

## FLOOR FIERS

Ph.D. Student in Media, Technology, and Society

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Evanston, IL 60660  
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## EDUCATION

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### Northwestern University

Anticipated 2024      Ph.D. in Media, Technology, and Society  
2020 – 2021: Visiting scholar at the University of Zurich, Department of  
Communication and Media Research, Internet Use & Society Division  
Anticipated 2021      M.A. in Media, Technology, and Society

### St. Lawrence University

2019 B.A. in Sociology, Summa Cum Laude  
Honors Thesis: *An #Instagood Status Update: Claiming and Seeking Status on  
Instagram*  
Minors: Film Studies, English Creative Writing, Asian Studies  
Study Abroad: New York State Independent College Consortium for Study in India  
(Fall 2016); University of Roehampton (London, UK) through the International  
Student Exchange Program (Fall 2017)

### United World College – USA

2015 International Baccalaureate

## RESEARCH

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**Interests:** digital inequality (access, skills, participation) and discrimination, paid and unpaid online labor

### Experience

*Graduate Student Researcher*      Sept 2019 - present

#### **Community Data Science Collective, Northwestern University**

Mentor: Aaron Shaw

*Undergraduate Student Researcher*      Jan 2018 – May 2019

#### **Sociology Department, St. Lawrence University**

Mentor: Stephen Barnard

Mentor: Leah Rohlfesen

#### Projects:

- An #Instagood Status Update: Claiming and Seeking Status on Instagram
- Diving into the Digital Divide: A Study of Internet Use and Social Class-Related Variables
- Seed to Trash Can: Food Waste at a Liberal Arts College

*Research Fellow*      Jan 2018 – Sept 2018

#### **University Fellowship Program, St. Lawrence University**

Mentor: Stephen Barnard

*Research Intern*      Dec 2015 – Mar 2016

#### **BERLIN theater company**

Investigated content and scouting actors for documentary theater show *Remember the Dragons*

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## FLOOR FIERS

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### Peer-reviewed Publications

Fiers, F. (2020). Hiding Traces of Status Seeking: Contradictory Tagging Strategies on Instagram. *Social Media + Society*. <https://doi.org/10.1177/2056305120937318>

### Conference Presentations

Floor, F. (2019, March). An #Instagood Status Update: Claiming and Seeking Status on Instagram. Annual Meeting of the Eastern Sociological Society, Boston, MA.

Floor, F. (2018, September). An #Instagood Status Update: Claiming and Seeking Status on Instagram. New York Six Undergraduate Research Conference, Canton, NY.

Floor, F. (2016, February). Bittersweet Farm: Bittersweet Future? Documentary presented at UWC-USA's Annual Conference, Montezuma, NM.

### TEACHING & MENTORING

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#### Northwestern University

*Graduate Teaching Assistant (TA)* Sept 2020 – present  
**Communication & Technology** (BA course taught by Jeremy Birnholtz)

*Mentor for undergraduate research assistants* Feb 2020 – present  
**Community Data Science Collective**

*Workshop Leader* April 2021  
**Computing Everywhere, Communications Department**  
Title workshop: "Understanding Computation by Exploring TikTok"

#### University of Zurich

*Guest lecturer* Oct 2020  
**Social Media & Society** (MA course taught by Minh Hao Nguyen)  
Title guest lecture: "Affordances & Status Seeking"

#### St. Lawrence University

*Guest lecturer* Nov 2020  
**Culture & Identity in the Digital Age** (BA course taught by Stephen Barnard)  
Title guest lecture: "The Power of Social Media Affordances"

### PROFESSIONAL EXPERIENCE

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*University Videographer* Sept 2015 – May 2019  
**Communications Office, St. Lawrence University** Canton, NY

*Marketing and Communication Intern* Summers 2017 and 2018  
**Theater Festival Boulevard** 's-Hertogenbosch, the Netherlands

*Community Assistant (CA)* Jan 2017 – May 2019  
**Residence Life Office, St. Lawrence University** Canton, NY

*Official Film Festival Reporter* Oct 2013 – June 2014  
**Festival Internacional de Cine Álamos (FICAM)** Álamos, Mexico

*Columnist* July 2013 – June 2015  
**PC55, van Huis tot Huis** Bladel, the Netherlands

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### RECOGNITIONS

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#### Awards

2019	Award for Excellence in Research and Scholarship, St. Lawrence University, Sociology Department
2019	Award for Outstanding Senior, St. Lawrence University, Sociology Department
2019	Leader of the Year Award, Omicron Delta Kappa
2016	Bradley R. Evers Outstanding First-Year Student Award
2016	Excellence in Community Based Learning Scholarship Award
2015 – 2019	Dean's List, St. Lawrence University
2015	Certificate of Excellence, UWC-USA

#### Fellowships & Grants

2020	Northwestern University's School of Communication Grant External Methods Training (\$2,000) to attend the ICPSR Summer Program in Quantitative Methods of Social Research at the University of Michigan
2018	Lorna A. Ness Fellowship Fund and Daniel F. '65 and Ann H. Sullivan Endowment for Student/Faculty Research (\$3,800)
2017	D. Douglas Andrews Memorial Award
2017	Travel Enrichment Grant from the Cabot Family Endowment for International and Intercultural Education
2016	William and Judy Frear '69 Thorpe International Travel Fund
2015 – 2019	Davis Scholarship
2013 – 2015	UWC the Netherlands Scholarship

#### Honor societies

2019	Phi Beta Kappa
2017	Omicron Delta Kappa

### SERVICE & ENGAGEMENT

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#### Institutional Service

##### *Northwestern University*

2019 – Present	Member, Culture and Community Committee MTSB programs
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##### *St. Lawrence University*

2018 – 2019	Student Delegate, University Diversity Committee
2018 – 2019	Member, Search Committee for Vice-President and Dean of Student Life
2018 – 2019	Member, Search Committee for Environmental Sociology Assistant Professor
2018 – 2019	Member, India Study Abroad Selection Committee
2018	Student Ambassador, Search Committee for University Videographer
2018	Student Presenter, Community Assistant Orientation

#### Professional Affiliations

International Communication Association  
Association of Internet Researchers

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## FLOOR FIERS

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### Industry and Non-Profit Affiliations

2006 – Present	Head of Festival Programming, Totaalfestival, the Netherlands
2019 – Present	Head Artist Handling, Festival Hongerige Wolf, the Netherlands
2018 – 2019	Chapter President, Kalon Kixiox Chapter, Omicron Delta Kappa
2018 – 2019	Chapter Founder and Co-Present, St. Lawrence University's ONE Campus Chapter
2018 – 2019	Outreach Chair, St. Lawrence University's Chapter of Public Leadership and Education Network (PLEN)
2014	All-round volunteer, South by South West (SXSW)
2014 – 2015	Activity Leader, Youth Detention Center Camino Nuevo, Albuquerque, NM
2010 – 2015	Collector and letter writing, Amnesty International
2006 – 2017	Participant and volunteer, National Talent Contest Kunstbende