

Dr. John Monberg

Michigan State University
Department of Writing, Rhetoric and American Cultures
263 Bessey Hall
East Lansing, MI 48824

526 Orchard Street
East Lansing, MI 48823
jmonberg@msu.edu
(517) 432-2574

ACADEMIC EMPLOYMENT HISTORY

Academic Specialist, Michigan State University, Department of Writing, Rhetoric and American Cultures, 2015-present
Assistant Professor, Michigan State University, Department of Writing, Rhetoric and American Cultures, 2009-2015
Non Tenure System Assistant Professor, Michigan State University, Department of Writing, Rhetoric and American Cultures, 2007-2009
Assistant Professor, University of Kansas, Department of Communication Studies, 2002-2007
Assistant Professor, University of Louisville, Department of Communication, 1997-2002
Graduate Teaching Assistant, Department of Science and Technology Studies, Rensselaer Polytechnic Institute, 1991-1995

EDUCATIONAL HISTORY

Ph.D., Science and Technology Studies, Rensselaer Polytechnic Institute, 1998.
M.S., Science and Technology Studies, Rensselaer Polytechnic Institute, 1992.
B.B.A., Finance, University of Notre Dame, 1985.

PUBLICATIONS

“Containing RFID: Questioning Communication, Technology, and Culture.” In *The Urban Communication Reader Volume 3*, edited by Susan Drucker, and Gene Burd. Hampton Press. 2013.

“New Media and the City.” *New Media & Society*, 12(7), 2010.

“Information Society Landscapes: Narratives of Technology, Power, and Race.” In *The Urban Communication Reader Volume 2*, edited by Harvey Jassem, Susan Drucker, and Gene Burd. Hampton Press. 2010.

“Allocating Risk in Urban Planning G.I.S.” In *The Urban Communication Reader*, edited by Gary Gumpert, Susan Drucker, and Gene Burd. Hampton Press. 2007. (Co-authored with Jeff Grabill).

“Where Ecology Came From.” *Explorations in Media Ecology*, 6(1), 2007.

“Conceptions of the Social that Stand Behind Artificial Intelligence Decision Making.”

Journal of Technology Studies, 32(1), 2006.

“Science and Technology Studies Approaches to Internet Research.” *The Information Society*, 22(1), 2006.

“Trajectories of Computer–Mediated Communication Research.” *Southern Journal of Communication*, 70(3), 2005.

“Technology in Culture: The Media.” In *Science, Technology, and Society*, edited by Sal Restivo. Oxford University Press. 2005.

“A Hitchhiker’s Guide to the Internet.” *Review of Communication*, January 2003.

“Social Worlds of the Information Society: Lessons from the Calumet Region.” In *Web Authority: Online Domination and the Informatics of Resistance*. Eds. Marc Bousquet and Katherine Wills. Alt-x Press. 2003.

“Using Science and Technology Studies Towards a Practical Ethics for Technical Writing.” In *Research Methods in Technical Communication*, edited by Mary Lay and Laura Westport, Connecticut: Greenwood Press. 2002.

“Cultural Identity in an Era of Globalization: Contrasting State Media Policies in the United States and France.” *Intercultural Communication Studies*, X: 2, 2000.

“What a Long Strange Trip It’s Been: The Past, Present, and Uncertain Future of Universal Service,” *Convergence: The Journal of Research into New Media Technologies*, Winter 2000. (Co-authored with Stuart Esrock).

“Identities, Commodities and Information Flows: Intellectual Property Rights and the Construction of Emergent Electronic Social Spaces.” In *Real Law@Virtual Space: Communication Regulation in Cyberspace*. Eds. Gary Gumpert and Susan Drucker. Hampton Press. 1999.

“Making the Public Count: A Comparative Study of Emergent Information-Based Publics.” *Communication Theory*, November 1998.

“‘You Will’: Democratic Consequences for a Civil Society Mediated by Advanced Marketing Technologies.” *Ethics and Behavior*, Fall 1997.

“Horizons of Interactivity: Making the News at Time-Warner.” In *Late Editions Three: Connected: Engagements With Media*. Ed. George Marcus. Chicago: University of Chicago Press. 1996. (Co-authored with Kim Laughlin).

“Putting Community into Community Networks.” *Computer-Mediated Communication Magazine*, September 1996.

“Information Technology-Based Publics: Virtual Banking.” *Computer-Mediated Communication Magazine*, February 1996.

“Welcome to the Emerald City (Please Ignore the Man Behind the Curtain).” *Computer-Mediated Communication Magazine*, February 1995.

“Intangible Consequences of Target Marketing: Hidden Threat to a Democratic Social Order.” *Bulletin of Science, Technology and Society*, Volume 13, Number 5, 1993.

WORKS IN PROGRESS/SUBMITTED

“Developing a Multimodal Pedagogy for Placemaking Narratives,” *College Composition and Communication Online*.

“ANT, Rhetoric, and Urban Political Agency,” for *Technical Communication Quarterly*.

“Building New Media Resources for Public Deliberation about Urban Futures: Integrating Corporate and Academic Approaches,” *Journal of Business and Technical Communication*.

Accountable Publics: Writing Infrastructures for an Experience Economy, a book manuscript.

PRESENTATIONS/CONFERENCES

“Civic Engagement in a Post-Industrial Town: Responsive Knowledge Work In Urban Renewal and Sustainability.” The Tenth Biennial Thomas R. Watson Conference, Louisville, Kentucky, October 16-18 2014.

“Designing “Smart City” Civil Society Infrastructures.” Illinois Institute of Technology, Chicago, Illinois, March 28, 2014.

“Using ANT to Open the Black Box of Smart Cities.” Rhetoric Society of America, San Antonio, Texas, May 23, 2014.

“Thinking about Information and Media Architecture.” Association of Internet Researchers Conference, Denver, Colorado, October 24-26, 2013.

“Building New Media Resources for Public Deliberation about Urban Futures.” Media Ecology Association Conference, Grand Rapids, Michigan, June 20-22, 2013.

“Guattari/Jacobs: A Political Ecology of Media Technology: Sidewalks, Rhizomes, and Circuit Breakers.” Rhetoric Society of America Conference, Philadelphia, Pennsylvania, May 25-28, 2012.

- “Fast Failure, Slow Community.” Conference on College Composition and Communication, St Louis, Missouri, March 21-24, 2012.
- “Global Logics, Local Practices: Web 2.0 as Social Ecology.” Global Studies Conference, Nanjing, China, May 27-29, 2011.
- “Rhetorical Pedagogy after the Postmodern Turn.” Conference on College Composition and Communication, Atlanta, April 7-9, 2011.
- “New Practices for Understanding Audience.” Association of Teachers of Technical Writing March 17, 2010. Louisville, KY
- “Chicago’s Web 2.0 Rhetorical Context: Technology, Advertising, Community.” Rhetoric Society of America, May 28-31, 2010.
- “Bias of Communication as Interaction Ritual: McLuhan, Innis, and Collins.” National Communication Association, Chicago, November 12-15, 2009.
- “Connections between Technology and Culture.” Association of Internet Researchers Conference, Milwaukee, WI, October 7-9, 2009.
- “Interaction Design in Chicago: Technologies of Globalization and Culture.” National Communication Association, Chicago, November 21-24, 2008.
- Panelist, “Write Here, Write Now: A Townhall Meeting.” Michigan State University, East Lansing, Michigan, November 18, 2008.
- “Containing RFID, Expanding Usability.” World Usability Day: Improving Transportation through Better Design, East Lansing, Michigan, November 13, 2008.
- “New Practices for Understanding Audience in a World of Digital Rhetoric.” Thomas R. Watson Conference in Rhetoric and Composition: The New Work of Composing, Louisville, Kentucky, October 16-18, 2008.
- “Serious Games: Literacy, Pedagogy, Subjectivity.” Meaningful Play, Michigan State University, East Lansing, Michigan, October 9-11, 2008.
- “Questioning the History of Containerization, Questioning the Future of RFID.” Conference of the Association of Internet Researchers, Vancouver, Canada, October 18-20, 2007.
- “Containing RFID: Questioning Communication, Technology, and Culture.” National Communication Association, San Antonio, November 16-19, 2006.

“Web 2.0: Using Media Ecology to Locate New Practices of Urban Subjectivity.” National Communication Association, San Antonio, November 16-19, 2006.

“Reproducing Inequality: Virtual Practices of Racial Division.” The Society for Social Studies of Science, Vancouver, November 2-4, 2006.

“Image Tribes: Internet Mediated Marketing Identities.” Conference of the Association of Internet Researchers, Chicago, October 5-9, 2005.

“Problematizing the Local and the Global: Multi-sited Ethnography and Internet Studies.” National Communication Association, Boston, November 16-20, 2005.

“Broadening the Band: Access to the Decisions that Matter.” National Communication Association, Boston, November 16-20, 2005.

“Sidewalks, Rhizomes, and Circuit Breakers: A Political Ecology of Media Technology.” National Communication Association, Chicago, November 11-14, 2004.

“Building Systems: Planning Metropolitan Regions in a Global Context.” Conference of the Association of Internet Researchers, University of Sussex, England, 19-22nd September 2004.

“Representing Social Space.” National Communication Association, Miami Beach, Florida, November 19-23, 2003.

“Allocating Risk in Urban Planning G.I.S.” Association of Internet Researchers Conference, Toronto, Canada, October 16-19, 2003.

“Shaping Cultural Technologies: Discourse of Technology, Power, and Race.” National Communication Association, New Orleans, November 21-24, 2002. (presented in abstentia)

“Science and Technology Studies Approaches to Internet Research.” Conference of the Association of Internet Researchers, Maastricht, Netherlands, October 13-16, 2002.

“Writing Technology, Shaping Society.” Conference on College Composition and Communication, Chicago, Illinois, March 20-23, 2002.

“Corporate Imperatives and the Public Sphere: Environmental Lessons.” National Communication Association, Atlanta, Georgia, November 9, 2001.

“Where Ecology Came From.” National Communication Association, Atlanta, Georgia, November 9, 2001.

“Wiring the Information Society: Visions of the Future, Lessons of Failure.” Society for

the Social Studies of Science, Cambridge, Massachusetts, October 31, 2001.

“Wiring the Social Worlds of the Information Society: Lessons from the Calumet Region.” Conference of the Association of Internet Researchers, Minneapolis-St. Paul, October 10-14, 2001.

“Information Technology and Social Rationality.” Computers and Writing Conference, Muncie, Indiana, May 17-20, 2001.

“Anti-Narrative Narratives: Conceptions of the Social in the Rhetoric of Artificial Intelligence Proponents.” Southern States Communication Association, Lexington Kentucky, April 4-8, 2001.

“Social Worlds of the Information Society: Lessons from the Calumet Region.” Invited presentation, Minnesota Colloquium in the History of Science and Technology cosponsored by the Department of Rhetoric, University of Minnesota, Minneapolis, Minnesota, February 2, 2001.

“Applied versus Engaged Communication: Teaching Computer Communication.” National Communication Association, Seattle, Washington, November 9, 2000.

“Work Worlds of the Information Society: Lessons from the Calumet Region.” Pre-Conference: Engaged Organizational Communication, Communication in the New Economy, National Communication Association, Seattle, Washington, November 8, 2000.

“The Future of the Information Society: Lessons from the Calumet Region.” Newberry Seminar on Technology, Politics and Culture, Newberry Library, Chicago, Illinois: October 13, 2000.

“Social Worlds of the Information Society: Lessons from the Calumet Region.” Thomas R. Watson Conference in Rhetoric and Composition: Labor, Writing Technologies, and the Shaping of Composition in the Academy, Louisville, Kentucky, October 5, 2000.

“Making Visible the Social Worlds of the Information Society.” American Communication Association Convention, Louisville, Kentucky, September 29, 2000.

“Silicon Alley Shaping Cultural Technologies.” Society for the Social Studies of Science, San Diego, California: October 28, 1999.

“Cultural Identity in an Era of Globalization: Contrasting Media Policies in the United States and France.” Seventh International Conference on Cross-Cultural Communication, Louisville, Kentucky: July 28, 1999.

“Smart Money: Financial Technologies and the Transformation of the Social

Landscape.” American Anthropological Association, Washington D.C.: November 1997.

“Making the Public Count: A Multi-Sited Ethnography of Three Emergent Information Technology-based Publics.” Communication, Technology and Cultural Values, Rochester, New York: July, 1997.

“Identities, Commodities and Information Flows: Intellectual Property Rights and the Construction of Emergent Electronic Social Spaces.” Eastern Communication Association Conference, Baltimore, Md.: April, 1997.

“Moore’s Law: Technological Rhetoric as Social Geography.” New York State Speech Communication Association Conference. Monticello, New York: October 12, 1996.

“‘You Will’: Democratic Consequences for a Civil Society Mediated by Advanced Marketing Technologies.” Conference on Technological Assaults on Privacy. Rochester Institute of Technology: April 18, 1996.

“Information Technology-based Publics.” Speech Communication Association Convention. San Antonio, Texas: November 21, 1995.

“Systems of Computer-Mediated Communication as Situated Publics.” New York State Speech Communication Association Conference. Albany, New York: October 15, 1995.

“Politics of Knowledge in an Information Society.” National Association of Science, Technology and Society Convention. Washington D. C.: March 3, 1995.

“Identities, Commodities and Information Flows: Intellectual Property Rights in Emerging Electronic Public Spaces.” Society for Social Studies of Science Convention. New Orleans, Louisiana: October 15, 1994.

Participant, Ethics in Modeling Video Distance Workshop, October 28, 1994.

“Effectiveness of Computer Instruction: A Quantitative Study.” National Association of Science, Technology and Society Convention. Washington D. C.: March, 1994.

“Duped Again? Learning from Broken Promises.” Directions in Advanced Computing, Computer Professionals for Social Responsibility Conference, Cambridge, Massachusetts: April 23, 1994.

“Intangible Consequences of Target Marketing: Hidden Threat to a Democratic Social Order.” Social Studies of Science/European Association of Science and Technology Joint Conference, Gothenberg, Sweden: August, 1992.

TEACHING EXPERIENCE

Michigan State University

AL 870 Research Methods in Rhetoric and Composition
GSAH 312 Media Mobility
WRA 110 Writing Science and Technology
WRA 150 Evolution of American Thought
WRA 320 Technical Communication
WRA 415 Digital Rhetoric
TC 210 Telecommunication Policy
TC 448 Ethnography and Interaction Design

University of Kansas

Communication Studies 320 Communication and the Internet
Communication Studies 460 Communication, Technology, and Globalization
Communication Studies 620 Communication and New Technology
Communication Studies 930 Internet Studies
Communication Studies 930 Communication Theories of the Information Society
Communication Studies 930 Critical/Cultural Theories of Communication

University of Louisville

Communication 111 Speech Communication
Communication 250 Computer Communication
Communication 350 Communication Theory
Communication 520 Computer Mediated Communication
Communication 690 Social Ecology of Information Technology
Communication 690 Targeting the Web
Communication 690 Information Society Evolution

Rensselaer Polytechnic Institute, Troy, NY

Politics of Science and Technology: Instructor
Introduction to Science and Technology Studies: Teaching Assistant
Computer Ethics: Teaching Assistant
Cultural Analysis: Guest Lecturer

Graduate Student Supervision

Committee Member, Blackburn, Lorelei
Committee Member, Loncharich, Les
Committee Member, Pigg, Stacey
Committee Member, Rivait, Jessica
Committee Member, Sackey, Donnie
Committee Member, Bahrainwala, Lamiyah
Committee Member, Beatty, Ryan
Committee Chair, Castronova, John
Committee Member, Chapman, Caroline

Committee Member, Harder, Jeremy
Committee Member, Livingston, Kathleen
Committee Member, Wojcik, Michael
Committee Member, Karen Ridder
Committee Member, Kiley Larson
Committee Member, Kathy Menzie
Committee Member, Brenna O'Brien
Committee Member, Taleyna Morris
Committee Member, Lynette Leonard (Ph.D., Spring 2005)
Committee Member, Ryan Spaulding (Ph.D., Fall 2004)
Reader, William Smith (Ed.D., Fall 2004)
Committee Member, Pat Kosinar (Ph.D., Fall 2003)
Reader, Buzz R. Pounds (Ph.D., English 2001)
Reader, Michael Neal (Ph.D., English 2001)

SERVICE

Service to Michigan State University

Assistant Director of Rhetoric and Writing for the M.A. in Digital Rhetoric and Professional Writing, 2010-2011.

Core Faculty Member, Global Studies in Arts and Humanities, 2009-2011.

Member of the Writing Rhetoric, and American Cultures Advisory Council, 2011.

Member, Merit Pay Advisory Committee, 2010.

Teaching Review Committee Member for Julie Lindquist, 2009.

Professional Writing Portfolio Reviewer, 2008-2010.

College Fund for International Travel Policy Committee, 2009.

Participant in Public Humanities Collaborative, 2008-2009.

WRAC Bylaws and Elections Committee, 2009.

Curriculum Development for the Technology, Culture and Creativity Major in the College of Arts and Letters.

MSU Creativity Initiative Cluster on Creative Processes and Entrepreneurship, College of Arts and Letters, 2009-2010.

Public Participation Research Meetings, Michigan State University, 2009-2010.

Service to the University of Kansas

Undergraduate General Education Assessment, 2006.

Hall Center for the Humanities Travel Committee, 2005-2006.

“Discourses: Theory in the Humanities Colloquia” at the Hall Center for the Humanities, October 26, 2005.

Graduate Committee Member, 2004-2006.

Interpersonal Search Committee, 2004

Departmental Search Committee, Spring 1998.

Alternate, Departmental Tenure and Promotion Committee, 1999.

Outstanding Senior Committee, 1998-2000.

Service to Profession

Member of the Advisory Board for the Urban Communication Foundation, 2005-2011.

Member of the Editorial Board, *Human Communication Research*, 2006.

Manuscript reviewer, *Journal of Business and Technical Communication*, 2011.

Member of advisory panel, National Science Foundation Human and Social Dynamics grant competition, 2005.

Guest Editor, *Southern Journal of Communication*, 2003.

Session reviewer, Association of Internet Researchers, March 2002.

Session Chair, Thomas R. Watson Conference, November 2000.

Volunteer, American Communication Association, September 2000.

Respondent, Thomas R. Watson Conference, November 1998.

Manuscript reviewer, *The Information Society*, 1998-2006.

Manuscript reviewer, *Southern Journal of Communication*, 2001.

Manuscript reviewer, *World Communication Journal*, 1998.

Organized Wilson Wyatt Debate Tournaments, Jefferson County Debate League.

“Media Exposure and Violence.” Talk-show appearance, KET2, January 22, 1998.

AWARDS AND HONORS

Fall 2005, Discourses: Theory in the Humanities, Hall Center, invited presentation.

Spring 2005, International Seminar for Faculty, "Morals, Principles, Policies, and Certitudes: Is There a Global Context?," Office of International Programs, \$750 stipend.

April 26, 2002, Indiana University School of Library and Information Science Colloquium, invited paper and honorarium.

February 2, 2001, Minnesota Colloquium in the History of Science and Technology cosponsored by the Department of Rhetoric, University of Minnesota: invited paper and honorarium.

October 13, 2000 Newberry Seminar on Technology, Politics and Culture, Newberry Library, Chicago, Illinois: invited paper.

Rensselaer Polytechnic Institute

Science and Technology Field Examinations, passed "with distinction."

Full tuition scholarship; teaching assistantship: 1991-1995.

PROFESSIONAL MEMBERSHIPS

Rhetoric Society of America

American Communication Association

Association of Internet Researchers

National Communication Association

Society for the Social Studies of Science

Urban Communication Foundation