

# Li Cornfeld

Postdoctoral Fellow, National Endowment for the Humanities  
Hagley Center for the History of Business, Technology, and Society

## Education

**Ph.D. McGill University**, Communication Studies, Feb 2018

**M.A. New York University**, Performance Studies, May 2010

**B.A. Vassar College**, Drama, May 2006

## Employment

### **Postdoctoral Fellow, National Endowment for the Humanities**

Research appointment with the Hagley Center for the History of Business, Technology and Society  
September 2019-May 2020

### **Postdoctoral Fellow, Amherst College**

Research appointment with the Center for Humanistic Inquiry  
Teaching appointment with the Department of Sexuality, Women's, and Gender Studies  
July 2017-June 2019

## Select Fellowships and Residencies

Residential Fellowship, Linda Hall Library of Science, Engineering, and Technology, 2019-2020

Dissertation Fellowship, American Association of University Women, 2016-2017

Wolfe Fellowship in Scientific and Technological Literacy, McGill University, 2016-2017

Graduate Writer in Residence, Institute for Gender, Sexuality, and Feminist Studies, 2015-2017

Research Fellowship, Banff Research in Culture, The Banff Centre, 2014

## Publications

### Works in Preparation

*The Theater of Invention: Live Performance in the Tech Industry*. Monograph, solicited for review by NYU Press.

"Videotape to Virtual Reality: An Industry History of Techno-sexuality." Article manuscript, invited submission to *Feminist Media Histories*.

"Donna Haraway." Article manuscript, invited submission to *Oxford Bibliographies in Anthropology*, edited by John L. Jackson, Jr. New York: Oxford University Press. Co-authored with Matthew C. Watson.

### Peer Reviewed Journal Articles

"Babes in Tech Land: Expo Labor as Capitalist Technology's Erotic Body." *Feminist Media Studies* 18, no. 2 (2018): 205-220. <https://doi.org/10.1080/14680777.2017.1298146>.

"Legitimizing Media: Shakespeare's Awkward Travels Through Video Games and Twitter." *Communication, Culture & Critique* 11, no. 3 (2018): 418-435. <https://doi.org/10.1093/ccc/ty015>.  
Lead author; co-authored with Victoria Simon and Jonathan Sterne.

"Expo Afterlife: Corporate Performance and Capitalist Futurity in the Carousel of Progress." *Women & Performance* 27, no. 3 (2017): 316-33. <https://doi.org/10.1080/0740770X.2017.1365441>.

Chapters in Edited Collections

- “Have to See It, Yet Boring’: Disney’s Robot Dramas Revisited.” In *Performance and the Disney Theme Park Experience: The Tourist as Actor*, edited by Tom Robson and Jenny Kokai, 151-170. London: Palgrave Macmillan, 2019.
- “The Sanitation Man: Erasing Evil in Walt Disney.” In *A History of Evil in Popular Culture*, edited by Sharon Packer and Jody Pennington, 125-136. Santa Barbara, CA: Praeger ABC-Clio, 2014.
- “How To Do Things With Magic Words: The Scandal of the Spell-Casting Body.” In *Hermione Granger Saves the World: Essays on the Feminist Heroine of Hogwarts*, edited by Christopher Bell, 125-141. Jefferson, NC: McFarland, 2012.
- “ADHD: Empowerment in Soft Focus.” In *Click: When We Knew We Were Feminists*, edited by Courtney Martin and J. Courtney Sullivan, 51-58. Berkeley, CA: Seal Press, 2010.

Public Scholarship

- “Fireside Chats, Tech Spectacle, and the Making of Mark Zuckerberg.” *The California Review of Images and Mark Zuckerberg*. (Fall 2017)  
<http://zuckerbergreview.com/cornfeld.html>
- “Disrupt San Francisco: Tech Crunch Puts Startups Onstage.” *Antenna*. (Sep 30, 2015)  
<http://blog.commart.wisc.edu/2015/09/30/disrupt-san-francisco-techcrunch-puts-startups-onstage>
- “They Repackaged It’: Technofuturism in *Tomorrowland*.” *Antenna*. (June 1, 2015)  
<http://blog.commart.wisc.edu/2015/06/01/they-repackaged-it-technofuturism-in-tomorrowland>
- “As Seen On Shark Tank: Tech Entrepreneurship’s Portable Aesthetics.” *Antenna* (March 3, 2015)  
<http://blog.commart.wisc.edu/2015/03/03/as-seen-on-shark-tank-tech-entrepreneurships-portable-aesthetics>
- “Shamefaced: Reframing Dove’s Real Beauty Sketches.” *Flow* 18, no. 5 (Fall 2013)  
<http://www.flowjournal.org/2013/08/shamefaced>

Theater Criticism

- Review of *The Smell of Popcorn* by José Luis Ramos Escobar, *E-misférica* 7, no. 2 (2011)  
<http://hemi.nyu.edu/hemi/en/e-misferica-72/cornfeld>
- Review of *Hula as Resistance* by Vicky Holt Takamine, *E-misférica* 6, no. 2 (2010)  
<http://hemi.nyu.edu/hemi/en/e-misferica-62/cornfeld>
- 50+ reviews of experimental theater and performance published by *Offoffonline* (Staff Writer, 2007-2011).  
Partial archive available at: <http://offoffonline.com/?author=1473>.

**Invited Presentations**

- Rundle Summit, The University of Calgary and The University of Alberta: “Demos, Memos, and the Public Sphere: On Media Studies’ Industrial Turn.” Banff, February 2020. Keynote address. (Upcoming)
- Social Media Collective, Microsoft Research: “From Headlines to Hidelines: Upworthy and the Marketing Logic of Political Discourse.” Cambridge, April 2014.

**Conferences**Conference Organization

- Panel co-organizer, “Household Technologies: Transgressing the Domestic Sphere.” National Women’s Studies Association, annual conference. San Francisco, November 2019.
- Open panel co-organizer, “Domestic Technologies: Place, Person, Process.” Society for the Social Study of Science, annual conference, New Orleans, September 2019.
- Conference co-organizer, “Aesthetics of Information,” Center for Humanistic Inquiry, Amherst College, May 2018.

Workshop organizer, “Pedagogies of Public Engagement: A Workshop in Play.” Signal/Noise: A FemTechNet Conference on Pedagogy and Technology, The University of Michigan, April 2016.

Conference organizing committee, “The Tangible.” Department of Art History and Communication Studies Graduate Student Conference, McGill University, 2012-2013.

#### Conference Responses

Concluding remarks, “Aesthetics of Information,” Center for Humanistic Inquiry, Amherst College, May 2018.

Panel respondent, “Haptic Visions: Flesh, Feelings, and Fantasy in Film and Advertisements.” Feminist Research Colloquium, Institute for Gender, Sexuality, and Feminist Studies, McGill University, April 2016.

Conference respondent, “Affective Encounters: Tools of Interruption for Activist Media Practices.” Institute for Gender, Sexuality and Feminist Studies, McGill University, July 2015.

#### Conference Presentations

National Women’s Studies Association: “‘The Irresistible Invasion’: Digital Domestication in the Pages of *Time*.” Annual conference, San Francisco, November 2019.

Association for Theater in Higher Education: “The Theater of Invention: From Demonstration to Transformation.” Annual conference, Orlando, August 2019.

Society for Cinema and Media Studies: “Pitch Contests: Promotional Cultures of Medial Emergence.” Annual conference, Seattle, March 2019.

Association of Internet Researchers: “What Happens in Vegas: Tradeshow and the Making of the Internet.” Annual conference, Montreal, October 2018.

International Communication Association: “Riot Practices: Immaterial Labor and the Prison Industrial Complex.” Annual conference, Prague, May 2018.

National Women’s Studies Association: “Affective Politics/Social Media.” Annual conference, Montreal, November 2016.

Performance Studies Focus Group, Association for Theatre in Higher Education: “It Works Like Magic: Theatrical Production and the Product Launch.” Preconference, Chicago, August 2016.

Department of Art History and Communication Studies, McGill University: “Magicians of Silicon Valley: Live Performances of Media Technologies.” *Magic: Between Embodiment & Ontology*, Montreal, February 2016.

Performance Studies Focus Group, Association for Theatre in Higher Education: “An Echo From the Past’: Technologies of Memory in the Carousel of Progress.” Preconference, Montreal, August 2015.

International Association for Media and Communication Research: “Expo Labor as Media Production: A Production Studies Approach to Media Labor Research.” Annual conference, Montreal, July 2015.

Studio XX and the Institute for Gender, Sexuality, and Feminist Studies: “A Great Big Beautiful Tomorrow: Walt Disney and the Failed Promise of Industrial Futurity.” *Feminist Technics, Queer Machines: Inventing Better Futures*, Montreal, November 2014.

Department of Performance Studies, New York University: “Marxist Fembots in Walt Disney’s Carousel of Progress.” *Living Labor: Marxism and Performance Studies*, New York, April 2014.

Society for Cinema and Media Studies: “Performances of Labor Between Cinema and Macy’s Santaland.” Annual conference, Seattle, March 2014.

Performance Studies international: “We Are Santa’s Elves: The Labor of Fantasy and the Fantasy of Labor.” Annual conference, Stanford, June 2013.

Performance Studies international: “Is This a Joke: Toward Impasse Comedy.” Annual conference, Stanford, June 2013.

Studio XX and the Institute for Gender, Sexuality, and Feminist Studies: “Straying from the Path: Risk, Consumption and Little Red Riding Hood.” *Whose Business is Risk?*, Montreal, November 2012.

Performance Studies international: “Moving Image: Militant Mourning from AIDS to SIDS.” Annual conference, Utrecht, May 2011.

The Brooklyn Museum: “Shooting Heroines: On Dina Goldstein’s Fallen Princesses.” From Portraits to Pinups: Women in Art and Popular Culture, Brooklyn, May 2011.

### Campus Presentations

Center for the History of Business, Technology, and Society, Hagley Library: “Inventing the Industry: Expos, Summits, and the Rise of Big Tech.” Brown Bag Series, Wilmington, February 2020. (Upcoming)

Center for Humanistic Inquiry, Amherst College: “The Theater of Invention: Live Performance in the Tech Industry.” Salon, Amherst, February 2019.

Center for Humanistic Inquiry, Amherst College: “Fireside Chats: A Tech Industry Iteration of a Political Tradition.” Salon, Amherst, October 2017.

Institute for Gender, Sexuality and Feminist Studies, McGill University: “Sexual Spectacle: The Erotics of Technology’s Demystification.” Queer Research Colloquium, Montreal, April 2016.

## **Pedagogy**

### University Courses Taught

Amherst College, SWAG 344: Gender and Technology. Fall 2018.

Stony Brook University, ARH/ THR 334: Avant-garde Art and Performance I. Spring 2012.

Rugao Teacher’s College (Jiangsu, China), Public Speaking and Writing Intensive. Summer 2008.

### Teaching Assistantships (McGill University)

ARTH/ COMS 354: Media Studies of Crime. Winter 2015.

COMS 230: Communication and Democracy. Fall 2014.

COMS 310: Media and Feminist Studies. Winter 2014.

COMS 210: Intro to Communication Studies. Fall 2013.

COMS 310: Media and Feminist Studies. Winter 2012.

### Guest Lectures

Amherst College, THDA 114: Contemporary Performance, Spring 2019.

Amherst College, ANTH 201: Living with Animals, Amherst College, Spring 2018.

Amherst College, ANTH 235: Environmental Anthropology, Fall 2017.

McGill University, WMST 601: Feminist Theories and Methods, McGill University, Fall 2016.

McGill University, WMST 200: Intro to Feminist Studies, Summer 2015.

McGill University, COMS 310: Media and Feminist Studies. McGill University, Spring 2015.

New York University, MAP-UA 539: Cultures and Contexts, New York University, Spring 2012.

Stony Brook University, ARH/ THR 334: Avant-garde Art and Performance II, Fall 2011.

### Pedagogical Advocacy and Organizing

*Supervision and Mentorship:* supervision of undergraduate research assistants (Amherst College) and mentorship of students studying gender, sexuality, feminism, and social justice studies (McGill University).

*Feminist Community Education:* curricula development and course facilitation of feminist community education programs in Montreal (Rock Camp for Girls and Gender Nonconforming Youth) and New York City (Sadie Nash Leadership Project).

*Second Language Teaching and Training*: professional experience teaching English-language speaking and writing and providing guidance to language teachers and teachers in training (TEFL Institute; Rennert Bilingual); certified in Teaching English to Speakers of Other Languages (Oxford Seminars).

*Learning Disability Advocacy*: professional experience supporting LD/ADHD students (The Everybody Wins! Foundation; Project Eye to Eye) and lecturing on LD/ADHD success strategies in higher education (Long Island University; Vassar College; Oakwood Friends School; Elizabeth Irwin High School; International Dyslexia Association); pedagogical training in teaching students with learning disabilities (Whizin Fellowship).

### Professional Activities and Service

Peer reviewer, *Television and New Media*, 2016-present.

Peer reviewer, National Women's Studies Association, 2019.

Peer reviewer, International Communication Association, 2019.

Organizer, The Culture and Technology Discussion and Working Group, McGill University, 2015-2017.

Project Manager, Canada Foundation for Innovation grant application, McGill University, 2016.

Search committee, Media and Sexuality Studies, Department of Art History and Communication Studies and the Institute for Gender, Sexuality, and Feminist Studies, McGill University, 2015-2016.

Band Manager, Rock Camp for Girls and Gender Nonconforming Youth, Montreal, July 2015.

Media Historiographer, *America's Shakespeare*, Folger Shakespeare Library exhibition, 2014.

Publication Associate, Martin E. Segal Theatre Center, The CUNY Graduate Center, 2012-2013.

Co-organizer, Affect Theory Reading Group, Department of Art History and Communication Studies, McGill University, Fall 2012.

Research Dramaturg, *This Beautiful City* and *In the Footprint*, The Civilians, 2006-2009.

### References

Jonathan Sterne  
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