

Lee McGuigan
Annenberg School for Communication
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Education

Academic Record

Present Ph.D. Candidate, Annenberg School for Communication, University of Pennsylvania

2015 M.A. Communication, University of Pennsylvania

2011 M.A. Media Studies, University of Western Ontario

2009 B.A. Honors Specialization in Media, Information, and Technoculture; Major in English Language and Literature, University of Western Ontario (with distinction)

Dissertation

Title: *Selling the American People: Data, Technology, and the Calculated Transformation of Advertising* (defense date: November 2, 2018)

Committee: Joseph Turow (advisor/chair), Oscar H. Gandy, Jr., Carolyn Marvin, Victor Pickard

Research and Teaching Interests

Political economy of communication • history and sociology of technology • media industries • critical cultural studies • historical and contemporary issues in advertising, marketing, and consumer culture • business and culture of commercial television • history of broadcasting and cable • infrastructure studies • institutional theory • audience measurement • digital convergence • dataveillance • medium theory • affordances • hunting and popular culture • social media influencers • celebrity and promotional culture

Awards and Scholarships

2017 Prize in Memory of Dallas W. Smythe, International Association for Media and Communication Research (for “The Productive Capacity of Commercial Television”)

2015 Brian Murphy Best Paper Award, Union for Democratic Communications (for “Procter & Gamble, Mass Media, and the Making of American Life”)

- 2013-2018 Doctoral Fellowship, Annenberg School for Communication, University of Pennsylvania
- 2013-2017 Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada (\$20,000 CAD per annum)
- 2010-2011 Joseph-Armand Bombardier Master's Scholarship, Social Sciences and Humanities Research Council of Canada (\$17,500 CAD)
- 2009-2010 Western Graduate Research Scholarship, University of Western Ontario

Publications

Edited Book

McGuigan, Lee, and Vincent Manzerolle, eds. (2014). *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*. New York: Peter Lang.

Reviews:

- *Journalism & Mass Communication Quarterly*, 91(4): 842-844.
- *New Media & Society*, 17(2): 310-312.
- *Global Media and Communication*, 11(2): 188-190.

Peer-Reviewed Journal Articles

McGuigan, Lee and Rosemary Clark-Parsons. (Forthcoming). This kill shot is brought to you by...: An analysis of hunting television in the United States. *Critical Studies in Television*. (accepted May 2018)

McGuigan, Lee. (2018). Selling Jennifer Aniston's sweater: The persistence of shoppability in framing the future of television. *Media Industries*, 5(1), 1-26.

Nadler, Anthony, and Lee McGuigan. (2018). An impulse to exploit: The behavioral turn in data-driven marketing. *Critical Studies in Media Communication*, 35(2), 151-165.

McGuigan, Lee. (2017). The hunting industry: Exploring the marriage of consumerism, sport hunting, and commercial entertainment. *Journal of Consumer Culture*, 17(3), 910-930.

McGuigan, Lee, and Graham Murdock. (2015). The medium is the marketplace: Digital systems and the intensification of consumption. *Canadian Journal of Communication*, 40(4), 717-726.

- McGuigan, Lee, and Vincent Manzerolle. (2015). "All the world's a shopping cart": Theorizing the political economy of ubiquitous media and markets. *New Media & Society*, 17(11), 1830-1848.
- McGuigan, Lee. (2015). Procter & Gamble, mass media, and the making of American life. *Media, Culture & Society*, 37(6), 887-903.
- Turow, Joseph, Lee McGuigan, and Elena Maris. (2015). Making data mining a natural part of life: Physical retailing, customer surveillance, and the 21st century social imaginary. *European Journal of Cultural Studies*, 18(4/5), 464-478.
- McGuigan, Lee. (2015). Direct marketing and the productive capacity of commercial television: T-commerce, advanced advertising, and the audience product. *Television & New Media*, 16(2), 196-214.
- McGuigan, Lee. (2012). Consumers: The commodity product of interactive commercial television, or, is Dallas Smythe's thesis more germane than ever? *Journal of Communication Inquiry*, 36(4), 288-304.

Book Chapters

- McGuigan, Lee. (2018). Canadian contributions to the study of advertising and consumer culture. In *Advertising, Consumer Culture & Canadian Society: A Reader*, ed. Kyle Asquith. Oxford University Press.
- Nadler, Anthony, and Lee McGuigan. (2016). Captains of habit formation: Marketers' emerging models of the consumer mind. In *Explorations in Critical Studies in Advertising*, ed. James F. Hamilton, Robert Bodle, and Ezequiel Korin, 124-137. New York: Routledge.
- McGuigan, Lee, and Victor Pickard. (2016). Comcast Corporation. In *Global Media Giants*, ed. Ben Birkinbine, Rodrigo Gomez, and Janet Wasko, 72-91. New York: Routledge.
- McGuigan, Lee. (2015). From demographics to buying power: Economic evaluation of audiences as consumers. In *La médiatisation de l'évaluation/Evaluation in the Media*, ed. Julie Bouchard, Etienne Candell, Hélène Cardy, and Gustavo Gomez-Mejia, 259-280. Berne, CH: Peter Lang.
- McGuigan, Lee. (2014). After broadcast, what? An introduction to the legacy of Dallas Smythe. In *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*, ed. Lee McGuigan and Vincent Manzerolle, 1-20. New York: Peter Lang.

Other Publications

Svec, Henry Adam. (2015). On Dallas Smythe's 'audience commodity': An interview with Lee McGuigan and Vincent Manzerolle. *tripleC: Communication, Capitalism, & Critique*, 13(2): 270-273.

Turow, Joseph, and Lee McGuigan. (2014). Retailing and social discrimination: The new normal? In *Data and Discrimination: Collected Essays*, ed. Seeta Peña Gangadharan, Virginia Eubanks, and Solon Barocas, 27-30. Open Technology Institute, New America Foundation. <https://www.newamerica.org/oti/policy-papers/data-and-discrimination/>

McGuigan, Lee. (2014). Am I Big Brother's keeper? In *The Third Man Theme Revisited: Foreign Policies of the Internet in a Time of Surveillance and Disclosure—2014 Milton Wolf Seminar Compendium*, 35-38.
<http://www.global.asc.upenn.edu/app/uploads/2015/04/Milton-Wolf-2014-Compendium.pdf#page=37>

Professional Experience

Refereed Conference Presentations

- 2018 A shoppable life. *International Association for Media and Communication Research 2018 Conference*. University of Oregon, Eugene, USA. June 20-24. (with Emily Hund)
- 2018 Information: Blind spot of the audience commodity thesis? *Union for Democratic Communications 2018 Conference*. Loyola University Chicago, USA. May 10-13.
- 2017 Institutions and infrastructures: Audience manufacture and the making of a market. *Annual Meeting of the Society for Social Studies of Science*. Boston, USA. August 30-September 2.
- 2017 The productive capacity of commercial television: An approach for analyzing media systems in society. *International Association for Media and Communication Research 2017 Conference*. Cartagena, Colombia. July 16-20.
Paper selected to receive the 2017 IAMCR Award in Memory of Dallas W. Smythe.
- 2017 Data-driven television: Automating the audience commodity. *Data Power 2017 Conference*. Carleton University, Ottawa, Canada. June 22-23.
- 2017 This kill shot is brought to you by...: An analysis of hunting television in the United States. *Canadian Communication Association Annual Conference*. Ryerson University, Toronto, Canada. May 30-June 2. (with Rosemary Clark-Parsons)

- 2017 Selling Jennifer Aniston's sweater: The persistence of shoppability in the television industry. *67th Annual Meeting of the International Communication Association*. San Diego, USA. May 25-29.
- 2016 The hunting industry: Conservationism, consumerism, and the medium of culture. *Canadian Communication Association Annual Conference*. Calgary, Canada. (Accepted but unable to attend)
- 2015 God, guns, and good old boys. *International Association for Media and Communication Research 2015 Conference*. UQAM, Montreal, Canada. July 12-16. (with Corrina Laughlin)
- 2015 Welcome to Comcast country. *International Association for Media and Communication Research 2015 Conference*. UQAM, Montreal, Canada. July 12-16. (with Victor Pickard)
- 2015 Procter & Gamble, mass media, and the making of American life. *Union for Democratic Communications 2015 Conference*. University of Toronto, Canada. May 1-3.
- 2015 The medium is the marketplace. *Union for Democratic Communications 2015 Conference*. University of Toronto, Canada. May 1-3. (with Graham Murdock)
- 2014 Ubiquitous media and markets: An Innisian critique. *Fifteenth Conference of the Media Ecology Association*. Ryerson University, Toronto, Canada. June 19-22. (with Vincent Manzerolle)
- 2014 Aisle wars: Retailing, discrimination, and the social imaginary. *Data and Discrimination: Converting Critical Concerns into Productive Inquiry* (preconference to the *64th Annual Meeting of the International Communication Association*). Seattle, USA. May 22. (with Joseph Turow)
- 2013 After broadcast, what? Dallas Smythe and the political economy of digital media. *Union for Democratic Communications/Project Censored 2013 Conference*. University of San Francisco, USA. November 1-3. (with Vincent Manzerolle)
- 2013 The audience commodity in a digital age. *Communication and Global Power Shifts: An International Conference in Celebration of the 40th Anniversary of the School of Communication*. Simon Fraser University, Vancouver, Canada. June 7-9. (with Vincent Manzerolle)
- 2012 Bureaucracy and commodity fetishism: Can supply-chain management demystify the origins of products in the marketplace? *DOCAM12: The Ninth Annual Meeting of the Document Academy*. University of Western Ontario, London, Canada. August 15-17.

- 2012 ‘The store becomes omnipresent’: Theorizing the political economy of ubiquitous media and markets. *The Fourth ICTs and Society Conference: Critique, Democracy, and Philosophy in 21st Century Information Society*. Uppsala University, Sweden. May 2-4. (with Vincent Manzerolle)
- 2012 From demographics to buying power: Economic evaluation of audiences as consumers. *Evaluation in the Media*. Assemblée nationale, Paris, France. March 15-16. (Honorarium for travel and accommodations)
- 2012 Consumers: The commodity product of interactive television commerce, or, why Dallas Smythe’s thesis is more germane than ever. *What is Television? A Conference to Explore the Past, Present and Future of Television*. University of Oregon, Portland, USA. March 1-3.
- 2011 Viewing-consumers: Interactive television commerce and the consumer audience. *Transforming Audiences 3*. University of Westminster, London, UK. Sept. 1-2.
- 2011 Modeling consumers/Mediating consumption: T-commerce as market institution and feedback system. *First Annual Graduate Conference in Science and Technology Studies*. York University, Toronto, Canada. May 20-22.

Teaching and Research Experience

- 2018 Teaching Fellow, *The Journalism of Social Change* (300-level), instructor Howard Fineman, University of Pennsylvania.
- 2017 Certificate in University Teaching, Center for Teaching and Learning, University of Pennsylvania
- 2016 Sole Instructor, *Mass Media and Society* (100-level), University of Pennsylvania.
- 2016 Teaching Fellow, *Critical Approaches to Popular Culture* (100-level), instructor Felicity Paxton, University of Pennsylvania
- 2016 Teaching Fellow, *Mass Media and Society* (100-level), instructor Joseph Turow, University of Pennsylvania
- 2015 Teaching Fellow, *Advertising and Society* (200-level), instructor Joseph Turow, University of Pennsylvania
- 2015 Research Fellow, Victor Pickard, University of Pennsylvania
Co-authored book chapter for edited volume, Global Media Giants.
- 2013-2014 Research Fellow, Joseph Turow, University of Pennsylvania
Aided research for book manuscript; co-wrote journal article; helped design national

survey about digital marketing; edited 6th edition of textbook, Media Today; helped establish “Working Group on Media Industries and Public Policy.”

- 2009-2010 Teaching Assistant, *Designing and Critiquing Research Methods* (300-level), instructor Robert E. Babe (Fall '09; Fall '10), University of Western Ontario
- 2010 Teaching Assistant, *Advertising and the Mass Media* (300-level), instructor Daniel J. Robinson, University of Western Ontario
- 2010-2011 Research Assistant, Edward A. Comor, University of Western Ontario
Attended and reported on the Television of Tomorrow Show – convention about economics of interactive television.
- 2010 Research Assistant, Daniel J. Robinson, University of Western Ontario

Compiled citations from the Journal of the American Medical Association; edited the bibliography for book chapter, “Mail-Order Doctors and Market Research, 1890-1930”; prepared an annotated bibliography of literature on the history of advertising.

Academic Service

- 2016 Manuscript Reviewer, *Journal of Consumer Culture*
- 2016 Manuscript Reviewer, *Sociology Compass*
- 2015 Editorial Board Member, *tripleC: Communication, Capitalism, and Critique. Open Access Journal for a Global Sustainable Information Society*
- 2015 Manuscript Reviewer, *Television & New Media*
- 2014 Member, Graduate Student Council, Annenberg School for Communication
- 2012 Manuscript Reviewer, *Journal of Communication Inquiry*
- 2011 Student Representative, Media Studies Program Committee, Faculty of Information and Media Studies, University of Western Ontario

Relevant Work Experience

- 2007 Assistant News Director, Ontario Ag Radio Network
- 2006 Advertising Sales Representative, AgraNet Marketing/*The Grower* (publication of the Ontario Fruit and Vegetable Growers' Association)

Memberships

Union for Democratic Communications
International Communication Association
Media Ecology Association
International Association for Media and Communication Research
Canadian Communication Association
Society for Social Studies of Science

References

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