

March 2015

**CURRICULUM VITAE**

**ANDREW G. MCKINNEY**

**Ph.D. Candidate**

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**EDUCATION**

<b>Ph.D</b>	Sociology, Graduate Center City University of New York, Spring 2017 (expected)
<b>M.S.</b>	Social Research, Hunter College, 2011
<b>B.A.</b>	Creative Writing, Hampshire College, 2001

**FELLOWSHIPS**

<b>Digital Fellow</b>	Faculty liaison in the New Media Lab facilitating digital projects and research by Graduate Center affiliated faculty; running digital skills workshops for CUNY graduate students, faculty, and staff; coordinating Provost's Digital Innovation Grantees; assisting other Digital Fellows with website projects for programs and initiatives based at the Graduate Center; assisting students in the Digital Praxis course. Fall 2012-present
<b>CUNY Writing Fellow</b>	Assisted Kingsborough Community College faculty members in developing and piloting Writing Intensive courses,

developed and administered Wordpress based online Writing Across the Curriculum (WAC) tutorial for WAC certification process, developed and administered Wordpress based network of faculty blogs for online WAC certification process, developed and administered Wordpress blog for Kingsborough Community College Writing Fellows, performed writing tutor duties for students in Writing Intensive courses. Fall 2011-Spring 2012.

**Graduate Teaching Fellow**

Introduction to Sociology, Baruch College. Fall 2009-Spring 2011; Sociological Analysis (Capstone), Baruch College, Fall 2010; Social Communication, Baruch College, Spring 2011

**INSTRUCTIONAL TECHNOLOGY EXPERIENCE**

**OpenLab Community Facilitator**

Building community around the OpenLab, a Wordpress and Buddypress pedagogical and social media platform, at New York City College of Technology; facilitating faculty, staff, and student workshops; facilitating large faculty gatherings for the Living Lab Title V grant that the OpenLab is a part of; software testing for new releases of the OpenLab; supervised a small team of student Community Builders to help increase student involvement in the OpenLab; email support. 2012-present

**TEACHING AND RESEARCH EXPERIENCE**

**Adjunct Lecturer**

Crime and Justice, Baruch College, Summer 2011, Summer 2012; Sociology of the Family, Baruch College, Summer 2011; Introduction to Sociology, Baruch College, Summer 2012

**Researcher/IT Support**

Researched historical shifts in the demographics of the Corona neighborhood in Queens, digitized books and articles, general IT support for Dr. Patricia Clough. 2010-2011

**Researcher**

Gathered articles and statistics on prisoner education and reentry programs for Dr. Lynn Chancer. 2009 – 2010.

**Researcher**

Discourse analysis of *The New York Times*, *Psychology Today*, *Time*, and *USA Today* reporting on scientific technology for Dr. Stuart Ewen. 2008 – 2009.

**Interviewer/Researcher**

Interviewed participants in the urban agriculture movement and researched demographics of neighborhoods of New York City neighborhoods producing food in community gardens for Dr. Sharon Zukin, Conducted research into New York City policy on outdoor advertising. 2008-2009.

**NON-PEER REVIEWED PUBLICATIONS**

**Participations: Journal of Audience and Reception Studies**

“Affective hyper-consumption and immaterial labors of love: Theorizing sport fandom in the age of new media” Co-authored with Damion Sturm

## **CONFERENCES AND PRESENTATIONS**

**Eastern Sociological Society  
#DigitalSociology Mini-Conference,  
February 2015**

“Cookie Cutter Takes’: Extracting Value from Exuberance in Desperation at Bleacher Report” Paper Presentatio

**Digital Labor: Sweatshops, Picket Lines, Barricades, November 2014**

“The Labor of Disruption” Paper Presentation

**Cultural Studies Association Annual Conference, May 2014**

“Of Real and Formal Disruption: A Preliminary Genealogy of Disruption Theory” Paper Presentation

**North American Society for the Sociology of Sport Conference, November 2013**

“The Most Valuable Fans in the World: BleacherReport.com and the Fan Production of Value” Paper Presentation

**Left Forum, June 2013**

“Content Management Systems, Value, and the Interface as a Site of Production” Paper Presentation

**Cultural Studies Association Annual Conference, May 2013**

“The Top 5 Ways to Make Money Off of Fans: Turning Passionate Sentiment into Value on the Internet” Paper Presentation

**North American Society for the Sociology of Sport Conference, November 2012**

“The Time of Fandom: Sports Fans, New Media, and Immaterial Labor” Paper Presentation

**Cultural Studies Association Annual Conference, March 2012**

“Fanatical Fantasy Sports Fans: Contemporary Sport Fandom and Enthusiasm for the Abstract” Paper Presentation

**North American Society for the Sociology of Sport Annual Conference, November 2011**

“This is Not Life: Instant Replay, Biopolitics, and the Attention Theory of Value” Paper Presentation

**International Association for the Philosophy of Sport Conference,**

“This Is Not Live! Instant Replay as an Exploited Expansion of Experience” Paper

**September 2011**

Presentation

**Cultural Studies Association Annual Conference, March 2011**

“Neurolaw Optimism: Expertise, Biopolitics, Biomedicine and the Brain As Neoliberal Milieu” Paper presentation

**Technology and Subjectivity Colloquium Series, CUNY Graduate Center, February 2011**

“Social Media and Politics” Student Respondent

**UNIVERSITY AND DEPARTMENTAL SERVICE**

**Graduate Council**

Sociology Ph.D. Department student representative, City University of New York Graduate Center, 2009-2012

**PRIMARY RESEARCH INTERESTS**

Sociology of Technology, Sociology of the Internet, Sociology of Sport, Sociology of Labor, Social of the Media, Critical Social Theory, Political Economy

**TECHNICAL SKILLS**

SPSS, HTML, CSS, Wordpress, BuddyPress, Mallet, Gephi,

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## REFERENCES

### **Matthew Gold**

Associate Professor of English and the  
Digital Humanities, Advisor to the Provost  
for Digital Initiatives  
CUNY Graduate Center  
212-817-8481  
[mattgold@gmail.com](mailto:mattgold@gmail.com)

### **Jody R. Rosen**

Assistant Professor of English, Co-Director  
of the OpenLab  
New York City College of Technology  
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### **William Kornblum**

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