

Amanda L. L. Cullen
Curriculum Vitae
amandalawsoncullen@gmail.com | amandacullen.rocks

Research Areas

Gender and sexuality studies, critical cultural studies, digital media, live streaming, video games, social media

Education

University of California, Irvine June 2022

PhD Informatics

Dissertation: "Playing with the Double Bind: Gendered Tactics and Feminist Expressions in Live Streaming"

Committee: Aaron Trammell, Bonnie Ruberg, Tom Boellstorff

University of Arkansas Clinton School of Public Service May 2016

M.P.S. Public Service

Capstone: "Needs Assessment of the Jericho Way Resource Center for Homeless Individuals"

Supervisor: Susan Hoffpauir

University of West Florida August 2014

M.A. Anthropology

Thesis: "Positive Spaces: An Ethnographic Assessment of the Influence of the Internet on LGBT Identity"

Committee: Robert Philen, Kristina Killgrove, Raime Gougeon

University of West Florida April 2011

B.A. Anthropology

Thesis: "An Investigation of Health and Related Opinions as Reported by Rural Residents of Escambia County, FL."

Supervisor: Robert Philen

Publications: Books and Book Chapters

Amanda L. L. Cullen. (2023). "BabyRage: Playing While Pregnant in Live Streaming." *Real Life in Real Time: Live Streaming Culture*.

Bonnie Ruberg, Johanna Brewer, **Amanda L. L. Cullen**, Christopher Persaud [Editors]. (2023). *Real Life in Real Time: Live Streaming Culture*. MIT Press.

Publications: Peer Reviewed Articles

Craig G. Anderson and **Amanda L. L. Cullen.** (2024). "Failing to See a Difference: Closing a Gender Gap in a Challenging Video Game." *Games and Culture*.

Amanda L. L. Cullen and Sanjay R. Kairam. (2022). “Practicing Moderation: Community Moderation as Reflective Practice.” In *Proceedings of the Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)* 2022.

Amanda L. L. Cullen. (2022). “Just on the Right Side of Wrong: (De)Legitimizing Feminism in Video Game Live Streaming.” *Television and New Media*. doi:10.1177/15274764221080937

Aaron Trammell and **Amanda L. L. Cullen.** (2021). “A Cultural Approach to Algorithmic Bias in Games.” *New Media & Society*, 23, 159-174.

Bonnie Ruberg and **Amanda L. L. Cullen.** (2020). “Feeling for an Audience: The Gendered Emotional Labor of Video Game Live Streaming.” *Digital Culture & Society*, 5, no. 2: 85-102.

Bonnie Ruberg, **Amanda L. L. Cullen**, Kathryn B. Brewster. (2019). “Nothing but a ‘Titty Streamer’: Legitimacy, Labor, and the Debate over Women’s Breasts in Video Game Live Streaming.” *Critical Studies in Media Communication*, 36, no. 5: 466-481.

Amanda L. L. Cullen and Bonnie Ruberg. (2019). “Necklines and ‘Naughty Bits’: Constructing and Regulating Bodies in Live Streaming Community Guidelines.” *Proceedings of Foundations of Digital Games 2019 (FDG’19)*, 1-8.

Amanda L. L. Cullen. (2018). “‘I play to win!’: Geguri as a (Post)feminist Icon in Esports.” *Feminist Media Studies*, 18, no. 5: 948-952.

Heather A. Faucett, Kathryn E. Ringland, **Amanda L. L. Cullen**, Gillian R. Hayes. (2017). (In)Visibility in Disability and Assistive Technology. *ACM Transactions on Accessible Computing (TACCESS)* 10, no. 4: 1-17.

Kathryn E. Ringland, LouAnne Boyd, Heather Faucett, **Amanda L. L. Cullen**, and Gillian R. Hayes. (2017). Making in Minecraft: A Means of Self-Expression for Youth with Autism. In *Proceedings of the 2017 Conference on Interaction Design and Children (IDC '17)*. ACM, New York, NY, USA, 340-345.

Publications: Articles Reviewed by Editors

Amanda L. L. Cullen. (2022). Book Review- *Gaming Sexism: Gender and Identity in the Era of Casual Video Games* by Amanda Cote. *Transformative Works & Cultures*, 38.

Amanda L. L. Cullen, Rainforest Scully-Blaker, Ian Larson, Kat Brewster, Ryan Rose Aceae, and William Dunkel. (2022). "Game Studies, Futurity, and Necessity (or The Game Studies Regarded as Still to Come)." *Critical Studies in Media Communication*, 39, no. 3.

Christine. T. Wolf and **Amanda L. L. Cullen.** (2022). “Live Coding During Lockdown.” *XRDS: Crossroads, the ACM Magazine for Students*, 28, no. 2.

Matt Knutson, **Amanda L. L. Cullen**, Evan Conaway. (2020). “Living by the Code: Drafting and Enacting Community Guidelines for a More Inclusive Esports Environment.” *Proceedings of the 2019 Esports Research Conference*. ETC Press.

Spencer Ruelos and **Amanda L. L. Cullen**. (2018). “A Ludicrous Relationship? A Conversation between Anthropology and Game Studies.” *Platypus*. Committee on the Anthropology of Science, Technology, and Computing, online.

Amanda L. L. Cullen, Kathryn E. Ringland, Christine T. Wolf. (2018). “A Better World: Representations of Disability in Overwatch.” *First Person Scholar*, online.

Khaila Amazan-Hall, Jen Jen Chen, Kathy Chiang, **Amanda L. L. Cullen**, et al. (2018). “Diversity and Inclusion in Esports Programs in Higher Education: Leading by Example at UCI.” *International Journal of Gaming and Computer-Mediated Simulations*, 10, no 2.

Teaching Experience

Courses, Primary Instructor

Storytelling in Interactive Media (GDIM 55) University of California, Irvine	2021
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Introduction to Anthropology (ANT 2000) University of West Florida	2013-2014
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Courses, Teaching Assistant

Computer Games and Society (ICS 60) University of California, Irvine	2021
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Critical Writing (ICS 139W) University of California, Irvine	2021
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Mobile and Ubiquitous Games (ICS 163) University of California, Irvine	2020
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Internet Technology and Society (ICS 3) University of California, Irvine	2020
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Critical Writing (ICS 139W) University of California, Irvine	2020
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How Computers Work (ICS 10) University of California, Irvine	2019
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Computer Games and Society (ICS 60) University of California, Irvine	2016-2018
Peoples and Cultures of the World (ANT 3212) University of West Florida	2013
Language and Culture (ANT 3610) University of West Florida	2013
Sex Roles in Anthropological Perspective (ANT 4302) University of West Florida	2012
Applied Anthropology (ANT 4808) University of West Florida	2012

Courses, Guest Lectures

User Research in the Games Industry University of Maryland Baltimore County, (Foundations in HCI)	December 2023
User Research in the Games Industry University of North Dakota, (Introduction to Game Studies)	November 2023
Esports and Live Streaming Georgetown University (ENGL 259: Intro to Game Studies)	April 2022
User Research in the Games Industry San Clemente High School, (Game Design)	March 2022
The Cultural Impact of Video Game Live Streaming University of California, Irvine (ICS 3: Internet Technology & Society)	November 2020
The Cultural Impact of Video Game Live Streaming University of California, Irvine (ICS 3: Internet Technology & Society)	May 2019
Games and Culture University of California, Irvine (ICS 60: Computer Games and Society)	May 2018
Games and Identity University of California, Irvine (ICS 60: Computer Games and Society)	May 2017

Academic Research Experience

Inclusive Streaming Initiative, Research Lead University of California, Irvine	2019-2021
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- Collected and analyzed existing literature on live streaming.
- Conducted observation and discourse analysis on live streaming platforms.
- Designed and implemented a survey on live streamer labor and harassment.
- Organized and hosted a workshop on live streaming research.

Graduate Student Researcher 2018
University of California, Irvine

- Collected and analyzed existing literature on the topics of video games, harassment, and live streaming.
- Conducted observation and discourse analysis on forums.

Alarums and Excursions Project, Research Assistant 2017
University of California, Irvine

- Coded and analyzed contents of Dungeons & Dragons fan zine, supervised by Dr. Aaron Trammell, to assess the extent and quality of the participation of women.

Queer Avant-Garde Game Developers Project, Research Assistant 2017
University of California, Irvine

- Transcribed qualitative interview data for oral history project, supervised by Dr. Bonnie Ruberg, on queer video game developers.

Research Assistant 2012
University of West Florida

- Collaborated with Dr. Robert Philen on research project investigating differences in social space utilization by rural and urban residents in Escambia County, Florida.

Mentoring and Research Supervision

Graduate Peer Mentoring

Adrianna Burton, Ph.D. in Informatics	2021-2022
Elizabeth Ankrah, Ph.D. in Informatics	2019-2022
Nazely Hartoonian, Ph.D. in Informatics	2019-2022
Reginald Gardner, Ph.D. in Informatics	2018-2022
Benedict Olgado, Ph.D. in Informatics	2018-2022
Emory Edwards, Ph.D. in Informatics	2017-2022
Spencer Ruelos, M.S. in Informatics	2017-2020

Undergraduate Mentoring

Adrianna Burton, B.A. in Film and Media Studies	2020-2021
Nazely Hartoonian, B.A. in Economics	2017-2019

Professional Research Experience

Blizzard Entertainment Irvine, CA

User Researcher 2022-Present

- Support the User Research for the Diablo franchise by planning research roadmaps, designing study protocols, overseeing data collection, and compiling actionable insights.

Twitch Interactive San Francisco, CA
Community Health Research Intern/Data Science Fellow 2020

- Conducted surveys and interviews with Twitch moderators to produce insights for updating and creating platform products, policies, and safety procedures.

Jericho Way Day Resource Center Little Rock, AR
Graduate Consultant 2015-2016

- Conducted needs assessment using focus groups and surveys of homeless resource center, clientele, and nearby residents in order to improve relationship between resource center and local community.

Senhoa Foundation Siem Reap, Cambodia
Graduate Consultant 2015

- Implemented monitoring and evaluation of Lotus Kids' Club to learn about impact and perception of the four main programs: Preschool, Primary School Sponsorship, Afternoon Community Program, and Family Development.

Arkansas Behavioral Health Planning and Advisory Council Little Rock, AR
Graduate Consultant 2014-2015

- Conducted best practice research and inventoried state level behavioral health providers and assets in the state of Arkansas in collaboration with a team of researchers and local stakeholders

Arkansas Community Organizations Little Rock, AR
Graduate Consultant 2014

- Conducted focus group and administered surveys to solicit opinions of local government from residents of impoverished neighborhoods in collaboration with a team of researchers and local stakeholders.

Fellowships and Awards

UCI Steckler Center for Responsible, Ethical, and Accessible Technology Fellowship 2021
Award amount \$20,000

UCI Graduate Dean's Dissertation Fellowship 2020
Award amount \$5,000

Google Women Techmakers in Gaming Scholar 2020
Award amount \$10,000

Twitch Research Fellow 2020

Award amount \$10,000

ARCS Foundation Scholar 2019-2020
Award amount \$10,000

Microsoft Xbox Women in Gaming Game Changer 2019

Graduate Assistance in Areas of National Need Fellowship 2019
University of California, Irvine

Faculty Mentor Program Fellowship *Honorable Mention* 2018
University of California, Irvine.

Graduate Assistance in Areas of National Need Fellowship 2017
University of California, Irvine

Competitive Edge Fellowship 2016
University of California, Irvine

Grants

UCI Center for Organizational Research 2020
Awarded to support research on impact of pandemic on online teaching and live streaming (\$1,000).

UCI Donald Bren School of Information and Computer Science Exploration Award 2019
Collaborator with faculty advisor for grant awarded to support Inclusive Streaming Initiative research and symposium on issues of diversity and harassment in video game live streaming (\$75,000).

UCI Illuminations Chancellor's Arts and Culture Initiative Grant 2018
Collaborator with faculty advisor for grant to support Games at Play independent video game arcade and panel discussion event (\$2,275).

UCI Inclusive Excellence Spirit Award 2017
Awarded to support initial research on harassment and video game live streaming (\$5,000).

Conference Presentations

"Optimizing Them Angles: Interactions of Authenticity and Self-Aestheticization in Video Game Live Streaming," *Digital Games Research Association*, Seville, Spain, June 19-23, 2023

"Streaming Witches: Perceptions of Feminism in Video Game Live Streaming." *Digital Games Research Association*, Krakow, Poland, July 7-11, 2022

“BabyRage: Playing While Pregnant in Live Streaming.” *Society for Cinema and Media Studies*, Virtual Conference, March 19, 2021

“Streaming Witches: Perceptions of Feminism in Video Game Live Streaming.” *Digital Games Research Association*, Tampere, Finland. June 2, 2020. [Cancelled due to COVID-19]

“BabyRage: Playing While Pregnant in Live Streaming.” *Society for Cinema and Media Studies*, Denver, CO, April 4, 2020. [Cancelled due to COVID-19]

“Feeling for an Audience: Emotional Labor of Women in Live Streaming.” *ReFiG (Refiguring Innovation in Games)*, Toronto, Canada, November 7, 2019

“Living by the Code: Drafting and Enacting Community Guidelines for a More Inclusive Esports Environment.” *Esports Research Conference*, Irvine, CA, October 10, 2019

“Necklines and ‘Naughty Bits’: Constructing and Regulating Bodies in Live Streaming Community Guidelines.” *Foundations of Digital Games*, San Luis Obispo, CA, August 29, 2019

“Beyond Junkenstein’s Monster: Monstrosity in Overwatch.” *Canadian Game Studies Association*, Vancouver, Canada, June 7, 2019

“Nothing but a ‘Titty Streamer’: Legitimacy, Labor, and the Debate Over Women’s Breasts in Video Game Live Streaming.” *International Communication Association*, Washington, D.C., May 28, 2019

“Living by the Code: Drafting and Enacting Community Guidelines for a More Inclusive Esports Environment.” *Game Developers Conference*, San Francisco, CA, March 18, 2019

“Overwatch Fandom and a Future Worth Fighting For.” *American Anthropological Association*, San Jose, CA, November 17, 2018

“The Strategy of Postfeminist Play: Gender and Failure in Esports.” *ReFiG*, Vancouver, Canada, October 25, 2018

“‘Don’t Tolerate Any Bullshit’: How Overwatch Streamers and Their Moderators Labor to Ensure Everyone is Welcome.” *Queerness and Games Conference*, Montreal, QC, Canada, September 29, 2018

“Who Watches the Overwatchmen?: A Digital Ethnographic Case Study of Queering Overwatch on Tumblr.” *Popular Culture Association Conference*, San Diego, CA, April 13, 2017

Invited Talks and Appearances

Mark S. Bonham Centre for Sexual Diversity Studies Sex Salon, University of Toronto

	February 2022
<i>Panelist</i> , “Hot Tub Streams & Wet Media Dreams: A Thought Pool on the Hydraulic Technopolitics of Sex, Games, & Twitch.tv.”	
Entrepreneurial Game Studio, Drexel University	November 2021
<i>Panelist</i> , “Working in Games: Discrimination, Harassment, and Worker’s Rights in the Game Industry.”	
Theory Questing with Dr. Samantha Blackmon, Purdue University	October 2021
<i>Featured Guest</i> , live stream on Twitch	
Twitch Executive Board	June 2020
<i>Speaker</i> , “Understanding How Misogyny and Meritocracy Impact Live Streaming.”	
UCI Program in Visual Studies, School of Humanities	March 2020
<i>Speaker</i> , “Twitter Professionalization for Graduate Students.” [Cancelled due to COVID-19]	
International Game Developers Association, Orange County Chapter	July 2019
<i>Panelist</i> , “Living by the Code: Drafting and Enacting Community Guidelines for a More Inclusive Esports Environment”	
San Diego Comic Con, Comic Conference for Educators and Librarians	July 2019
<i>Panelist</i> , “Esports, Gaming, and Playing with Gender”	
UCI Esports Girls in Gaming Summer Camp	July 2019
<i>Speaker</i> , “Harassment and Toxicity Online and in Games”	
UCI Esports + UCI Campus Assault Resource Center (CARE)	May 2019
<i>Speaker</i> , “Reaching for the Apex: Building Positive Gaming Communities”	
Reflections on Exile, Adidas Executive Retreat, Los Angeles, CA	October 2018
<i>Panelist</i> , “Esports: Helping Us Become the Best Versions of Ourselves”	
San Diego Comic Con, Comic Conference for Educators and Librarians	July 2017
<i>Panelist</i> , “Shall We Play A Game?: Games, Learning, and Inclusivity”	
Open Books Speaker Series, Pensacola, FL	December 2012
<i>Speaker</i> , “Up and Out: Anthropology, Health, and Sexual Identity.”	

Academic Service

Society for Cinema and Media Studies Annual Meeting	March 2021
<i>Panel Chair</i> , “Maternal and Pregnant Bodies in Games”	

Inclusive Streaming Initiative Symposium <i>Lead Organizer</i>	September 2019 Irvine, CA
American Anthropological Association Annual Meeting <i>Panel Chair, “Fanthropological Adaptations”</i>	November 2018 San Jose, CA
Esports Research Conference <i>Discussant, “Streaming” Panel</i>	October 2018 Irvine, CA
Associated Computing Machinery Computer-Human Interaction Annual Meeting <i>Student Volunteer</i>	May 2017 Denver, CO
Popular Culture Association Annual Meeting <i>Panel Chair, “Ga(y)mer Identities” Panel</i>	April 2017 San Diego, CA
Queerness and Games Conference <i>Arcade Monitor</i>	April 2017 Los Angeles, CA
Associated Computer Machinery Special Interest Group on Computer-Human Interaction Annual Symposium on Play <i>Student Volunteer</i>	October 2016 Austin, TX

Journal and Conference Reviewing

<i>Sexualities</i>	November 2021
<i>New Media and Society</i>	November 2021
<i>New Media and Society</i>	August 2021
<i>Transactions on Social Computing</i>	July 2021
<i>Press Start</i>	July 2021
<i>New Media and Society</i>	May 2021
<i>Transactions on Social Computing</i>	May 2021
Hawaii International Conference on System Sciences (HICSS)	September 2020
<i>Information, Communication, and Society</i>	August 2020
<i>Information, Communication, and Society</i>	April 2020

<i>New Media and Society</i>	December 2019
Esports Research Conference	August 2019
<i>Feminist Media Studies</i>	June 2019
Associated Computer Machinery Special Interest Group on Computer-Human Interaction Annual Symposium on Play	May 2019
<i>Games and Culture: A Journal of Interactive Media</i>	May 2019
<i>Feminist Media Studies</i>	April 2019
<i>Games and Culture: A Journal of Interactive Media</i>	March 2019
<i>Games and Culture: A Journal of Interactive Media</i>	July 2018
<i>Games and Culture: A Journal of Interactive Media</i>	March 2018
Associated Computer Machinery Special Interest Group on Computer-Human Interaction Annual Symposium on Play <i>Reviewer, Student Game Design Competition</i>	July 2017
Associated Computing Machinery Computer-Human Interaction <i>Reviewer, Late-Breaking Work</i>	February 2017

University Service: University of California, Irvine

UCI Summer Undergraduate Research Fellowship (SURF) Program <i>Graduate Student Mentor</i> Advised undergraduate researcher on project examining issues of diversity and representation in <i>Dungeons and Dragons</i> .	January-August 2020
UCI Esports Research Conference <i>Communications Chair</i> Designed and supervised efforts to promote the conference to potential participants and sponsors.	May 2019-October 2019
Informatics Graduate Student Association <i>President</i> Advocated for graduate student needs to department faculty, planned recruitment events for prospective students, and hosted events to encourage peer-to-peer interaction and support.	October 2018-October 2019
UCI Esports Guidelines Committee <i>Member</i>	October 2018-October 2019

Participant in cross-university taskforce to update community guidelines and codes of conducts used in the esports arena and by the esports program. Included a partnership with the UCI Campus Assault Resource Center to modify green dot bystander intervention training for online gaming contexts.

Competitive Edge Fellowship Program

June 2019-August 2019

Peer Mentor

Assisted new PhD students from underrepresented and marginalized backgrounds with the transition to graduate school and academia while supporting their first PhD research projects.

UCI Department of Informatics Webinar: Game Studies + Education

April 2019

Panelist

Member of five-person panel discussing research and graduate school experiences for prospective students.

Games at Play Independent Game Arcade

December 2018

Co-organizer

With faculty support, worked with another graduate student to organize an arcade to showcase games from queer and persons-of-color independent game developers. Arcade included a panel discussion with some of the developers.

UCI Esports Research Conference

May 2018-October 2018

Social Media Coordinator

Created social media accounts for the conference and interacted with attendees.

Informatics Graduate Student Association

November 2016-September 2018

Communications Chair

Sent out regular emails to Informatics graduate students to keep them informed of news and events in the department and on-campus.

Competitive Edge Fellowship Program

June 2018-August 2018

Peer Mentor

Assisted new PhD students from underrepresented and marginalized backgrounds with the transition to graduate school and academia while supporting their first PhD research projects.

Esports Task Force for Diversity and Inclusion

June 2017- April 2018

Member

Participant in cross-university taskforce addressing diversity issues pertaining to esports at UCI.

Competitive Edge Fellowship Program

June 2017-August 2017

Peer Mentor

Assisted new PhD students from underrepresented and marginalized backgrounds with the transition to graduate school and academia while supporting their first PhD research projects.

UCI Esports Arena Girls Summer Camp

June 2017

Program Organizer and Camp Counselor

Designed curriculum for a summer camp designed to encourage girls and young women to consider video games as an avenue of professionalization and employment. Also acted as a camp counselor and directly supervised camp attendees.

Critical Games Studies Symposium

May 2017

Workshop Organizer and Moderator

Worked with a group of graduate students from several campus departments to coordinate a one-day workshop with symposium attendees to discuss critical questions in video game research.

UCI Student Support Services Exploring Graduate School Panel

March 2017

Panelist

Member of five-person panel offering advice on applying to graduate school to undergraduates from underrepresented backgrounds.

Women in Gaming Panel

February 2017

Lead Organizer and Moderator

With support from faculty advisors and the UCI Esports program, recruited several women with professional careers in the video game industry to join a moderated panel discussion for 300 undergraduate students on opportunities and challenges in their careers.

University Service: University of West Florida

Graduate Anthropological Association

September 2011-April 2014

Communications Chair

Sent out regular emails to graduate students to keep them informed of news and events in the department and on-campus.

Professional Service

International Game Developers Association #GamesUR Summit

July 2019-May 2021

Logistics Assistant,

Montreal, QC, Canada

Worked with Logistics Lead to recruit and organize conference volunteers and manage general logistical concerns of the event.

Media Coverage

Amazon Science. (March 16, 2021.) [How one intern's research had real-world impact for Twitch moderators.](#)

UCI Department of Informatics. (October 2, 2019.) [Inclusive Streaming Workshop Builds Community to Advance Research.](#)

Variety. (March 18, 2019.) [The Problem of Toxicity in Esports \(and Two Solutions\).](#)

Kathryn Brewster. (2018). “Who Watches the Overwatchmen? Interview with Amanda Cullen.” In Marie Foulston and Kristian Volsing (Eds.), *Videogames*. Abrams Books.

UCI Department of Informatics. (July 17, 2017.) [Informatics panel to explore game studies during Comic-Con conference](#).

L.A. Times. (July 16, 2017.) [Female gamers, no stranger to online harassment, learn to combat discrimination during summer camp at UCI](#).

ESPN. (February 1, 2017.) [Panelists hoping to crack code of female acceptance in gaming](#).

Memberships and Affiliations

American Anthropological Association
Associated Computer Machinery/Special Interest Group on Human-Computer Interaction
Digital Games Research Association
International Communication Association
International Game Developers Association
Popular Culture Association
Society for Cinema and Media Studies
UCI Critical Approaches to Technology and the Social (CATS) Lab