

Aleesha Joy Rodriguez (they/them)

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QUT Education Precinct
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Aleesha Rodriguez is an experienced researcher in the fields of digital media communication and Science and Technology Studies (STS). They are a Postdoctoral Research Fellow at the Australian Research Council Centre of Excellence for the Digital Child, researching public imaginaries of future digital media technologies. Aleesha completed their PhD at the Digital Media Research Centre (DMRC) at Queensland University of Technology (QUT), and their broad research agenda examines public communication on digital platforms, such as TikTok and Reddit, to explore the ways in which people and technology, mutually and dynamically, shape each other. Aleesha's research has been published in the *International Journal of Communication, Social Media + Society*, and *Media and Communication*.

Qualifications

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| 2022 | Doctor of Philosophy in Digital Media Communication
Digital Media Research Centre, Queensland University of Technology
<i><u>A controversy analysis of Tesla's (big) battery in Australia</u></i> |
| 2016 | Bachelor of Arts (Honours I) Majoring in Sociology.
University of Queensland |
| 2015 | Diploma of Arts Majoring in Sociology.
University of Queensland |
| 2012 | Bachelor of Arts Majoring in History/Ancient History and Studies of Religion. University of Queensland |

Employment History

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| Jan 2022-present | Research Fellow at the Australian Research Council Centre of Excellence for the Digital Child |
| Oct-Dec 2021 | Lecturer & Unit Coordinator, QUT,
CCN108: Social Media Strategy Project (Postgraduate Unit) |
| May-June 2021 | Co-Lecturer, CCN206: Communicating with Bots
(Postgraduate Unit) |
| Feb-Jun-2021 | Lecturer & Unit Coordinator, QUT,
CCB202: Social Media, Self & Society (Undergraduate Unit) |
| Feb-Jun-2020 | Tutor, QUT, CCB202: Social Media, Self & Society
(Undergraduate Unit) |
| Feb-Jun-2019 | Tutor, QUT, CCB202: Social Media, Self and Society
KKB105: Inquiry in Media and Communication
(Undergraduate Units) |
| Mar 2019-Dec 2021 | Research Assistant, Digital Media Research Centre, QUT. |

Projects, Grants, and Awards

DFAT International Relations Grants Program— Australia-Korea Foundation 2022-2023

“Envisioning Digital Technologies of the Future: Creating Speculative Fiction with Australian and Korean Children”— Partner Investigator. Lead by Dr Rebecca Ng. (\$25,000 AUD).

Australian Research Council Centre of Excellence for the Digital Child – Early Career Researcher Exchange Award, 2022

Visiting Scholar at Dublin City University with Professor Margaret Leahy, and Visiting Scholar visit at Sheffield University with Dr Fiona Scott (\$9,900 AUD).

Australian Research Council Centre of Excellence for the Digital Child, 2022—present

“Speculating my digital future: Children, parents, and practitioners (co)creating design fiction— Chief Investigator. Co-lead with Dr Rebecca Ng. (\$14,000 AUD).

Australian Research Council Centre of Excellence for the Digital Child, 2022—present

“Children representing learning with technologies: See me using technology to learn”— Investigator. Lead by Professor Annette Woods. (\$20,000 AUD).

Australian Research Council Centre of Excellence for the Digital Child, 2022—present

“Mapping the Australian Children’s Internet”— Investigator. Lead by Professor Michael Dezuanni.

Australian Government Research Training Program (RTP) Domestic Stipend Scholarship, 2018-2021 (\$111,367 AUD).

Peer-reviewed publications

Matamoros-Fernández, A., **Rodriguez, A.**, & Wikström, P. (2022). Humor That Harms? Examining Racist Audio-Visual Memetic Media on TikTok During Covid-19. *Media and Communication*, 10(2), 180-191. <https://doi.org/10.17645/mac.v10i2.5154>

Graham, T. & **Rodriguez, A.** (2021). The sociomateriality of rating and ranking devices on social media: A case study of Reddit's voting practices. *Social Media + Society*, 7(3), 1-12. <https://doi.org/10.1177/20563051211047667>

Kaye, D.B.V., **Rodriguez, A.**, Langton, K., Wikström, P. (2021). You made this? I made this: Practices of authorship and attribution on TikTok. *International Journal of Communication*, 15, 3195–3215. <https://ijoc.org/index.php/ijoc/article/view/14544>

Book Reviews

Rodriguez, A. (2021). Book Review: How green is your smartphone? *Media International Australia*, 179(1), 150-151. <https://doi.org/10.1177/1329878X211010869>

Conferences

Refereed conference proceedings

Rodriguez, A. (2021). Technological agnosticism and climate change: Platform culture on technology forum Whirlpool. Presented at *AoIR 2021: The 22nd Annual Conference of the Association of Internet Researchers*. Virtual Event: AoIR. Retrieved from <http://spir.aoir.org>.

Rodriguez, A., Kaye, D.B.V., & Wikström, P. (2020). Does anyone know who made this?: Commenting culture on TikTok. Presented at *AoIR 2020: The 21st Annual Conference of the Association of Internet Researchers*. Virtual Event: AoIR. Retrieved from <http://spir.aoir.org>.

Kaye, D.B.V., **Rodriguez, A., & Wikström, P.** (2020). You made this? I made this: Culture of (mis)attribution on TikTok. Presented at *AoIR 2020: The 21st Annual Conference of the Association of Internet Researchers*. Virtual Event: AoIR. Retrieved from <http://spir.aoir.org>.

Foth, M., Light, A., Heitlinger, S., & **Rodriguez, A.** (2018). Methods to study gaps: The ethics of the invisible. At *4S – Society for Social Studies of Science Annual Conference*, 29 August–1 September, Sydney, New South Wales.

Refereed conference presentations (no proceedings)

Rodriguez, A., Kaye, D.B.V. (2022). Recommender relationality. Presented at Algorithmic antagonisms: Towards agnostic dialogues ECREA pre-conference, October 18, Aarhus, Denmark.

Kaye, D.B.V., **Rodriguez, A., Miles, P., Dezuanni, M., & Hourigan, A.** (2021). Teaching with TikTok: A storytelling approach for creative digital pedagogies. Presented at the *Connected Learning Summit*, July 7-30, Virtual event.

Rodriguez, A. (2021). Batteries With(out) Scale. Presented at the *Nordic Science and Technology Studies (NOSTS) conference*, May 20-21, Virtual event & at the Copenhagen Business School, Copenhagen, Denmark.

Rodriguez, A. & Kaye, D.B.V. (2020). Leave a like if I'm on your #FYP: TikTok's (shared) algorithmically curated content. At *Digital Intimacies 6: Connection in Crisis*, 7-9 December, Sydney, New South Wales.

Rodriguez, A. (2019). Do you (dis)trust your battery? Experimental session. Presented at *AoIR 2019: The 20th Annual Conference of the Association of Internet Researchers*, "Trust in the System", 2-5 October 2019, Brisbane, Queensland.

Rodriguez, A. (2018). The Tesla battery and our appetite for energy. At the *New Economy Network Australia 2018 Annual Conference*, "Strengthening the New Economy for the Common Good", 19–21 October 2018, Melbourne, Victoria.

Rodriguez, A. (2017). If crowdfunding is so great, why do environmental project fails?
At The Australian Sociological Association Annual Conference, 27–30 November 2017, The University of Western Australia, Perth, Western Australia.

Press

Quoted	<i>Could I survive a blackout? My day without power</i> , by Chris Stokel-Walker (10 October 2022).
Interviewed Author	Drive with Steve Austin, ABC Brisbane (7 October 2022) <i>Not just a joke: we scoured TikTok for anti-Asian humour during the pandemic, and found too many disappointing memes</i> , The Conversation (30 September 2022)
Interviewed Author	<i>Weekend Evenings with Christine Anu</i> , ABC Radio National (9 July 2022)
Author	<i>Relax, it's just a ringlight for kids. Toys like the 'vlogger set' prepare them for a digital world</i> , The Conversation (24 June 2022)
Interviewed	ABC Brisbane with Kate O'Toole, Sunday Mornings, 26 April 2020 [Radio]. Talk: TikTok use during COVID-19
Featured	<i>QUT's Master of Digital Communication advertisement</i> (21 May 2019)
Author	<i>Happy birthday SA's big battery and many happy returns of your recyclable parts</i> , in The Conversation (30 November 2018).

Achievements

2021	Grant winner (\$50,000) at the <i>ClimateLaunchpad Australian National Final for start-up Whirl</i> . Awarded thanks to the Australian Red Cross initiative Humanitech and the Telstra Foundation.
2020	Finalist and Special Mention , <i>QUT's 3MT Finals</i> .
2017	Fellow & Scholarship recipient — <i>The UnSchool</i> of Disruptive Design Emerging Leaders Fellowship, San Francisco
2017	John Western Sociology Prize —The University of Queensland Awarded with the highest result in the honours thesis and coursework component.
2016	Winner of the Honours <i>3MT</i> competition and selected as the People's Choice—The University of Queensland
2008	Winner —Queensland Young Volunteer awards.

Invited talks, panels, & workshops

Facilitator	Authentic Relating at the Digital Child Annual Meeting (August 2022)
Facilitator	Storytelling with TikTok, a workshop with 150 year 7 students (February 2021).
Moderator	<i>TikTok & Youth Cultures in the Age of COVID-19</i> —Online (March 2021).
Speaker Panellist	<i>Australian Media Literacy Research Symposium</i> (April 2021). The <i>Australian Teachers of Media (ATOM) Queensland</i> —Virtual Conference (October 2020).
Guest lecturer	CCB303 <i>Digital Media Projects</i> , QUT. Talk title: Methods to study misattribution on TikTok. (August 2020 & 2021).

Speaker *Intellectual Property and Sustainable Development Symposium*, 6 September, QUT. Talk title: The Tesla battery: Energy justice or just business as usual? (September 2018).

Speaker TEDxQUT: Innovate, Activate, Motivate Brisbane, Queensland (26 October 2019). Talk title: [*The energy solution – it’s in your hands!*](#)

Training

July 2021 **Mental Health First Aid Training**
March 2019 **Teaching Advantage Program**
by QUT Academy of Learning and Teaching

Service

Feb 2022-present **Committee Member**—Skills , Mentoring and Research Training (SMART) Portfolio, Australian Research Council Centre of Excellence for the Digital Child.

August 2022 Co-convenor of inaugural Digital Child SMARTer Days, a two-day skills and mentoring conference for Digital Child HDRs and ECRs.

Oct 2020-present **APAC Founding Member**—[TikTok Cultures Research Network](#).

Oct 2020-
Jan 2022 **Head of Market Research and Customer Experience**—**Whirl**
Whirl is a female-founded digital platform that empowers customers to build confidence in new clean technologies (starting with electric cars and their chargers). Whirl is building a peer network to help customers navigate the complex learning and purchasing processes without sales pressure. We provide learning materials, chat sessions with real-world EV owners, and EV test-drives in local communities.

Mar 2021 **Ambassador**—Deputy Vice Chancellor of Research (DVCR) Graduate Research, QUT.
An honorary role which entails connecting High School students with a richer and contemporary understanding of research and career pathways.

Jun 2020-
Feb 2021 **Founder and President** of the first, *Creative Industries Higher Degree Research Society*, at QUT.
Through peer-support and peer-leadership the CI HDR Society provides the “social glue” that cultivates connection between and support for Higher Degree by Research students associated with the Schools of Communication, Creative Practice, and Design, at QUT.

Mar 2019-
Dec 2020 **Postgraduate Representative** on the Academic Board for the Creative Industries Faculty, QUT.

Jul 2017-
Sep 2019 **Schools Mentor**—Australian Youth Climate Coalition (AYCC)
As a Schools Mentor part of AYCC's *Switched on Schools* and *Repower Campaign*, I designed and facilitated workshops with high schools in South-East Queensland—teaching them about climate

justice and empowering them with the tools to create youth lead campaigns in their local school communities.

Peer reviewer

Journals

- Journal of Sociology
- Media Culture Journal

Conferences

- Association of Internet Researchers (AoIR)
- The Australia Sociological Association

Research Software and Digital Tools Experience

Digital data collection tools

- University of Amsterdam Digital Methods Institute tools:
 - [YouTube Data tools](#)
- NVivo web scraper
- [Internet Archive's Wayback Machine](#)
- [DataMiner](#)
- [Crowdtangle](#)

Data analysis software

1. Quantitative analysis
 - Tableau – big data cleaning, sorting, and analysis
 - Excel
 - R Studio
 - [Cognito Forms](#)
2. Qualitative analysis
 - NVivo
3. Social network analysis
 - [Gephi](#)
4. Data visualisation
 - [Kumu](#)
 - [RawGraphs](#)