

Joshua A. Braun // Curriculum Vitae

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Employment and Affiliations

Academic Rank

Associate Professor, Journalism Department
Graduate Faculty

Education

2006–2011 Cornell University // Ithaca, NY

Ph.D. Communication, emphasis in technology and media

Dissertation: “Electronic Components and Human Interventions: Distributing Television News Online”

M.S. Communication, emphasis in technology and media

Thesis: “Rehashing the Gate: News Values, Non-News Spaces, and the Future of Gate-keeping”

2004–2005 University of Pennsylvania // Philadelphia, PA

MBE (Master of Bioethics)

Thesis: “The Imperatives of Narrative: Health Interest Groups and Morality in Network News”

1999–2003 UC Santa Barbara // Santa Barbara, CA

B.S. Sciences in the Media (Individual Studies)

Commencement with Distinction, Academic Excellence and with Honors

Positions and Employment

2018–Present UMass Amherst // Amherst, MA

Associate Professor of Journalism
Journalism Department

2015–2018 UMass Amherst // Amherst, MA

Assistant Professor of Journalism
Journalism Department

2011–2015 Quinnipiac University // Hamden, CT

Assistant Professor of Interactive Media
Department of Film, Video and Interactive Media¹

Professional Organizations

Current

International Communication Association (Lifetime Member)

Recent

American Sociological Association
National Communication Association
Association for Education in Journalism and Mass Communication
Association of Internet Researchers

Honors and Awards

Digital Journalism

Finalist, Article of the Year Award (With Co-Author Jess Eklund) // 2020
Nomination for “Fake News, Real Money”

University of Massachusetts Amherst

Finalist, Distinguished Teaching Award // 2018–2019

Yale Law School Information Society Project

Affiliated Fellow // 2015–Present
Visiting Fellow // 2014–2015

National Academy of Sciences

Christine Mirzayan Science and Technology Policy Fellow // 2007

¹Now the Department of Film, Television and Media Arts.

International Communication Association

Outstanding Teaching by a Graduate Student Award² // 2008

Cornell University

Anson E. Rowe Award // 2011

Inaugural Kenneth J. Bissett Memorial Teaching Assistant Fellow // 2010

Outstanding Graduate Teaching Assistant Award // 2009–2010

Research and Scholarship

Publications

† Indicates a peer-reviewed publication.

‡ Indicates an invited publication.

Books

Braun, J.A. (under contract). *Media distribution and the lives of publics*. Cambridge, MA: MIT Press.†

Braun, J.A. (2015). *This program is brought to you by...: Distributing television news online*. New Haven: Yale University Press. [[Link](#)]†

Journal Articles

West, E., Braun, J. A., and Ferraz, C. P. (2021). Sleeping Giants and indirect boycotts against the far right in United States of America. *Aurora.*, 14(40), 28–47. [[PDF](#)]‡

Braun, J.A., Coakley, J.D., and West, E. (2019). Activism, advertising, and far-right media: The case of Sleeping Giants. *Media and Communication*, 7(4). [[PDF](#)]†

Braun, J.A. and Eklund, J.L. (2019). Fake news, real money: Ad tech platforms, profit-driven hoaxes, and the business of journalism. *Digital Journalism*, 7(1), 1–21. [[PDF](#)]†

Kokas, A., Tryon, C., Gusterson, H., and Braun, J.A. (Organizer). (2016). “Freedom Edition”: Considering Sony Pictures and ‘The Interview.’ *Journal of Broadcasting & Electronic Media*. [[PDF](#)]‡

Braun, J.A. (2015). Social media and distribution studies. *Social Media & Society*, 1(1). [[PDF](#)]‡

Braun, J.A. (2015). News programs: Designing MSNBC.com’s online interfaces. *Journalism*, 16(1), 27–43. [[PDF](#)]†

Braun, J.A. (2013). Going over the top: Online television distribution as sociotechnical system. *Communication, Culture & Critique* 6(3), 432–458. [[PDF](#)]†

Braun, J.A. & Niederdeppe, J. (2012). Disruption and identity maintenance in risk information seeking and processing. *Communication Theory* 22(2), 138–162. [[PDF](#)]†

Braun, J.A. & Gillespie, T. (2011). Hosting the public discourse, hosting the public: When online news and social media converge. *Journalism Practice*, 5(4), 383–398. [[PDF](#)]†

Braun, J.A. (2007). The imperatives of narrative: Health interest groups and morality in network news. *American Journal of Bioethics*, 7(8), 6–14. [[PDF](#)]†

²Awarded on the recommendation of the Cornell Communication faculty.

Braun, J.A. (2007). A response to commentators on “The Imperatives of Narrative: Health Interest Groups and Morality in Network News.” *American Journal of Bioethics*, 7(8), W1–W2. [\[PDF\]](#)‡

Book Chapters

Braun, J.A. (forthcoming). Normal accidents in the digital age: How programmatic advertising became a disaster. In P. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (2nd Ed.). New York: Routledge‡

Braun, J.A. (2021). Points of origin: Asking questions in distribution research. In P. McDonald, C. Brannon Donoghue & T. Havens (Eds.), *Media Distribution in the Digital Age*. NYU Press. [\[PDF\]](#)‡

Braun, J.A. (2014). Transparent intermediaries: Building the infrastructures of connected viewing. In J. Holt & K. Sanson (Eds.), *Connected Viewing: Selling, Streaming & Sharing Media in the Digital Era* (pp. 124–143). New York: Routledge. [\[PDF\]](#)‡

Encyclopedia Articles

Braun, J.A. (2022). Materiality. In G. Borchard (Ed.), *SAGE Encyclopedia of Journalism* (2nd ed.). Thousand Oaks, CA: SAGE Publishing. [\[PDF\]](#)‡

Zamith, R. and Braun, J.A. (2019). Technology and journalism. In T.P. Vos, F. Hanusch, M. Geertsema-Sligh, A. Sehl & D. Dimitrakopoulou (Eds.), *International Encyclopedia of Journalism Studies*. Hoboken, NJ: Wiley. [\[PDF\]](#)‡

Braun, J.A. (2019). News distribution. In J. F. Nussbaum (Ed.), *Oxford Research Encyclopedia of Communication*. New York: Oxford University Press. [\[PDF\]](#)† ‡

Braun, J.A. (2017). The disruption information seeking and processing model. In J. F. Nussbaum (Ed.), *Oxford Research Encyclopedia of Communication*. New York: Oxford University Press. [\[PDF\]](#)† ‡

Braun, J.A. (2010). News values. In R.K. Nielsen, B. Peters, & C.W. Anderson (Eds.), *International Collaborative Dictionary of Communication*. New York: Social Science Research Council. [\[PDF\]](#)† ‡

Book Reviews

Braun, J.A. (2022). Book Review: Paul S. Hirsch, *Pulp Empire: The Secret History of Comic Book Imperialism*. *International Journal of Communication*, 16(2022), 1358–1361. [\[PDF\]](#)

Braun, J.A. (2020). Book Review: Ben Peters, *How Not to Network a Nation: The Uneasy History of the Soviet Internet*. *Journal of Broadcasting & Electronic Media*, 64(2), 365–367. [\[PDF\]](#)

Braun, J.A. (2015). Book Review: Rena Bivens, *Digital currents: How technology and the public are shaping TV news*. *Journalism*, 16(3), 447–448. [\[PDF\]](#)‡

Braun, J.A. (2008). Book Review: Mark Deuze, *Media Work*. *New Media & Society*, 10(6), 957–959. [\[PDF\]](#)‡

Academic Blog Posts (Selected)

Braun, J.A. (July 2, 2019). How the adtech market incentivizes profit-driven disinformation. *Pro-market: The blog of the Stigler Center at the University of Chicago Booth School of Business*. [\[Link\]](#)‡

Braun, J.A. (2019, February 22). The devil in the details. *Flow*, 25. [\[Link\]](#)‡

Braun, J.A. (2018, November 27). Mass reach after mass media. *Flow*, 25. [\[Link\]](#)‡

Documentaries

Braun, J.A. (Producer/Director/Writer). (2004). *In vitro fertilization: The children's show* [Educational Film]. Derry, NH: Chip Taylor Communications. [[Link](#)]

Research Presentations

Invited Presentations

Braun, J.A. (November 21, 2019). Behavioral targeting and profit-driven disinformation. Research presentation given to the Yale Law School Information Society Project at Yale University in New Haven, CT.

Braun, J.A. (April 11, 2018). “Fake news” and the automation of fraud in the attention economy. Four@Four research presentation given to the College of Social and Behavioral Sciences at the University of Massachusetts Amherst.

Braun, J.A. (April 6, 2018). Who sponsors “fake news?” Programmatic advertising and political hoaxes. Research presentation given to the Computational Social Sciences Institute at the University of Massachusetts Amherst.

Braun, J.A. and Eklund, J. (October 23, 2017). The ad tech industry and the monetization of hoax news. Research presentation given to the media manipulation research team at the Data & Society Institute in New York.

Braun, J.A. (April 21, 2017). Not quite ready for prime time: The information superhighway and television news’ long road to convergence. Presentation given at the Streaming, Binge-Watching & Second Screening conference hosted by Boston University’s Emerging Media Studies program.

Braun, J.A. (February 23, 2016). This program is brought to you by...: Distributing television news online. Book talk given in the Journalism Department at the University of Massachusetts Amherst.

Braun, J.A. (October 25, 2011). Rehashing the gate: Thinking about news values in non-news spaces. Work presented at an invitational workshop on news values at the University of Haifa, Israel.

Braun, J.A. (November 24, 2009). Giving the people what they want: Reflections on WikiCandidate, a crowdsourced campaign for the Presidency. Work presented at the Roundtable on Technology and Democracy at the Columbia Graduate School of Journalism in New York. [[Link](#)]

Conference Presentations

Braun, J.A. (May 2022). Thirty ways distribution matters. Abstract presented at the Annual International Communication Association Conference in Paris.

Braun, J.A. (May 2022). Normal accidents in the digital age: How programmatic advertising became a disaster. Paper presented at the Annual International Communication Association Conference in Paris.

Braun, J.A. (March 10, 2022). Disasters, Disinformation, and Digital Advertising: Normal Accidents in the Digital Age. Paper presented at the True Costs of Misinformation Workshop at Harvard University (Online due to COVID-19).

Braun, J.A. and Eklund, J.L. (May 2021). The ad tech industry’s relationship to automated fraudulent traffic. Abstract presented at the Annual International Communication Association Conference (Online due to COVID-19).

Braun, J.A. (May 29, 2019). Data collection, behavioral targeting, and destructive competition in the news industry. Panel presentation given at the Annual International Communication Association Conference in Washington, D.C.

- Braun, J.A. and Coakley, J.D. (May 17, 2019). Ad-tech activism: “Hyper-partisan news,” digital advertising boycotts, and changing relationships between brands, activists, and publishers. Panel presentation given at the Media in Transition 10 conference in Cambridge, MA.
- Braun, J.A. and Eklund, J.L. (February 15, 2018). Fake news, real incentives: The ad tech industry and structural conditions behind shifting epistemologies of news. Panel presentation given at the Truth, Facts, and Fake online workshop hosted by the University of Gothenburg.
- Braun, J.A. (May 25, 2017). New directions in distribution research. Panel presentation given at the Annual International Communication Association Conference in San Diego.
- Braun, J.A. and Eklund, J.L. (April 24, 2017). Ad tech firms and the monetization of ‘fake news.’ Abstract and poster presented at the Journalism and the Search for Truth international conference hosted by Boston University’s Emerging Media Studies program.
- Braun, J.A. (May 24, 2015). All together now: The many facets of digital distribution infrastructures. Panel presentation given at the Annual International Communication Association Conference in San Juan, Puerto Rico.
- Braun, J.A. (May 22, 2015). Toward a field of “distribution studies” : Considering the role of media distribution in society and scholarship. Panel given at the Annual International Communication Association Conference in San Juan, Puerto Rico.
- Braun, J.A. (August 7, 2014). On distribution platforms: Studying and thinking about news distribution in the “digital age.” Panel presentation given at the Annual Association for Education in Journalism and Mass Communication Conference in Montréal.
- Braun, J.A. (May 24, 2014). Transparent intermediaries and visible audiences. Panel presentation given at the Annual International Communication Association Conference in Seattle.
- Braun, J.A. (May 22, 2014). The traces on the map: Heterogeneous engineering and the path of content. Paper presented at the Annual International Communication Association Conference in Seattle.
- Braun, J.A. (April 18, 2014). “‘Bypassing the Web:’ Shell Users and Alternative Experiences of the Internet.” Abstract presented at “Innovation & Its Contestants,” a conference hosted by McGill University in Montréal.
- Braun, J.A. (June 19, 2013). Over the top: Structure and agency in television distribution. Paper presented at the Annual International Communication Association Conference in London.
- Braun, J.A. (June 17, 2013). A fuller spectrum: Hidden heterogeneities in MSNBC.com’s online interfaces. Paper presented at the Annual International Communication Association Conference in London.
- Braun, J.A. (May 27, 2012). Sharing the news: Toward a construct of epistemic interoperability. Paper presented at the Annual International Communication Association Conference in Phoenix.
- Braun, J.A. (March 2, 2012). News media and the sociology of socio-technical systems. Paper presented at the Media Sociology Forum at Columbia University, New York.
- Braun, J.A. (November 14, 2010). Interoperable discourses and the work of coherence. Paper presented at the National Communication Association Annual Conference in San Francisco, CA.
- Braun, J.A. and Gillespie, T. (April 24, 2010). Hosting the public discourse: News organizations, digital intermediaries, and the politics of making news media social. Paper presented at the International Symposium on Online Journalism in Austin, TX.
- Braun, J.A. (April 23, 2010). Models of restraint: The adoption of blogging software by the U.S. broadcast news networks. Paper presented at the International Symposium on Online Journalism in Austin, TX.
- Braun, J.A. (May 22, 2009). Rehashing the gate: News values, non-news spaces, and the future of gatekeeping. Paper presented at the Annual International Communication Association Confer-

ence in Chicago.

Braun, J.A. (April 26, 2009). Gatekeeping in new media contexts. Paper presented at the annual Media in Transition Conference in Boston.

Gillespie, T., Cosley, D., Black, L., Welser, H., Epstein, D., & Braun, J.A. (May 26, 2008). Wikis for politics. Panel presented at the Annual International Communication Association Conference in Montréal.

Gillespie, T., Epstein, D., & Braun, J.A. (April 17, 2008). WikiCandidate: Technology, participation, and political discourse. Panel presented at Politics: Web 2.0: An International Conference, hosted by the New Political Communication Unit, Royal Holloway, University of London.

Braun, J.A. (November 16, 2007). Trust me, I'm a doctor: Media claims of deficiencies in skill and knowledge on the part of physicians. Paper presented at presented at the National Communication Association Annual Conference in Chicago.

External Grants and Support

† Indicates a competitive award.

Received at the University of Massachusetts Amherst

Five College Consortium

Blended Learning Initiative Phase II Grant // \$10,000 in 2017†

ICA Preconference Sponsorships³

- University of Michigan Department of Communication Studies // \$2,000 in 2017
- International Communication Association Media Industries Interest Group // \$250 in 2017
- Culture Digitally Scholarship Collective // \$250 in 2017

Received at Quinnipiac University

UC Santa Barbara Media Industries Project

Connected Viewing Initiative Research Support // \$3,000

University Grants

† Indicates a competitive award.

³These sources contributed funds to the May 2017 International Communication Association preconference event on which I was the lead organizer.

University of Massachusetts Amherst

- College of Social and Behavioral Sciences Research Support Grant // \$2,310 in 2017†
- College of Social and Behavioral Sciences Conference Grant // \$500 in 2016†
- Massachusetts Society of Professors Research Support Funding // \$1,000; 3× in 2016, 2017, and 2020
- Institute for Teaching Excellence and Faculty Development Flex Grant // \$500; annually since 2015
- *Student Award*: Alan and Carol LeBovidge Undergraduate Research Award // \$2,000 in 2017 to RA Callie Hansson†

Quinnipiac University

School of Communications Summer Research Grant // \$3,000 in 2014†

Participation in Invitational Research Events

Invited participant at the 2012 [Connected Viewing Initiative Summit](#), a two-part workshop series inaugurating a research program on the future of screen distribution, organized funded by UC Santa Barbara's Media Industries Project and funded by Warner Brothers.

Co-founder and invited participant in [Culture Digitally](#), a multi-year (2011–2012) NSF-funded workshop series on cultural production in the digital age, which continues via a website and periodic events at major academic conferences.

Teaching and Curriculum Development

University of Massachusetts Amherst

Student Awards and Publications

- Callie Hansson, 2017 winner // Alan and Carol LeBovidge Undergraduate Research Award
- Lucy Martirosyan, Alyson Durlin, Avalon Lustick, and Linnea Thomas, academic publication // Final project for my Media, Technology & Culture course was published as a multimedia book review in *Social Media + Society*.
- Carson McGrath, 2016 publication // Published a story researched for an independent study with me on WGBH's *GroundTruth Project* website.

Courses and Seminars Taught

- Journalism 494MI Media, Technology & Culture
- Journalism 460 Journalism Ethics
- Journalism 435 Web Design for Journalists
- Journalism 395L Science Journalism Seminar
- Journalism 345 Media Criticism

Quinnipiac University

Student Awards

- Christopher Yowan, 2015 winner // First prize in Quinnipiac’s “Writing Across the Curriculum” competition for work completed in my “Television and New Media” senior seminar.
- Samantha Lizzio, 2014 winner // First prize in Quinnipiac’s “Writing Across the Curriculum” competition for work completed in my “Theories of Interactive Media” course.
- Danielle Renda, 2013 winner // First prize in Quinnipiac’s “Writing Across the Curriculum” competition for work completed in my “Theories of Interactive Media” course.
- Jacklyn Izzo, 2013 winner // Second prize in Quinnipiac’s “Writing Across the Curriculum” competition for work completed in my “Theories of Interactive Media” course.

Courses and Seminars Taught

- Interactive Media 501 Theories of Interactive Media
- Interactive Media 502 Visual Design
- Interactive Media 505 Interactive Techniques
- Interactive Media 507 Advanced Interactive Techniques
- Interactive Media 522 Social Media
- Interactive Media 601 Master’s Capstone Seminar
- Film, Video & Interactive Media 450A Television and New Media Senior Seminar

Other Teaching

Guest Lectures

University of Texas at Austin Graduate Media Sociology Seminar // Discussed my paper, “Fake News, Real Money,” in Stephen D. Reese’s Spring 2021 graduate seminar via Zoom.

University of Wisconsin-Madison Graduate Journalism Theory Seminar // Discussed my book, *This Program is Brought to You By...* in Susan Robinson’s Spring 2017 graduate seminar via Skype.

Mentoring Activities

University of Massachusetts Amherst

Undergraduate Student Activities

Undergraduate Research Assistants

- Jessica Eklund // Undergraduate research assistant and co-author of the “Fake News, Real Money” study.
- Callie Hansson // Winner of the 2017 Alan and Carol LeBovidge Undergraduate Research Award. Now a Ph.D. student in criminology at Northeastern University.
- John Coakley // Undergraduate research assistant and co-author of the “Activism, Advertising, and Far-Right Media” study.
- Zoë Cullen // Undergraduate research assistant on my adtech research. Now a Ph.D. student at the University of Michigan.
- McKenna Premus // Undergraduate research assistant on my second book project. Now a Ph.D. student at the University of Minnesota.

Bachelor’s Degrees with Individual Concentration (BDIC) Advised

Ayelet Ehrenkranz // Music Marketing

Undergraduate Honors Projects

- Bridget Higgins // “How Millennials Affected The 2016 Election” (Chair)
- Ericka Rofino // “Teenage Pregnancy: How Attitudes Have Changed Across Time” (Chair)
- Linnea Thomas // “Gender Discrimination in News Work” (Chair)
- Mohita Abbaraju // “The Impact of Homelessness and Gentrification on LGBTQ Populations in the Pioneer Valley” (Chair)
- Kaleigh Keohane // “Grassland Bird Nesting Success in Relation to Rainfall Patterns in Central Montana” (Reader)
- McKenna Premus // “Understanding the Teaching of Media Literacy in Higher Education Environments” (Reader)

Undergraduate Independent Studies Proctored (Over One Credit)

- Carson McGrath // Journalism 396 “Youth Activism in the ‘Digital Age,’”
- Lucy Martirosyan // Journalism 396 “Academic Research for General Audiences”
- Zoë Cullen // Journalism 396 “Media Industry Studies”
- McKenna Premus // Journalism 496ISH “The Civic Impacts of Media Distribution” (Honors Independent Study)

Graduate Student Activities

Service on Doctoral Committees

Felicitas Baruch // “Transnational Fandom and New Forms of Cultural Flows: Digital Media Practices and the Transformation of Global TV Drama”

Graduate Independent Studies Proctored

R. Adriel Vasquez // Interactive Media 530 Social Identity in Computer-Mediated Communication

Service

Service to Journals and Presses

- Series editor, “Distribution Matters” book series from MIT Press since 2018.
- Editorial board member, *Social Media + Society* since 2015.
- Peer reviewer, *Communication Theory*; *Communication, Culture & Critique*; the *Journal of Broadcasting & Electronic Media*; *Digital Journalism*; *Critical Studies in Media Communication*; *New Media & Society*; *Social Media + Society*; *Digital Journalism*; *Journalism*; *Convergence*; the *International Journal of Communication*; the *International Journal of Press/Politics*; *Media Industries Journal*; and *SAGE Open*.
- Blind reviewer, manuscript of an edited volume from MIT Press
- Blind reviewer, two book proposals for Yale University Press.
- Blind reviewer, one book proposal for Columbia University Press.
- Blind reviewer, one book proposal and one book manuscript for Princeton University Press.
- Blind reviewer, one book manuscript for the University of Chicago Press.

Other Editorial Service

Co-editor, *Culture Digitally* (2010–2021)

Organization of Panels, Workshops, and Conferences

- Workshop organizer, *Culture Digitally* // Served as a graduate assistant to Tarleton Gillespie, helping to organize the inaugural NSF-funded *Culture Digitally* workshop on cultural production in the digital age.
- Panel organizer, “Global Markets, Diversified Industries, Situated Values: Distributing Film and Television Online” [[Link](#)] // Presented at the 2015 International Communication Association Annual Meeting in San Juan, Puerto Rico, featuring Jennifer Holt, Aynne Kokas, Chuck Tryon, and me.
- Lead organizer, “Distribution Matters” International Communication Association Preconference [[Link](#)] // Presented by the Media Industry Studies Interest Group and co-sponsored by the Journalism Studies, and Popular Communication Divisions

- Panel co-organizer (with Emily West) and moderator, “Making Brands Care: Media Reform Via Digital Advertising Pressure Campaigns” // Presented at the 2021 International Communication Association Annual Meeting, featuring Emily West, Nandini Jammi, Richard Wilson, Lee Edwards, Lily Kunda, and an anonymous spokesperson from the Sleeping Giants France activist group.

b

Other Service Through Organizing

Organizer, Media and Digital Culture Collective since 2012. // Peer-mentoring network for media scholars.