

MEGAN SAPNAR ANKERSON

Department of Communication and Media, The University of Michigan
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EDUCATION

- Ph.D. (2010) University of Wisconsin-Madison
Media and Cultural Studies, Department of Communication Arts
Dissertation: *Dot-Com Design: Cultural Production of the Commercial Web in the Internet Bubble (1993-2003)*
- M.A. (2002) Georgetown University, Washington, DC
Communication, Culture, and Technology
Thesis: *The Code Looks Back: Flash Software, Virtual Spectators, and the Interactive Image*
- B.A. (1996) Loyola University Maryland, Baltimore, MD
Communication (Advertising concentration)

ACADEMIC APPOINTMENTS

- Associate Professor, Department of Communication and Media, University of Michigan, 2018 - present
- Assistant Professor, Department of Communication Studies, University of Michigan, 2010 - 2018
- Associate Lecturer, Department of Communication Arts, University of Wisconsin-Madison, 2006 – 2008
- Adjunct Instructor, Department of Communication, Loyola University Maryland, 1997 - 2003

RESEARCH INTERESTS

Media, culture and digital studies; internet and web history; software studies; interaction design; memory and time; visual culture; queer theory; comparative media histories, feminist technoscience studies

PUBLICATIONS

BOOKS

Ankerson, M.S. *Dot-com Design: The Rise of a Usable, Social, Commercial Web*. New York: NYU Press, 2018.

JOURNAL ARTICLES

Murray, S.A. and M.S. Ankerson. (2016). "Lez Takes Time: Designing Lesbian Contact in Geosocial Networking Apps." Special Issue: "Queer Technologies in Communication," *Critical Studies in Media Communication*. Eds. Katherine Sender and Adrienne Shaw

Ankerson, M.S. (2015). "Social Media and the 'Read-Only' Web: Reconfiguring Social Logics and Historical Boundaries," *Social Media + Society*. 2(1): 1-12. DOI: 10.1177/2056305115621935

Ankerson, M.S. (2012). "Writing Web Histories With an Eye on the Analog Past." *New Media and Society*. 14(3): 384-400

Sapnar, M. (2002). "From Text Effects to Canned Goods: Identity Construction and Visual Codes in the Flash Development Community," *NMEDIAC: The Journal of New Media and Culture*. Winter 1:1

BOOK CHAPTERS

Ankerson, M.S. (2018) "Periscopic Regimes of Live Streaming," *Appified*. Eds. Jeremy Morris and Sarah Murray. University of Michigan Press

Ankerson, M.S. (2015). "Read/Write the Digital Archive: Strategies for Historical Web Research," in *Digital Confidential*. Eds. Eszter Hargittai and Christian Sandvig. Cambridge, MA: MIT Press. 29-54

Ankerson, M.S. (2013). "Collaboration and Co-Creation in Networked Environments: An Interview with Molly Wright Steenson," in *Companion to Media Authorship*. Eds. Derek Johnson and Jonathan Gray

Ankerson, M.S. (2010). "Industries, Economies, Aesthetics: Mapping the Look of the Web in the Dot-com Era." *Web History*. Ed. Niels Brügger. Aarhus: Peter Lang

Ankerson, M.S. (2009). "Historicizing Web Design: Software, Style, and the Look of the Web," in *Convergence Media History*. Eds. Janet Staiger and Sabine Hake. New York: Routledge. 191-203

Sapnar, M. (2002). "New Media Literature: A Roundtable Discussion on Aesthetics, Audiences, and Histories," *NCI Spring/Summer*: 90-91

ELECTRONIC PUBLICATIONS

Ankerson, M.S. (2014) "How Coolness Defined the World Wide Web of the 1990s." *The Atlantic*. 15 July <http://www.theatlantic.com/technology/archive/2014/07/how-coolness-defined-the-world-wide-web-of-the-1990s/374443/>

Ankerson, M.S. (2014) "Celebrating 25 years of Global Hypertext: World Wide Web!#♡@." *Antenna: Responses to Media and Culture*. Academic Blog. 12 Mar. Online at <http://blog.commart.wisc.edu/2014/03/12/>

Ankerson, M.S. (2014) "Google's Aesthetic Turn: One Simple Beautiful Useful Google." *Antenna: Responses to Media and Culture*. Academic Blog. 13 Jan. Online at <http://blog.commart.wisc.edu/2014/01/13/googles-aesthetic-turn-one-simple-beautiful-useful-google/>

Ankerson, M.S. (2012) "A Personal Reflection on Investing, Archives, and the Socio-Economics of Electronic Literature." *Dotcom Histories*. Website. <http://dotcomhistories.com/e-lit/>

Ankerson, M.S. (2009) "The Post-TV Era." *Antenna: Responses to Media and Culture*. Academic Blog. 11 Dec. Online at <http://blog.commarts.wisc.edu/2009/12/11/the-post-tv-era/>

Sapnar, M. and Ingrid Ankerson. (2006). "Cruising." Multimedia artwork. *Electronic Literature Collection Volume 1*. Eds. N. Katherine Hayles, Nick Montfort, Scott Rettberg, and Stephanie Strickland. Maryland: Electronic Literature Organization

Sapnar, M. (2002). "The Letters Themselves: An Interview with Ana Maria Uribe," in *The Iowa Review Web*. Feb. Online at <http://www.uiowa.edu/~iareview/tirweb/feature/uribe/uribe.html>

Sapnar M. (2002). "An Introduction to the New Media Poetry of Thomas Swiss," in *NMEDIAC: The Journal of New Media and Culture*. Winter 1:1

COURSES TAUGHT

UNDERGRADUATE COURSES

Comm 101: The Mass Media, University of Michigan, Winter 2015, Winter 2016, Winter 2017, Fall 2019, Winter 2022, Winter 2023

Comm 365: Visual Culture & Visual Literacy, (upper-level writing requirement course) University of Michigan, Fall 2010, Winter 2011, Winter 2012, Winter 2013, Fall 2013, Winter 2015, Fall 2015, Fall 2016, Fall 2017

Comm 458: Critical Approaches to the Internet, University of Michigan, Winter 2013, Winter 2016

Comm 461: Visuality & New Media, capstone seminar, University of Michigan, Winter 2011, Winter 2012, Fall 2012, Fall 2013, Fall 2014, Winter 2017, Winter 2018, Winter 2019, Winter 2021, Fall 2022, Fall 2023

Comm 490: Internet & Networked Culture, capstone seminar, University of Michigan, Fall 2015, Fall 2016

GRADUATE COURSES

Comm 775: Histories and Theories of Media, graduate seminar, University of Michigan, Fall 2018, Fall 2019, Winter 2021

Comm 820: New Media History and Theory, graduate seminar, University of Michigan, Fall 2012

Comm 820: Internet Studies, graduate seminar, University of Michigan, Fall 2014

Comm 820: Media, Time and Digital Life, graduate seminar, University of Michigan, Fall 2018, Fall 2020

Comm 820: Digital Nostalgia: New Media, New Memory, graduate seminar, University of Michigan, Winter 2022

ADDITIONAL TEACHING (Outside The University of Michigan)

COM 100: Introduction to Speech Composition, University of Wisconsin-Madison, 2008-2009

COM 250: Survey of Radio, TV, Film as Mass Media, University of Wisconsin-Madison, 2003-2004

COM 346: Critical Internet Studies, University of Wisconsin-Madison, 2004 – 2008

COM 557: Contemporary Media Industries, University of Wisconsin-Madison, 2006 – 2007

Internet and Interactive Media II, Loyola University Maryland, 2001-2003

Introduction to the Internet and Interactive Media, Loyola University Maryland, 1997-2003

CONFERENCE PRESENTATIONS

“Black Swans, Zombies, and Generative AI: The Seamless Streaming of Unpredictable Media”
Panel: Feeling (Un)Mediated: Streaming, Liveness, and the Management of Experience
Society for Cinema and Media Studies
Boston, MA, March 2024

“Zombies In the Web Archive! Leaky Liveness and The Anachronism of Algorithmic Records”
Panel: Archives and Memory
Association of Internet Researchers
Philadelphia, PA October 2023

“Post-cinematic Time Machines: Archival Entertainment in the Internet Age”
Panel: Rethinking Archives
Society for Cinema and Media Studies
Denver, CO, April 2023

“Internet Indexing and the Rise of Networked Popularity: (WAIS 1989-1995)”
Panel: Internet Histories 2
Association of Internet Researchers
Dublin, Ireland, November 2022

“How Google Got Design: The Mobile Modernism of Google’s Material Design Language”
Panel: Media and Film in the Age of Design 1880s-2020s
Society for Cinema and Media Studies
Chicago, March 2022 {virtual}

“Hits, Links and Counters: Networking Popularity on the Early Web”
Panel: Measurement from the Margins of the Early Web
Fourth RESAW Conference: Mainstream vs marginal content in Web history and Web archives
University of Luxembourg, June 2021 {virtual}

“Can You Trust a Leaky Archive? History Lessons from Robots and Zombies”
Association of Internet Researchers

Brisbane, Australia, October 2019

“Digital Regeneration: Media Archives and Residual Cultures of Time Travel”

Society for Social Studies of Science
New Orleans, LA, September 2019

“Broadcast Now and Go Live: Global Live-streaming Apps in Historical Context”

Association of Internet Researchers
Montreal, Canada, October 2018

“Communication, Media, and the Material-Semiotics of Design”

Pre-conference: Design as Object, Design as Method: Making Critical Communication Futures
International Communication Association
Prague, Czech Republic, May 2018

“Time Capsules and Memory Clouds: Material-semiotic histories of media archives”

Society for Cinema and Media Studies
Toronto, Canada March 2018

“Queering the Web Crawler: Algorithms, Automation, and the Politics of Archives”

Panel: Queer Media Mobilities
International Communication Association
San Diego, CA, May 2017

“TimeHop Technologies: Material-Semiotic Histories of the Archive”

Panel: Buried Media
International Communication Association
San Diego, CA, May 2017

“The Periscopic Regime of Live Streaming: Media Witnessing in the Platform Era”

Panel: The Parameters of ‘Television’ in the Age of Streaming
Society for Cinema and Media Studies
Chicago, IL, March 2017

“‘The Old Rules No Longer Apply’: Web Design and User Experience in the Dot-com Era”

Association of Internet Researchers
Berlin, Germany, October 2016

"From Desktop Publishing to Everyday iLife: Configuring Peripherals in the Digital Home"

Panel: Centering on the Peripheral: Design Histories of Home Media Networks
Society for Cinema and Media Studies
Atlanta, GA, March 2016

“Take me back! Web history as chronotourism of the digital archive”

“Times and Temporalities of the Web”
International symposium, Institut des sciences de la communication
Paris, France, December 2015

“The Improbable History Of ‘Web 1.0’: Digital Nostalgia, Time Machines, And The Collaborative Filtering Of Cultural Memory”

Panel: Technologies of the Imagination
Association of Internet Researchers
Phoenix, AZ, October 2015

Exploring “Internet Culture”: Discourses, Boundaries, and Implications (roundtable)

Association of Internet Researchers
Phoenix, AZ, October 2015

“Web History as Time Travel: Digital Nostalgia & Public Engagement with the Internet Archive’s WayBack Machine”

Web Archives as Scholarly Sources: Issues, Practices and Perspectives
Aarhus, Denmark, June 2015

“Lez Takes Time: Designing Lesbian Contact in Geosocial Networking”

Panel: “Towards Hook-up Apps Studies: Sexual Cultures, Digital Devices, Locative Media”
International Communication Association
San Juan, Puerto Rico, May 2015

“@ the Interface, Design Matters”

Roundtable discussion: “By Design: Material Histories of Media Interfaces and Cultures”
Flow Conference
Austin, TX, September 2014

“Making/Unmaking a Social Web: Historicizing the “Read-Only” Logic of 1990s Web Publishing”

Panel: Prefiguring social media: the culture and technology of 1990s web publishing
Social Media and the Transformation of Public Space
Amsterdam, The Netherlands, June 2014

“The Quality of ‘Cool’: Producing the Look and Feel of Early Commercial Websites”

Panel: Re-writing the Digital: Alternative Histories of New Media
International Communication Association
Seattle, WA, May 2014

“Rational Markets and Hysterical Practices: Evaluating the Gendered/Classed Discourses of Speculation and Web Design in the Dot-com Bubble”

International Communication Association
Seattle, WA, May 2014

“Web History as Imagined Futures: The Discipline of Web Design and the Dot-com Speculative Bubble”

Society for Cinema and Media Studies
Chicago, IL, March 2014

“24 Hour Internet Spectaculars: Realtime Authorship, Visual Infrastructure, and the Archival Promise of *24 Hours in Cyberspace* (1996) and *Life in a Day* (2011)”

Society for Cinema and Media Studies
Chicago, IL, March 2013

“‘Designers, the Web Needs You’: Discourses of Authorship and the Rise of Commercial Web Industries”

Association of Internet Researchers
Manchester, England, October 2012

“Beyond Masters and Goddesses: Locating Moments of Critique and Revision in Web Design Work”

Console-ing Passions Conference
Boston, MA, July 2012

“Artists, Integrators, Application Developers: Web Design Communities and the Production of Expertise in Historical Context”

International Communication Association
Phoenix, AZ, May 2012

“Creating a ‘Cool’ Commercial Web: Storytelling, Sharing, and Social Media in the mid-90s”

Society for Cinema and Media Studies
Boston, MA, March 2012

“Digital Literacies for a Software Culture”

2011 HASTAC International Conference
Ann Arbor, MI, December 2011

“Globalizing Web Industries: National Visions and Global Collaborations in the 1990s”

Society for Cinema and Media Studies
New Orleans, LA, March 2011

“Graphic Design, Global Media, and Filipino Identity: The Search for a Pinoy Web Aesthetic”

Association of Internet Researchers,
Milwaukee, WI, October 2009.

“From Old to New and Back Again: Broadcast Histories, Software Studies, and the Work of Web Historiography”

International Communication Association
Pre-conference "The Future is Prologue: New Media, New Histories?"
University of Illinois, Chicago, May 2009

“The Creative Labor of Commercial Web Design: Community, Code, and the Cultural Production of Flash in the New Economy,”

Association of Internet Researchers
Copenhagen, Denmark, October 2008.

“Web Industries, Economies, Aesthetics: Mapping the Look of the Web in the Dot-com Era”

Web_site Histories: Theories, Methods, Analysis
The Center for Internet Research, University of Aarhus,
Aarhus, Denmark, October 2008

“Designers as Auteurs in the Dot-com Boom: Industry Logics and the Looks of the Web”

Society for Cinema and Media Studies
Philadelphia, March 2008

“Power, Production, and Proprietary Software: Web Design Industries in the Dot-Com Boom”

Exploring New Media Worlds Conference
University of Texas A&M, March 2008

“Historicizing Web Design: Software, Style, and the Look of the Web”

Media Histories: What are the Issues?
University of Texas at Austin, October 2007

“The Web Can Speak, Hurray! Virtual Ventriloquism and the Marketing of Racial and Gendered Identities”
Console-ing Passions Conference
University of Wisconsin-Milwaukee, May 2006

“Sound Bites! A Historiography of Audio Online 1994-2004,”
Merging Methodologies II, Conference
Northwestern University, Evanston, IL, February 2005

“Exploring Publishing Models in New Media”
Electronic Literature State of the Arts Symposium,
University of California, Los Angeles, April 2002

“The Muse and New Media: Hypermedia Fusions For Poets and Artists”
AWP Conference and Web Fair,
New Orleans, March 2002

“Writing with Images: New Media in Literature Proves Poetry & Technology Are Not an Oxymoron,”
AWP Conference and Web Fair,
Palm Springs, April 2001

"Poems that Go: Performing Multimedia Poetry Online,"
Constructing Cyberculture(s):Performance, Pedagogy, and Politics in Online Spaces
University of Maryland, April 2001

"Kinetic Typography and Digital Literature,"
Hypertext.Narrative.Image.Flash.
Boston, Massachusetts, November 2000

INVITED PRESENTATIONS AND KEYNOTE TALKS

“Big Data Time Machines: AI, Sci-Fi, and the Future of High-Resolution History” Howard R. Marsh
Distinguished Professor Lecture. Department of Communication and Media, The University of Michigan,
November 16, 2023.

“Unprecedented: 5 Provocations for Post-Pandemic Media Studies” Communication and Media Speaker
Series at the University of Michigan, November 12, 2020.

“Zombies, Robots and Time Machines: Improbable Histories of the World Wide Web”
Invited keynote talk for the *Web that Was* conference at the University of Amsterdam, June 21, 2019.

“1998: When the World Wide Web Went Global”
Invited presentation for the Turning Points Symposium, Global Media Studies Initiative at the University of
Michigan, September 28, 2018.

“Robots in the Archive: New Media Histories and the Feeling of Time”

Invited talk for the Web Archiving Conference at the Open University of Israel in collaboration with the National Library in Jerusalem. April 29, 2018.

“My Personal Web History: The Wayback Machine as a Technology of Memory.” **Invited keynote** for

“Changing Platforms of Memory Practices” conference. University of Groningen, The Netherlands. Sep 12, 2015

“Visualizing the Invisible: Reflections on Web Archives, Historiography, and the Politics of Software.”

Invited keynote for “Visualizing the Archive” conference. University of Michigan, October 2014

“Speculation, Cool Sites, and the Visual Cultures of the Internet,” invited guest at the Social Media Collective, *Microsoft Research Network*, Cambridge, MA, April 2013

“Digital tools, Storytelling, and the Web Archive,” presentation for the Digital Environments Workshop, University of Michigan, February 8, 2013

“Dot-com Design: Reflections on Coolness, Usability, and the Versioning of Web History,” Brown bag talk for the Institute for the Humanities, University of Michigan, March 6, 2012

“DEC Presents DEC: Historical Web Research,” presentation for the doctoral executive committee, School of Information, University of Michigan, February 17, 2012

Invited artist for “The Digital Arts and Electronic Literature Speaker Series,” Richard Stockton College of New Jersey, November 19, 2004

“Experiential Design: Poetry across media,” invited presenter for AIGA, the professional association for design. Washington DC, November 21, 2002

“Poems that Move: kinetic text and images in new media poetry,” invited guest for TrAce online center, October 22, 2002

Invited artist for the Electronic Literature Organization’s “Interactions Series,” which brought together featured interactive artists with humanities scholars who led discussions of works shown. University of Illinois, Chicago, October 5, 2001

GRANTS, HONORS, AWARDS

“Past Tense: Archival Exclusion, Revision, and the Future of History,” Digital Studies Institute Research Grant, 2020 (\$5,000)

ADVANCE Faculty Succeed Grant, University of Michigan, May 2020 (\$4,795)

Marsh Distinguished Research Fellowship, Department of Communication and Media, July 2019-June 2022 (\$30,000)

Co-organizer of the 2019 Michigan Meetings conference grant, a series of university-wide and public events organized around the theme of “Living A Digital Life.” Joint initiative with faculty from the Digital Studies Institute, LSA, School of Information, and Taubman College of Architecture and Urban Planning (\$50,000)

ADVANCE Faculty Summer Writing Grant, College of LSA, Summer 2017 (\$1,500)

MCubed Research Award (with Christian Sandvig and Derek Vaillant), April 2017 “Time Travel on the Internet” (\$15,000)

International Communication Association Top Paper for “Lez Takes Time: Designing Lesbian Contact in Geosocial Networking Applications,” Popular Communication Division, May 2017

University Dissertation Fellowship, University of Wisconsin-Madison Graduate School, Arts & Humanities, May 2009

University Housing Honored Instructor Award, presented by the Office of Academic Initiatives, Jan 2009

Vilas Travel Grant recipient, University of Wisconsin-Madison, December 2008

Helen K. Herman Memorial Fund Scholarship, University of Wisconsin-Madison, April 2008

McCarty Travel Award recipient, University of Wisconsin-Madison, 2007 and 2008

Communication Arts Graduate Teaching Award, University of Wisconsin-Madison, May 2007

Betty and Vance Kepley Award, University of Wisconsin-Madison, Spring 2007

McCarty Dissertation Fellowship, University of Wisconsin-Madison, June 2006

College of Letters and Sciences Teaching Fellow, University of Wisconsin-Madison Letters & Sciences, March 2006

Elizabeth Warner Risser Fellowship, University of Wisconsin-Madison, Fall 2005

McCarty Early Achievement Award, University of Wisconsin-Madison, Fall 2004

Communication, Culture, and Technology Scholarship for Academic Achievement, Georgetown University, 2000 and 2001

SERVICE TO THE DEPARTMENT

Diversity, Equity, Inclusion Committee, Department of Communication and Media, 2022-24

Executive Committee, Department of Communication and Media, 2020-2022

Faculty Advisor, Media Studies Research Workshop, Department of Communication and Media, 2018–23

Graduate Studies Committee, Department of Communication Studies, 2018-2019

Graduate Admissions Committee, Department of Communication and Media, 2018-2020

Curriculum Studies Committee, Department of Communication Studies, 2017–2018

Communication and Media Department Search Committees:

Media and Marginalized Communities (2021-22)

Media, Culture and Society (2019-2020)

Race and Digital Media (2018-2019)

John Derby Evans Development Chair in Communication Studies, social science (2018-19)

John Derby Evans Development Chair in Communication Studies, critical media studies (2018-19)

Sexuality Studies (2014-15)

SERVICE TO THE UNIVERSITY

Rackham Graduate School, Pre-doctoral fellowship committee (social sciences): 2022, 2023

Executive Committee, Digital Studies Institute, 2019-2020

“Living a Digital Life” Michigan Meetings Development and Planning committee, Fall 2018-2019

Digital Studies Institute Search Committees:

Anti-Racist Digital Urban Humanities (2022-23)

DSI Post-doctoral search committee (2022)

Race and Digital Media (2019-2020)

Digital Studies Design Team Committee, LSA Dean’s Office Initiative, Summer 2017

Digital Studies Advisory Board, Department of American Culture, University of Michigan, 2013–2018

Faculty Advisor for Digital Studies Workshop, Rackham Graduate School, 2012–2018

Co-organizer, Digital Environments Cyber Infrastructure committee, University of Michigan, 2012–13

SERVICE TO THE FIELD

Co-editor of *Internet Histories*, peer-reviewed international journal launched in 2017 (2015 – 2018)

Assistant Editor of *New Media Art*, *NMEDIAC*, *journal of new media and culture*. 2001 – 2012

Reviewer for: MIT Press; *New Media and Society*; *Visual Studies*; *Media, Culture, and Society*; *Social Media + Society*; *Internet Histories*

Invited Reviewer for Book Manuscript Workshops

Modem World: A Prehistory of Social Media (Kevin Driscoll, University of Virginia) May 2022

Archiving Machines: Data/Archive/Data (Amelia Acker, University of Texas-Austin) March 2023

PROFESSIONAL ASSOCIATIONS

Console-ing Passions 2006 - present

The Association for Internet Researchers, 2006 - present

Society for Cinema and Media Studies, 2007 - present

International Communication Association, 2011 – present

RESAW (A Research Infrastructure for the Study of Archived Web Materials) 2018 - present

Society for the Social Study of Science (4S) 2019- present

NEW MEDIA ART

Co-founder, Managing Editor, *Poems that Go*. 2000–2005. An online journal of new media poetry that examines the intersections between image, text, motion, sound, and code. (www.poemsthatgo.com)

Tapes (2004) a performance piece for two voices that combines film, animation, and live reading. Performed for the Electronic Literature Speaker Series at the Richard Stockton College of New Jersey, November 2004.

Say the Word (2002) a study of hearing, sound, and perception, interactive multimedia for CD-ROM. Presented at the Electronic Literature Speaker Series at the Richard Stockton College of New Jersey, November 2004

Cruising (2001) Presented at the AWP Conference in New Orleans, March 2002 and as part of the ELO Interactive Reading Series, Chicago, October 2001. Published in Volume 1 of the *Electronic Literature Collection* (2006), Maryland: Electronic Literature Organization. Selected for inclusion in an exhibit for the Library of Congress, 2013

Figure 5 Media Series (2001) a cross-media commentary on William Carlos Williams poem and Charles Demuth's image in new media. Presented at the ELO State of the Arts Symposium in L.A, April 2002

Representatives (2001) an interactive poem that investigates sound and color in a narrative between two voices in telephone conversation. Presented as part of the ELO Interactive Reading Series, Chicago, October 2001

Car Wash (2000) an experimental new media poem incorporating found sounds, digital video and animation. Featured at Words & Beats New Media Shorts Festival in London, UK, October 2000, and in Gnovis, the online journal of Georgetown University's Communication, Culture and Technology program

Pushkin Translation (2000) an interactive multimedia translation of Alexander Pushkin's short verse. Presented at *Hypertext.Narrative.Image.Flash* in Boston, November 2000, and at Constructing Cyberculture(s): Performance, Pedagogy, and Politics in Online Spaces at the University of Maryland, April 2001