

Rachel Berryman

Curriculum Vitae

✉ email rachelberrymanresearch@gmail.com

 [website](#)

 [linkedin](#)

 [google scholar](#)

 [ORCID](#)

ACADEMIC BACKGROUND

EDUCATION

Ph.D. in Internet Studies

Curtin University, Perth (2021 - present)

Thesis Title: [Analysing Virtual Influencers: Celebrity, Authenticity & Identity on Social Media](#)

Supervisors: Dr. Tama Leaver and Dr. Crystal Abidin

M.A. (1st Class Hons.) in Media, Film and Television

University of Auckland, New Zealand (2016)

Thesis Title: [Fictionalising Re\(a\)lationality: The Social Media Storyworld of Nothing Much to Do](#)

Supervisors: Dr. Misha Kavka and Dr. Allan Cameron Grade: A+

B.A. Hons. (1st Class Hons.) in Media, Film and Television

University of Auckland, New Zealand (2015)

GPA: 8.75/9

B.A. in English Literature and Film, Television and Media Studies

University of Auckland, New Zealand (2012 - 2014)

GPA: 8.42/9

AWARDS & SCHOLARSHIPS

- Australian Government Research Training Program (RTP) Scholarship (2021)
- Curtin University 3 Minute Thesis (3MT) Runner Up (2021)
- University of Auckland Research Masters Scholarship (2016)
- Faculty of Arts Honours Scholarship, University of Auckland (2015)
- Faculty of Arts Senior Scholar Award, University of Auckland (2014)
- First in Class Awards, University of Auckland
 - 2015: FTVMS 708 (Reality Television), FTVMS 716 (Love In / Loving the Cinema), FTVMS 741 (Time and the Moving Image)
 - 2014: FTVMS 323 (Popular Music on Screen), FTVMS 309 (Watching Television), English 263 (Writing Selves)
 - 2013: FTVMS 203 (Online Media and Democracy)
 - 2012: English 121 (Reading, Writing, Text)
- Sebastian Black Prize for top marks in first-year English, University of Auckland (2012)

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PUBLICATIONS

Articles

Berryman, Rachel. 2022. "[Reunited Apart': Charity Reunion Specials on YouTube in Lockdown.](#)" *Networking Knowledge*, 15(1): 8-28.

Berryman, Rachel. 2021. "[Advertising Ancestry through the Algorithm.](#)" *Screen*, 62(2): 217-226.

Berryman, Rachel, and Misha Kavka. 2018. "[Crying on YouTube: Vlogs, Self-Exposure and the Productivity of Negative Affect.](#)" *Convergence*, 24(1): 85-98.

Berryman, Rachel, and Misha Kavka. 2017. "[I Guess a Lot of People See Me as a Big Sister or a Friend': The Role of Intimacy in the Celebrification of Beauty Vloggers.](#)" *Journal of Gender Studies*, 26(3): 307-320.

Berryman, Rachel. 2014. "**Triangulations of (Gendered) Desire: Gothing Mirroring in Rouben Mamoulian's *Dr. Jekyll and Mr Hyde*.**" *Interesting Journal*, 1.

Book Contributions

Berryman, Rachel. 2020. "[Vloggers.](#)" in *The International Encyclopedia of Gender, Media, and Communication*, edited by Karen Ross, et al. Wiley Blackwell.

Conference Proceedings

Berryman, Rachel, Crystal Abidin, and Tama Leaver. 2021. "[A Topography of Virtual Influencers.](#)" AoIR Selected Papers of Internet Research 2021.

Miscellaneous

Berryman, Rachel. "[Working with Zotero: From A to Z.](#)" A D/ARC Community Resource, May 2022.



CONFERENCE PRESENTATIONS

Berryman, Rachel. "**Always, Anywhere, with No Complaints: Idealising the Virtual Influencer Body.**" CSAA 2021: Bodies in Flux, Edith Cowan University, Perth. 28-30 June, 2022.

Berryman, Rachel, Crystal Abidin, and Tama Leaver. "**The Inhabited Spaces of Virtual Influencers.**" Urban-Digital Spectacle Workshop, London & Online (Hybrid). 8-9 June, 2022.

Berryman, Rachel. "[Visual Methodologies for Analysing Virtual Influencers.](#)" Visualising What's Social: Research and Methodological Approaches. ICA Pre-Conference 2022, Paris & Online (Hybrid). 26 May, 2022.

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Berryman, Rachel, Crystal Abidin, and Tama Leaver. **[“A Topography of Virtual Influencers.”](#)** Association of Internet Researchers Conference 2021, Online Event. 13-16 October, 2021.

Berryman, Rachel. **“Missing the Old (British) YouTube(rs): Collective Nostalgia for Platforms Past.”** Fan Studies Network Australasia, Swinburne University, Melbourne. 11-13 December, 2019.

Berryman, Rachel. **“Advertising through the Algorithm: The Rise of DNA Testing on YouTube.”** Screen Studies Conference, University of Glasgow. 28-30 June, 2019.

Berryman, Rachel. **“The Truth about Shane Dawson: Rehabilitating the YouTube Celebrity Persona.”** Persona Studies Conference, University of Newcastle. 25-26 June, 2019.

Berryman, Rachel. **“Missing the Old YouTube: Collective Nostalgia for Platforms Past.”** The Web that Was: Archives, Traces, Reflections, University of Amsterdam. 19-21 June, 2019.

Berryman, Rachel, and Misha Kavka. **“Crying on YouTube: Vlogs, Self-Exposure and the Productivity of Negative Affect.”** Media & Communication Seminar Series, University of Auckland, 2017.

Berryman, Rachel, and Misha Kavka. **“The Role of Intimacy in the Celebrification of Beauty Vloggers.”** Crossroads in Cultural Studies Conference, University of Sydney. 14-17 December, 2016.

MISCELLANEOUS

Podcasts

Influencer Ethnography Research Lab (IERLab) Podcast. S1 E4: **[“Virtual Influencers”](#)**. 14 November 2023.

TEACHING EXPERIENCE

Teaching

Sessional Academic at Curtin University:

- NETS2000: Web Media, Semester 1, 2022
- NETS2000: Web Media, Semester 1, 2023

Workshops

- Co-ordinated “Working with Zotero: From A to Z” workshop for:
 - Discord Academic Research Community (March 2022)
 - Georgia State University Humanities Inclusivity Program (July 2022)

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INVITED LECTURES

- Guest Lecturer for COMMS 100: Communication, Technology and Culture, University of Auckland. "Celebrity and Social Media." (2017, 2018, 2019)
- Guest Lecturer for COMMS 204: Social Media, University of Auckland. "Hyperlinks and Hashtags: The Distributed Narratives of Social Media Fiction." (2017)

MEDIA COMMENTARY

- Leaver, Tama, and Rachel Berryman. 31 January, 2022. "[“Virtual influencers’ are here, but should Meta really be setting the ethical ground rules?”](#) *The Conversation*.
 - Essay selected for publication in *The Conversation*’s printed anthology [2022: Reckoning with Power and Privilege](#).
- Freyne, Patrick. 14 June, 2020. "[A deep dive into YouTube: So much of it is unrelentingly boring.](#)" *The Irish Times*.
- Stokel-Walker, Chris. 18 July, 2018. "[We Need to Talk About YouTube Meet and Greet.](#)" *FFWD*.

ACADEMIC AFFILIATIONS

- Co-Founder & Moderator of the **Discord Academic Research Community** ([D/ARC](#))
- Member of the **Association of Internet Researchers** ([AoIR](#))
- Member of the **Influencer Ethnography Research Lab** ([IERLab](#))

ACADEMIC SERVICE

Peer Review

 [Web of Science Profile](#)

- *European Journal of Cultural Studies*, 2023.
- *Convergence: International Journal of Research into New Media Technologies*, 2022, 2019.
- *Television & New Media*, 2022.
- *Celebrity Studies*, 2022.
- *Australasian Journal of Popular Culture*, 2022.
- *Participations: International Journal of Audience Research*, 2020.

University Involvement

- Founder & Admin of Curtin Humanities Postgraduate Facebook Community (2021 - present)
- Member of Curtin University Library HDR Consultative Group (2021 - 2022)
- First Year Experience Mentor, University of Auckland (2013 - 2015)
- Arts Faculty Representative for Media, Film and Television, University of Auckland:
 - Undergraduate (2014), Postgraduate (2015)

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- Class Representative, University of Auckland:
 - FTVMS 101 (2012), ENGLISH 263 (2013), FTVMS 324 (2014), FTVMS 781 (2015), FTVMS 708 (2015)

Miscellaneous

- Coordinator of “Zoom Karaoke” social session for the QUT Digital Media Research Centre (DMRC) Summer School (February 2022)
- Bi-weekly columnist for *Craccum*, University of Auckland’s student magazine (2017)
- Rapporteur for the Civics and Media Project’s Workshop II: “Developing Themes”. University of Auckland (2015)

ACADEMIC DEVELOPMENT

Recent workshops and trainings attended/completed to further develop academic skills.

Graduate Student Symposiums

- CSAA2021 ECR & PG Day (June 2022, 1 day)
- HDR Thesis Fest, Curtin University Library (June 2022, 2 days)
- QUT Digital Media Research Centre (DMRC) Summer School (February 2022, 3 days)
- AoIR Doctoral Colloquium, Association of Internet Researchers (Oct 2021, 5hrs)
- HDR Thesis Fest, Curtin University Library (June 2021 and 2022, 4 days)

Academic Writing

- Good Citation Behaviour, Web of Science Academy (Jan 2022, 0.5hrs)
- GRASP Research Writing Series, Curtin University Library (Sept - Oct 2021, 9hrs)
- GRASP Milestone Series, Curtin University Library (March 2021, 7.5hrs)

Research Methods

- Introduction to NVivo, Curtin University Library (Aug 2021, 4hrs)
- Research Data: Description & Documentation, Curtin University (July 2021, 2hrs)
- Archival Research Workshop, MECCSA, University of Southampton Film Department (May 2021, 2hrs)
- Data-Driven: The Humanities Get Digital, PGR Studio, Birmingham City University (May 2021, 2hrs)

Peer Review

- Reviewing in the Humanities, Web of Science Academy (Jan 2022, 1.5hrs)
- An Introduction to Peer Review, Web of Science Academy (Jan 2022, 0.5hrs)

Professional Development

- HDR Thesis Fest: Networking for Success, Curtin University Library (Dec 2021, 4.5hrs)
- Introductory Media Training, Curtin University Media Centre (Nov 2021, 2.5hrs)
- WACCM & AASRN HDR/ECR Professional Development Symposium, Curtin University (Sept 2021, 6.5hrs)

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PROFESSIONAL BACKGROUND

SELECT EMPLOYMENT HISTORY

UTTR

Copywriter, Contractor (2022—present)

FCB New Zealand

Digital Media Consultant (2022, Contract)
Senior Digital Account Manager (2019 - 2021)
Digital Account Manager (2018 - 2019)
Digital Account Executive (2017 - 2018)

Auckland Writers Festival | Waituhi o Tāmaki

Marketing Assistant, Internship (2016)

Academy of New Zealand Literature | Te Whare Mātātūhi o Aotearoa

Summer Scholar, Internship (2015 - 2016)

University Hall, Campus Living Villages

Residential Assistant, Fixed Term (2015)

First Year Experience Program, Faculty of Arts, University of Auckland

Team Leader, Fixed Term (2015)

PROFESSIONAL AWARDS

- Finalist for “Rising Star Award”, Commercial Communications Council NZ (2019)
- “Little Upstart” Draftie Award, FCB New Zealand (2019)
- “Activator of the Year”, FCB Media (2018)

LANGUAGES

English (native), Japanese (beginner)

REFERENCES

Available upon request.