

SUN-HA HONG

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EMPLOYMENT HISTORY

- 2016-2018 **Mellon Postdoctoral Fellow in the Humanities**
 Comparative Media Studies/Writing, MIT
- 2011-2016 **Doctoral Student**
 Annenberg School for Communication, University of Pennsylvania
- 2008-2011 **Media Researcher**
 Media Monitors NZ

ACADEMIC HISTORY

- 2011-2016 **Ph.D.**, Communications, Annenberg School for Communication, U. Pennsylvania
 Title: Data Epistemologies / Surveillance and Uncertainty
 Committee: Carolyn Marvin (Advisor), Sharrona Pearl, Marwan Kraidy
- 2009-2010 **M.A.**, Media Studies, Victoria University of Wellington
- 2008 **B.A. (Hons)**, Media Studies, Victoria University of Wellington
- 2005-2007 **B.A.**, Media Studies & Classical Studies, Victoria University of Wellington

RESEARCH TOPICS

I analyse how new media and its data become invested with ideals of precision, objectivity and truth. Specifically: how do relationships between data and knowledge become legitimised – especially through aesthetic, cultural, imaginative, and otherwise apparently non-rational means? To do this, I intersect scholarly traditions like affect theory, theories of social media and media philosophy on contemporary topics ranging from surveillance and privacy to human sociability in social media. Through all this, I seek to provide a critical, historically informed diagnosis of the contemporary faith in ‘raw’ data, sensing machines and algorithmic decision-making, and of their public promotion as the next great leap towards objective knowledge.

JOURNAL ARTICLES¹

- In Review **“Data’s Intimacy: Machinic sensibility and the quantified self.”** *Communication* +1. (Abstract accepted for special issue; full manuscript review pending)
- 2015 **“Presence, or the sense of being-there and being-with in the new media society.”** *First Monday* 20:10. [Link](#).
- 2015 **“Subjunctive and Interpassive Knowing in the Surveillance Society.”** *Media and Communication* 3:2, 63-76. [Link](#).

¹ Every publication is peer-reviewed, unless marked with an asterisk (*).

- 2015 “**Affecting in Discourse:** Communicating Uncertainty and Communicating Uncertainly.” *Subjectivity* 8:3, 201-223. [Link](#).
- 2015 “**When Life Mattered:** the politics of the real in video games’ reappropriation of history, myth and ritual.” *Games & Culture* 10:1, 35-56. [Link](#).
- 2014 “**The Other-Publics:** mediated othering and the public sphere in the Dreyfus Affair.” *European Journal of Cultural Studies* 17:6, 665-681. [Link](#).
- 2013 “**The displacement of sport:** media spectacles of street support in the 2002 World Cup.” *Sport in Society* 16:6, 735-748.
- 2011 “**Hiddink is Hŭi Tonggu:** Korea Nationality and the Global ‘Other’ at the 2002 World Cup.” *Seoul Journal of Korean Studies* 24:2, 321-345.

BOOK CHAPTERS

- Forthcoming “**Surveillance, Sensors, and Knowledge through the machine.**” In: *Digital Existence*, ed. Amanda Lagerkvist. Routledge.
- 2017
- Forthcoming Sun-ha Hong & François Allard-Huver. “**Governing Governments:** Discursive contestations of governmentality in the transparency *dispositif*.” In: *Studies of Discourse and Governmentality. New perspectives and methods*, ed. Paul McIlvenny, Julia Zhukova Klausen & Laura Bang Lindegaard. John Benjamins.
- 2016
- Forthcoming Carolyn Marvin & Sun-ha Hong. “**Introduction.**” In: *Place, Space, and Mediated Communication: Exploring Context Collapse*, ed. Carolyn Marvin, Sun-ha Hong & Barbie Zelizer. Routledge.
- 2016
- Forthcoming* Amelia Arsenault, Sun-ha Hong & Monroe Price. “**Strategic Narratives of the Arab Spring and After.**” In *Forging the World: Strategic Narratives and International Relations*, ed. Alister Miskimmon, Ben O’Loughlin & Laura Roselle. University of Michigan Press.

EDITED BOOK VOLUMES

- Forthcoming Co-Editor for *Place, Space, and Mediated Communication: Exploring Context Collapse*, ed. Carolyn Marvin, Sun-ha Hong & Barbie Zelizer. Routledge.
- 2016

BOOK REVIEWS

- 2014 Of Georgina Gregory, *Send in the Clones: A Cultural Study of the Tribute Band*. In *Transformative Works and Cultures*.

AWARDS AND FELLOWSHIPS

- 2015 **Top 2 Student Paper Award**, ICA [International Communication Association]
- 2014 **Visiting Researcher**, University of Amsterdam
- 2014 **Visiting Researcher**, Banff Centre, Canada
- 2012 **Visiting Researcher**, IEAS Sungkonghoe University, Seoul, Korea
- 2012 **Visiting Researcher**, CELSA-Sorbonne, Paris, France
- 2012-2015 **Summer Research Fellowship**, Annenberg School for Communication

- 2011-2016 **Doctoral Fellowship**, Annenberg School for Communication
 2011-2014 **Chancellor's International Scholarship**, University of Warwick (Declined)
 2010 **Summer Research Scholarship**, Victoria University of Wellington
 2008 **Victoria Graduate Award**, Victoria University of Wellington
 2005-2007 **School Leavers' Scholarship for Academic Excellence**, Victoria Univ. Wgtn.

TEACHING EXPERIENCE

- 2015 **Instructor**, Annenberg School for Communication
 Freedom of Expression in History, Theory, and Online
- 2013, 2014 **Teaching Assistant**, Annenberg School for Communication
 Freedom of Expression | Critical Approaches to Popular Culture
- 2010, 2011 **Teaching Assistant**, Victoria University of Wellington
 Cultural Identity and the Media | Media Audiences

INVITED LECTURES

- 29/10/2015 **"The Data-Driven Life: The Parameters of Knowing in the Online Surveillance Society."** University of Milano-Bicocca, Italy.
- 19/05/2015 **"Out There, As If, Not Me: A 'Mythological' Reading of the Online Surveillance Society."** Program for the Study of Religion and the Department of Literature, UC San Diego, USA.
- 05/12/2014 **"The Phenomenological and Mythological Dimensions of Digital Surveillance Societies."** IKKM [*Internationales Kolleg für Kulturetechnikforschung und Medienphilosophie*], Weimar, Germany.

SELECTED CONFERENCE PRESENTATIONS

- 12/06/2016 **Organiser & Chair for Panel "The Quantified / Qualified Self."** ICA 2016. Fukuoka, Japan. *Presenters:* Alison Hearn, University of Western Ontario; Lee Humphreys, Cornell University; Jessa Lingel, University of Pennsylvania.
- 12/06/2016 **"The Intimate, Raw, and Moral Faces of the Quantified Self."** ICA 2016. Fukuoka, Japan.
- 08/06/2016 **"The Metapolitics of Algorithmic Politics."** ICA 2016 *Preconference: Algorithm, Automation, Politics.* Fukuoka, Japan.
- 21/04/2016 **"Data's Intimacy: Machinic sensibility and the quantified self."** *Streams of Consciousness: Data, Cognition and Intelligent Devices.* Warwick, UK.
- 26/10/2015 **"The Data-Driven Life: Existential Correlates of Knowing in the Surveillance Society."** *Digital Existence: Memory, Meaning, Vulnerability.* Stockholm, Sweden.
- 17/10/2015 **"The Experiencing 'P' and Parameters of Affection in the Online Surveillance Society."** *Affect Theory Conference: Worldings | Tensions | Futures.* Lancaster, PA, USA.

- 25/05/2015 **“Criticising Surveillance and Surveillance Critique:** Why privacy and humanism are necessary but insufficient.” *ICA 2015*. San Juan, Puerto Rico. TOP 2 STUDENT PAPER AWARD (PHILOSOPHY, THEORY AND CRITIQUE DIVISION)
- 07/12/2014 **“The World As We Know It:** Techniques of the Self, Phenomenological ‘Engagement’ and Digital Surveillance.” *Engaging Foucault*. Belgrade, Serbia.
- 14/11/2014 **“Subjunctivity and Interpassivity:** The Mythological and Phenomenological Dimensions of Digital Surveillance.” *ECREA 2014*. Lisboa, Portugal.
- 26/05/2014 **“From Visibility to Presence:** Theorising Aesthetic-Affective Communication in Digital Space.” *ICA 2014*. Seattle, USA.
- 25/05/2014 **“The Other-Publics:** mediated othering and the public sphere in the Dreyfus Affair.” *ICA 2014*. Seattle, USA.
- 01/04/2014 **“The Subjunctive Experience of Surveillance and its Interpassive Mythologies.”** *Annenberg School for Communication Graduate Symposium*. Philadelphia, USA.
- 17/06/2013 **“Discourse as phenomenological event:** Theorising the intersubjective creativity of everyday conversation.” *Conditions of Mediation*, ICA 2013 pre-conference. London, UK.
- 19/04/2013 **“Living With Commodities:** Emergence and materiality in subject-object relations.” *Being With... : IKKM Annual Conference*. Weimar, Germany.
- 06/04/2013 **“Living With Commodities:** Emergence and materiality in subject-object relations.” *Critical Themes in Media Studies*. New York, USA.
- 05/04/2013 **“The Culture You’ve Always Wanted Needs Your money:** The configuration of publicness, trust and cultural production in online crowdfunding.” *Media Borders: Annenberg School for Communication Graduate Symposium*. Philadelphia, USA.

[Older presentations omitted for length.]

ORGANISATIONAL MEMBERSHIP AND SERVICE

- 2015-
2014- Conference Submissions Reviewer, ICA
Member, DIGMEX
Research network on conditions of digital existence. [Link](#).
- 2013 Conference Submissions Reviewer, IAMCR
International Association for Media and Communication Research
- 2012-2013 Member, NCA
National Communication Association

LANGUAGES

- English Full Fluency
Korean Full Fluency
French Basic Reading