

# DEVON POWERS

University of Michigan  
Department of Communication and Media  
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## ACADEMIC EMPLOYMENT

**University of Michigan, Dept. of Communication and Media**, Ann Arbor, MI  
Professor  
Affiliate Faculty, Center for Ethics, Society and Computing  
Fall 2022 to present

**Temple University, Dept. of Advertising and Public Relations**, Philadelphia, PA  
Associate Professor  
Summer 2016 to Summer 2022

**Drexel University, Dept. of Communication**, Philadelphia, PA  
Associate Professor  
Director of Undergraduate Programs  
Summer 2014 to Summer 2016

Assistant Professor  
Fall 2008 to Summer 2014

## EDUCATION

### ACADEMIC DEGREES

**New York University**, New York, NY  
Ph.D., Media Studies, 2008

**Oberlin College**, Oberlin, OH  
High Honors B.A., Women's Studies and English, 1999

### CERTIFICATES

**Institute for the Future**, Palo Alto, CA  
Certificate in Foresight, 2023

**Radcliffe Publishing Course**, Cambridge, MA  
Certificate, 1999

## RESEARCH AREAS

Consumer culture | Culture industries | Cultural circulation | Trends | Promotional culture and branding | Cultural and business history | Future studies and foresight | Popular music

## PUBLICATIONS

## BOOKS

**Powers, Devon.** *How Trends Work*. Under contract with University of Chicago Press.

**Powers, Devon.** *On Trend: The Business of Forecasting the Future*. Champaign, IL: University of Illinois Press, 2019.

**Powers, Devon.** *Writing the Record: The Village Voice and the Birth of Rock Criticism*. Amherst, MA: University of Massachusetts Press, 2013.

Aronczyk, Melissa and **Powers, Devon.** *Blowing Up the Brand: Critical Perspectives on Promotional Culture*. New York: Peter Lang, 2010.

## JOURNAL ARTICLES

**Powers, Devon.** What is a Trend? *Journal of Communication* Advance Access (2025): 1-9.

**Powers, Devon.** The Problem of Popular Culture. *Communication Theory* 32, 4 (2022): 461-470.

**Powers, Devon.** Trend Journalism: Genre, History, and Critique. *Journalism Studies* 23, 12 (2022): 1435-1449.

**Powers, Devon.** Thinking in Trends: The Rise of Trend Forecasting in the United States. *Journal of Historical Research in Marketing* 10, 1 (2018): 2-20.

Klein, Bethany, Meier, Leslie and **Powers, Devon.** Selling Out: Musicians, Autonomy, and Compromise in the Digital Age. *Popular Music & Society* 40, 2 (2017): 222-38.

**Powers, Devon** and Greenwell, DM. Branded Fitness: Exercise and Promotional Culture. *Journal of Consumer Culture* 17, 3 (2017): 523-41.

**Powers, Devon.** First! Cultural Circulation in the Age of Recursivity. *New Media & Society* 19, 2 (2017): 165-80.

Morris, Jeremy and **Powers, Devon.** Control, Curation, and Musical Experience in Music Streaming Services. *Creative Industries Journal* 8, 2 (2015): 106-22.

**Powers, Devon** and Pattwell, Ashley. Immortal Brands? A Temporal Critique of Promotional Culture. *Popular Communication* 13, 3 (2015): 202-15.

**Powers, Devon.** Lost in the Shuffle: Technology, History, and the Idea of Musical Randomness. *Critical Studies in Media Communication* 31, 3 (2014): 244-64.

Scott, Travers and **Powers, Devon.** Looking Back, Moving Forward: Critical Communication History. *International Journal of Communication* 7 (2013): 1-8.

**Powers, Devon.** Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediaries, and the Rise of the "Company Freak." *Journal of Consumer Culture* 12, 3 (2012): 3-18.

**Powers, Devon.** Notes on Hype. *International Journal of Communication* 6 (2012): 857-73.

**Powers, Devon.** Bruce Springsteen, Rock Criticism, and the Music Business: Toward a Theory and History of Hype. *Popular Music and Society* 34, 2 (2011): 203–19.

**Powers, Devon.** Rock Criticism's Public Intellectuals. *Popular Music and Society* 33, 4 (2010): 533–48.

**Powers, Devon.** "Bye Bye Rock": Toward an Ethics of Rock Criticism. *Journalism Studies* 10, 3 (2009): 322–36.

**Powers, Devon.** The "Folk Problem": The *Village Voice* Takes on Folk Music, 1955–1965. *Journalism History* 33, 4 (2008): 205–14.

#### BOOK CHAPTERS

**Powers, Devon.** Advertising, Branding and the Promotional Future. In *The Routledge Companion to Advertising and Promotional Culture, 2<sup>nd</sup> Edition*, ed. Matt McAllister and Emily West, 360–68. New York: Routledge, 2023.

**Powers, Devon.** This. Reader. *Appified*, ed. Jeremy Morris and Sarah Murray, 219–26. Ann Arbor, MI: University of Michigan Press, 2018.

**Powers, Devon.** Advertising and Consumerism. In *A Companion to Popular Culture*, ed. Gary Burns, 343–60. Hoboken, NJ: Wiley-Blackwell, 2016.

**Powers, Devon.** Intermediaries and Intermediation. In *The Sage Handbook of Popular Music*, ed. Andy Bennett and Steve Waksman, 120–34. London: Sage, 2015.

**Powers, Devon.** Now Hear This: The Promotion of Music. In *The Routledge Companion to Advertising and Promotional Culture*, ed. Matt McAllister and Emily West, 313–25. New York: Routledge, 2013.

**Powers, Devon.** The End of New Music? Digital Media, History, and the Idea of Attention. In *The Long History of New Media; Technology, Historiography, and Contextualizing Newness*, ed. David W. Park, Nicholas Jankowski, and Steve Jones, 3–20. New York: Peter Lang, 2011.

**Powers, Devon.** Strange Powers: The Branded Sensorium and the Intrigue of Musical Sound. In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 285–306. New York: Peter Lang, 2010.

Aronczyk, Melissa and **Powers, Devon.** Introduction: Blowing Up the Brand, with Melissa Aronczyk. In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 1–26. New York: Peter Lang, 2010.

#### INVITED PUBLICATIONS

**Powers, Devon.** The Bob Dylan Brand? *The World of Bob Dylan*, ed. Sean Latham and Brian Hosmer. Cambridge: Cambridge University Press, 2021.

**Powers, Devon.** Toward a Futurist Cultural Studies. *International Journal of Cultural Studies*, 23, 4 (2020): 451–57.

## JOURNAL SPECIAL ISSUES

The Critical Imperative, edited with Tom Perchard. *Popular Music* 36, 1 (2017).

A Cross-Disciplinary Conversation. *Journal of Popular Music Studies* 26, 3 (2014).

Critical Communication History, edited with Travers Scott. *International Journal of Communication* 7 (2013).

## ENCYCLOPEDIA ENTRIES

**Powers, Devon.** Popular Music Studies. In *International Encyclopedia of Communication Theory and Philosophy*, ed. Klaus Bruhn Jensen, Robert T. Craig, Jefferson D. Pooley, and Eric W. Rothenbuhler. Hoboken, NJ: Wiley-Blackwell, 2016.

## BOOK REVIEWS

**Powers, Devon.** Review of *Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire* by Robert Vanderlan. *Media, Culture & Society* 34, 2 (2012): 254–56.

**Powers, Devon.** Review of *Smoking Typewriters: The Sixties Alternative Press and the Rise of Alternative Media in America* by John McMillian. *Journal of American History* 98, 3 (2011): 899–900.

**Powers, Devon.** Review of *Cultural Kaleidoscope: Musical and Cultural Perspectives on Late Sixties San Francisco* by Nadya Zimmerman. *The Sixties: A Journal of History, Politics, and Culture* 2, 1 (2009): 128–130.

**Powers, Devon.** Review of *The Greater Generation: In Defense of the Baby Boomer Legacy* by Leonard Steinhorn. *Journal of Popular Culture* 39, 5 (2006): 914–15.

## POPULAR PUBLICATIONS

**Powers, Devon.** The Shady Business of Selling Futures. *Wired*.  
<https://www.wired.com/story/too-much-future-present-miserable/>. December 30, 2021.

**Powers, Devon.** Returning to Temple's Campus Makes Me Terrified We've Learned Nothing from COVID. *Philadelphia Inquirer*.  
<https://www.inquirer.com/opinion/commentary/colleges-fall-2021-philadelphia-temple-university-20210828.html>. August 28, 2021.

**Powers, Devon.** The Coming Nostalgia for Hyper-Nesting. *Atlantic Monthly*.  
<https://www.theatlantic.com/health/archive/2021/03/what-will-pandemic-nostalgia-feel-like/618304/>. March 17, 2021.

**Powers, Devon** and Macleod, Erin. Start a Virtual Listening Club. It Will Change Your Life. *Pitchfork*, <https://pitchfork.com/thepitch/start-a-virtual-listening-club-itll-change-your-life/>. January 19, 2021.

**Powers, Devon.** This Pandemic Experiment Won't Work. *Philadelphia Inquirer*,  
<https://www.inquirer.com/opinion/commentary/temple-reopening-coronavirus-safety-campus-teachers-20200828.html>. August 28, 2020.

**Powers, Devon** and Parisi, David. The Hype, Haplessness, and Hope of Haptics. *TechCrunch*, <https://techcrunch.com/2020/07/28/the-hype-haplessness-and-hope-of-haptics-in-the-covid-19-era/>. July 28, 2020.

**Powers, Devon.** Liminal Space. *Real Life*, <https://reallifemag.com/liminal-space/>. July 6, 2020.

**Powers, Devon.** Pandemic Futures. *Medium*, <https://medium.com/@devjpow/pandemic-futures-84e460b588>. June 8, 2020.

**Powers, Devon.** The Pandemic Has Made Life More Flexible. Businesses and Institutions Should Keep It That Way. *Philadelphia Inquirer*, [inquirer.com/opinion/commentary/coronavirus-consumer-shopping-return-policies-refunds-businesses-20200512.html](https://www.inquirer.com/opinion/commentary/coronavirus-consumer-shopping-return-policies-refunds-businesses-20200512.html). May 12, 2020.

**Powers, Devon.** Why We Are Obsessed with Forecasting and Futurism. *Washington Post*, <https://www.washingtonpost.com/outlook/2019/12/17/why-we-are-obsessed-with-forecasting-futurism/>. December 17, 2019.

**Powers, Devon.** End of Year Brings 2020 Predictions We Should Challenge and Question. *Philadelphia Inquirer*, <https://www.inquirer.com/opinion/commentary/2020-predictions-future-forecasting-trends-20191209.html>. December 9, 2019.

**Powers, Devon.** The Pumpkin Spice Craze Matters, Even If It Doesn't Last. *Philadelphia Inquirer*, <https://www.inquirer.com/opinion/commentary/pumpkin-spice-2019-trend-forecasting-20191028.html>. October 28, 2019.

**Powers, Devon.** Popular Music Studies: An Audible Discipline? *Sounding Out! The Sound Studies Blog* and IASPM-US.net. <http://soundstudiesblog.com/2013/02/28/sonic-borders-virtual-panel-devon-powers-popular-music-studies-an-audible-discipline/>. February 28, 2013.

**Powers, Devon.** "Those Kind of Shenanigans": *Mad Men's* "Blowing Smoke." *Antennae: Responses to Media and Culture*, <http://blog.comarts.wisc.edu/2010/10/12/those-kinds-of-shenanigans-mad-mens-blowing-smoke/>. October 12, 2010.

#### FELLOWSHIPS, AWARDS, AND GRANTS

**Dow Visiting Scholar**, Saginaw Valley State University, October 2023

**2020-2021 Faculty Creative Award**, Klein College of Media and Communication, Temple University, April 2021

**Visiting Fellow**, University of Leeds, Leeds, UK, Spring 2014

**Summer Travel Grant**, Drexel University Office of International Programs, Summers 2009 and 2013, Winter 2014

**New York Institute for the Humanities**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms conference (with Melissa Aronczyk), Spring 2009

**NYU Institute for Public Knowledge**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms (with Melissa Aronczyk), Spring 2009

**Emerging Scholars Fellow**, Franklin & Marshall College, Spring 2009

**Banner Bearer**, NYU Steinhardt School of Education, Culture, and Human Development  
Doctoral Graduation, Spring 2008

**Dissertation Completion Grant**, NYU Department of Media, Culture, and Communication,  
Fall 2007

**Doctoral Student Teaching Excellence Award**, NYU Steinhardt School of Education,  
Culture, and Human Development, 2007

**Doctoral Fellowship**, Department of Media, Culture, and Communication, 2002-2005

## INVITED TALKS

### SCHOLARLY

**What is a Trend?** Talk given at University of Pennsylvania, Center on Digital Culture and Society. University of Pennsylvania, March 2025.

**What is a Trend?** Talk given at Michigan State University College of Communication Arts and Sciences. Michigan State University, September 2024.

**Trends, Trending, Trendsetting.** Seminar talk given at University of Michigan Marketing Department. University of Michigan, February 2024.

**Future Tense: On Writing the Future of Culture.** Keynote given at Dow Visiting Scholar Program. Saginaw Valley State University, October 2023.

**Trend Forecasting and Futures.** Presentation given at LAB MASH, Taubman College of Architecture and Urban Planning, University of Michigan, October 2022 (virtual).

**Futures Fundamentals for Educators.** Seminar given at Columbia Teachers College, March 2022 (virtual).

**Shifting Forward?** Panel participant at Institute for Public Knowledge, New York University, January 2022 (virtual).

**Branding Bob Dylan.** Panel participant at World of Bob Dylan launch event, University of Tulsa, May 2021 (virtual).

**Trend Research in Troubled Times.** Keynote given at Trend and Cultural Management Colloquium, University of Lisbon, May 2021 (virtual).

**Pasts and Futures.** Seminar given at Columbia Teachers College, February 2021 (virtual).

**Futures and Non-Futures.** Panel participant at University of Toronto Digital Humanities Network Lightning Lunch Talks, November 2020 (virtual).

**On Trend: The Business of Forecasting the Future.** Book talk given at:

- Muhlenberg College, February 2022
- School of Visual Art, April 2021 (virtual)
- Concordia University, April 2021 (virtual)
- University of Glasgow, March 2021 (virtual)

- Data and Society, December 2020 (virtual)
- Pokrass Memorial Lecture Series, The Pennsylvania State University, February 2020 in State College, PA
- Community College of Philadelphia, February 2020 in Philadelphia, PA
- Rutgers University, February 2020 in New Brunswick, NJ
- University of Ottawa, January 2020 in Ottawa, Canada
- Microsoft Research New England, November 2019 in Cambridge, MA
- Temple University, November 2019 in Philadelphia, PA

**OPTICS: On Visual Branding.** Panel participant at Institute of Contemporary Photography, June 2018 in New York, NY

**Cool Hunting.** Lecture given at the University of Michigan, October 2017 in Ann Arbor, MI.

**Trends, Inc.** Lecture given at the University of Wisconsin-Madison, February 2017 in Madison, WI.

**Thinking in Trends.** Lecture given at Clark University, April 2016 in Worcester, MA.

**Thinking in Trends.** Presentation given at the Post-45 Conference, University of Iowa, November 2015 in Iowa City, IA.

**On Being First.** Lecture given at the University of Leeds, March 2014 in Leeds, England.

**Branding and Promotional Culture.** Lecture given at Goldsmiths, University of London, March 2014 in London, England.

**Writing the Record.** Lecture given at the University of Siegen, March 2014 in Siegen, Germany.

**Kanye West.** Panel discussion participant for University of Pennsylvania's Kelly Writers House, November 2013 in Philadelphia, PA.

**Screaming Females: Gender, Outrage, and the Commentary Economy.** Lecture given at the University of Arkansas, November 2013 in Fayetteville, AR.

**Music Criticism in the Age of Outrage.** Lecture given at Bowling Green State University, October 2013 in Bowling Green, OH.

**Bright Moments.** Panel discussion participant for Philadelphia Jazz Project, February 2013 in Philadelphia, PA.

**Ellen Willis and the Cultural Conversation.** Panel Moderator for Sex, Hope, & Rock 'n' Roll: The Writings of Ellen Willis conference, April 2011 in New York, NY.

#### GUEST TEACHING

**Trend Studies: An Emerging Subfield.** Lecture in Future Studies II – Dr. Christian Daye. Science, Technology and Society Unit, Graz University of Technology, Styria, Austria, June 24, 2025 (virtual).

**How to Forecast the Future.** Lecture given for The Mass Media – Dr. Susan Douglas, Department of Communication and Media, University of Michigan, November 10, 2022 in Ann Arbor, MI.

**Trend Forecasting and Futures.** Presentation given for Technology and Culture – Dr. Barry Vacker, Department of Media Studies and Production, Temple University, December 1, 2021 in Philadelphia, PA.

**The Business of Trends.** Lecture given for Critical Approaches to Popular Culture – Dr. Jessa Lingel, Annenberg School for Communication, University of Pennsylvania, November 2019 in Philadelphia, PA.

**Trend Forecasting.** Lecture given for Promotional Media – Dr. Melissa Aronczyk, Department of Journalism and Media Studies, Rutgers University, October 2019, Skype.

**Stereotypes in Advertising.** Lecture given for Media, Law and Advertising - Dr. Jessica Castonguay, Department of Advertising and Public Relations, Temple University, April 2017 in Philadelphia, PA.

**Trend Forecasting.** Lecture given for Media and Communication Doctoral Program, Temple University, October 2017 in Philadelphia, PA.

**Rock Criticism.** Lecture given for American Popular Music: Methods and Identity - Dr. Shana Goldin-Persbacher, Department of Music, Temple University, March 2015 in Philadelphia, PA.

#### INDUSTRY

**Trends and Cultural Strategy.** Talk given at The Research Agency, Melbourne, AUS, February 2024 (Virtual).

**The Future is Coming. Don't Panic.** Talk given at AIGA Conference, Seattle, WA, October 2022.

**Imagining Better Futures.** Talk given at Rosenfeld Media Advancing Research Conference (virtual), March 2022.

**2050: Forecasting the Future Between Utopia and Dystopia.** Keynote given at LaFutura conference (virtual/hybrid), November 2021 in Zurich, Switzerland.

**Cultural Briefing: Afrofuturism.** Panel discussion given at Sparks & Honey (virtual), February 2021.

**Cultural Briefing: Trends 2021.** Panel discussion given at Sparks & Honey (virtual), December 2020.

**The Future of Delivery Channels.** Panel discussion given at Filene incubation event (virtual), August 2020.

**Futures for Whom?** Keynote address given at Microsoft Research's Future of Work conference (virtual), August 2020.

**Retail's Response to Injustice.** Panel discussion given at PSK Retail Innovation conference (virtual), June 2020.

**Hacking Uncertainty.** Talk given at PSFK Retail Innovation Week conference (virtual), April 2020.



**The Ethics of Trend Forecasting.** Talk given at LaFutura conference, September 2019 in Lisbon, Portugal.

**Ask Me About the Future.** Talk given at PSFK's CXI 2018 conference, May 2018 in New York, NY.

**Tomorrow is the Question!** Panel discussion participant for Community Conversations at the Kimmel Center for the Performing Arts, March 2011 in Philadelphia, PA.

#### PANEL MODERATION AND HOSTING

**Living Colour's *Times Up*.** Moderator for book talk for Kimberly Mack, University of Toledo, May 2023 at Pages Bookstore in Detroit, MI.

#### ACADEMIC CONFERENCES

**Trend: A Keyword in Popular Music.** Paper to be given at the International Communication Association Conference, June 2025 in Denver, CO.

**Trendsetting: The Long History of Early Adoption.** Paper presented at the International Communication Association Conference, June 2024 in Gold Coast, AUS.

**From Fads to Trends: Lessons from Katz.** Paper presented at the International Communication Association Legacies of Katz Preconference, May 25, 2023 in Toronto, Canada.

**The Future of Business in a Post-COVID Landscape.** Panel presented at EPIC, October 2021, virtual.

**Home/Work: The Long History of the Future of Work.** Paper presented at the Association of Internet Researchers Conference, October 2021, virtual.

**The Rise of Trend Journalism.** Paper presented at the Association of Educators in Journalism and Mass Communication Conference, August 2020, virtual.

**"The Future" of Communication.** Paper presented at the International Communication Association Conference, May 2020, virtual.

**Not Really Popular.** Paper presented at the International Communication Association Conference, May 2019 in Washington, DC.

**Cool Hunting.** Paper presented at the International Communication Association Conference, May 2018 in Prague, Czech Republic.

**Cool Hunting.** Paper presented at the History of Recent Social Science Conference, June 2017 in Rotterdam, Netherlands.

**Consultants and the Communication of Ambiguity.** Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

**Cultural Strategy as Cultural Measurement.** Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

**This. Reader.** Paper presented at the Society for Media and Cultural Studies Conference, March 2017 in Chicago, IL.

**The Intellectual History of Trend Forecasting.** Paper presented at the US Intellectual Historians Conference, October 2016 in Palo Alto, CA.

**Thinking in Trends: The Birth of Trend Forecasting in the United States.** Paper presented at the History of Recent Social Science Conference, June 2016 in London, England.

**Now Streaming: Control, Content, and Curation in Digital Music Services,** with Jeremy Morris. Paper presented at the Society for Cinema and Media Studies Conference, March 2015 in Montreal, Canada.

**Selling Out: Artistic Integrity in the Digital Age,** with Leslie Meier and Bethany Klein. Paper presented at the Art of Record Production Conference, December 2014 in Oslo, Norway.

**From Civil Rights to Selling Rights: Kanye West and the Politics of Auteurism in Promotional Culture.** Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

**First! Firstness and Cultural Circulation in the Age of Recursivity.** Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

**What Hath Frith Wrought? Towards a Future of Writing about Popular Music.** Paper presented at the Simon Frith Conference, April 2014 in Edinburgh, Scotland.

**Screaming Females: Gender, Outrage, and the Commentary Economy.** Paper presented at the National Communication Association Conference, November 2013 in Washington, D.C.

**Immortal Brands.** Paper with Ashley Farkas presented at the International Communication Association Conference, June 2013 in London, England.

**Lost in the Shuffle: A History of Musical Randomness.** Paper presented at the International Communication Association Conference, June 2013 in London, England.

**Notes on Hype.** Paper presented at presentation at the International Communication Association Conference, May 2012 in Phoenix, AZ.

**Writing Music (Into) History.** Paper presented at the Experience Music Project/International Association for the Study of Popular Music Joint Conference, March 2012 in New York, NY.

**Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediation and the Rise of the Company Freak.** Paper presented at the International Communication Association Conference, May 2011 in Boston, MA.

**On Instant Classics and Reunion Tours.** Paper presented at the International Association for the Study of Popular Music – US Conference, March 2011 in Cincinnati, OH.

**The Problem of Pop: Rock Critics, Public Intellectualism, and Postmodernity.** Paper presented at the U.S. Intellectual Historians Conference, October 2010 in New York, NY.

**The End (?) of New Music?** Paper presented at the International Association for the Study of Popular Music – US Conference, April 2010 in New Orleans, LA.

**Consumption, Crazes, Chatter: The Recent History of Digital Charting.** Paper presented at the National Communication Association Conference, November 2009 in Chicago, IL.

**Long-Haired, Freaky People Need To Apply: The Secret History of the House Hippie.** Paper presented at the International Association for the Study of Popular Music Conference, July 2009 in Liverpool, England.

**What Was Popular? New Media, History, and the Problem of the Music Charts.** Paper presented at The Future Is Prologue, International Communication Association Pre-conference, May 2009 in Chicago, IL.

**Constructing 20<sup>th</sup> Century New York: Myths of a Media Mecca.** Paper presented at the Eastern Communication Association Conference, April 2009 in Philadelphia, PA.

**Professional Amateurs, Amateur Professionals: Rock Criticism as Hip Capitalism, 1968-1978.** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2008 in New York, NY.

**Apocalyptic Narratives and the Professionalization of Rock Criticism.** Paper presented at New World Coming: The Sixties and the Shaping of Global Consciousness International Conference, June 2007 in Kingston, Ontario, Canada.

**Is Rock Criticism Part of Intellectual History?** Paper presented at the Experience Music Project Pop Conference, April 2007 in Seattle, WA.

**Is Rock Criticism Part of Intellectual History?** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2007 in New York, NY.

**The "Folk Problem": The *Village Voice* Takes on Folk Music.** Paper presented at the Conference on New York State History, June 2006 in New York, NY.

**"The Times They Are A-Changin'": Theoretical Entryways Into the Music Journalism of the *Village Voice*.** Paper presented at the Popular Culture Association/American Culture Association National Conference, April 2006 in Atlanta, GA.

**"Neighborhoodly Without Being Small Town": Establishing the *Voice* of the Village.** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2006 in New York, NY.

**"Let Them Talk": Rock Crit Cred as the Insider's Tongue.** Paper presented at the Cultural Studies Association National Conference, May 2004 in Boston, MA.

**Notes on Cred: A Theory on the Genesis of Rock Writing.** Paper presented at the New York State Communication Association Conference, October 2003 in Kerhonkson, NY.

## COURSES TAUGHT

Undergraduate: Introduction to Media & Society; Introduction to Media Studies; Introduction to Media Criticism; Human Communication; Love & Popular Culture; Global Journalism; Media & Identity; Explorations in Pop Music; Consumer Culture; History of Communication; Public Relations: Theory/Process; Representation in the Media; Morality,

Law and Advertising; Trends in Consumer Culture; Intro to Public Relations; Brands and Society; Media Industries

Graduate: Media Institutions/Culture Industries; Seminar in Popular Culture; Consumer Culture; Promotional Culture; Representation in the Media

#### GRADUATE STUDENT ADVISING

##### University of Michigan

**Glen Berryman**, Black Women and Rock Music, Dissertation Committee Member, October 2024 to present

**Enrica Bridgewater**, Effects of Representation on Racialized Minorities, Dissertation Committee Member, November 2023 to present

**Olivia Stowell**, Television and Racialization, Dissertation Committee Member, September 2023 to present

**Caitlyn Ng Man Chuen**, Virtual Music, Dissertation Adviser, August 2023 to present

**Rae Moors**, Video Games Industry, Dissertation Committee Member, February 2023 to present

**Sriram Mohan**, Digital Popular Culture in India, Dissertation Committee Member, August 2023 to November 2023

##### Temple University

**Lucy March**, Internet Music, Dissertation Committee Member, November 2021 to October 2023

**Ellen Santa Maria**, Feminist Instagram, Dissertation Committee Member, March 2019 to October 2023

**Omar Alkahily**, Character Assassination, Adviser, January 2020 to April 2022

**Joseph Giomboni**, Public Relations Internships, Dissertation Committee Member, August 2016 to April 2021

**Wesley Stevens**, Black Influencers, Comprehensive Exams Committee Member, April 2019 to January 2020

**Michael Buozis**, Cyberlibertarianism, Dissertation Committee Member, September 2018 to March 2020

##### Drexel University

**Ethan Lascity**, Uniqlo and Branding, Dissertation Committee Member, August 2014 – 2015

**Ellen Bergman**, Street Dance and Music Video, Dissertation Defense External Member, October 2019

##### Other

**Rebecca Jarrett**, Fashion and the Metaverse, Outside Reader, April 2023

#### CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

**Advertising Education Foundation Visiting Professor Immersion Program**, Summer 2020 (virtual)

**Temple University Leadership Academy**, September 2019 to April 2020

#### SERVICE AND COMMITTEES

##### SERVICE TO PROFESSION AND DISCIPLINE

##### Organization and Leadership

**Founder and Leadership Team**, Trend Studies Consortium, March 2024 to present

**Chair**, Outstanding Article Committee, International Communication Association, June 2022 to June 2024

**Member**, Outstanding Article Committee, International Communication Association, June 2021 to June 2022

**Member Ex-Officio**, Strategic Planning Task Force, International Communication Association, December 2019 to August 2020

**Chair**, Interest Group Task Force, International Communication Association, November 2019 to August 2020

**Board of Directors**, International Communication Association, July 2018 to May 2020

**Chair**, Popular Communication Division, International Communication Association, July 2018 to May 2020

**Unit Planner**, Popular Communication Division, International Communication Association, July 2017 to May 2019

**Vice-Chair**, Popular Communication Division, International Communication Association, July 2016 to July 2018

**Co-Organizer**, International Communication Association Popular Communication Division Pre-Conference, September 2012 to June 2013

**Moderator**, Cross-disciplinary Senior Scholar Panel Discussion, International Association for the Study of Popular Music – U.S. Branch Conference, March 2013

**Executive Committee**, International Association for the Study of Popular Music, March 2012 to September 2014

**Co-Organizer**, International Communication Association Communication History Interest Group Pre-Conference, November 2011 to May 2012

**Diversity Committee**, International Association for the Study of Popular Music – U.S. Branch, April 2011 to March 2013

**Program Committee**, International Association for the Study of Popular Music – U.S. Branch Annual Conference, New Orleans, LA, April 2010

**Seminar Coordinator**, Blowing Up the Brand II, Cultural Studies Association, March 2010

**Co-Organizer**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms Conference, Institute for Public Knowledge, New York, May 2009

#### Editorships and Editorial Boards

**Editorial Board**, *Journal of Communication*, September 2018 to September 2019, September 2022 to present

**Associate Editor**, *Journal of Social and Cultural Possibilities*, October 2021 to present

**Editorial Board**, *International Journal of Cultural Studies*, November 2020 to present

**Editorial Board**, *Communication Theory*, April 2020 to present

**Associate Editor**, *Journal of Communication*, September 2019 to September 2022

**Editorial Board**, *Journal of Popular Music Studies*, August 2013 to August 2017

**Editorial Board**, *Rock Music Studies*, August 2013 to March 2025

#### Award Juries

**Head, Screening Committee**, Peabody Awards, 2021-2025

#### Programmatic Review

**External Reviewer**, Media Studies Department, Queens College – CUNY, May 2021

#### Tenure and Promotion Review

University of North Carolina, University of New Hampshire, University of Alabama

#### Reviewing

**Academic Presses**: University of Chicago; Bloomsbury Press; MIT Press; Oxford University Press; Peter Lang Press; Routledge; Wiley-Blackwell

**Foundations**: Israeli Science Foundation

**Journals**: *Communication, Culture & Critique*; *Critical Studies in Media Communication*; *Futures*; *International Journal of Cultural Studies*; *International Journal of Communication*; *Journal of Advertising Education*; *Journal of Communication*; *Journal of Consumer Culture*;

*European Journal of Cultural Studies; Journalism, Journalism History; New Media & Society; Poetics; Popular Communication; Popular Music; Popular Music & Society; Radio Journal; Rock Music Studies; Social Media & Society*

Other

**Advisory Committee**, “Popular Music in the British Home, 1945-1990.” Dr. Tom Perchard, Goldsmiths, University of London. October 2021 to present.

**100 Questions Initiative for Disinformation.** The Government Lab in partnership with the Organization on Economic Cooperation and Development. July 2020 to June 2021.

SERVICE TO DEPARTMENT, COLLEGE AND UNIVERSITY

University of Michigan

**Outreach Committee**, Department of Communication and Media, September 2024 to December 2024

**DEI Committee**, Department of Communication and Media, September 2024 to December 2024

**Chair, Tenure Review Panel**, Department of Communication and Media, June 2024 to October 2024

**Michigan Roads Scholars Selection Committee**, Office of the Vice President for Government Relations, December 2023

**Website Auditor**, Department of Communication and Media, January 2024 to May 2024

**Launch Convener**, ADVANCE, August 2023 to May 2024

**Long-Term Planning Committee**, Department of Communication and Media, August 2023 to May 2024

**Chair, Tenure Review Panel**, Department of Communication and Media, June 2023 to October 2023

**Curriculum Committee**, Department of Communication and Media, August 2022 to May 2024

**Search Committee**, Department of Communication and Media, August 2022 to December 2022

Temple University

**Chair, Tenure Track Search Committee**, Department of Advertising and Public Relations, October 2021 to March 2022

**Admissions Committee**, M&C Program, January 2020 to March 2022

**Chair, Curriculum Committee**, Department of Advertising and Public Relations, January 2019 to March 2022

**Chair, Personnel Committee**, Klein College of Media and Communication, January 2018 to May 2018, January 2019 to May 2019

**Search Committee**, Department of Advertising and Public Relations, Junior and Senior Hires, September 2018 to April 2019

**Merit Committee**, Klein College of Media and Communication, January 2018

**Personnel Committee**, Klein College of Media and Communication, August 2017 to 2020

**Chair, Search Committee**, Dept. of Advertising and PR, Klein College of Media and Communication, August 2017 to April 2018

**Graduate Curriculum Committee**, Media & Communication Program, Klein College of Media and Communication, February 2017 to September 2019

**Curriculum Committee**, Department of Advertising, September 2016 to March 2022

Drexel University

**Emerging Scholars Program Committee**, Dean's Office, College of Arts and Sciences, Winter 2015 to January 2016

**Curriculum Committee Chair**, Department of Culture and Communication, September 2014 to January 2016

**Facilitator, Media Studies Student Group**, Department of Culture and Communication, March 2013 to January 2016

**CoAS Assessment Committee**, College of Arts and Sciences, April 2013 to January 2016

**Dissertation Committee**, Ethan Lascity, March 2014 to December 2015

**ScholarSip Planning Team**, Drexel University Libraries, Winter 2012 to December 2015

**Doctoral Admissions Committee**, Department of Culture and Communication, 2009 to September 2015

**Third Year Review Committee**, Department of Culture and Communication, January to March 2015

**University 101 Committee**, Office of the Provost, May 2014 to August 2014

**Raft Debate Participant**, College of Arts and Sciences Research Day, January 2014

**Communication Majors Orientation**, Department of Culture and Communication, September 2013

**Open House**, College of Arts and Sciences/Admissions, October 2012

**Facilitator, Cross Cultural Conversations – Internet Privacy**, Office of International Programs, May 2, 2012



**Doctoral Program Speaker Series**, Point Person/Host, Department of Culture and Communication, 2009, 2010, 2011, 2012

**Participant, Library Visioning**, Drexel Libraries, February 2012

**Academic Masters Committee**, Department of Culture and Communication, 2010 to 2012

**Open House**, College of Arts and Sciences/Admissions, November 2011

**The Drexel University Libraries Future Search**, Participant, July 2011

**Tenure and Promotion Committee**, Department of Culture and Communication, Drexel University, September 2009 to May 2010 and September 2010 to May 2011

**Drexel Publishing Group**, Conversations With Series Co-Coordinator, April 2011 to September 2011

**Research Day Judge**, College of Arts and Sciences, Drexel University, April 2009 and April 2011

**Accepted Students' Day**, College of Arts and Sciences/Admissions, April 2011

**Scholars Day**, College of Arts and Sciences/Admissions, February 2011

**Assistant Teaching Professor of New Media Hiring Committee**, Department of Culture and Communication, 2010

**Organizer**, Dinner and Discussion at Drexel, College of Arts and Sciences, 17 February 2010

**Third Year Review Committee**, Department of Culture and Communication, Drexel University, 2008-2009

**Core Curriculum Review Committee**, Department of Culture and Communication, Drexel University, 2008-2009

#### OTHER SERVICE

**Oberlin College Alumni Recruitment Network**, 2006 to present

**Oberlin College Alumni Recruitment Network/African American Student Task Force**, 2006 to 2009

#### SELECTED MEDIA APPEARANCES

##### PODCASTS AND RADIO

**Devon Powers**. Rock's Backpages podcast, <https://rocksbackpages.com/Podcast/Episode/e124>. April 5, 2022.

**On Trend: The Business of Forecasting the Future**. People & Things podcast, <https://anchor.fm/peoplesandthings/episodes/Devon-Powers-on-Trend-Forecasting-e1b79d5>. December 6, 2021.

**On Trend: Forecasting the Future.** In Clear Focus podcast, <https://www.bigeyeagency.com/podcast/on-trend-with-devon-powers/>. August 10, 2021.

**The Trend of Trends.** Near Future Laboratory podcast, <https://nearfuturelaboratory.libsyn.com/devon-powers-the-trend-of-trends>. April 20, 2021.

**Navigating Complex Feelings around Pandemic Nostalgia.** WDET Detroit Today, <https://wdet.org/posts/2021/04/16/90860-the-pandemic-has-been-devastating-but-there-are-some-things-we-might-miss/?autoplay=1/>. April 16, 2021.

**Shaping the Future,** WHY? The Pulse, <https://why.org/episodes/shaping-the-future/>. January 29, 2021.

**Design in Transition,** <https://tinyurl.com/y2mngsm7>. November 11, 2020.

**Back to the F\*\*kture.** The Future Laboratory, <https://tinyurl.com/y8xsy2y8>. July 10, 2020.

**The Deep Dive.** Phil McKenzie, <https://www.thedeepdivepod.com/19>. March 12, 2020.

**Money Life with Chuck Jaffe.** Chuck Jaffee, <https://moneylifeshow.libsyn.com/hightowers-harris-scary-headlines-havent-made-for-frightening-technical-signals>. October 16, 2020  
**"How Long Does it Take to Make a Classic Album?"** Pitchfork.com, July 24, 2019

## JOURNALISM

**"The Song of the Summer is Dead."** *Wired*, August 8, 2025.

**"A Brief History of Shuffling Your Songs, from Apple to Adele."** *Popular Science*, November 30, 2021.

**"What is a Grammy Worth in 2019?"** Pitchfork.com, February 6, 2019.

**"Reaction to Procter & Gamble ad about Racial Bias: 'The Cost of Taking a Stand,'"** *Philadelphia Inquirer*, September 8, 2017

**"Dear Facebook Friend, Please Stop Trying to Sell Me Stuff. It's Getting Awkward."** *Washington Post*, February 18, 2016.

**"Facebook Celebrates 10 Years of Connections,"** CBS Philadelphia, February 4, 2014

**"Grammys 2014: Barometer of What Americans Are Listening To,"** *Christian Science Monitor*, January 26, 2014

**"Website LinkedIn Sets Sights on College-Bound Teens,"** CBS Philadelphia, August 22, 2013

**"Paper Trail,"** Pitchfork.com, April 25, 2013

**"Social Media Journalism Gets Mixed Reviews in Boston,"** CBS Philadelphia, April 23, 2013

**"Critical Condition,"** *Philadelphia City Paper*, February 28, 2013

**Sex, Hope, & Rock 'n' Roll: Ellen Willis and Pop Critique,** GritTV, April 28, 2011

**PROFESSIONAL ASSOCIATIONS**

International Communication Association, Association for Professional Futurists, History of Recent Social Science

**PROFESSIONAL EMPLOYMENT IN MEDIA INDUSTRIES**

**Music Critic and Concert/Interviews Editor**

PopMatters.com

Fall 2000 to Fall 2005

**Communications Manager**

The Gay, Lesbian and Straight Education Network, New York, NY

Spring 2001 to Fall 2002

**Editorial Assistant**

*Teen People* magazine, New York, NY

Fall 1999 to Spring 2001