

Zachary James McDowell

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Research Fellow, Wiki Education Foundation
Research Fellow, National Center for Digital Government*

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EDUCATION

University of Massachusetts, Amherst

Ph.D. Communication (May 2016)

Dissertation: Mashup Archaeology: A Case Study in the Role of Digital Technology in Cultural Production

Committee: Briankle Chang (UMass), Jarice Hanson (UMass), James Miller (Hampshire)

Specialties: Collaboration; Peer Production; Digital Sharing; Interface and Architecture Analysis; Cultural Studies; Software Studies; Media Law & Policy

Arizona State University

M.A. Communication (2008)

Thesis: Variations on a Theme: Prophetic Advocacy as Turning-in while Sharing-out

B.S. / Honors Communication, Minor in Public Relations (2003) Magna Cum Laude

Thesis: The Decline from the Community to the Individual: The Consequences of Tourismisation in Thailand

RESEARCH

Methods *Ethnographic Field Studies; Focus Groups and Interviews; Surveys; Participatory Design; Systems, Textual, & Frequency Analysis*

Collaborative Institutional Training Initiative (CITI) certified for Social and Behavioral Research Investigators and Key Personnel

Funded Research Projects

"Student Learning with Wikipedia Based Assignments: Triangulating Outcomes and Attitudes." FA16-SP17.

White paper on research at:

https://commons.wikimedia.org/wiki/File:Student_Learning_Outcomes_using_Wikipedia-based_Assignments_Fall_2016_Research_Report.pdf

Publications Under Review

McDowell, Z.J., and Chang, B., (eds.) *Futures of Communication*, Michigan: University of Michigan Press, (under review).

McDowell, Z.J. "Rethinking Subjectivities within a second-order cybernetics," in *Futures of Communication*, McDowell, Z.J., and Chang, B., (eds.). Michigan: University of Michigan Press, (under review).

Articles in Peer Reviewed Journals

McDowell, Z.J., “Disrupting Academic Publishing: Questions of Access in a Digital Environment.” [*The \(Disrupted\) Journal of Media Practices*](#). (TBD).

McDowell, Z.J. and Gunkel, D. (2016) “Introduction: Machine Communication.” *communication +1*. September. 5, 1-5.

McDowell, Z.J., and Soha, M. (2016). “Monetizing a Meme: YouTube, ContentID & the Harlem Shake.” *Social Media + Society*. January-March, 1-12.

McDowell, Z.J. (2010). “Nerd Play: Puzzle Hunting as Participatory Knowledge Creation.” *International Journal of Sport and Society*. 1, 17-26.

Kassing, J. W., & McDowell, Z. J. (2008). “Disagreeing about what’s fair: Exploring the relationship between perceptions of justice and employee dissent.” *Communication Research Reports*, 25, 1-10

Chapter in Book

McDowell, Z.J. (2012) “Postcards from the Other Side: Interactive Revelation in Post-Apocalyptic Video Games” *Dungeons, Dragons, and Digital Denizens: Digital Role-playing Games*, Joshua Call et al. (eds.) New York: Continuum. 174-193.

Book Reviews

Review: “The Machine Question: Critical Perspectives on AI, Robots, and Ethics.” MIT Press, 2012. *New Media and Society* September 2014; 16:6.

Review: [“The Road To Big Brother: One Man’s Struggle against the Surveillance Society.”](#) Encounter Books, 2009. *Surveillance & Society* 8(10):101-102.

Refereed Conference Presentations

McDowell, Z and Reagle, J. “Evidence-Based Pedagogy: Students Write Wikipedia.” New Media Consortium. Cambridge, MA. June 15, 2017.

“Says Who? Authority Issues When Publishing Collaborative Digital Scholarship.” Panel Respondent. American Association of University Presses. Austin, TX. June 12, 2017.

“Wanting to make a difference: Students’ contribution to Wikipedia as educational motivator” Creative Commons Global Summit. Toronto, ON, Canada. April 28. 2017.

“Teaching with Wikipedia: Research, Practice, Pedagogy” SoTL Commons. Savannah, GA, March 31, 2017.

“Author Meets Critics: David J. Gunkel’s Ethics of Remix.” Respondent. National Communication Association. Philadelphia PA, November 2016.

“Turning us into pirates: Mashups, Digital Sharing, and Second Order Cybernetics.” Cultural Studies Association. Villanova University, Philadelphia, PA. June 2016.

“Teaching with Wikipedia.” WikiConference USA. National Archives, Washington D.C. October 2015

“Monetizing a Meme: YouTube, ContentID, & the Harlem Shake.” IAMCR, Montreal QC. July 2015.

“YouTube is (not) our Dance Hall: ContentID, Coercion and The Harlem Shake.” #Screentime Conference, Boston University, Boston, MA. June 2015.

“Mixing up a revolution: The role of sharing and recombination in digital cultural production.” Cultural Studies Association, Chicago, IL. May 2013.

“Teaching with Wikipedia: Building an On-line COMMUNITY of Scholars”. National Communication Association, Orlando FL. November 2013.

“Postal Mediation and Apocalyptic Game Studies.” Pioneer Valley Game Studies Colloquium. Amherst, MA. November 2012.

“Rethinking the Film Auteur: A Media Archaeology of Remix Film.” Society for Cinema and Media Studies, Boston, MA. March 2012.

“Postcards from the Other Side: Interactive Revelation in Post-Apocalyptic Video Games.” National Communication Association, New Orleans, LA. November 2011.

“The Signature of the Pirate: Remixing Culture.” Cultural Studies Association Conference, Chicago, IL. March 2011.

“The Secret of Everyday Technology.” National Communication Association, San Francisco. November 2010.

[“Archival Specters: The Peril of Being in the Face of the Digital Self.”](#) The Archive and Everyday Life Conference, Hamilton, ON. May 2010.

“Nerd Play: Puzzle Hunting as Participatory Knowledge Creation.” Sport and Society Conference. March 2010.

“The Passion of the Geist: Archival Specters of Promise and Peril.” Passions: Promises & Perils, University of Massachusetts, Amherst. October 2009.

“Keyword “Play”: Taking Computer Games and Game Play Seriously.” Chair and Respondent. International Communication Association, Chicago, IL. May 2009.

Kassing, J. W., & McDowell, Z. “Disagreeing about What’s Fair: Exploring the Relationship between Perceptions of Justice and Employee Dissent.” National Communication Association, Chicago, IL. November 2007.

Invited Talks

“Learning (more than) science with Wikipedia based projects” Hampshire College. January 27, 2017.

“Increasing Student Learning Outcomes with Wikipedia Projects” Hampshire College. November 16, 2016.

“Enhancing Students’ Engagement in Technologically-Mediated Educational Contexts” TIGTAC 2016: Communication Education and/as Social Justice. August 6, 2016 Orono, ME.

Facilitator and Panelist, TIGTAC 2016: Communication Education and/as Social Justice. August 5, 2016 Orono, ME.

“Mashup Archaeology: A case study in the role of digital technology in cultural production.” Ithaca College. November 30, 2015.

“Collective intelligence, epistemology, and systemic biases... or ‘Why you should be editing Wikipedia.’” Northern Kentucky University. April 25, 2013.

“Importance of information design in achieving learning goals.” University of Massachusetts, Amherst. March 6, 2013.

“New Media and Media Archaeology.” Hampshire College. October 25, 2012.

“Media Archaeology and Media Historiography.” University of Massachusetts Amherst. October 24, 2012.

“Mashup Archaeology.” Spring Colloquium Series for the Department of Communication at the University of Massachusetts Amherst. April 4, 2012.

“Mediatization and Media Archaeology.” Hampshire College. February 22, 2012.

“Mashups as Metaphor for Cultural Production.” University of Massachusetts Amherst. March 3, 2011.

Online Academic Writing

McDowell, Z. and Medden, S. “Where’s our Market Speculation Tax Write-Off?” Huffingtonpost.com, October 6, 2016.

(<http://www.huffingtonpost.com/entry/57f408a1e4b0b7215072c841>)

McDowell, Z. “Evaluating Student Learning Through Wikipedia.” WikiEdu.org. August 29, 2016. (<https://wikiedu.org/blog/2016/08/29/evaluating-student-learning-through-wikipedia/>)

McDowell, Z. “Teaching (More than Just) Writing with Wikipedia.” WikiEdu.org. November 2, 2015. (<https://wikiedu.org/blog/2015/11/02/teaching-more-than-just-writing-with-wikipedia/>)

McDowell, Z. and Soha, M. “Monetizing a Meme: A Case Study on The Harlem Shake.” Culture Digitally. October 24, 2014. (<http://culturedigitally.org/2014/10/monetizing-a-meme-a-case-study-on-the-harlem-shake/>)

Boulton, C. and McDowell, Z. “Fighting for Fair Use and Author Rights + The Open Access Alternative.” Culture Digitally. February 20, 2012. (<http://culturedigitally.org/2012/02/fair-use-open-access/>)

McDowell, Z. “The Next Step in Open Access Publishing.” Culture Digitally. March 9, 2012. (<http://culturedigitally.org/2012/03/the-next-step-in-open-access-publishing/>)

Editorial Experience

McDowell, Z.J. and Gunkel, D. (2016) “Introduction: Machine Communication.” *communication +1*. September. Volume 5.

“Machine Communication,” volume 5 of *communication +1*, September 2016.

“Communication and New Materialism,” volume 2 of *communication +1*. 2013.

“Futures of Communication,” volume 1 of *communication +1*. 2012.

Founder and Managing Editor, *communication +1*, communicationplusone.org. 2011-Present.

GRANT EXPERIENCE

Five College grant to develop Open Courseware Flipped GIS Classroom 2015-16

Microsoft Impact Grant to implement learning technologies 2010

Co-PI / Author for Medium and Large NSF grant proposals for FLOSS and OA peer knowledge production 2013 / 2014

Five College Women Studies Research Center grant to develop *Gender and Bread: Embodied Gender Online*. 2012

PROFESSIONAL SERVICE

Peer reviewer for *New Media and Society*, *Philosophy and Technology*, *First Mondays*, and *International Journal of Sport and Society*

TEACHING

Developed and Taught as Instructor of Record

Public Policy Research Methods (Graduate Level)

Introduction to Media and Culture

Intro to Media and Communication

Public Speaking

Experiential Reflections on Technology (Online and Blended)

Experiential Reflections on Public Policy (Online)

Writing as Communication / Writing with Wikipedia

Lecturer and Course Development as Teaching Assistant

Introduction to Semiotics

Race, Gender, and the Sitcom

Horror and Public Culture

Film History I

Media and Communication

Critical Folklore Studies

Community Service with Web-Based GIST

AWARDS AND HONORS

Wiki Education Foundation Teaching Fellow

Nominations for Distinguished Teaching Award 2011, 2012, 2013, 2016

Teaching Commendations Fall 2011, Spring 2009, Fall 2009

CURRENT AND PAST PROFESSIONAL MEMBERSHIPS

International Communication Association

National Communication Association

Cultural Studies Association

International Association of Media and Communication Research

Society for Cinema and Media Studies

Association of Internet Researchers

ACADEMIC AND RESEARCH EXPERIENCE**Wiki Education Foundation***Research Fellow*

06/16-Present

- Hybrid / mixed method research on learning and collaboration
- Nine-month long study including 200+ courses, 5000+ students.
- Surveys, assessments, focus groups, and server data analysis

National Center for Digital Government*Postdoctoral Research Fellow*

05/16-Present

- Grant writing and preparation
- Applied research on bridging digital divides using Outernet and SMS for requests and distributions of information to remote community schools, libraries, and clinics.

University of Massachusetts, Amherst – University Without Walls*Visiting Instructor*

08/12-Present

National Center for Digital Government*Doctoral Research Fellow*

08/12-05/16

- Assisted in NSF grant writing and preparation
- Designed and assisted in interdisciplinary courses

University of Massachusetts Amherst - Instructional Media Lab*Instructional Design Consultant*

08/09-08/13

- Instructional design and training for faculty and instructors
- Social media classroom implementation
- Course management software instructional design
- Implemented new open access platform and policy changes
- Teaching screencasting and video production, web design, presentation design

University of Massachusetts Amherst – Department of Communication*Graduate Student Instructor and Teaching Assistant*

08/08-05/16

TECHNICAL SKILLS

Experience with SQL, SPSS, Python, Javascript, Postgres, GIS mapping, web and print design (Adobe Creative Suite, Drupal, Wordpress, HTML), presentation design, project management, video / sound production and editing

PROFESSIONAL EXPERIENCE**Reinhardt Associates, Agawam, MA***Market Research and Communication Consultant*

03/08-06/09

- Website Development, Proposal and Presentation Development
- Strategic business planning and Marketing Management

Tecton Architects, Hartford CT*Marketing Director*

05/07-12/07

- Managing team of marketing professionals to produce marketing collateral
- Proposal and presentation writing and strategic business development

NTD Architecture, Phoenix, AZ*Marketing Manager*

04/06-05/07

- Responsible for strategic planning, prospect identification, and client relations.

- Developed, identified, tracked, and strategized new project/client leads.
- Communications, advertising, and public relations planning and implementation.

Gilbane Building Company, Phoenix, AZ

Sr. Business Development Coordinator

04/03-1/06

- Managed team of marketing professionals to produce marketing collateral
- Proposal and presentation writing and strategic business development
- Improving marketing digital asset management and marketing database

Previous Experience as Editor and Creative Director of a Dive Magazine, Public Relations work for utility company, Radio Host and Show Producer, Recording Studio Assistant, and Concert Promotion (additional details upon request)

REFERENCES

Briankle G. Chang
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