

Li Cornfeld

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Education

Ph.D. McGill University, Communication Studies, 2018

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

B.A. Vassar College, Drama, 2006

Employment

Postdoctoral Fellow, University of Michigan, Digital Studies Institute
Sep 2020-present

NEH Postdoctoral Fellow, Hagley Center for the History of Business, Technology and Society
Sep 2019-May 2020

Postdoctoral Fellow, Amherst College, Center for Humanistic Inquiry
July 2017-June 2019

Select Grants, Residencies, and Awards

Digital Studies Teaching Award, University of Michigan, 2020-2021

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, in preparation.

“Donna Haraway.” Article manuscript, in press with *Oxford Bibliographies*, edited by John L. Jackson, Jr.
Oxford: Oxford University Press. Co-authored with Matthew C. Watson.

Peer Reviewed Articles

“Videotape and Vibrators: An Industry History of Techno-sexuality.” *Feminist Media Histories* 6, no. 4 (2020): 94-120. <https://doi.org/10.1525/fmh.2020.6.4.94>

“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/tcy015>.
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 Alberta and The University of Calgary: “Dancing Drones: Industrial Rituals of Technological Debut.” Banff, February 2020. Keynote address.
- Social Media Collective, Microsoft Research: “From Headlines to Hidelines: Upworthy and the Marketing Logic of Political Discourse.” Cambridge, April 2014.

Conferences

Conference Organization

- Institute Organizing Committee, “Digital IDEAS: A Summer Institute for Anti-racist Critical Digital Studies.” Digital Studies Institute, University of Michigan, July 2021.
- 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, University of Michigan, April 2016.

Conference Organizing Committee, “The Tangible.” Department of Art History and Communication Studies Graduate Conference, McGill University, April 2013.

Conference Responses

Workshop Moderator, “Lessons Learned from Pandemic Teaching,” Digital Studies Institute, University of Michigan, November 2020.

Panel Chair, “Commercial Environments off the Page,” at conference on “Commercial Pictures and the Arts and Technics of Visual Persuasion,” Hagley Library, November 2019.

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

Society for Cinema and Media Studies: “‘The Global Stage for Innovation’: Tech Conventions as Spectacles of Industrial Convergence.” Annual conference, online, March 2021.

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: Tradeshows 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.

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.

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

Digital Studies Institute, University of Michigan: “The Digital Tech Expo.” Online lecture series, April 2021.

Digital Studies Institute, University of Michigan: “Fellowships & Grants: A Workshop for Digital Studies Graduate Students.” Online lecture series, October 2020.

Center for the History of Business, Technology, and Society, Hagley Library: “An Industry History of Technosexuality.” Brown Bag Series, Wilmington, February 2020.

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, Oct 2017.

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

Pedagogy

University Courses Taught

University of Michigan, DIGITAL 357: Digital Intimacies. Winter 2022. (Upcoming)

University of Michigan, DIGITAL 258: Media and Liveness. Winter 2021.

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

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

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

American University, COMM 100: Understanding Media, Winter 2021.

Amherst College, MUSI 441: Selling Music, Fall 2020.

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, Fall 2016.
McGill University, WMST 200: Intro to Feminist Studies, Summer 2015.
McGill University, COMS 310: Media and Feminist Studies, Spring 2015.
New York University, MAP-UA 539: Cultures and Contexts, Spring 2012.
Stony Brook University, ARH/ THR 334: Avant-garde Art and Performance II, Fall 2011.

Professional Activities and Service

Peer Reviews: *Feminist Media Studies*, *Television & New Media*, National Women's Studies Association, International Communication Association

Mentor, Undergraduate Research Opportunity Program, University of Michigan, 2021-2022.
Researcher, Infra.Lab, University of Michigan, 2020-present.
Institute Organizing Committee, Digital IDEAS, University of Michigan, 2020-present.
Alumnae Admissions Program Interviewer, Vassar College, 2011-present.
Workshop Series Organizer, Inclusivity and Accessibility in the Classroom, Amherst College, Fall 2018.
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 Member, Media and Sexuality Studies search, McGill University, 2015-2016.
Band Manager, Rock Camp for Girls and Gender Nonconforming Youth, Montreal, Summer 2015.
Media Historiographer, *America's Shakespeare*, Folger Shakespeare Library exhibition, Summer 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
James McGill Chair in Culture and Technology
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853 Sherbrooke St. West | Montreal, QC H3A 0G5
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