

Daisy Pignetti, Ph.D.

**Professor, Department of English and
Philosophy University of Wisconsin-Stout**

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EDUCATION

Ph.D. English/Rhetoric and Composition. University of South Florida. 2010

Dissertation: Writing to (Re)New Orleans: The Post-Hurricane Katrina Blogosphere and Its Ability to Heal and Inspire Recovery

M.A. English/Composition Studies and Linguistics. Northeastern University. 1999

B.A. English/Writing. Loyola University of New Orleans. 1996

RESEARCH INTERESTS

Celebrity and Fan Studies; Critical Media Literacy; Digital Humanities; Reality Television and Popular Culture; Qualitative Inquiry; Rhetorical Theory; Social Media Policy

CURRENT ACADEMIC APPOINTMENT

University of Wisconsin-Stout

Professor, Department of English and Philosophy. 2008-present

Undergraduate Courses: Composition I, Composition 2, Critical Writing, Introduction to Digital Humanities, Seminar in Digital Humanities, Digital Humanities Capstone, Introduction to Professional Communication, Rhetoric & Style, Professional Communication Capstone, and Technical Writing Practicum/Co-Op Experience

Graduate Courses: Communication Strategies for Emerging Media, Rhetorical Theory

Faculty Advisor of M.S. Technical and Professional Communication Thesis Projects:

- Emily Laird, *The Standardized Quantity Recipe: A Valuable Artifact for the Technical Communication Field*, Spring 2022
- Nathan Baughman, *Virtual Resources for Volunteer Managers to Connect with Volunteers*, Spring 2021
- Angela Myers, *Text Analysis of Consumer Reviews of the Amazon Echo Dot*. Spring 2019
- Gina Eisner, *Use of Enterprise Social Network for Workplace Communication in a Financial Services Organization*. Fall 2018.
- Jennifer Gregory, *What the Digital Divide Tells Us about the Effectiveness of Mobile Device Manuals*. Fall 2016
- Leah Hauck, *Rhetorical Training to Reduce the Ill Effects of Emotional Labor*. Spring 2016
- Bob Ryan, *Internal and External Communication Practices in Technical Communication*. Summer 2015
- Lori Rott, *Successful Thought Leadership in the Healthcare Industry*. Spring 2015
- JoDee Mittlestadt, *An Assessment of the Emerging Media Campaign Utilized to Engage the UW-Stout Career and Technical Education Graduate Student*. Spring 2014

- Lisa Topper, *Process Documentation Formats: Microsoft Word Versus HTML*. Fall 2013
- Heidi Decker-Maurer, *I Can Has Rhetoric: How Image Macros Address Social Issues in an Age of Participatory Culture*. Fall 2012
- Carmen Butt, *Patient Care and Digital Spaces: The Role of Social Media within Participatory Medicine*. Fall 2012
- Beth Barone, *Texting, Social Media and Literacy: Writing in the Collegiate Classroom*. Fall 2011

PREVIOUS ACADEMIC APPOINTMENTS

University of South Florida

Teaching Assistant, Department of English. 2003-2008
 Composition 1, Composition Online, Expository Writing, Cultural Studies & Popular Arts

Xavier University of Louisiana

Instructor, Department of English. 2000-2003
 Composition & Rhetoric, Composition & Literature, Preparatory English

Northeastern University

Teaching Assistant, Department of English. 1998-1999
 College Writing, Writing About Literature

Loyola University

Teaching Assistant, Fulbright Scholars' Program. Center of International Education. 1998
 English for Graduate Studies/ESL & Academic Research Skills

TUTORING EXPERIENCE

Academic Assistant. Hillsborough Community College-Brandon Writing Center. 2003
 Private Tutor. Martha Stout Tutorial Services. 2002-2004; 1999-2001; 1995-1997
 Writing Center Tutor. Northeastern University. 1997-1998
 English Writing Lab Tutor. Loyola University. 1993-1996

PUBLICATIONS

Book Chapters

“Hurricane Season: Annual Assessments of Loss.” *Metaphors of the Internet: Ways of Being in the Age of Ubiquity*. Eds. Annette Markham and Katrin Tidenerg. Peter Lang, Digital Formations Series, 2020. 196-203.

“Dramatic ‘Belated Immediacy’ in John Biguenet’s *Rising Water Trilogy*.” *Ten Years after Katrina: Critical Perspectives of the Storm’s Effect on American Culture and Identity*. Eds. Mary Ruth Marotte and Glenn Jellenik. Lexington, 2014. 17-32.

“Think Before You Blog: What Teachers and Students Can Learn About Audience and Academic Responsibility.” *Digital Tools in Composition Studies: Critical Dimensions and Implications*. Eds. Ollie Oviedo, Joyce R. Walker, and Byron Hawk. Hampton Press, 2010. 271-288.

Peer-Reviewed Journal Articles

“Petty Things and Nemeses.” *Celebrity Studies Journal*, 13.1 (2022). Available at: <https://doi.org/10.1080/19392397.2021.2017744>.

“My wish is for the media to stop bringing up HiddleSwift and let him live his life”: How Tom Hiddleston’s celebrity narrative was shaped by a summer romance.” In “Politics and Pleasures of Fandom as Celebrity Counterpublics” special issue, *Journal of Fandom Studies*, 8.3 (2020). Available at: https://doi.org/10.1386/jfs_00025_1.

“She’s a fan, but this was supposed to be scientific’: Fan Misunderstandings and Aca-Fan Mistakes.” In “Fan Studies Methodologies,” edited by Julia E. Largent, Milena Popova, and Elise Vist, special issue, *Transformative Works and Cultures*, no. 33 (2020). Available at: <https://doi.org/10.3983/twc.2020.1763>.

“Remember a Week Ago When Tom Hiddleston Could Do No Wrong?: Tumblr Reactions to the Loss of an Internet Boyfriend.” In “Tumblr and Fandom,” edited by Lori Morimoto and Louisa Ellen Stein, special issue, *Transformative Works and Cultures*, no. 27 (2018). Available at: <https://dx.doi.org/10.3983/twc.2018.1246>.

“Writing the Wrong: Choosing to Research and Teach the Trauma of Hurricane Katrina.” *Reflections: A Journal of Writing, Service-Learning, and Community Literacy*. 7.1 (2008):180-86.

“The ‘I’ of the Storm: How Hurricane Katrina Changed My Life and My Methodology.” In “Online Research,” special issue, *Computers and Composition Online*. Fall 2007. Available at: <http://cconlinejournal.org/Pignetti/title.html>.

Scholarly Book Reviews

Review of *Ethnography and Virtual Worlds: A Handbook of Method*, Tom Boellstorff, Bonnie Nardi, Celia Pearce, T.L.Taylor. *Journal of Information Ethics* 30.1 (2021): 91-93.

Review of *Race After the Internet*, Eds. Lisa Nakamura and Peter A. Chow-White. *Technoculture: An Online Journal of Technology in Society*. 2 (2012). Available at: <https://tcjournal.org/vol2/pignetti>.

Review of *Action Research and New Media*, Eds. Greg Hearn, Jo Tacchi, Marcus Foth, and June Lennie. *Convergence: The International Journal of Research into New Media Technologies*. 16.4 (2010): 493-94.

Review of *Multiliteracies for a Digital Age*, Stuart A. Selber. With J. Inman. *Composition Forum*. 14.2 (Fall 2005.) Available at: <http://compositionforum.com/issue/14.2/rev-selber.php>

FREELANCE PUBLICATIONS

Guest Blogger. *Katrina: An Unnatural Disaster*. Soros’ Open Society Institute. 2008-2009.

Guest Blogger. “[Computers & Writing: Lessons in Literacy from the New Orleans Blogosphere & the Composition Classroom](#),” a response to Gillmor’s [Principles of a New Media Literacy](#). *Publius Project*. Harvard University’s Berkman Center for Internet and Society. June 2008.

Guest Blogger. “Big Easy Blogs: The Truth from Post-Katrina New Orleans.” *Placeblogger.com*. Center for Citizen Media. November 5, 2006.

Instructor’s Manuals: *Exploring Language, 10th edition*; *Exploring Language, 9th edition*; *The Contemporary Reader, 7th edition*; and *Dialogues, 3rd edition*.

INVITED LECTURES and MEETINGS

External Tutor, *Oxford Internet Institute’s Summer Doctoral Programme*. July 1-4, 2018.

Invited Lecture. “Blogging for Recovery after Katrina.” *Thursdays @ the U Lecture Series*, UW-Barron County in Rice Lake, WI. October 10, 2013.

Invited Meeting with Director of Integrated Marketing. *Wall Street Journal Digital Network*. 2013.

CONFERENCE PRESENTATIONS

“Metaphors of Life and Work in the Age of Ubiquitous Internet.” Moderator, Roundtable. Association of Internet Researchers. International Conference. Dublin, Ireland. October 27-31, 2020. (Roundtables canceled due to COVID).

“Keeping Up with the Taynted Love and Hiddleswift Hate.” *Celebrity Studies Journal* International Conference. Winchester, UK. June 18-20, 2020. (Conference canceled due to COVID).

“Coping with Traumatic Research Topics in Internet Research.” Moderator, Roundtable. Association of Internet Researchers. International Conference. Brisbane, Australia. October 4, 2019.

“When Internet Researchers and Fans of Internet Boyfriends Collide: Tales of Trust, Anonymity, and Context Collapse.” Association of Internet Researchers. International Conference. Brisbane, Australia. October 5, 2019.

“‘Tom Dating Taylor Was Disheartening’: Tales from a Fragmented Fandom.” Centre for Media and Celebrity Studies *Bridging Gaps* conference. New York, NY. August 2019

“‘This Must Be the Place I Waited Years to Leave’: From Propaganda to Perestroika.” Seminar participant, “Wigging out with *The Americans*: Cold War Melodrama in the Quality TV Era.” Society for Cinema and Media Studies. National Conference. Seattle, WA. March 2019.

“‘When Your Fave is Problematic’: The Impact of Hiddleswift on Hiddlestoners.” Fan Studies Network. International Conference. Cardiff University, Wales, UK. June 29-30. 2018.

"Ways of Being A New Orleanian...Online." Popular Culture Association. National Conference. Indianapolis, IN. March 28-31, 2018.

"Who Tells Your Story? Journalists, Citizens and Media Literacy." Association for Practical and Professional Ethics. International Conference. Chicago, IL. March 1-3, 2018.

"A Fandom Hiddlesplit over HiddleSwift." Stardom, Celebrity and Fandom Inaugural Conference. Texas Christian University. Fort Worth, Texas. November 10-11, 2017.

"Shame, Gender, and Cultural Capital: The Problems of Reading and Writing Fan Fiction." Popular Culture Association. National Conference. Seattle, WA. March 2016.

"Blogging: Becoming Visible and Attracting Audiences." *The Teaching Professor* Technology Conference. Denver, CO, USA. October 2014.

"Requiring Social Media in the Classroom: Tales of Resistance and Appropriation." Moderator, Fishbowl Session. Association of Internet Researchers. International Conference. Denver, CO, USA. October 2013.

"*eJournal of Public Affairs* Annual Report and Special Issue Updates." American Democracy Project. National Meeting. Denver, CO. June 2013.

"Selfless Self-Preservation." Popular Culture Association. National Conference. Boston, MA. April 2012.

"From Theory to Practice? Early Career Scholars and Web 2.0." A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society. Oxford Internet Institute. Oxford, UK. September 2011.

"Making Writing Socially Engaging: Asking Why New Media Draws Us In." Computers and Writing Conference. Sweetland Center for Writing. University of Michigan, Ann Arbor. May 2011.

"Using 'Emerging Social Software' to Promote and Sustain a 4Cs SIG." Conference on College Composition and Communication. Louisville, KY. March 2010.

"Disaster 2.0: Lessons from the Post-Hurricane Katrina Blogosphere." Association of Internet Researchers. International Conference. Milwaukee, WI, USA. October 2009.

"What are you doing? Teaching with Twitter!" Conference on College Composition and Communication. San Francisco, CA. March 2009.

"Blogging New Orleans: Locals Creating Reality Online." Conference on College Composition and Communication. New Orleans, LA. April 2008.

"Online Renewal: Citizen Rhetors Inspiring Post-Katrina Recovery in Blogs and Wikis." Louisiana Association for College Composition. New Orleans, LA. November 2007.

“Online Communication Before, During, and Since Hurricane Katrina: Creating Relevant Truth and Offering a Sense of Comfort.” Conference on College Composition and Communication. New York, NY. March 2007.

“A Journey in Time: Representations of Time and Space in Online Responses to Real World Events.” Computers and Writing Conference. Texas Tech University, Lubbock, TX. May 2006.

“The Influence of Journalists and Bloggers on the News Surrounding Hurricane Katrina.” Inaugural Rising Tide Conference. New Orleans, LA. August 2006.

“Weblogs in the Composition Classroom: Spaces for Students to Witness, Engage, and Reflect.” Modern Language Association Conference. Washington, DC. December 2005.

“The Public (Blog)Sphere: Civic Discourse and Grassroots Endeavors.” Conference on College Composition and Communication. San Francisco, CA. March 2005.

“A Yat Celebration: A Working Class Dialect on the Big Stage.” South Central American Dialect Society (Allied Session), South Central MLA. New Orleans, LA. October 2004.

“The Internet Headquarters of the 2004 Presidential Election: (Web)Sites of Grassroots or Astroturf?” Popular Culture Association of the South and American Culture Association in the South. New Orleans, LA. September 2004.

“Blogs as Professional and Pedagogical Tools.” Computer Connection Presentations, Mobile Technology Center. Conference of Composition and Communication. San Antonio, TX. March 2004.

“The Sociolinguistic Stratification of New Orleans Yats.” Louisiana Folklore Society. Lafayette, LA. April 2003.

“Basic Writers: Scholarship Boys and Girls Overcoming their Miseducation through Narrative.” Louisiana Association for College Composition. Thibodeaux, LA. February 2003.

“Ways of Knowing,” Louisiana Association for College Composition. Alexandria, LA. October 23, 2000.

UNIVERSITY PRESENTATIONS

University of Wisconsin System

[“Knowing Thy \[Online\] Self: Lessons in Digital Literacy and Legacy.”](#)

HONORABLE MENTION winning [Digital Presentation](#). Office of Professional & Instructional Development’s Spring Conference: “The Joy of Teaching in an Age of Digital Learning.” UW-Madison. April 12-13, 2018.

“When Forced Blogging Flourishes.” 2nd Annual Northwest Regional Instructional Technology Showcase: “E³ with Learning Technology: Efficiency, Effectiveness, and Engagement.” UW-Stout. February 22, 2013.

“Teaching with Twitter: Two Showcases” with Mickey Fitch. 1st Annual Northwest Regional Instructional Technology Showcase: “Tools for Teaching.” UW-Eau Claire. February 24, 2012.

University of Wisconsin-Stout

“What is an Aca-Fan?” 3x3 Research Showcase. Department of English & Philosophy. November 2018.

“Authenticity and Agency in the post-Katrina New Orleans Blogosphere.” Faculty Poster Session. Research Day. Office of Research and Sponsored Programs. May 3, 2018.

“Encountering Information: Inspiration, Reflection, and Application.” Panel Discussion. Nakatani Teaching and Learning Center’s Spring Celebration. May 3, 2018.

“Credit for Prior Learning Innovations at UW-Stout.” Workshop sponsored by Nakatani Teachingand Learning Center. March 3, 2017.

“Revising the ‘Credit for Life Experience Policy for Advanced Writing’ to Align with Prior Learning Assessment Initiatives.” Professional Development Week. January 21, 2015.

“Personal Statements and the GRE: Preparing Your Graduate School Applications” with Mitch Ogden. Workshop. McNair Scholars Program. August 12 and 13, 2013.

“Strategies for Effective Online Composition Instruction” with Andrea Deacon and Susanne Johnston. FYC Professional Development Workshop. Department of English and Philosophy. April 12, 2013.

“Creativity in the Classroom.” New Instructor Workshop. Nakatani Teaching and Learning Center. August 15, 2012.

“Requiring Blogs: Remaining Relevant.” Motivated Teachers, Enhanced Student Learning. Nakatani Teaching and Learning Center. May 23, 2011.

“Fostering e-Citizenship in the Composition Classroom.” Freshman English Improvement Team Workshop. Department of English and Philosophy. November 19, 2010.

“(Re)New Orleans: Lessons from the post-Katrina blogosphere.” Technology and Pedagogy; Changing Together to Assist Learning. Nakatani Teaching and Learning Center. May 24, 2010.

“Teaching With Twitter.” May Day: Celebration of Learning. Nakatani Teaching and Learning Center. May 19, 2009.

“How I Use Twitter in Composition Courses.” Freshman Writing Committee Meeting. Department of English and Philosophy. May 1, 2009.

“Incorporating LEAP (Liberal Education America’s Promise) goals in our classes, syllabuses, exams and daily work.” Brown Bag Session. Department of English. April 21, 2009.

“Tech Gala: Using Twitter, Camtasia, Outlook, Blogging and Excel.” Professional Development Week. January 13, 2009.

University of South Florida

“Advice from a Seasoned Blogger.” First Year Composition Teacher Training Workshop. August 2006.

“Developing and Assessing Online Composition Courses at USF: New Tools, New Genres, and Distributed Assessment.” Symposium on 21st Century Teaching Technologies. March 2005.

“Thinking Rhetorically: Blogs as Public Discourse.” First Year Composition Workshop. February 2005.

“The Internet Headquarters of the 2004 Presidential Election: (Web)Sites of Grassroots or Astroturf?” English Graduate Student Colloquium. October 8, 2004.

“Using Weblogs in the Composition Classroom.” Symposium on 21st Century Teaching Technologies. March 2004.

“Defining the Blog: Its Rhetorical Positions and Uses.” First Year Composition Workshop. January 2004.

Northeastern University

“Re-Seeing Northeastern University’s Introductory Writing Program.” English Department Graduate Prize reception. June 1999.

“The Yat Dialect: What the Big Easy Does to the English Language (and then some).” Barrs Lecture Series. June 1999.

PROFESSIONAL MEMBERSHIPS

Association of Internet Researchers

Fan Studies Network

Popular Culture Association

Society of Technical Communication

Society of Cinema and Media Studies

- Critical Media Pedagogy Scholarly Interest Group
- Fan and Audience Studies Scholarly Interest Group

College Composition and Communication

SERVICE TO THE PROFESSION

Reviewer, *Celebrity Studies* journal, 2021-present
Reviewer, Polity Press, 2015-present
Reviewer, Association of Internet Researchers, 2013-present
Reviewer, *The Popular Culture Studies Journal*, 2018-2021
Chair, Panel on Celebrity Discourses and Branding Fame on Facebook. Centre for Media and Celebrity Studies conference. New York, NY. September 1, 2019
Chair, Fandom and Activism panel, Fan Studies North America conference. DePaul College, Chicago, IL. October 2018.
Editorial Board Member, [*Writing Commons*](#), 2011-2019
Reviewer, [*e-Journal of Public Affairs*](#), 2010-2018
Discussion Leader, *Computers and Writing Graduate Research Network*, 2011
Reader, English Language Advanced Placement Exam. *Education Testing Service*, 2006-2011
Moderator, Emerging Social Software SIG, *College Composition & Communication*, 2008-2010
Review Board Member, [*Kairos: A Journal of Rhetoric, Technology, and Pedagogy*](#), 2005-2008
Judge, [*John Lovas Memorial Academic Weblog Award*](#), *Kairos*, 2006

SERVICE TO THE UNIVERSITY OF WISCONSIN-STOUT

Alternate, Professional Development Grants Review Committee, 2021-2023
Alternate, All University Full Professor Promotion Committee, 2020-2021
Member, Credit for Prior Learning Committee, 2015-2019
Faculty Advisor, [*Her Campus*](#), 2013-2019
Program Director, Online B.S. in Professional Communication and Emerging Media. 2014-2018
Member, Professional Development Grants Review Committee, 2014-2016
Interim Program Director, B.S. in Professional Communication and Emerging Media. 2014-15
Member, Sabbatical Leave Review Committee, 2014-2015
Member, Racial, Ethnic Studies and Global Perspectives Curriculum Committee, 2010-2015
Member, Planning and Review Committee, 2011-2013
Team Member, AASCU Initiative on eCitizenship, 2009-2011

SERVICE TO THE DEPARTMENT OF ENGLISH AND PHILOSOPHY at UW-STOUT

Member, Freshman Composition Committee, 2008-present
Chair, Department Level Full Professor Promotion Committee, 2022
Vice-Chair, Department Level Full Professor Promotion Committee, 2020
Member, Department Level Full Professor Promotion Committee, 2018
Member, Hiring Committee [Basic Writing/Writing Program Administration search], 2017-18
Faculty Mentor, Kate Edenborg, John Spartz, and Greg Schneider-Bateman
Faculty Mentor, Academic Staff hire Wendy Perkins
Reviewer, MSTPC Applicants, 2015-2019
Chair, Advanced Writing Committee, 2010-2013; Member, 2008-2010 & 2013-2018
Member, Hiring Committee [Digital Humanities/Journalism/Rhetorics search], 2014-15
Chair, Department Level Associate Professor Promotion Committee, 2014
Co-Author with Kate Edenborg, Convergent Communication course proposal, 2013
Member, Hiring Committee [Journalism Search], 2011-12
Member, Hiring Committee [ESL/Developmental Writing Search], 2010-11
Member, First-Year English Improvement Team, 2009-2011

SERVICE TO PREVIOUS DEPARTMENTS OF ENGLISH

University of South Florida/2003-2007

Research Assistant, Director of Composition
Secretary, English Graduate Student Association
Listserv Administrator, eng-grad
Member, First Year Composition Policy Committee

Xavier University/2000-2003

Member, Composition Committee
Member, Preparatory Writing Subcommittee
Exam Evaluator, Speech Department
Private Colleges and Universities Liaison, Louisiana Association of College Composition

Northeastern University/1998-1999

Chair, First-Year Writing Competition
Member, English Graduate Student Association Executive Board
Graduate Student Representative, Writing Programs Committee
Judge, First-Year Writing Competition

PROFESSIONAL DEVELOPMENT

University of Wisconsin-Stout

Participant, Virtual Instructional Professional Development Program, Provost's Office. 2020
• To prepare myself for flexible delivery methods during the COVID-19 pandemic, I completed modules in Course Design, Trauma Informed Pedagogy, and Delivering Instruction
Participant, Encountering Information Community of Practice. NTLC. 2017-2018
Participant, First Year Composition Assessment workshop. 2017-2018
Participant, Applying the QM Rubric (APPQMR) workshop, Quality Matters. 2015
Participant, Curious Stout Innovator's Program. NTLC. 2012-2013

GRANTS, FELLOWSHIPS and AWARDS

University of Wisconsin-Stout

Research Fellows Award. Center for Applied Ethics. Spring 2021
Sabbatical Leave. Provost's Office/Faculty Senate. 2019-2020
Professional Development Grant. Research Services. 2019
Stout Online Professional Development Grant. 2019
Professional Development Grant. Research Services. 2018
Research Fellows Award. Faculty Senate. Fall 2017
Research Fellows Award. Faculty Senate. Spring 2017
Stout Online Professional Development Grant. 2015
Student Jobs Funding Recipient. Planning, Assessment, Research & Quality. 2014-2015
Just in Time Professional Development Grant. Research Services. 2013
Professional Development Grant. Research Services. 2011
Emerging Technology Grant. Nakatani Teaching and Learning Center. 2010
Just in Time Professional Development Grant. Research Services. 2009
Curricular Incubation Grant (Team Recipient). Provost's Office. 2009

Emerging Technology Grant. Nakatani Teaching and Learning Center. 2009
Professional Development Grant. Research Services. 2008

University of South Florida

Alice Hearne Scholarship for Outstanding Doctoral Candidate. 2008
Alma Bryant Award for Outstanding Graduate Student. 2008
Florida Center for Writers Award for Distinguished Scholarship. 2006

Oxford Internet Institute

[Summer Doctoral Programme](#). 2007

Conference on College Composition and Communication

[Scholar for the Dream](#). 2005

Northeastern University

Fellowship, Martha's Vineyard Summer Institute on Writing, Reading, and Teaching. 1999
Graduate Essay Writing Prize. 1999

Loyola University New Orleans

Award of Excellence in English. 1996
Outstanding English Writing Lab Tutor. 1996
Outstanding College of Music student, Ballet Program. 1996