methods Analysis of White Nationalist Discussions of Abortions Online. *Information, Communication and Society*.
- 4 Walter, D., Ophir, Y., Lokmanoglu, A., & Pruden, M.L. (2022). Vaccine Discourse in White Nationalist Online Communication: A Mixed-Methods Computational Approach. *Social Science & Medicine*, 298. <https://doi.org/10.1016/j.socscimed.2022.114859>

- 3 Ophir, Y., Walter, N., Walter, D., Velho, R.M., Lokmanoglu, A., **Pruden, M.L.**, & Andrews, E.A. (2022). Vaccine Hesitancy Under the Magnifying Glass: A Systematic Review of the Uses and Misuses of an Increasingly Popular Construct. *Health Communication*.
- 2 **Pruden, M.L.** (2020). Forum: Setting the Record Straight: Conservative Populism, Swampiness and Journalistic Practice. *Communication, Culture and Critique*. [Invited].
- 1 **Pruden, M.L.** (2019). For Whom the Bell Tolls: Memeing the French Landscape on Instagram. *VISTA— Visual Culture Journal*, 5, pp. 149-170.

### **Chapters in Edited Volumes**

- 5 **Pruden, M.L.** (2022). Watching Awakening: Violent White Masculinity in *Cuck. Male Supremacism in the United States: From Patriarchal Traditionalism to Misogynist Incels and the Alt-Right*. Milton Park, Canada: Routledge.
- 4 **Pruden, M.L.**, Lokmanoglu, A., Peterscheck, A. & Veilleux-Lepage, Y. (Forthcoming 2022). Birds of a Feather: A Comparative Analysis of White Supremacist and Violent Male Supremacist discourses. In B. Perry, J. Gruenwald & R. Scrivens (Eds.) *Far-Right Extremism in North America*. Cham, Switzerland: Palgrave. [Under Contract].
- 3 **Pruden, M.L.** (Forthcoming 2022). A Journal of Impossible Things: Audience Responses to the Thirteenth Doctor. *Unnamed* edited volume. [Under Contract].
- 2 **Pruden, M.L.** (2019). Under His Eye: Mediated Misogyny in the Era of Global Conservative Populism. In M. Marron (Ed.) *Misogyny and Media in the Age of Trump*. Lanham: Lexington.
- 1 **Pruden, M.L.** (2019). Multiple entries: Belize; Magazines Canada; Nicaragua; and, Wedding Media. In D. Merskin (Ed.) *The SAGE International Encyclopedia of Mass Media and Society*. New York: SAGE.

### **Occasional Publications | Op-Eds**

- 1 **Pruden, M.L.** (2018). Review of Media in New Turkey: The Origins of an Authoritarian Neoliberal State, by Bilge Yesil. *International Journal of Communication*, 12, 256-259.

### **Manuscripts Under Review (confidential section)**

- 5 Freelon, D., **Pruden, M.L.**, Eddy, K.A. & Kuo, R. Inequities of Race, Place, and Gender Among the Communication Citation Elite. *Journal of Communication* [Revise & Resubmit].
- 4 Freelon, D. & **Pruden, M.L.** & Malmer, D. Race in Political Communication Research: A Journal Keyword Analysis, 1991-2021. *Political Communication* [Under Review].
- 3 Lukito, J. & **Pruden, M.L.** (author order alphabetical; equal contribution). Critical Computation: Mixed-Methods Approaches to Big Language Data Analysis. *Review of Communication* [Under Review].
- 2 Walter, D., Lokmanoglu, A., **Pruden, M.L.**, Veilleux-Lepage, Y & Goodwin, C. Exploring the Internationalization of Extreme Right Public Spheres. *Communication Research* [Under Review].
- 1 Walter, D., Ophir, Y., **Pruden, M.L.** & Golan, G. Watching the Whole World: The Antecedents of Foreign Countries' Framing in U.S. News. *Journalism Studies* [Revise & Resubmit].

### **Works in Progress (working titles; confidential section)**

- 7 Conroy, M. & **Pruden, M.L.** The Rise of Calls to “Do Your Own Research.” Target journal: *Political Communication* [Coding].
- 6 **Pruden, M.L.** Maintaining Frame: U.S. News Media Coverage of Incels. Target journal: *Journalism* [Editing].
- 5 **Pruden, M.L.** Hyperlinked Hate: A Social Mapping of the Manosphere. Target journal: *New Media & Society* [Editing].
- 4 **Pruden, M.L.** Black Pills & the Beta Uprising: Thematically Mapping Incels.co. Target publication: *Feminist Media Studies* [Editing].
- 3 **Pruden, M.L.** Gendered Discourses in the Daily Stormer. Target journal: *Far-Right Studies* [Editing].
- 2 **Pruden M.L.** Constructing Red Tide: News Frames of Florida’s ‘Rotting Marine Graveyard.’ Target journal: *Journalism Practice* [Analysis].
- 1 Walter, D., Ophir, Y, **Pruden, M.L.** & Lokmanoglu, A. Working Title: Extreme Right Responses to Health Misinformation and Covid-19 [Coding].

## AWARDS, FELLOWSHIPS AND DISTINCTIONS

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|---------|---|
| 2021    | <b>Top Overall Paper award</b> in Peace and Conflict division. National Communication Association, Seattle  |
| 2020-   | <b>Fellow &amp; Board Member</b> at Institute for Research on Male Supremacism (IRMS)   |
| 2020-   | <b>Affiliate</b> at Media Effects, Misinformation & Extremism Lab, University of Buffalo  |
| 2020-21 | <b>Presidential Fellow</b> at Transcultural Conflict and Violence Initiative (GSU)  |
| 2021    | <b>European Consortium for Political Research</b> Extremism & Democracy Summer School on Far-Right Politics. Centre for Research on Extremism (C-REX), Oslo, Norway, (Virtual; rescheduled from summer 2020). |
| 2020    | <b>Outstanding Student Paper award</b> in Peace and Conflict division. National Communication Association, Indianapolis   |
| 2020    | <b>Certificate of Excellence for Outstanding Service</b> and Genuine Concern for Military-Connected Students (GSU)  |
| 2018    | Wayne State University Summer <b>Doctoral Seminar</b> (Feminist Complications: Rethinking Dominant Rhetorical Narratives) with Dr. Bonnie J. Dow  |

## RESEARCH GRANTS (all amounts in USD)

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- 1 “Exploring the Internationalization of Extreme Right Public Spheres.” **Facebook:** Content Policy Research on Social Media Platforms, Doctoral Research Assistant, 2019-2020. \$82,388.

## CONFERENCE PRESENTATIONS

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### Refereed Papers

- 20 **Pruden, M.L.** (2022). Black Pills & the Beta Uprising: Thematically Mapping Incels.co. *International Communication Association Feminist Scholarship Division* (Paris, France).  
\*Chair

- 19 Freelon, D., **Pruden, M.L.**, Eddy, K.A. & Kuo, R. (2022) Inequities of Race, Place, and Gender Among the Communication Citation Elite. *International Communication Association Political Communication Division* (Paris, France).
- 18 Ophir, Y., Walter, N., Walter, D., Lokmanoglu, A., **Pruden, M.L.**, & Velho, R.M. (2002). Vaccine Hesitancy Under the Magnifying Glass: A Systematic Review of the Uses and Misuses of an Increasingly Popular Construct.. *International Communication Association Health Communication Division* (Paris, France).
- 17 **Pruden, M.L.**, Lokmanoglu, A., Peterscheck, A. & Veilleux-Lepage, Y. (2021). Birds of a Feather: A Comparative Analysis of White Supremacist and Violent Male Supremacist Discourses. *National Communication Association Peace and Conflict Division* [Top Overall Paper], Seattle, WA.
- 16 **Pruden, M.L.** (2021). When the “Shit Hits the Fan:” Secessionist Rhetoric on Stormfront. *National Communication Association Rhetorical and Communication Theory Division*, Seattle, WA.
- 15 **Pruden, M.L.** (2021). Maintaining Frame: Mainstream News Media Coverage of Involuntary Celibates. *International Communication Association Feminist Scholarship Division* (virtual).
- 14 **Walter et al.** (2021). Ideologize Globally, Mobilize Locally: The Internationalization of Far-Right Online Discourse. *International Communication Association Political Communication Division* (virtual).
- 13 **Pruden, M.L.** (2021). Watching Awakening: Rhetorics of White Masculinity in *Cuck*. *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 12 **Pruden, M.L.** (2020). Black Pills and the Beta Uprising: Men’s Rights Discourses in the Daily Stormer. *National Communication Association Peace and Conflict Division* [Outstanding Student Paper], Indianapolis, IN (virtual).
- 11 **Pruden, M.L.** (2020). The Apex Fallacy: Online Constructions of Incels as Marginalized Hybrid Masculinity. *National Communication Association Feminist and Gender Studies*. Indianapolis, IN (virtual). \***Panel organizer and Chair**
- 10 **Pruden, M.L.** (2020). Rhetorics of Whiteness and Inceldom in *Cuck*. *The Conference on Right Wing Studies/Conference for Research on Male Supremacism*, Berkeley, CA.
- 9 **Pruden, M.L.** (2020). The Visual Culture of Incels: Anarchic Videos as Image Events. *International Communication Association Visual Representation and Marginality pre-conference in the Visual Communication Studies division*, Gold Coast, Australia (virtual).
- 8 **Pruden, M.L.** (2020). Constructing Red Tide: News Frames of Florida’s ‘Rotting Marine Graveyard.’ *International Communication Association Journalism Studies division*, Gold Coast, Australia (virtual).
- 7 **Pruden, M.L.** (2019). A Journal of Impossible Things: Audience Responses to the Thirteenth Doctor. *International Communication Association Popular Communication division*, Washington DC.
- 6 **Pruden, M.L.** (2019). Digital Media Literacy in the Era of ‘Fake News.’ *International Critical Media Literacy Conference*, Savannah, GA.
- 5 **Pruden, M.L.** (2019). ‘Nuts,’ ‘Kooks’ and ‘Deplorables:’ Media Coverage of Conservative

Populist Campaigns. *1st Lisbon Winter School for the Study of Communication: Media and Populism*, Lisbon, Portugal. \*Respondent Barbie Zelizer.

- 4 **Pruden, M.L.** (2018). Public Memory and Play at Kennesaw Mountain National Battlefield Park. *National Communication Association Visual Communication division*, Salt Lake City, UT. \***Panel co-organizer**; Respondent Victoria Gallagher
- 3 **Pruden, M.L.** (2018). Colonizing Twitter: Trump's Tweets and the Discourse of Gendered Subjectivity. *Global Media Studies Network International Communication Association pre-conference on Global Populism at Central European University*, Budapest, Hungary.
- 2 **Pruden, M.L.** (2018). Flashback: Tattoos as Image Icons of the Cultural Archive. *International Communication Association Visual Communication division pre-conference Visual Expression of Voice Young Scholars*, Prague, Czech Republic.
- 1 **Pruden, M.L.** (2018). Between the Fold: 'Pornified' Visual Metonymy in Advertising. *Popular Culture Association*, Indianapolis, IN.

### Invited Panels

- 18 **Pruden, M.L.** (2022). Research Centers' Approach to Data Ethics. **Moderator.** *D2C: Digital Data Conference 2022*. Co-hosted by Media & Democracy Data Cooperative and The University of Texas at Austin Center for Media Engagement (virtual).
- 17 **Pruden, M.L.** (2022). Picturing People and Power. **Chair.** *International Communication Association Visual Communication Division*, Paris, France.
- 16 **Pruden, M.L.** (2021). Normative Commitments Panel. **Panelist.** *The Capitol Coup One Year Later: How Research Can Assess and Counter Threats to Democracy*. Co-hosted by University of North Carolina's Center for Information, Technology, and Public Life and George Washington University's Institute for Data, Democracy & Politics (virtual).
- 15 **Pruden, M.L.** (2021). Colonialism, Confrontation, Liberation: Competitive Papers in Visual Communication. **Chair.** *National Communication Association Visual Communication Division*, Seattle, WA.
- 14 **Pruden, M.L.** (2021). Feminism, Health, COVID-19. **Chair.** *International Communication Association Feminist Scholarship Division* (virtual).
- 13 **Pruden, M.L.** (2021). Supremacist Mobilization and Radicalization Online. **Chair.** *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 12 **Pruden, M.L.** (2021). Right-Wing Marketing and Manipulation. **Chair.** *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 11 **Pruden, M.L.** (2021). Computational Methods in Research. **Panelist.** Center for the Advancement of Students and Alumni. *Georgia State University* (virtual).
- 10 **Pruden, M.L.** (2020). Visual Online Discourse and Photographic Representations. **Chair.** *National Communication Association Visual Communication*, Indianapolis, IN (virtual).
- 9 **Pruden, M.L.** (2020). Activism and Social Justice Pedagogy Party. **Panelist.** *National Communication Association Activism and Social Justice Division*, Indianapolis, IN (virtual).
- 8 **Pruden, M.L.** (2020). Womentoring: Negotiating Contracts— Am I Leaving Money on the Table. **Graduate Student Respondent.** *National Communication Association Feminist and Women's Studies Division (Women's Caucus)*, Indianapolis, IN (virtual).



- 7 **Pruden, M.L.** (2020). Mixed Methods and the Study of Extremisms. **Panelist.** *Society for Linguistic Anthropology* Committee on Language and Social Justice webinar series (virtual).
- 6 **Pruden, M.L.** (2020). Misogyny and Media in the Age of Trump. **Panelist.** *The Association for Education in Journalism and Mass Communication* Lexington Books, San Francisco, CA (virtual).
- 5 **Pruden, M.L.** (2020). Issues of Credibility and Transparency in Journalism. **Chair.** *International Communication Association* Journalism Studies Division, Gold Coast, Australia (virtual).
- 4 **Pruden, M.L.** (2019). Womentoring: Student to student— how to get the most out of this conference. Practical tips and advice. **Graduate Student Respondent.** *National Communication Association* Feminist and Women’s Studies Division (Women’s Caucus), Baltimore, MD.
- 3 **Pruden, M.L.** (2019). Womentoring: How to be a great chair even if no one thinks they are one. **Graduate Student Respondent.** *National Communication Association* Feminist and Women’s Studies Division (Women’s Caucus), Baltimore, MD.
- 2 **Pruden, M.L.** (2018). Media & Democracy. **Panelist.** *Georgia State University* Democracy Day, Atlanta, GA.
- 1 **Pruden, M.L.** (2017) Trump & Twitter. **Panelist.** *Georgia State University* Modern Media Conference, Atlanta, GA.

### Invited Talks

- 5 **Pruden, M.L.** (2021). “Maintaining Frame” in the Incelosphere: Methodologically-focused (novel computational and critical discourse analysis) presentation of three studies examining misogynist incels in online and in U.S. news media coverage *Georgia State University* Computational Communication Lab, virtual.
- 4 **Pruden, M.L.** (2021). Countering Extremist Threats at the Netroots. *Institute for Research on Male Supremacism* Anti-Supremacist Organizing Summer Institute, virtual.
- 3 **Pruden, M.L.** (2020). Post-Truth & Fake News. *Redan-Trotti Library* Media Literacy Series, Decatur, GA.
- 2 **Pruden, M.L.** (2020). Incels as Social Movement. *University of Leiden* Institute for Security & Global Affairs Social Movements and Political Violence course, Leiden, Netherlands.
- 1 **Pruden, M.L.** (2020). White Nationalist Online Discourse and Mobilization. *The City University of New York Borough of Manhattan Community College* Language and Culture course, New York, NY.

### Webinars

- 1 Allen, N., Held, M.B., & **Pruden, M.L.** (2021). Engaging Charged Conversations in the Classroom. *National Communication Association* Activism and Social Justice Division. [**Co-organizer; Co-chair;** listed in alphabetical order].

### MEDIA COVERAGE & INTERVIEWS

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- 2 Sacramento Bee (2021). How women took leadership roles in CA far right extremism. <https://>

sacbee.com/news/california/article255292486.html

- 1 Roar News (2021). Plymouth shooting: The latest of misogynistic terror attacks. <http://roarnews.co.uk/2021/plymouth-shooting-the-latest-of-misogynistic-terrorists-attacks/>

## RESEARCH & TEACHING EXPERIENCE

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### RESEARCH

- 2021 Postdoctoral Research Associate in Center for Technology, Information, and Public Life (CITAP) at University of North Carolina at Chapel Hill working with Dr. Deen Freelon.
- 2020 Presidential Fellow in Transcultural Conflict and Violence Initiative at Georgia State University working with Dr. Dror Walter
- 2019 Research Assistant for Dr. Dror Walter in the Department of Communication, Georgia State University
- 2018 Research Assistant for Dr. Holley Wilkin in the Department of Communication, Georgia State University
- 2017 Research Assistant for Dr. Carrie P. Freeman in the Department of Communication, Georgia State University

### TEACHING

- 2017-2021 Doctoral Teaching Assistant, Department of Communication, Georgia State University
- Instructor of Record for undergraduate communication and journalism courses in both large lecture and standard seminar formats:
    - Visual Communication (JOUR/SCOM 4500), 2020
    - Media Theory (JOUR 4070), 2019
    - Advanced Media Writing (JOUR 3010), 2019
    - Basic News Writing (JOUR 1010), 2018
    - Human Communication (SCOM 1000), 2017-2018
  - Average student evaluation scores of 4.7 out of 5 (PDFs available upon request)
- Adjunct Faculty, Department of Professional Advancement, Mercer University
- Instructor of Record for undergraduate PR Writing course, 2021
  - Underwent extensive three-part training for teaching content online
  - Student evaluations are unavailable due to small class size/response rate
- Guest Lecturer, Department of Communication, Georgia State University
- Graduate Pedagogy class (COMM 8035), 2018-2020
  - PR Campaigns; across 5 sections and 2 instructors (JOUR 4540), 2018
  - PR Writing and Projects (JOUR 3560), 2018

### SERVICE

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## **SERVICE TO PROFESSION**

### **Ad Hoc Reviewer**

Social Media & Society (2022)

Feminist Media Studies (2020)

### **Conference Reviewer**

International Communication Association (2019 - present) in the following divisions:

Feminist Scholarship

Journalism Studies

Visual Communication Studies

National Communication Association (2019-present) in the following divisions:

Activism and Social Justice

Feminist and Gender Studies

Peace and Conflict

Visual Communication (including for annual book award)

### **Leadership**

International Communication Association Feminist Scholarship Division Secretary, term starts May 2022

National Communication Association Visual Communication Division First Vice Chair (2021-present) and Second Vice Chair (2020-2021)

National Communication Association Feminist and Women's Studies Division Graduate Student Representative, 2019-2021

## **INSTITUTIONAL SERVICE**

Georgia State University Diversity, Equity and Inclusion Graduate Rep. (dept. level), 2020-2021

Georgia State University Student Communication Committee member, 2018-2021

## **COMMUNITY-ENGAGEMENT**

North Carolina Local News Lab and Working Group Planning Committee (2021-2022)

Incel monitoring with Collaboratory Against Hate and Anti-Defamation League (2022)

## **OTHER**

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### **ADDITIONAL TRAINING**

2021 Online Course Design & Delivery, Levels 1-3 (Mercer)

2020 Mastering Online Teaching Fundamentals mini-course (GSU)

2019 Safe Zone Training for Gender and Sexual Minorities (GSU)

2017 Green Zone Training for Student Veterans (GSU)

### **PROFESSIONAL AFFILIATIONS**

International Communication Association (ICA), 2018-Present

National Communication Association (NCA), 2018 - Present

Association of Internet Researchers (AoIR), 2022 - Present

American Political Science Association (APSA), 2020-Present

Popular Culture Association (PCA), 2017-2020



Atlanta Press Club, 2005-2015

## SKILLS & SOFTWARE

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### METHODS

Interviews • Digital ethnography • Discourse analysis • Content analysis • Surveys • Topic modeling • Network analysis

### SOFTWARE

Adobe Creative Suite • R • Python • Wordpress • Hyphe

### PROFESSIONAL

AP Style • Research-based communication strategy • Project management

## RELEVANT PROFESSIONAL EXPERIENCE

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2005 - 2017

Journalist and Editor

- Freelance journalist
- Senior editorial team for two monthly magazines
- Editorial Director for magazine-style daily deal website

2010 - 2017

Integrated Marketing Consultant

- Senior team member on interactive marketing and social strategy project for two professional Atlanta sports teams
- Executive team member on 3D-without-glasses campaigns for international spirit brands
- Array of communication strategy, corporate copywriting and editing, interactive marketing, branding and Wordpress web development for media, lifestyle, technology, sports and entertainment companies, as well as advertising agencies, ranging from startup stage to best-in-class national and global competitors.