

# Julia Ticona

## Curriculum Vitae

### EMPLOYMENT

---

- 2018            Assistant Professor, Annenberg School for Communication,  
University of Pennsylvania  
Core Faculty, Center on Digital Culture & Society
- 2016 - 2018    Postdoctoral Scholar, Data & Society Research Institute  
Supervisor: danah boyd

### EDUCATION

---

- 2016            Ph.D., University of Virginia, Sociology  
"Left to Our Own Devices: Navigating the Risks of  
Insecure Work with Personal Mobile Technologies"  
Committee: Sarah Corse, Allison Pugh, Krishan Kumar, Siva Vaidhyathan  
\* *Awarded Best Dissertation, Assoc. of Internet Researchers (AOIR)*
- 2011            M.A., University of Virginia, Sociology
- 2009            B.A., *cum laude* with Honors in Sociology, Wellesley College

### PUBLICATIONS & WORKS IN PROGRESS

---

#### Refereed Journal Articles

Ticona, Julia; Mateescu, Alexandra. 2018. "Trusted Strangers: Cultural Entrepreneurship on Domestic Work Platforms in the On-Demand Economy." *New Media & Society*.

Macekura, Stephen; McRorie, Christina; Cebul, Brent; Ticona, Julia; Maiers, Claire; Elias, Allison; O'Connor, Jonathan, and Ethan Schrum. 2016. "The Relationship of Morals and Markets Today: A Review of Recent Scholarship on the Culture of Economic Life." *Soundings: An Interdisciplinary Journal* 99(2):136-70.

Ticona, Julia. 2015. "Strategies of Control: Workers' Use of ICTs to Shape Knowledge and Service Work." *Information, Communication & Society* 18(5):509-23.

#### Book Chapters

Ticona, Julia; Mateescu, Alexandra. *In Press*. "Invisible Work, Visible Workers: Visibility Regimes in Online Platforms for Domestic Work." In *Beyond the Algorithm: Qualitative Insights for Regulating Gig Work*, ed. Deepa Das Acevedo, Cambridge University Press.

## **Book Reviews**

Ticona, Julia. 2019. "Algorithms of Oppression: How Search Engines Reinforce Racism." *Contemporary Sociology* 48(4):455–56.

Ticona, Julia. 2016. "A Prehistory of the Cloud by Hu, Tung-Hui" *The Communication Review* 19(1):77-78.

Ticona, Julia. 2014. "The Digital Youth Network: Cultivating Digital Media Citizenship in Urban Communities by Barron, B., Gomez, K., Pinkard, N., & Martin, C. K." *Bulletin of Science, Technology, and Society* 34(3-4):121–22.

## **Other Publications (Selected)**

Ticona, Julia and Alexandra Mateescu. 2018. "How Domestic Workers Wager Safety In The Platform Economy." *Fast Company Magazine*.

Ticona, Julia, Alexandra Mateescu, Alex Rosenblat. 2018. "Beyond Disruption: How Tech Shapes Labor Across Domestic Work & Ridehailing." Report, Data & Society Research Institute.

Ticona, Julia and Andrew Selbst. 2017. "The Supreme Court Must Understand: Cell Phones Aren't Optional". *Wired Magazine*.

Ticona, Julia. 2016. "Phones but No Papers." *Points*, Data & Society, Medium.

Ticona, Julia. 2016. "New Apps like Jornalero Aim to Protect Low-Income Workers. Here's How They Could Backfire," *Slate Magazine*.

- Republished, 2016, "We Need to Protect Low Wage Workers – and There May Not be an App for That," *New America Weekly*, Edition 116.

Ticona, Julia. 2015. "The Future of Work: The Digital Hustle," *The Pacific Standard*.

Ticona, Julia. 2015. Letter to the Editor Re: Sherry Turkle's Reclaiming Conversation. *The New York Times*.

Ticona, Julia and An Xiao Mina. 2015. "Thinking Past the Digital Divide." *The Civicist*.

Ticona, Julia and Chad Wellmon. 2015. "Uneasy in Digital Zion." *The Hedgehog Review* 17(1):58–71.

## **In Progress**

Ticona, Julia. *Left to Our Own Devices: Coping with Insecure Work in a Digital Age*. (Under advance contract, Oxford University Press).

“Are the Kids Alright?: Racial Inequality and Parental Socialization of Digital Technologies” (mixed-methods, with Noelle Chesley).

Ticona, Julia. “Red Flags & Sob Stories: What Scams Tell Us about the Consumerization of Work”. (Working paper).

Ticona, Julia, Yphtak Lelkes & Tian Yang. “Policing the Digital Divide: Racial Exclusion & the Criminalization of Digital Inclusion” (Working paper).

Ticona, Julia & Ryan Tsapatsaris. “Platform Counterpublics: Consumer review sites and contested knowledge about online labor platforms”. (Working Paper)

## **AWARDS & HONORS**

---

- |      |   |
|------|---|
| 2019 | Associate Fellow, Institute for Advanced Studies in Culture           |
| 2017 | Best Dissertation, The Association of Internet Researchers            |
| 2013 | University of Virginia, Outstanding Graduate Teaching Assistant Award |
| 2009 | University of Virginia Society of Fellows<br>Junior Fellow            |

## **GRANTS & FELLOWSHIPS**

---

- |      |   |
|------|---|
| 2019 | Facebook, Economic Opportunities & Digital Platforms<br>PI: Julia Ticona<br>\$50,000.00   |
|      | National Science Foundation, Future of Work<br>CO-PI: Chris Callison-Burch, Julia Ticona<br>\$374,716.00  |
| 2017 | Robert Wood Johnson Foundation, Pioneering Ideas Research Grant<br>PI: Julia Ticona, Mapping Inequalities in the On-Demand Economy<br>\$228,523 |
| 2015 | Institute for New Economic Thinking, Event Grant<br>\$1,500.00  |

	Institute for Practical Ethics & Public Life, Event Grant \$1,500.00
2014-2017	Institute for Advanced Studies in Culture, Dissertation Fellowship \$25,000.00
2012	Institute for Advanced Studies in Culture, Pre-Dissertation Fellowship \$18,000.00
	UVA Arts & Humanistic Social Sciences Research Grant \$4,955
2010	UVA Society of Fellows, Summer Research Grant \$2,500

## INVITED TALKS & CONFERENCE PRESENTATIONS

---

### Conferences

2020	<p>“Culture &amp; Inequality After Technology,” American Sociological Association, San Francisco, CA (Cancelled, Panel Organizer)</p> <p>“The Gig Economy: Liberatory technology or dystopian nightmare?,” American Sociological Association, San Francisco, CA (Cancelled, Invited Panelist, Thematic Session)</p> <p>Author Meet Critics, <i>Hustle &amp; Gig: Struggling &amp; Surviving in the Gig Economy</i>, Eastern Sociological Society Annual Meeting, Philadelphia, PA. (Panel Organizer)</p>
2019	<p>“Meaning of Measures: A Feminist Approach to Online Markets for Care,” on panel: “Theorizing the Gig Economy,” International Communication Association (ICA), Washington, DC. (Panel Organizer)</p> <p>“Reconceptualizing Worker Voice: Online Occupational Publics in Precarious Work” on panel: “Navigating Power Online: Self-Expression, Repression and Survival,” ICA, Washington, DC.</p> <p>“Designing for Social Justice? The Politics of Technology,” ASA Annual Meeting. New York, NY. (Panel Organizer, Presider)</p> <p>“Scams, Frauds, and Fakes,” co-organizer, 4S, New Orleans, LA. (Panel Organizer)</p>

- Invited Panelist, "Gender and the Digital Economy," Society for the Advancement of Socio-Economics (SASE), New York, NY (June 2019).
- 2017 "Trusted Strangers: Constructing Crowds of Careworkers in the 'On-Demand' Economy," with Alexandra Mateescu. Panel Presentation, Society for the Social Study of Science (4S), Boston, MA (Sept. 2017).
- "Mapping Inequalities Across the On-Demand Economy," Eastern Sociological Society (ESS) Meeting, Philadelphia, PA (Feb 2017).
- "The Digital Hustle: Precarious Labor of High & Low Status Workers in the 'Gig' Economy," American Sociological Association (ASA) Meeting, Montreal, Canada (Aug. 2017).
- 2016 "Markets & Morals" Symposium (with Dr. Julie Nelson, Dr. Jennifer Silva), Institute for Advanced Studies in Culture, Charlottesville, VA. (Conference Organizer)
- "Left to Our Own Devices: Precarious Work and Digital Technologies," Occupations, Organizations & Work Section, ASA Meeting. Seattle, WA (Aug. 2016).
- "Left to Our Own Devices: Navigating the Risks of Insecure Work with Mobile Technologies," Association of Internet Researchers (AOIR) Meeting, Berlin, Germany (Oct 2016).
- 2015 "Left to Our Own Devices: Navigating the Risks of Insecure Work with Mobile Technologies," AOIR Doctoral Colloquium, Phoenix, AZ (Oct. 2015).
- SMTech15, "Social Media & the Myth of Universalism" Panel (with Dr. Jason Farman, Dr. Jennifer Davis), "Aggregation & Individualism, Howard University, Washington, DC. (Panel Organizer)
- 2014 "Strategies of Control: ICT use in service work" CITASA Panel Presentation, ASA Meeting. San Francisco, CA, (Aug. 2014).
- 2013 Work/Culture Meeting, "Your Research, But Bigger" Work/Culture Semi-Annual Meeting, Institute for Advanced Studies in Culture, University of Virginia, Charlottesville, VA. (Panel Organizer)
- 2012 "Utopia or Oblivion: Technological Utopias and Risk," ASA, Denver, CO (Aug. 2012).

## **Invited Talks, Workshops, and Presentations**

Invited Panelist, Using Technology in Public-Facing Student Projects, with Isabelle Langrock (ASC-Phd, Teaching Fellow), Center for Teaching & Learning, UPenn, Philadelphia, PA (April 2020 – Postponed).

Invited Panelist, “The Future of Work: Technologies, Bodies and the Challenge to Political Theory,” Radcliffe Institute, Harvard University, Cambridge, MA (April 2020 - Postponed).

Invited Presentation, “The Costs of Inclusion & Digital Privilege: Understanding Digital Inequalities at Work,” UC San Diego Communication Department, San Diego, CA (January 2020).

Invited Panelist, “Digital Platforms & Qualitative Research in the Future of Work,” CASBS & Yankelovich Center for Social Science Research, San Diego, CA (January 2020).

Invited Panelist, “Health in the Gig Economy,” Robert Wood Johnson Foundation & The Institute for the Future, Palo Alto, CA (August 2019).

Invited Presentation, “The Changing Labor Market for Childcare,” Roosevelt Institute, New York, NY (July 2019).

Invited Lecturer, “Inequality in the Gig Economy: Who’s Left Out of the Future of Work?” Wharton Public Policy Institute, Washington, D.C. (July 2019).

Invited Panelist, “Technology, Work, and Political Resistance,” Students and Alumni of Color Annual Conference, Woodrow Wilson School of Public Policy, Princeton University (April 2019).

Guest Lecture, Information & Society Graduate Seminar, Ehsan Mohammadi, University of South Carolina, School of Information (April 2019)

Guest Lecture, Crowdsourcing Undergraduate course, Chris Callison-Burch, University of Pennsylvania, Computer Science (April 2019)

Invited Discussant, Platform Economy & the Future of the City, Media, Inequality and Change Center, Philadelphia City Hall, Philadelphia, PA. (March 2019),

Invited Panelist, Economic Inequality on the Front Lines: Local Innovations for National Problems, The Atlantic Magazine: CityLab, Washington, D.C. (March 2019).

Invited Panelist, Looking Beyond Disruption Workshop, Data and Society Research Institute, New York, NY. (Feb. 2019).

Invited Panelist, Monopsony, Gender & Carework Workshop, Roosevelt Institute, Washington, D.C. (Dec. 2018).

“Trusted Strangers: Constructing Crowds of Careworkers in the ‘On-Demand’ Economy,” with Alexandra Mateescu.

- After the Care Crisis Conference, U. of Pennsylvania, Philadelphia, PA (Nov. 2018)
- Culture, Ethnography, & Interaction workshop, U. of Pennsylvania, Sociology Dept., Philadelphia, PA (Sept. 2018).
- Workshop, Labor & Automation, Data & Society, New York, NY (Jan 2017).

“Writing in Public” Work/Culture Workshop, Data & Society Research Institute, New York, NY. (Workshop Organizer)

“The Digital Hustle: Precarious Labor of High & Low Status Workers in the ‘Gig’ Economy,” Workshop, Labor & Automation, Data & Society, New York, NY (Jan. 2017).

Invited Panelist: “How Will Technology Influence Food Workers In The Next 10 Years?,” CUNY Urban Food Policy Institute Forum (Jun. 2017).

Invited Panelist: “Mapping Inequalities in the On-Demand Economy,” Digital Scholarship Faculty Seminar, Baruch College, New York, NY (Apr. 2017).

Invited Panelist: “A Critique of Digital Economy,” Post-Truth & New Realities: Algorithms, Alternative Facts & Digital Ethics. Sorbonne University, NYU Department of Media, Culture, & Communication, and Data & Society Research Institute. New York, NY (Apr. 2017).

Invited Talk: “The (Actual) Future of Work: Coping with Precarious Labor in an Information Economy”. Sociology & Computer Science Departments, Wellesley College, Wellesley, MA (March 2017).

Invited Panelist: Facebook’s role in news and personal relationships, with Siva Vaidhyanathan, Robin Caplan. Virginia Club of New York (Jan 2017).

“How do Families` Technology Practices Shape the Quality of Family Life?,” with Noelle Chesley. Work & Family Researchers Network Conference. Washington, DC (Jun. 2016).

“The Guilt Gap: Gendered accountability for mediated intimacy”.

- Partnership for Progress on the Digital Divide. Phoenix, AZ (Oct. 2015).
- Media Sociology Preconference. ASA Annual Meeting. Chicago, IL (Aug. 2015).

“Strategies of Control: ICT use in service work” CITASA Panel Presentation, ASA Meeting. San Francisco, CA, (Aug. 2014).

“Personal Technology & its Discontents: Problems in the work-life literature,” Center for Cultural Sociology. Yale University, New Haven, CT (March 2013).

## TEACHING

---

The Meaning of Measures: Quantification, Culture & Digital Technologies (Spring 2020). Phd seminar, Annenberg School for Communication, University of Pennsylvania.

After the Office: Labor, Communication, and Digital Technologies in the Digital Economy (Spring 2019). Phd seminar, Annenberg School for Communication, University of Pennsylvania.

Digital Inequalities: Theory & Methods (Fall 2019). Phd seminar, Annenberg School for Communication, University of Pennsylvania.

Digital Inequalities (Fall 2019). Undergraduate course, Annenberg School for Communication, University of Pennsylvania.

## PROFESSIONAL SERVICE & AFFILIATIONS

---

- |      |   |
|------|---|
| 2020 | Faculty mentor, Pathways to the Professoriate for students from Hispanic-Serving Institutions, University of Pennsylvania.  |
| 2019 | Program Committee, AAAI/ACM Conference on AI, Ethics, and Society<br>Member of Scientific Committee (Sociology & Humanities) for Reshaping Work conference, Amsterdam, NL.  |
| 2018 | Program Committee for workshop at conference on Computer Supported Cooperative Work (CSCW), “Power Struggles in the Digital Economy.”   |
| 2017 | Research Lead & Signatory, Amicus Brief of Data & Society Research Institute and Fifteen Scholars of Technology and Society in <i>Carpenter v. U.S.</i><br><br>Member, Research Coordination Network, Socio-Technological Landscape of Work in the Age of Increased Automation, NSF Award # 1745463 |
| 2016 | Committee member, CITAMS Membership (American Sociological Association)   |

2012 - 2014

President, Vice-President, Faculty Representative, UVA Sociology  
Graduate Student Association

*Peer Reviewing:*

International Journal of Communication (IJOC)  
New Media & Society  
Social Media & Society  
Information, Communication, and Society (ICS)  
Emerald Studies in Media & Communication  
Poetics  
Research in the Sociology of Work  
Gender & Society  
Socio-Economic Review  
Work & Occupations,  
British Journal of Industrial Relations,

*Manuscript Reviewing:*

MIT Press  
Polity

*Conference Reviewing:*

AAAI/ACM: AI, Ethics, & Society (2020)  
ICA (2019)  
AOIR (2018)

**Professional Association Membership**

International Communication Association (ICA)  
American Sociological Association (ASA)  
Association of Internet Researchers (AOIR)  
Society for Social Studies of Science (4S)

**PRESS & POLICY COVERAGE OF RESEARCH**

---

Reyes, Juliana Feliciano, "Will Google's struggle with its 'underclass' lead to white collar workers becoming the next labor activists?" Philadelphia Inquirer (May 2019).

"Women, Automation, and the Future of Work" Institute for Women's Policy Research, Washington, DC.

"Digitalization, Automation, and Older Black Women: Ensuring Equity in the Future of Work," Institute for Women's Policy Research, Washington, DC.

“Women in the Gig Economy: Paid work, care and flexibility in Kenya and South Africa” The Overseas Development Institute.

“Domestic Worker Inequities and Rights: A Mixed-Methods Analysis,” The Center for Women & Work, Rutgers University.

“On-Demand Platform Workers in New York State: The Challenges for Public Policy,” Cornell University, International Labor Relations School.

Invited panelist (declined) to California State Assembly Policy Summit on Equity & the Future of Work, convened in response to California’s passage of gig worker rights legislation.

Advised members of the Senate Budget Committee and Congresswomen Deb Halland’s office about planned legislation about gig-worker rights.

Vandaele, Kurt. 2018. Will Trade Unions Survive in the Platform Economy? Emerging Patterns of Platform Workers’ Collective Voice and Representation in Europe. ID 3198546. European Trade Union Institute.

Hall, Miranda. 2018. “Will Apps Help Carers Find Decent Work?” Retrieved July 17, 2018 (<https://neweconomics.org/2018/06/will-apps-help-carers-find-decent-work>).

“Opinion: The Gig Economy Can Be a Housekeeper’s Nightmare.” The New York Times, July 12, 2018.

“What Happens When Care Work Comes on Demand?” The Nation, July 10, 2018.

“The Gig Economy is Destroying the Livelihoods of Domestic Workers” Jezebel, July 12, 2018.

## **MEDIA INTERVIEWS (selected)**

---

“Inequality in the Gig Economy.” Knowledge@Wharton, SiriusXM, July 25, 2019.

- Rebroadcast on “Moving the Needle” podcast, Wharton Public Policy Initiative.
- Interview text featured in STRIKE NOW! Publication made to accompany artist Aram Bartholl’s gallery show at Panke Gallery, Berlin, DE.

Invited Guest, Office Hours, UPenn podcast (October 2019)

Invited Guest, Office Hours, Holiday edition, UPenn podcast (December 2019)

Invited Guest, In the Office, hosted by Peter Capelli (Wharton), Sirius XM (October 2019)

“Move Over Uber: How The Internet Helps Domestic Workers Find Jobs.” All Things Considered, NPR July 2, 2018.

“Hotel Housekeeping on Demand: Marriott Cleaners Say This App Makes Their Job Harder.” Philadelphia Inquirer. June 29, 2018.

“How Incentives in the Gig Economy Put Workers at Risk.” Philadelphia Inquirer. May 31, 2018.

“Rittenhouse Stabbing Exposes How Gig Workers Take Safety into Their Own Hands.” Philadelphia Inquirer. July 17, 2018.

“How Incentives in the Gig Economy put Workers at Risk,” Philadelphia Inquirer, May 31, 2018.

“Your Employer Could be Snooping on You,” Economic Times of India, May 7, 2018.

“Can Your Boss Make you Wear a FitBit?,” Christian Science Monitor, March 15, 2018.

“The Inevitable Future of Slack is your Boss Using it to Spy on You,” Quartz, May 22, 2017.

“Should we Outsource Emotional Labor to Robots?, Slate, January 15, 2016