

Kenneth Neil Farrall

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EDUCATION

Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA

Ph.D., Communication, expected February 2009

Dissertation: State Dossier Systems in the US and China: conflict and synergy on the path toward a global panopticon. *Committee:* Michael Delli Carpini (Chair), Oscar Gandy, Klaus Krippendorff and Joseph Turow
Pass with Distinction, Annenberg Comprehensive Examination: Media Institutions (media technology, regulation, and political economy), September 2006

University of Texas at Austin

M.A., Asian Studies, 1995

Thesis: State Telecommunications Reform and Policy Influence in the People's Republic of China.

Advisor: Nikhil Sinha

University of Virginia, Charlottesville, VA

B.A., Political and Social Thought, 1987

TEACHING EXPERIENCE

University of Pennsylvania, Philadelphia, PA

Lecturer, Summer 2008

Course: COMM 130, Introduction to Mass Media and Society. Developed syllabus, prepared and delivered all class lectures, wrote and administered two exams, graded papers, and assigned final grades for class of 20 students.

Teaching Fellow, Fall 2006

Course: COMM 130: Introduction to Mass Media and Society. *Supervisor:* Dr. Joseph Turow. Gave class lectures, wrote exams, graded papers.

Teaching Fellow, Spring 2006

Course: COMM 330: Advertising & Society. *Supervisor:* Dr. Joseph Turow. Gave class lectures, wrote exams, graded papers.

RESEARCH EXPERIENCE

University of Pennsylvania, Philadelphia, PA

Research Fellow, Fall 2005

Supervisor: Dr. Klaus Krippendorff. Conducted cross-disciplinary research into cybernetics, information theory and networks.

Research Fellow, Spring 2005, Healthcare Dialogue Project

Supervisors: Dr. Vincent Price and Dr. Joseph Cappella. *Position:* lead technical research assistant. Coded and managed large data set, performed statistical analysis, coordinated project with Knowledge Networks and gave technical training for discourse moderators.

Research Fellow, Fall 2004

Supervisor: Dr. Klaus Krippendorff. Conducted cross-disciplinary research into cybernetics, information theory and networks.

Research Fellow, Fall 2003, Spring 2004

Supervisor: Dr. Michael X. Delli Carpini. Assessed existing research and outlined key obstacles for use of emerging method, web graph analysis.

TEACHING COMPETENCIES

Mass media institutions, political economy, surveillance studies, global communications, new media, content analysis, network theory, diffusion of innovations, advertising & society.

PUBLICATIONS

Peer Reviewed Journals

Farrall, K. (2008). Global Privacy in Flux: Illuminating privacy across cultures in China and the U.S. *International Journal of Communication*, 2, 993-1030. Available at <http://ijoc.org/ojs/index.php/ijoc/article/viewFile/370/228>

Book Chapters

Gandy Jr., O. H. & Farrall, K. (2008). Metaphoric Reinforcement of the Virtual Fence: Factors Shaping the Political Economy of Property in Cyberspace. In Chadwick, A & Howard, P. eds., *Handbook of Internet Politics*. Routledge, London & New York.

Book Reviews

Farrall, K. (2006, May). Richard Rogers, *Information Politics on the Web*, Cambridge, MA: MIT Press, 2004, 216 pp., *Journal of Information Processing and Management*, Volume 42, Issue 3, pp. 856-858.

Other Publications

Laurant, C., & Farrall, K. (2004) Formal comments of the Electronic Privacy Information Center (EPIC) to the Federal Trade Commission Workshop on "Radio Frequency Identification: Applications and Implications for Consumers," June 21. Available at <http://www.epic.org/privacy/rfid/ftc-comts-070904.pdf>

Farrall, K., & Delli Carpini, M.X. (2004, July). Cyberspace, the Web Graph and Political Deliberation on the Internet. Proceedings, *International Conference on Politics and Information Systems: Technologies and Applications* (PISTA '04), Orlando, FL, Volume 1, Informatics and Society, p, 287. Available at http://farrall.org/papers/pista-farrall-dell_carpini.pdf

CONFERENCE PAPERS

Farrall, K. (2008, July). Objects of Interest: states, electronic dossier systems and the intensifying global divide between the powerful and the powerless. Paper presented at the annual meeting of the International Association for Media and Communication Research, Stockholm, Sweden.

Farrall, K. (2007, July). Security, Harmony and Freedom: An Exploration of Surveillance Synergies between the United States and China and their potential impact on global privacy rights. Paper presented at the China East Asia Media New Media Conference, Brisbane, Australia.

Farrall, K., & Gandy Jr., O. H. (2007, July). Putting down stakes: Exploring the political economy of property in cyberspace. Paper presented at the annual meeting of the International Association for Media and Communication Research, Paris, France.

Farrall, K. (2007, July). Surveillance at the Edge of Chaos: reconceptualizing intensity in terms of discursive structures. Paper presented at the annual meeting of the International Association for Media and Communication Research, Paris, France.

Farrall, K. (2007, May). Cascading Networks: Electronic Communication and the Diffusion of Social Instability. Paper presented at the annual meeting of the International Communications Association, San Francisco, CA.

Farrall, K. & Lubken, D. (2006, May). Embodiment and its Instances: Reconstructing its Past, Exploring Its Extension into the Material World. Paper presented at the annual meeting of the International Communications Association, Dresden, Germany.

Farrall, K., & Tsui, L. (2006, June). Web Blocking 2.0 - What the Rise of "Tagging" Means for Internet Regulation in China. Paper presented at Modernisation, Modernity and the Media in China, University of Westminster, London, England.

Farrall, K., & Tsui, L. (2005, July). From Khomeini to Abu Ghraib: Understanding the role of ICT in destabilization events. Paper presented at the annual meeting of the International Association for Media and Communications Researchers, Taipei, Taiwan.

Farrall, K., & Delli Carpini, M.X. (2005, October). Issue Politics, Social Networks and the Web Graph. Paper presented at annual meeting of the Association of Internet Researchers, Chicago, IL.

Farrall, K., & Delli Carpini, M.X. (2004, July). Cyberspace, the Web Graph and Political Deliberation on the Internet. Paper presented at the International Conference on Politics and Information Systems: Technologies and Applications (PISTA '04), Orlando, FL.

INVITED LECTURES

Farrall, K. (2008, March). Surveillance, Privacy and the Digital Dossier. 90 minute lecture presented to Internet Policy and Culture, Professor Peter Decherney, University of Pennsylvania, March 20, 2008.

Farrall, K. (2007, August). Validity Questions in Web Graph Analysis. Presentation given at the annual meeting of the American Political Science Association, Pre-Conference, MACHINE POLITICS/POLITICS OF THE MACHINE: New Technology in Political Communication Research and Teaching, Chicago, IL.

Farrall, K. (2005, March). Web Graph Analysis in Perspective: Description and Evaluation in terms of Krippendorff's Conceptual Framework for Content Analysis. Lecture presented at the Colloquium, Prospective Students Day, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

Farrall, K. (2005, October). Content Analysis. 90 minute lecture presented to COMM 340, Research Methods in Communication, Annenberg School for Communication, Dr. Hennessy. October 25, 2005.

POLICY TESTIMONY

Contributed to the writing of EPIC's testimony on "Radio Frequency Identification (RFID) Technology: What the Future Holds for Commerce, Security, and the Consumer," before the Subcommittee on Commerce, Trade, and Consumer Protection House Committee on Energy and Commerce, July 14, 2004.

HONORS, GRANTS AND SCHOLARSHIPS

Center for Global Communication Studies, Travel Grant, July 2008, for presentation of conference paper at IAMCR, Sweden.

Annenberg Summer Research Fellowship, 2006

Oxford Internet Fellow. Beijing, China, Summer 2005

Nomination (representing Annenberg, University of Pennsylvania,) **Dolores Zohrab Liebmann Fellowship**, 2005, national award for students "with outstanding ability and financial need who hold promise for achievement and distinction in their chosen fields of study."

IPIOP Law Clerk. Electronic Privacy Information Center, Washington, D.C., Summer 2004

University Fellow. University of Texas at Austin, 1993-1994, 1994-1995

ACADEMIC SERVICE

Reviewer, *Journal of Information Technology and Politics*, 2006

Annenberg Technology Committee, 2004-2006

PROFESSIONAL AFFILIATIONS

International Communication Association, 2006 - present

International Association for Media and Communication Research, 2005- present

LANGUAGES

Mandarin Chinese. Oral fluency. Intermediate reading and writing literacy.

PREVIOUS PROFESSIONAL EXPERIENCE

Senior Consultant

OnlineNIC

June 2001 - August 2003

- Directly advised company chairman and executive management on corporate strategy and US business expansion for Asia's leading domain registrar.
- Planned and implemented domain name service for Western market expansion, doubling 2001 revenues to \$3.5 million.

Founder, Chairman and CEO

VirtualChina.com

May 1999 - March 2001

- Conceived and executed innovative business plan involving the hiring and coordination of an interdisciplinary team of editors, writers, programmers, and web designers to produce daily on-line content on a range of China information technology, financial, and economic issues.
- Raised \$500,000 in investment for company operation.
- Interviewed by major media including CNN, New York Times, Salon, and China Central Television.
- Spoke publicly at industry forums including Wharton's Global Chinese Business Initiative, Asian American Business Development Center events, and the Columbia Business School.

President

Matrix East Incorporated

October 1998 - April 1999

- Managed The China Matrix, an internationally-recognized web site focused on the China Internet market.
- Led virtual team of analysts covering China IT market.
- Provided fee-based analytical reports and consulting services to clients.

Senior Internet Consultant

Xindecu Joint Stock Corporation

February 1, 1997 - August 31, 1998

- Directly advised CEO on all Internet-related strategy and operations. Annual budget: US\$1 million.
- Regularly lectured and gave interviews covering Internet market opportunities, in Mandarin Chinese, to China national government figures and media and international press.
- Established contacts with major China IT industry leaders in government and business.

Manager, Internet Services

Xindecu Business Information Company

November 1995 - January 1997

- Hired and trained programmers, content developers and designers.
- Conceived, designed and coded original ChinaVista (<http://www.chinavista.com>) web site.
- Directed and coordinated content production, technical support, sales, and marketing departments.