

VICTORIA M. GONZALEZ, PH.D.

ACADEMIC APPOINTMENTS

VISITING ASSISTANT PROFESSOR 2020 to Present
Department of Sociology and Anthropology, Lycoming College

ADJUNCT PROFESSOR 2016 to 2019
Department of Sociology, Rider University

EDUCATION

PhD Rutgers University, Sociology May 2020
Dissertation: “Where is the ‘We’ in Online Social Movements: Rethinking the Role of Collective Identity in Online Activism”
Committee: Drs. Karen Cerulo (chair), Mary Chayko, Joanna Kempner and Francesca Polletta

MA Rutgers University, Sociology May 2014
Thesis: “Swan Queen, Shipping and Boundary Regulation in Fandom”
Advisor: Dr. Karen Cerulo

MA Boston College, Sociology May 2011
Thesis: “A rally is a rally is a rally? The Limitations of Media Framing in the Reporting of the Mega-rallies of 2010”
Advisor: Dr. William Gamson

BA Vassar College, Sociology May 2009

AREAS OF INTEREST

Cultural Sociology, Social Movements, BIPOC and Underrepresented Populations, Digital Activism, LGBTQ+ Representation, Sociology of Mental Health, Media and Technology, Social Media, Qualitative Research

PUBLICATIONS

Journal Publications

Gonzalez, V. 2020. "Contentious Storytelling Online: Articulating Activism through Negotiation of Metanarratives," *Sociological Perspectives*, 63(4): 589-607.

Gonzalez, V. 2016. "Swan Queen, shipping and boundary regulation in fandom," *Transformative Works and Cultures*, 22, ISSN: 1941-2258.

Journal Papers Accepted

Gonzalez, V. "Embodiment in Activist Images: Addressing the Role of the Body in Digital Activism," To be published in: *Media Culture and Society*.

Journal Papers Under Review and in Progress

Gonzalez, V., "Layers of Identity in Online Social Movements: The Personal, the Collective and the Hashtag," Submitted to: *Sociological Research Online*.

Gonzalez, V. "Navigating Racial and Ethnic Identity in Online Protest."

Gonzalez, V. "Teaching Race and Ethnicity During America's Racial Reckoning."

Other Publications

Gonzalez, V. and Silkey, S. 2021. "CRT (Critical Race Theory): FAQs," Race Equity? Symposium, Lycoming College.

Gonzalez, V. 2014. "Mouse Click Plagiarism," Spring, *Contexts*.

Gonzalez, V. 2013. "The New (Gay Male) Normal," Fall, *Contexts*.

FELLOWSHIPS, GRANTS AND AWARDS

Race Equity? Symposium Funding Lycoming College, \$9,400	2021
Keynote Speech Honorarium The 39 th Annual Mid-Atlantic Undergraduate Social Research Conference, \$500	2021
Graduate Assistant Professional Development Fund Rutgers University, \$925	2017
Teaching Assistant and Graduate Assistant Professional Development Fund	2016

Rutgers University, \$525 Sociology Small Grant Award Rutgers University, \$500	2015
Small Travel Grant Rutgers University, \$250	2015
Hybrid Course Conversion Grant Rutgers University, \$2,500	2013
Small Travel Grant Rutgers University, \$500	2012
Diversity Fellowship Rutgers University, \$21,000 annually for 4 years (tuition and insurance included)	2011

INVITED PRESENTATIONS

Keynote Address, “In (Re)Search of Passion,” The 39th Annual Mid-Atlantic Social Research Conference, 2021.

Workshop, “Navigating Mental Health During College and COVID,” Beta Phi Gamma Event, Lycoming College, 2021.

Panel Presentation, “Detention and Dreamers: A brief look at the consequences for those immigrants who do not make it over the border and those that do,” Unity Day Event, Lycoming College, 2021.

Panel Presentation, “Telenovelas: A Conversation about Colorism in the Latinx Community,” Rider University, 2020.

Panel Presentation, “Applying Live Issues in the Classroom: Black Lives Matter,” Homecoming Event, Lycoming College, 2020.

Workshop, “LGBTQ+ Cultural Competence Training,” Rider University, 2019 (2 sessions).

Workshop, “Media Bias Training,” Rider University, 2019 (2 sessions).

CONFERENCE PRESENTATIONS

Pedagogy Presentation, “‘Thanks for Sharing’: Class Discussion as a Form of Individual and Collective Healing,” Understanding Trauma & Understanding Healing, Insitute for Social Healing, Virtual Conference, 2021.

Paper Presentation, “Contested Bodies and Contested Narratives in #WontBeErased Posts: Embodied Politics Online and Out Loud,” Mid-Atlantic Popular & American Culture Association Conference, Pittsburgh, PA, 2019.

Paper Presentation, “Collective Identity and Online Activism: Where is the “we: in Contentious Narratives?” Theorizing the Web, New York, NY, 2019.

Paper Presentation, “Visual Analysis of Activist Narratives on Tumblr,” Media Sociology Pre-Conference, American Sociological Association, Philadelphia, PA, 2018.

Paper Presentation, “‘Occupying’ Digital Space: Embodied Politics in Activists’ Narratives,” Eastern Sociological Society Conference, Baltimore, MD, 2018.

Paper Presentation, “Tumblr as a Repository of Contention: How Social Movements Are Organized and Enacted in Micro-Blogs,” Eastern Sociological Society, Philadelphia, PA, 2017.

Paper Presentation, “When the Story Doesn’t Fit: The Negotiation and Impact of Narrative in Digital Social Movements,” presented with Dr. Mary Chayko, Mid-Atlantic Popular & American Culture Association, Atlantic City, NJ, 2016.

RESEARCH EXPERIENCE

Dissertation, Rutgers University 2014 to 2018

Advisor: Dr. Karen Cerulo

- Online Ethnography
- Interviews
- Archive Building
- Coding
- Narrative Analysis

Assistant to Drs. Janet Ruane and Karen Cerulo, Rutgers University 2013

- Assisted in the revision of *Second Thoughts: Sociology Challenges Conventional Wisdom* (SAGE, 2014).

Assistant to Dr. Ann Mische, Rutgers University 2012 to 2013

- Research
- Project Planning

Assistant to Dr. Leonard Nevarez, Vassar College 2008 to 2009

- Assisted in composition of *Pursuing Quality of Life from the Affluent Society to the Consumer Society* (Routledge, 2011).

TEACHING EXPERIENCE

Lycoming College, Williamsport, PA July 2020 to Present

Visiting Assistant Professor, Department of Sociology and Anthropology

- Sociological Theory (Fall 2021)
- Sociology of Race and Ethnicity (Fall 2021)
- First Year Seminar: Sociology of Innovation (Fall 2021)
- Media, Activism and Social Movements (May Term 2021)
- American Immigration (Spring 2021)
- Sociology of Mental Health and Illness (Spring 2021)
- Introduction to Sociology (Spring 2021)
- Sociology of Law (Fall 2020)
- Sociology of Race and Ethnicity (Fall 2020)
- Introduction to Sociology (Fall 2020)

Rider University, Lawrenceville, NJ September 2016 to December 2019

Adjunct Professor, Department of Sociology

- Gender and the Criminal Justice System (Fall 2019)
- Sociological Imagination (2 sections) (Spring 2019)
- Contemporary Issues in Race and Ethnicity (Fall 2018)
- Sociological Imagination (Fall 2018)
- Sociological Imagination (Spring 2018)
- Media, Culture and Society (Fall 2017)
- Sociological Imagination (Fall 2017)
- Sociological Imagination (Summer 2017)
- Sociological Imagination (Spring 2017)
- Social Interaction (Fall 2016)
- Sociological Imagination (Fall 2016)

Rutgers University, New Brunswick, NJ September 2013 to Spring 2020

Graduate Instructor, Department of Sociology

- Sociology of Mental Illness (2 sections) (Spring 2020)
- Honors College Forum (3 sections) (Spring 2020)
- Honors College Forum (Fall 2019)
- Sociology of Mental Illness (Fall 2019)
- Law and Society (Fall 2019)
- Introduction to Social Research (Summer 2019)
- Sociology of Mental Illness (Spring 2019)
- Introduction to Social Research (Fall 2018)
- Minority Groups in America (Summer 2018)
- Social Inequalities (Spring 2018)
- Introduction to Social Research (Summer 2017)
- Introduction to Sociology (Spring 2017)

- Expository Writing (2 sections) (Fall 2016)
- Education and Society (Spring 2016)
- Expository Writing (Fall 2015)
- Introduction to Sociology (Spring 2015)
- Mass Communication in Modern Society (Spring 2014)
- Collective Behavior and Social Movements (Fall 2013)

ADVISING

First Year Academic Advisor , Lycoming College	July 2021 to Present
Tutor and Course Coach , Rutgers University	2015 to 2018
Mentor, Multi-Generational Mentoring (MGM) , Rutgers University	2013 to 2015

SERVICE

Symposium Organizer and Committee Chair Race Equity? Symposium, Lycoming College	2021 to 2022
Managing Editor , <i>Sociological Forum</i>	2017 to 2019
Editorial Assistant , <i>Sociological Forum</i>	2016 to 2017
Faculty Meeting Representative Graduate Union of Sociology Students (GUSS), Rutgers University	2013 to 2014
Co-Organizer of Political Sociology Mini-Conference American Sociological Association	2013
GUSS Co-Chair , Rutgers University	2012 to 2013
Coordinator Media Research Action Project (MRAP), Boston College	2010 to 2011

PROFESSIONAL AFFILIATIONS

Alpha Kappa Delta, International Sociology Honor Society, 2020-Present
 American Sociological Association, 2011-Present
 Eastern Sociological Association, 2011-Present
 Graduate Union of Sociology Students, 2011-2019

REFERENCES

Dr. Philip Sprunger, Provost and Dean of the College
Lycoming College
One College Place, Williamsport, PA 17701-5192
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Dr. Betty McCall, Associate Professor of Sociology
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Dr. Ryan Adams, Department Chair and Associate Professor
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