

CarrieLynn D. Reinhard, Ph.D.

Associate Professor

Department Chair

Social Media Minor Director

Film Studies Director

creinhard@dom.edu

[www.playingwithresearch.com](http://www.playingwithresearch.com)

[www.prowrestlingstudies.org](http://www.prowrestlingstudies.org)

### **Academic Background**

Ph.D. Ohio State University, Columbus, OH, Communication, 2008

Title: “Gendered media engagements as user agency mediations with sociocultural and media structures: A Sense-Making Methodology study of the situationality of gender divergences and convergences.” Adviser: Brenda Dervin, Ph.D.

M.A. Ohio State University, Columbus, OH, Communication, 2005

Title: “Hypersexualism in digital games as a determinant or deterrent of game play: Do men want them and do woman want to be them?” Adviser: Osei Appiah, Ph.D.

B.A. UW-Madison, Madison, WI, Communication Arts, Psychology, 2000

### **Work Experience**

#### Associate Professor

Communication Arts and Sciences, Dominican University (August, 2015 - Present)

#### Assistant Professor

Communication Arts and Sciences, Dominican University (August, 2011 - July 2015).

#### Post-Doctoral Researcher

Virtual Worlds Research Group, Roskilde University, Denmark (September, 2008 - December, 2010).

#### Graduate Teaching Assistant

School of Communication, Ohio State University (September, 2003 - June, 2008).

#### Lecturer

School of Communication, Ohio State University, “Mass Communication and Society” (June, 2007 - August, 2007).

#### Graduate Research Assistant

School of Communication, Ohio State University, IMLS-OSU-OCLC project (August, 2004 - August, 2006).

Agent Assistant

Becsey-Wisdom-Kalajian (October, 2000 - May, 2003).

Press Department Intern

Nickelodeon, Viacom (June, 1999 - August, 1999).

**Courses Taught**

Communication Research Methods

Digital Communication Technology: Theory and Criticism

Convergent Media

Persuasion

Introduction to Public Speaking

Games and Game Design

Gaming in Education

Race and Communication

Masculinity and Communication

Introduction to Film Studies

Ethical Communication and Communication Ethics

The Ethical Superhero

New Media in Pop Culture

Your Social Self: Online and In Person

Fans and Fan Communities

Communication Capstone

**Published Intellectual Contributions**

**Refereed Manuscripts**

Reinhard, C. D., Largent, J. & Bertha, C. (Eds.) (2020). *Eating Fandom: Intersections between fans and food cultures*. New York City: Routledge.

Reinhard, C. D. & Olson, C. J. (2020). *The Greatest Cult TV Shows of All Time*. Lanham, MD: Lexington Books.

- Reinhard, C. D. & Olson, C. J. (Eds.) (2019). *Convergent Wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle*. New York City: Routledge.
- Reinhard, C. D. (2018). *Fractured Fandoms: Contentious communication in fan communities*. Lanham, MD: Lexington Books.
- Reinhard, C. D., Castleberry, G., & Olson, C. J. (Eds.) (2018). Why Professional Wrestling Studies. [Special issue]. *Popular Culture Studies Journal*, 6(1).
- Reinhard, C. D. & Olson, C. J. (Eds.) (2017). *Heroes, Heroines and Everything in Between: Challenging gender and sexuality stereotypes in children's entertainment media*. Lanham, MD: Lexington Books.
- Olson, C. J. & Reinhard, C. D. (2016). *Possessed Women, Haunted States: Cultural tensions in exorcism cinema*. Lanham, MD: Lexington Books.
- Reinhard, C. D. & Olson, C. J. (Eds.) (2016). *Making Sense of Cinema: Empirical studies into film spectators and spectatorship*. New York: Bloomsbury Publishing.

### Refereed Articles

- Reinhard, C. D. & Olson, C. J. (In Process). #BlackLivesMatter in the WWE: Professional wrestlers negotiating kayfabe and authentic rhetoric through online political engagement. *Celebrity Studies*.
- Reinhard, C. D., Stanley, D. & Howell, L. (2021). Fans of Q: The stakes of QAnon's functioning as political fandom. *American Behavioral Scientist*, doi:[10.1177/00027642211042294](https://doi.org/10.1177/00027642211042294).
- Reinhard, C. D. (2021). Media Engaging(s): Or, How I learned to be both/and in an either/or discipline. *Participations: Journal of Audience & Reception Studies*, 18(1), <https://www.participations.org/Volume%2018/Issue%201/16.pdf>.
- Reinhard, C. D. & Olson, C. J. (2021). "She's Like the World's Barbie Doll": The semiotic labor to reify the gendered labor assumptions of Hatsune Miku." *Popular Culture Studies Journal*, 9 (1): <http://mpcaaca.org/wp-content/uploads/2021/04/Reinhard-Olson-Miku-Networked-Gender-Labor-Final-Draft.pdf>.
- Reinhard, C. D. (2020). Applying Brenda Dervin's Sense-Making Methodology to fan studies. *Transformative Works and Cultures*, 33, <https://journal.transformativeworks.org/index.php/twc/article/view/1701>.
- Reinhard, C. D. & miller, j. (2020). Academic Dialogue: Why Study Politics and Fandom? *Transformative Works and Cultures*, 32, <https://journal.transformativeworks.org/index.php/twc/article/view/1857>.
- Reinhard, C. D. & Amsterdam, P. (2017). A Community of Televised Avatars: Interactivities in virtual world television promoting and acknowledging participatory communities. *Participations: Journal of Audience & Reception Studies*, 14 (1): <https://www.participations.org/Volume%2014/Issue%201/5.pdf>.
- Reinhard, C. D. & Miller, K. (2015). Men watching *Sex and the City*, *My Little Pony*, and *Oklahoma*: The interpretation of gender appropriateness in the reception of cross-gendered media

products. *Participations: Journal of Audience & Reception Studies*, 12 (1): 59-81  
<http://www.participations.org/Volume%2012/Issue%201/contents.htm>.

Reinhard, C. D. & Amsterdam, P. (2013). Virtual world television products and practices: Comparing television production in Second Life to traditional television production. *Journal of Virtual Worlds Research*, 6 (2), <http://jvwresearch.org/index.php/past-issues/62-arts>.

Reinhard, C. D. & Dervin, B. (2012). Comparing situated sense-making processes in virtual worlds: Application of Dervin's Sense-Making Methodology to media reception situations. *Convergence: The International Journal of Research into New Media Technologies*, 18 (1): 27-48.

Reinhard, C. D. (2011). Studying the interpretive and physical aspects of interactivity: Revisiting interactivity as a situated interplay of structure and agencies. *Communications: The European Journal of Communication Research*, 36 (3), 353-374.

Reinhard, C. D. (2011). Gameplay marketing strategies as audience cooptation: The story of *The Dark Knight*, the *Cloverfield* monster, and their brethren. *International Journal of Communication*, 5: <http://ijoc.org/index.php/ijoc/issue/view/6>.

Reinhard, C. D. (2010). Interviews within experimental frameworks: How to make sense of sense-making in virtual worlds. *Journal of Virtual Worlds Research*, 3 (1): <http://jvwresearch.org/index.php/past-issues/31-the-researchers-toolbox>.

Dervin, B., Reinhard, C. D., & Shen, F. C. (2006). Beyond communication: Research as communicating. Making user and audience studies matter -- paper 2. *Information Research*, 12 (1).

Dervin, B. & Reinhard, C. D. (2006). Researchers and practitioners talk about users and each other. Making user and audience studies matter - paper 1. *Information Research*, 12 (1).

### **Refereed Book Chapters**

Reinhard, C. D. & Olson, C. J. (In Process). "You never should've messed with a man's family.": Intersectionality and the cuddly hardbody of Dominic Toretto. In J. Gulam (Eds.) *Full-Throttle Franchise: The culture, commerce and ideology of The Fast and the Furious films*.

Reinhard, C. D. (In Process). Eating Nuts, Kicking Butts, and Becoming a Feminist Icon: Squirrel Girl's subversion, commodification, and fractured feminist nature. In G. Carr & M. G. Carstarphen (Eds.) *Gendered Defenders: Feminism and the heroines of the Marvel Universe*.

Reinhard, C. D. & Olson, C. J. (2021). Wrestling with Mental Illness: Transmedia depictions of eating disorders and body issues in WWE's women's professional wrestling. In M. Johnson & C. J. Olson (Eds.) *Normalizing Mental Illness and Neurodiversity in Entertainment Media: Quietening the madness*. New York City: Routledge.

Reinhard, C. D. & Ganguly, L. (2020). Learning How to Cook Without Lifting a Knife: Food culture television, foodies, and food literacy. In C. D. Reinhard, B. Chin & J. Largent (Eds.) *Eating Fandom: Intersections between fans and food cultures*. New York City: Routledge.

- Reinhard, C., D., Largent, J. E., & Chin, B. (2020). Introduction: Food culture and fandom. In C. D. Reinhard, B. Chin & J. Largent (Eds.) *Eating Fandom: Intersections between fans and food cultures*. New York City: Routledge.
- Reinhard, C. D. (2019). Kayfabe as Convergence: Content interactivity and prosumption in the squared circle. In C. D. Reinhard & C. J. Olson, C. J. (Eds.) *Convergent Wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle*. New York City: Routledge.
- Reinhard, C. D. and Olson, C. J. (2019). Introduction: Defining convergent wrestling. In C. D. Reinhard & C. J. Olson, C. J. (Eds.) *Convergent Wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle*. New York City: Routledge.
- Reinhard, C. D. and Olson, C. J. (2019). Conclusion: Future endeavors. In C. D. Reinhard & C. J. Olson, C. J. (Eds.) *Convergent Wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle*. New York City: Routledge.
- Reinhard, C. D. & Olson, C. J. (2018). AKA Marvel Goes Grimdark: *Jessica Jones*, social allegories, and the Netflix approach to superheroes. In T. Rayborn & A. Keyes (Eds.) *Jessica Jones, Scarred Superhero: Essays on the First Season*. Jefferson, NC: McFarland Publishing.
- Reinhard, C. D. & Olson, C. J. (2017). Introduction: Looking past stereotypes of gender identity and sexuality in children's media. In C. D. Reinhard & C. J. Olson (Eds.) *Heroes, Heroines and Everything in Between: Challenging gender and sexuality stereotypes in children's entertainment media*. Lanham, MD: Lexington Books.
- Olson, C. J. & Reinhard, C. D. (2017). A computer boy or a computer girl?: *Adventure Time*, BMO and gender fluidity. In C. D. Reinhard & C. J. Olson (Eds.) *Heroes, Heroines and Everything in Between: Challenging gender and sexuality stereotypes in children's entertainment media*. Lanham, MD: Lexington Books.
- Reinhard, C. D. (2016). Making sense of the American superhero film: Engagement and entanglement. In C. D. Reinhard & C. J. Olson (Eds.) (2016). *Making Sense of Cinema: Empirical studies into film spectators and spectatorship*. New York: Bloomsbury Publishing.
- Reinhard, C. D. & Olson, C. J. (2016). Introduction: Empirical approach to film spectators and spectatorship. In C. D. Reinhard & C. J. Olson (Eds.) (2016). *Making Sense of Cinema: Empirical studies into film spectators and spectatorship*. New York: Bloomsbury Publishing.
- Reinhard, C. D. & Dervin, B. (2013). Studying audiences with Sense-Making Methodology. In A. Valdivia & R. Parameswaran (Eds.), *International Companion to Media Studies* (pp. 81-104). Oxford, United Kingdom: Blackwell Publishing.
- Reinhard, C. D. & Dervin, B. (2013). Comparing novice users' sense-making processes in virtual worlds: An application of Dervin's Sense-Making Methodology. In Louise Phillips and Ursula Plesner (Eds.), *Researching Virtual Worlds: Methodologies for Studying Emergent Practices* (pp. 121-144). London: Routledge.
- Reinhard, C. D. (2012). Reception studies and virtual worlds: Comparing engagements. In N. Zagalo, L. Morgado & A. Boa-Ventura (Eds.), *Virtual Worlds and Metaverse Platforms: New communication and identity paradigms* (pp. 117-136). Hershey, Pennsylvania, United States: IGI Global.

### **Refereed Book Reviews**

Reinhard, C. D. (2014). Cable Guys: Television and Masculinities in the 21st Century. *The Popular Culture Studies Journal*, 2 (1&2), 289-292.

### **Refereed Proceedings**

Reinhard, C. D. & Amsterdam, P. (2011). The positioning of Pooky: A semi-professional's utilization of a virtual world for experimenting with television. Association of Internet Research: Internet Research 12.0 - Performance and Participation, Seattle, Washington, United States: Selected Papers of Internet Research.

### **Non-Refereed Articles**

Reinhard, C. D., Castleberry, G., Foy, M. & Olson, C. J. (2018). Why Professional Wrestling Studies Now? Legitimizing a field of interdisciplinary study. *Popular Culture Studies Journal* 6 (1), online.

### **Non-Refereed Book Chapters**

Reinhard, C. D. (Forthcoming). "A Conversation on the History of Paradigmatic Dialogue in Communication Theory: Brenda Dervin and the 1985 ICA Conference." In Yoshitaka Miike and Jing Yin (Eds.) *Handbook of Global Interventions in Communication Theory*. Routledge.

Reinhard, C. D. (In Process). *Being the Elite* (Jackson & Jackson, 2016-Present). In Ed. Simon Bacon (Ed.) *Transmedia Cultures: A Companion*. Peter Lang.

Reinhard, C. D. & Olson, C. J. (2018). Superhelden (Superheroes). In A. Geimer, R. Winter & C. Heinze. (Eds.), *Handbuch Filmsoziologie (Handbook of Film Sociology)*. Berlin, Germany: Springer.

Dervin, B. & Reinhard, C. D. (2009). Communication and communication studies. In M. J. Bates & M. N. Maack (Eds.), *Encyclopedia of Library and Information Science* (3rd Ed.). New York City, New York, United States: Taylor & Francis Group.

Reinhard, C. D. & Dervin, B. (2009). Media uses and gratifications. In W. F. Eadie (Ed.), *21st Century Communication*. Thousand Oaks, California, United States: Sage Publications.

Dervin, B. & Reinhard, C. D. (2007). How emotional dimensions of situated information seeking relate to user evaluations of help from sources: An exemplar study of informed by Sense-Making Methodology. In D. Nahl & D. Bilal (Eds.), *Information and Emotion: The emergent affective paradigm in information behavior research and theory*. Medford, New Jersey, United States: Information Today, Inc.

Dervin, B., Reinhard, C. D., & Kerr, Z. Y. (2006). The burden of being special: Adding clarity about communicating to researching and serving users, special and otherwise. In D. A. Nitecki & E. G. Abels (Eds.), *Advances in Librarianship* (Vol. 30). Boston, Massachusetts, United States: Elsevier/Academic Press.

## **Non-Refereed Readings**

Olson, C. J. & Reinhard, C. D. (2013, 12/16). "I AM the Doctor": Polysemic rhetoric and non-traditional audiences in Doctor Who. *In Media Res*: <http://mediacommons.futureofthebook.org/imr/2013/12/16/i-am-doctor-polysemic-rhetoric-and-non-traditional-audiences-doctor-who>.

Reinhard, C. D. (2011, 10/18). The Interactive Audience. *In Media Res*: <http://mediacommons.futureofthebook.org/imr/2011/10/18/interactive-audience>.

## **Conference Presentations**

### **Presentations of Refereed Papers**

#### International

Reinhard, C. D. (2021, June). When the rebel heart met the blackheart: Shipping the professional wrestlers Tommaso Ciampa and Johnny Gargano. Popular Culture Association / American Culture Association.

Reinhard, C. D. (2020, April). When the rebel heart met the blackheart: Shipping the professional wrestlers Tommaso Ciampa and Johnny Gargano. WrestlePosium I, Professional Wrestling Studies Association.

Reinhard, C. D. & Olson, C. J. (2019, May). Wrestling with political personas: Examining Sami Zayn and Joey Ryan as social media activists. International Communication Association, Washington D. C., United States.

Reinhard, C. D. & Olson, C. J. (2019, May). "She's like the world's Barbie doll.": Gendering the Vocaloid Hatsune Miku. International Communication Association, Washington D. C., United States.

Reinhard, C. D., Largent, J., & Chin, B. (2019, May). Eating fandom: Investigating the intersections of food culture and fandom. International Communication Association, Washington D.C., United States.

Reinhard, C. D. & Olson, C. J., (2018, May). When is a work not a work for professional wrestlers: Negotiating kayfabe, brand, and bookings on social media. International Communication Association, Prague, Czech Republic.

Reinhard, C. D. & Olson, C. J. (2016, June). The convergent nature of professional wrestling: the convergent identities, practices and experiences of sports entertainment. The Wrestling Symposium, Aberystwyth, Wales.

Reinhard, C. D. & Olson, C. J. (2013, March). Answering the whats, hows and whys of film spectatorship: An empirical investigation and comparison of film reception. Society of Cinema and Media Studies, Chicago, Illinois.

Reinhard, C. D. & Amsterdam, P. (2011, October). The positioning of Pooky: A semi-professional's utilization of a virtual world for experimenting with television. Association of Internet Research: Internet Research 12.0 - Performance and Participation, Seattle, Washington.

- Dervin, B., Clark, K. D., Coco, A., Foreman-Wernet, L., Rajendram, C. P., C. D. Reinhard (2011, March). Sense-Making as methodology for spirituality praxis, pedagogy, and research: Theory and examples. Spirituality in the 21st Century Conference, Prague, Czech Republic.
- Reinhard, C. D. & Dervin, B. (2010, October). Situations of media engagings: Comparing the new and the old through sense-making. Association of Internet Research: Internet Research 11.0 - Sustainability Participation Action, Goteborg, Sweden.
- Reinhard, C. D. (2010, October). The metaphors of virtual worlds: How people make sense of a virtual world via the physical world. European Communication Research and Education Association, Hamburg, Germany.
- Reinhard, C. D. (2010, June). Structuring virtual spaces as television places: Experiments in producing interactive television. International Communication Association, Singapore, Singapore.
- Reinhard, C. D. (2010, June). Interviews within experimental frameworks: A potential on how to make sense of sense-making in virtual worlds. International Communication Association, Singapore, Singapore.
- Reinhard, C. D. (2009, November). Do you want to play? How making-sense of entertainment innovations relates to engaging with media products. European Communication Research and Education Association Divisional Conference: Digital Media Revisited, Berlin, Germany.
- Reinhard, C. D. & Dervin, B. (2009, September). The application of Dervin's Sense-Making Methodology to media reception studies: Interpretivism, situationality, and the empowerment of media users. European Communication Research and Education Association Divisional Conference: Transforming Audiences 2, London, United Kingdom.
- Reinhard, C. D. (2009, September). Do you want to play? How making-sense of entertainment innovations relates to engaging with media products. European Communication Research and Education Association Divisional Conference: Transforming Audiences 2, London, United Kingdom.
- Reinhard, C. D. (2009, May). Discourse swings in understanding audiences: Case studies on Hollywood's cooptation of audience activity(s) as emergent discourse. International Communication Association, Chicago, Illinois.
- Reinhard, C. D. (2008, July). Cross-gender media engaging as user agency mediations with sociocultural and media structures; or, give her the ray gun, he'll take the hankie. International Association of Media and Communication Research Digital Divides Conference, Stockholm, Sweden.
- Reinhard, C. D. (2008, July). The internet's role transforming the relationship between media producers and consumers: The collecting and co-opting of audience activity. International Association of Media and Communication Research Digital Divides Conference, Stockholm, Sweden.
- Reinhard, C. D. (2007, July). Comics adaptations and true believers: Incorporating the readers' perspective in comic adaptation theory. Comic Arts Conference, San Diego, California.
- Reinhard, C. D. & Dervin, B. (2007, May). Situational and gender comparisons of digital game players' preferences for game features and gratifications. International Communication Association, San Francisco, California.



Gong, L., Lu, T., Reinhard, C. D., & Kerr, Z. Y. (2006, June). Perceptions and categorization of computer-generated characters. International Communication Association, Dresden, Germany.

Reinhard, C. D. (2006, June). Hypersexualized females in digital games: Do men want them, do women want to be them? International Communication Association, Dresden, Germany.

Reinhard, C. D. (2005, May). Identification with favorite media personae: A phenomenological conceptualization of audience viewers' reasons for identifying with mediated fictional and real individuals. International Communication Association, New York City, New York.

### National

Olson, C. J. & Reinhard, C.D. (2016, October). Gendering Hatsune Miku: Networked gender and the co-construction of identity for vocaloids. OSCLG, Chicago, Illinois.

Reinhard, C. D. & Olson, C. J. (2016, March). The convergent nature of professional wrestling: The convergent identities, practices and experiences of sports entertainment. Popular Culture Association, Seattle, Washington.

Olson, C. J. & Reinhard, C. D. (2016, March). Possessed women, haunted states: Cultural tensions in exorcism cinema. Popular Culture Association, Seattle, Washington.

Reinhard, C. D. & Amsterdam, P. (2014, November). Avatars, audiences and interactive television: Television productions in Second Life exemplifying the possibilities of interactive television. National Communication Association, Chicago, Illinois.

Reinhard, C. D. (2014). When audiences collide: The fractured *My Little Pony: Friendship is Magic* cross-generational fandom. Popular Culture Association, Chicago, Illinois.

Reinhard, C. D. & Amsterdam, P. (2013, April). Avatars, audiences and interactive television: Television productions in Second Life exemplifying the possibilities of interactive television. Popular Culture Association, Washington D.C., District of Columbia.

Reinhard, C. D. & Amsterdam, P. (2012). Virtual world television: Case studies in the emergence of user-generated participatory television. ACM Web Science 2012, Evanston, Illinois.

Reinhard, C. D. (2011, November). The metaphors of virtual worlds: How people make sense of a virtual world via the physical world. National Communication Association Annual Convention, New Orleans, Louisiana.

Dervin, B. & Reinhard, C. D. (2007, October). Predicting library, internet and other source use: A comparison of the predictive power of two user-defined categorizations of information seeking situations -- nature of situation versus situation emotions assessments. The American Society for Information Science and Technology, Milwaukee, Wisconsin.

Dervin, B., Reinhard, C. D., Kerr, Z. Y., Connaway, L. S., Prabha, C., Normore, L. et al. (2006, November). How libraries, internet browsers, and other sources help: A comparison of Sense-Making evaluations of sources used in recent college/university and personal life situations by faculty, graduate student and undergraduate users. The American Society for Information Science and Technology, Austin, Texas.

### Regional

- Reinhard, C. D. (2020, October). Kayfabe and the reality of a pandemic: Empty arena matches and fan entanglement in professional wrestling. Midwest PCA/ACA, Minneapolis, Minnesota.
- Reinhard, C. D. & Stanley, D. (2020, October). Fans of Q: Online conspiracy QAnon as political fandom. Midwest PCA/ACA, Minneapolis, Minnesota.
- Reinhard, C. D. (2019, October). “fear fear fear fear fear feeling hella unsafe”: The trauma of fractured fandoms. Midwest PCA/ACA, Cincinnati, Ohio.
- Reinhard, C. D. (2019, October). When the rebel heart needs the blackheart: Slash in the fandom of professional wrestlers Tommaso Ciampa and Johnny Gargano. Midwest PCA/ACA, Cincinnati, Ohio.
- Reinhard, C. D. (2018, October). Fandom as repeatedly returning to what matters most. Midwest PCA/ACA, Indianapolis, Indiana.
- Reinhard, C. D. & Olson, C. J., (2018, May). When is a work not a work for professional wrestlers: Negotiating kayfabe, brand, and bookings on social media. Midwest PCA/ACA, Indianapolis, Indiana.
- Reinhard, C. D. (2018, April). The metaphors of virtual worlds: How people make sense of a virtual world via the physical world. Central States Communication Annual Conference, Milwaukee, Wisconsin.
- Olson, C. J. & Reinhard, C. D. (2017, October). “The Nicomachean superhero.” Midwest PCA/ACA, St. Louis, Missouri.
- Reinhard, C. D. (2017, March). “Fractured fandom in online spaces: Problematic communication in communication-inscribed places.” On panel “Mis-Utilizing Media: The Negative Ramifications of Creating and Sharing Information Online.” (Joe Sirianni, Chair). Central States Communication Association Annual Conference, Minneapolis, Minnesota. (Top Panel Award).
- Reinhard, C. D., Olson, C. J., Tiffe, R., Hoffmann, M., & Turner, M. (2017, March). Podcasts as public intellectualism, scholarship, and engagement. Central States Communication Association Annual Conference, Minneapolis, Minnesota.
- Reinhard, C. D. (2016, October). “Power is an illusion”: Referencing power as causing fractures in fandom and fan communities. Midwest PCA/ACA, Chicago, Illinois.
- Reinhard, C. D. & Olson, C. J. (2016, October). Gendering Hatsune Miku: Networked gender and the co-construction of identity for vocaloids. Midwest PCA/ACA, Chicago, Illinois.
- Wilson, K., Reinhard, C. D., Burnham, J. & Grubb, K. (2015, October). GamerGate and beyond: Harassment and shaming within fan communities. Midwest PCA/ACA, Cincinnati, Ohio.
- Whaley, K., Reinhard, C. D., Herbig, A., Wilson, K., & Stolfus-Brown, L. (2015, October). The controversial Whedon: Tensions and disagreements in the texts, fandom and scholarship of Joss Whedon. Midwest PCA/ACA, Cincinnati, Ohio.
- Olson, C. J. & Reinhard, C. D. (2015, April). A computer boy or a computer girl?: *Adventure Time*, BMO and the networked gender. Central States Communication Association Annual Conference, Madison, Wisconsin.

Reinhard, C. D. & Olson, C. J. (2014, October). Feminist tensions in exorcism cinema: Case study analysis and comparison of *The Last Exorcism* and *The Last Exorcism Part II*. Midwest PCA/ACA, Indianapolis, Indiana.

Reinhard, C. D. & Robinson, E. (2014, October). When audiences collide: The fractured fandom of the *My Little Pony: Friendship is Magic* feature film *Equestria Girls*. Midwest PCA/ACA, Indianapolis, Indiana.

Reinhard, C. D. (2014, April). When audiences collide: The fractured *My Little Pony: Friendship is Magic* cross-generational fandom. Central States Communication Association Annual Conference, Minneapolis, Minnesota.

Reinhard, C. D. & Miller, K. (2014). Men and their engagements with stereotypically feminine media: The interpretation of gender appropriateness and the reception of cross-gendered media products. Central States Communication Association Annual Conference, Minneapolis, Minnesota.

Olson, C. J. & Reinhard, C. D. (2013, October). I AM the Doctor: Polysemic rhetorical flexibility and non-traditional audience reception in Doctor Who. Midwest PCA/ACA, St. Louis, Missouri.

Reinhard, C. D. (2013, October). Making sense of the American superhero film: Critical engagement and cinematic entanglement. Midwest PCA/ACA, St. Louis, Missouri.

Reinhard, C. D. & Amsterdam, P. (2013, April). Virtual world television producers on the importance of creativity, connectivity, and community in Second Life. Central States Communication Association Annual Conference, Kansas City, Missouri.

Reinhard, C. D. & Amsterdam, P. (2012). Virtual world television producers on the importance of creativity, connectivity, and community in Second Life. Midwest PCA/ACA, Columbus, Ohio.

Reinhard, C. D. (2012). Men and their engagements with stereotypically feminine media products. Midwest PCA/ACA, Columbus, Ohio.

Reinhard, C. D. (2008, April). If one is sexy, two is even sexier: Female fans negotiating identities through online slash activities. Central States Communication Association Annual Conference, Madison, Wisconsin.

## **Presentations of Non-Refereed Papers**

### International

Reinhard, C. D. (2007, May). Experiences with a sense-making interdisciplinary dialogue among researchers and practitioners studying users/audiences: Being dialogic about being dialogic. International Communication Association, San Francisco, California.

Jensen, S. S., Reinhard, C. D., & Gursimsek, R. A. (2009, May). Sense-making and user-driven innovation in virtual worlds, 2008-2011. Metaverse U Conference, Palo Alto, California.

Reinhard, C. D. (2010, June). Our definitions and metaphors: Discussion of how researchers and designers as users make sense of virtual world technologies. Virtual Worlds Research Group International Research Workshop, Roskilde, Denmark.

### Local

Olson, C. J. & Reinhard, C.D. (2016, October). "Gendering Hatsune Miku: Networked Gender and the Co-construction of Identity for Vocaloids." The Ninth Annual Joint Gender & Women's Studies Conference, River Forest, Illinois.

Olson, C. J. & Reinhard, C. D. (2014). A Computer Boy or a Computer Girl?: *Adventure Time*, BMO and the Networked Gender. The Sixth Annual Joint Gender & Women's Studies Conference, River Forest, Illinois.

Reinhard, C. D. (2012). Men and their engagements with stereotypically feminine media products. The Fourth Annual Join Gender & Women Studies Conference, River Forest, Illinois.

## **Research Reports**

2006: Dervin, B. & Reinhard, C.D., Sense-making he information confluence: The whys and hows of college and university user satisficing of information needs. Final Project Performance Report., submitted to Institute for Museum and Library Services, Washington, D.C.

2006: Dervin, B., Reinhard C.D., Kerr, Z.Y., Song, M., & Shen, F.C., Sense-making the information confluence: The whys and hows of college and university user satisficing of information needs. Phase II: Sense-making online survey and phone interview study, submitted to Institute for Museum and Library Services, Washington, D.C.

2006: Dervin, B., Reinhard C.D., Adamsom, S.K., Lu, T., & Karnolt, N.M., Sense-making the information confluence: The whys and hows of college and university user satisficing of information needs. Phase I: Project overview, the Three-Field Dialogue project, and the state-of-the-art review, submitted to Institute for Museum and Library Services, Washington, D.C.

## **Service**

### **Service to the Institution**

#### University Assignments

Chair:

2020-present: Dominican Distinction Governance Council

Co-Chair:

2013-2014: DUable Task Force on Enhanced, Blended and Online Learning Environments

Editorial Adviser:

2018-2020: The Dominican Star news organization.

Faculty Adviser:

2013-2017: Dominican University Academies on Learning Technologies (Blended Learning Academy, Enhanced Learning Academy), Borra Center for Teaching and Learning Excellence

Member:

2020-present: Program Review Committee

2019-2020: Core Curriculum Subcommittee  
2018-2020: Academic Technology and Facility Committee  
2015-2018: Academic IT Committee  
2015-2016: Web Services Advisory Board  
2012-2015: Faculty Development Committee

### Department Assignments

#### Administration:

Summer 2020-present: Chair, Communication Arts and Sciences, Dominican University  
Spring 2020: Interim Chair, Communication Arts and Sciences, Dominican University

#### Member:

2016-2017: Faculty Search Committee, Communication Arts and Sciences, Dominican University

#### Faculty Adviser:

Spring 2018: Independent Study, Longform Journalism  
Summer 2015: Independent Study, Advanced Research Design  
Summer 2015: Independent Study, Video and Audio Production  
Spring 2015: Independent Study, Screenwriting  
Fall 2014: Independent Study, Online and Social Marketing  
Spring 2014: Independent Study, Online and Social Marketing  
Fall 2013: Independent Study, Advanced Research Design  
Fall 2012-present: Internship

#### Student Placement:

2006-2007: Faculty Search Committee, School of Communication, Ohio State University  
2004-2005: Graduate Studies Committee, School of Communication, Ohio State University

#### Other Institutional Service Activities:

2016-present: Dissertation Committee Member, SOIS PhD Student: Worked with SOIS Ph.D. Candidate to develop a research project focusing on game play, information-seeking behaviors and learning literacies.  
2012: Foundations Working Group: Participated in the curriculum mapping as well as serving as the working group's reporter, crafting the report to COSUAE.  
2012: Mission and Curriculum Inventory Working Group: Participated in the curriculum mapping as well as served as the reporter, crafting the working group's report to COSUAE.

2012: Higher Learning Commission Assessment Projects: Participated in the creation of the survey as well as acted as reporter for the group by creating the survey as the group discussed.

2012: LAS Seminars Faculty Workshop: Provided opinion on the formation of the LAS Seminars goals and guidelines.

2012-2013: RCAS GPS Multicultural Project

## **Service to the Profession**

### Officer: Organization / Association

2019-present: Editor, *Popular Culture Studies Journal*

2019-present: President, Professional Wrestling Studies Association

2017-present: Co-Chair, Wrestling Studies Subject Area, Midwest PCA/ACA.

2016: Chair, Media Studies Interest Group, Central States Communication Association Annual Conference, Grand Rapids, Michigan.

2015: Vice-Chair, Media Studies Interest Group, Central States Communication Association Annual Conference, Madison, Wisconsin.

2014: Secretary, Media Studies Interest Group, Central States Communication Association Annual Conference, Minneapolis, Minnesota.

### Academic Conference: Moderator / Facilitator / Respondent

2020: Midwest PCA/ACA, Minneapolis, Minnesota

2019: Midwest PCA/ACA, Cincinnati, Ohio.

2018: Central States Communication Association, Milwaukee, Wisconsin.

2017: Central States Communication Association, Minneapolis, Minnesota.

2016: Midwest PCA/ACA, Chicago, Illinois

2016: Central States Communication Association, Grand Rapids, Michigan.

2015: Central States Communication Association, Madison, Wisconsin.

2014: Popular Culture Association, Chicago, Illinois.

2012: Midwest PCA/ACA, Columbus, Ohio.

### Reviewer – Journal Article / Manuscript

2016-present: *Journal of Popular Culture*.

2019-present: *Professional Wrestling Studies Journal*.

2019: McFarland's.

2019: *Journal of American Culture*.  
2016-2018: *Popular Culture Studies Journal*.  
2013-2018: *New Media and Society*.  
2013-2018: *Journal of Virtual Worlds Research*.  
2015: Bedford/St. Martin's.  
2014: Arts Marketing.

#### Invited Lecture

2017: Graduate School of Library and Information Science - Dominican University.  
2013: Graduate School of Library and Information Science - Dominican University.  
2009: Virtual Worlds Research Group Ph.D. Seminar Series.  
2008: Young Women's Christian Association of Columbus, Ohio. Seminar titled: Public Speaking for Professionals.

#### Invited Presentations

2019: Untitledtown, Green Bay, Wisconsin. Presentation titled: Writing with Popular Culture. Co-presenter with Christopher J. Olson.  
2017: Chicago Comic and Entertainment Expo. Presentation titled: The Past, Present, and Future of Professional Wrestling.  
2016: LAS Seminars, Dominican University. Presentation titled: How to teaching dialogue and listening skills.  
2016: Chicago Comic and Entertainment Expo. Presentation titled: The Dark Side of Fandom: Shaming, Infighting and Harassment in Fan Spaces.  
2010: Virtual Worlds Research Group March 2010 Project Workshop. Presentation titled: Innovation in practice, dialogue: Innovation Lab as case study.  
2010: Fantasticon. Presentation titled: Superheroes Around the World.  
2010: Virtual Worlds Research Group October 2010 Project Workshop. Presentation titled: Virtual Worlds from the Other Side of the World: The hybrid and educational virtual worlds of Singapore. Presented with Mikala Hansbol of the Danish School of Education.  
2009: Virtual Worlds Research Group February 2009 Project Workshop. Presentations titled: Innovating methods for studying virtual worlds; Innovating interfaces with virtual worlds.  
2009: Roskilde University CBIT Seminar. Presentation titled: Knowing audiences with Dervin's Sense-Making Methodology.  
2007 – 2008: Anime Punch!. Presentation titled: Fandom Psych.  
2006 – 2008: Anime Punch!. Panel called: Anime in Academia

Reviewer: Conference Paper

- 2020: International Communication Association
- 2013-2018: Central States Communication Association Annual Conference.
- 2013: National Communication Association Annual Convention.
- 2012: International Communication Association.
- 2006-2007: International Communication Association.

Session Presider / Organizer

- 2020: Fan Studies Network North America, Virtual. Salon title: So, This is How Liberty Dies, With Thunderous Applause: Fandom, Politics, Public Discourse and Democracy.
- 2020: Midwest PCA/ACA, Minneapolis, Minnesota. Panel title: Redefining popular culture after Ray Browne.
- 2020: Midwest PCA/ACA, Minneapolis, Minnesota. Panel title: The PCSJ: Conversations with the editor.
- 2019: Midwest PCA/ACA, Cincinnati, Ohio. Panel title: The PCSJ: Conversations with the editor.
- 2019: Midwest PCA/ACA, Cincinnati, Ohio. Panel title: Academic Translation: How to communicate like a public scholar.
- 2019: International Communication Association, Washington D. C., United States. Panel title: Wrestling with Politics: Examining the intersections between contemporary politics and professional wrestling
- 2018: International Communication Association, Prague, Czech Republic. Panel title: The Empowered Voices of Professional Wrestling: Perspectives from fans, wrestlers, and promoters.
- 2018: Central States Communication Association, Milwaukee, Wisconsin. Panel title: Divas and Discourses, Histories and Myths: Different perspectives on how to study professional wrestling.
- 2016: Midwest Popular Culture Association, Chicago, Illinois. Panel title: Communicating Professional Wrestling: The social media relationship among promoters, wrestlers and fans.
- 2015: Midwest Popular Culture Association, Cincinnati, Ohio. Panel title: The True Nature of Professional Wrestling: The convergent practices and experiences of sports entertainment.
- 2015: Central States Communication Association, Madison, Wisconsin. Panel title: The True Nature of Professional Wrestling: The convergent practices and experiences of sports entertainment.



2014: Central States Communication Association, Minneapolis, Minnesota. Panel title: Children's Media for More Than Just Children: Elevating the discourse about the production and reception of children's media

2010: Eastern Communication Association Annual Conference, Hamburg, Germany. Panel title: Making sense of virtual worlds as sites of innovation in communication.

2010: International Communication Association, International Communication Association, Singapore, Singapore. Panel title: Researchers making sense of virtual worlds: Panel discussion concerning the methodologies, methods of studying virtual worlds.

## **Honors / Awards**

### **Award**

2019: Top Poster Award, Popular Communication Division, International Communication Association, Washington, D.C.

2018: Faculty Development Committee Summer Stipend.

2017: Top Panel Award, Media Studies Interest Group, Central States Communication Association Annual Conference.

2015: Academic IT Special Equipment Grant

2015: Faculty Development Committee Summer Stipend.

2014: Top Paper Award in the Communication and the Future Division. National Communication Association.

2014: Borra Technology Fellow for 2014-2015 academic year at Dominican University.

2013: Top Paper Award, Media Studies Interest Group, Central States Communication Association Annual Conference.

2012: Faculty Development Committee Research Grant.

2012: Academic IT Special Equipment Grant.

2012: Academic IT Special Equipment Grant.

2009: Top Three Paper Award in the Popular Communication Division. International Communication Association.

### **Honor**

2012: Borra Technology Scholar appointment for 2012-2013 academic year.

2007: The 2007 Honorable Mention Award for Best Information Behavior Conference Poster. The American Society for Information Science and Technology.

## **Professional Memberships**

Professional Wrestling Studies Association, 2017-present

Central States Communication Association, 2013-present  
Midwest Popular Culture Association, 2012-present  
International Communication Association, 2005-present  
Popular Culture Association, 2013-present  
Society for Cinema and Media Studies, 2013-2014  
National Communication Association, 2011  
Association of Internet Researchers, 2008-2012  
European Communication Research and Education Association, 2008-2011  
International Association for Media and Communication Research, 2008-2010

### **Honors Society Memberships**

Phi Beta Kappa  
Phi Kappa Phi  
Psi Chi

### **Public Intellectual Contributions**

#### **Webseries**

2020-present: Creator, host, and technical director of a scholarly webseries *Popular Culture Dialogue* for the *Popular Culture Studies Journal*.

#### **Podcast**

2014-2020: Co-creator, co-host, and technical director of a scholarly podcast *The Pop Culture Podcast Lens* to discuss the media of the past through the lens of today.

#### **Blog**

2017-present: Administrator and contribution to the scholarly blog for the Professional Wrestling Studies Association.

2011-present: Construction, administration and publication of a personal academic blog *Playing with Research* for my research interests and an experimentation in how to report research.

2008-2011: Responsible for the publication of several blog posts for the Virtual World Research Group blog. Publications range from 2008-2010.

### **Social Networking Sites**

2018-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the *Popular Culture Studies Journal*.

2017-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the Professional Wrestling Studies Association.

2012-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the Communication Arts and Sciences department at Dominican University.