

Yvonne M. Eadon, MLIS, PhD

Center for Information, Technology, and Public Life (CITAP)
University of North Carolina, Chapel Hill
ymeadon@unc.edu | yvonneeadon.com | she/her

PROFESSIONAL EXPERIENCE

University of North Carolina, Chapel Hill	2022 - 2024
<i>Postdoctoral Research Fellow</i>	
<i>Siegel Family Endowment Partner Research Fellow</i>	2023 - 2024
Center for Information, Technology, and Public Life	
University of California, Los Angeles	2020 - 2022
<i>Senior Doctoral Researcher</i>	
Center for Critical Internet Inquiry	

EDUCATION

PhD	University of California, Los Angeles , Los Angeles, CA	2022
	Information Studies	
	Dissertation title: "'They are the Conspiracy Theorists, Not I:' Mapping the Research Selves of Counter-Establishment Researchers"	
	<i>Committee: Dr. Sarah T. Roberts (Chair), Dr. Safiya Umoja Noble, Dr. Gregory Leazer, Dr. Jennifer Whitson, and Dr. Stacy Wood</i>	
MLIS	University of California, Los Angeles , Los Angeles, CA	2020
	Information Studies	
BA	University of California, Berkeley , Berkeley, CA	2014
	Comparative Literature (summa cum laude)	

PEER-REVIEWED PUBLICATIONS

Roberts, Sarah T., Stacy Wood, Yvonne Eadon. ["We Care About the Internet; We Care About Everything" Understanding Social Media Content Moderators' Mental Models and Support Needs.](#) Published in proceedings of 56th Hawaii International Conference on System Sciences 2023. Hawaii, United States.

Eadon, Yvonne M. ["\(Not\) Part of the System: Resolving Epistemic Disconnect Through Archival Reference."](#) *Knowledge Organization* 47, no. 6 (2020): 441–60. doi: 10.5771/0943-7444-2020-6-441.

Eadon, Yvonne. ["'Useful Information Turned into Something Useless': Archival Silences, Imagined Records, and Suspicion of Mediated Information in the JFK Assassination Collection."](#) *InterActions: UCLA Journal of Education and Information Studies* 15, no. 2 (2019).

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PUBLICATIONS IN PROGRESS

Eadon, Yvonne M. "I Don't Want You Like a Best Friend: Folk Literary Criticism, Boundary Work, and Informal Knowledge Production in the 'Gaylor' Closeting Conspiracy Theory." In Revision, *Social Media + Society* (2023).

Eadon, Yvonne M. ["Mapping the Research Self: Context, Emotion, and Life-World In Research Practice."](#) Under Review (2023).

Eadon, Yvonne M. and Stacy E. Wood. "Combating Contamination and Contagion: Embodied and Environmental Metaphors of Misinformation." Under Review (2023).

HONORS AND AWARDS

UCLA Information Studies Dissertation Proposal Award	2020
UCLA Hoyt Memorial Scholarship	2019
UCLA Martin and Bernard Breslauer Fellowship	2016 - 2017
UC Berkeley Departmental Citation for Comparative Literature	2014

RESEARCH AND FUNDING AWARDED

Institute for Information Literacy at Purdue, 2022 - 2024 <i>Co-PI with Stacy Wood, UCLA c2i2</i> "The Truth is in the Stacks: Searching for Information Literacy in Conspiracy Theory Research Institutions"	\$4,000
UCLA Graduate Division Dissertation Year Fellowship, 2020 - 2021 PI, "They Are the Conspiracy Theorists, Not I:" Mapping the Research Selves of Counter-Establishment Researchers."	\$20,000
UCLA Graduate Division Graduate Research Mentorship Award, 2019 - 2020 PI, "Question Everything: Conspiracy Theory, Suspicion, and Epistemology."	\$15,000
UCLA Graduate Summer Research Mentorship Award, Summer 2018 PI, "Illuminati(ng) the Archives: Conspiracy Theorists as an Archival User Group."	\$6,000

INVITED LECTURES & COLLOQUIA

"The future of conspiracy: New epistemologies and imaginaries in scholarship" Association of Internet Researchers (AoIR) 2023	October 18, 2023
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Philadelphia, PA, USA
Invited Presenter

Center for Transdisciplinary Historical and Cultural Studies
University of Vienna
“Who’s the Conspiracy Theorist? Not I’: Method, Evidence,
and the Unknown in Alternative Research Communities”

December 2021

AI Infodemic Speaker Series
University of Illinois, Urbana-Champaign
“Who’s the Conspiracy Theorist? Not I’: Feedback Loops
between Conspiracy Communities and Academia”

June 2021

PEER-REVIEWED CONFERENCE PRESENTATIONS

Eadon, Yvonne. “Searching for Self: Context, Emotion, and Life-World in Research Practice.”
Proceedings of the ALISE Annual Conference, September 29, 2023.
<https://doi.org/10.21900/j.alise.2023.1387>.

Eadon, Yvonne Melisande. “Conspirator Capitalism: Yoga, Authenticity, and Whiteness on the Streaming Video Platform Gaia.” Paper presented at AoIR 2023 (proceedings forthcoming): The 24th Annual Conference of the Association of Internet Researchers. Philadelphia, Pennsylvania, USA: AoIR.

Eadon, Yvonne Melisande “Are you a Gaylor or a Hetlor? Epistemic Boundary Work, Conspiracy Theories of Queerness, and White Feminism in Online Taylor Swift Fan Cultures.” Paper presented as part of panel *Gender and Misinformation in Global Contexts* at AoIR 2023 (proceedings forthcoming): The 24th Annual Conference of the Association of Internet Researchers. Philadelphia, Pennsylvania, USA: AoIR.

Eadon, Yvonne Melisande. “Queering Taylor Swift: Tracing Conspiracy Theories of Queerness Through Online Gaylor Subcultures.” Paper presented at the 73rd International Communications Association Annual Conference 2023, Popular Media and Culture Division. Toronto, Ontario, Canada.

Eadon, Yvonne Melisande. “The Vibes are Off: Tracing Viral Targeted Theories Across TikTok.” Paper presented at AoIR 2022: The 23rd Annual Conference of the Association of Internet Researchers. Dublin, Ireland: AoIR. <https://doi.org/10.5210/spir.v2022i0.12998>

Eadon, Yvonne Melisande. “Epistemic Empathy as Methodology,” Paper presented at the panel *Commodified Relationships: The Politics of Intimacy and Resistance* at the Society for the Social Studies of Science Annual Meeting 2021, Toronto, Canada and Virtual, October 6 - 9 2021.

Eadon, Yvonne Melisande. “Illuminati(ng) The Search Process: Theorizing the Research Practices of ‘Alternative’ or ‘Controversial’ Researchers.” *AoIR Selected Papers of Internet Research*, October 5, 2020. <https://doi.org/10.5210/spir.v2020i0.11206>

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Eadon, Yvonne Melisande. "Silences, Imaginaries, Ethics, and Mistrust: Identifying and Interacting with Suspicious Researchers in Archives," Paper presented at the panel *Counter-Hegemonic Epistemologies as Innovation and/ or Contestation*, at the Society for the Social Studies of Science Annual Meeting 2019, New Orleans, LA, September 4-7, 2019.

Eadon, Yvonne. "'Folk Sociologists' in the Archives: Conspiracy Researchers as an Archival User Group," paper presented at Archival Education and Research Institute, Tuscaloosa, Alabama, July 6-8, 2018.

OTHER CONFERENCE PRESENTATIONS

Eadon, Yvonne Melisande. "A Moment of Creepiness: The Imagined Infrastructure of Facebook Advertising," Paper presented at the Association of Internet Researchers Doctoral Colloquium, Montréal, Canada, October 10-13, 2018.

Eadon, Yvonne. "Illuminat(ing) the Archives: Conspiracy Theorists as Researchers in Archives," paper presented at the Kenneth Karmiole Symposium in Archival Studies, UCLA, January 25, 2018.

WORKSHOPS AND SYMPOSIA ORGANIZED

"Symposium on Misinformation and Marginalization" October 16, 2023
Center for Information, Technology, and Public Life (CITAP)
University of North Carolina, Chapel Hill
Co-Organizer

"Beyond Conspiracy: Methods and methodologies for March 27, 2023
researching counter-establishment research,
narratives and researchers"
iConference 2023
Barcelona, Spain
Co-Organizer

CONFERENCE PANELS ORGANIZED

"Gender and Misinformation in Global Contexts" October 19, 2023
Association of Internet Researchers Conference 2023
Philadelphia, PA, USA
Co-Organizer and Chair

"Online LGBT Discourse and Rhetoric" May 29, 2023
International Communication Association Annual Meeting 2023
Toronto, Ontario, Canada
Co-Organizer and Chair

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“Doing Your Own Research: Legitimacy, Authority and
Credibility within Resistant Research Communities”
Society for Social Studies of Science (4S)/ Asociación Latinoamericana
de Estudios Sociales de la Ciencia y la Tecnología (ESOCITE) 2022.
Cholula, México
Co-Organizer and Chair

December 8, 2022

“Commodified Relationships: The Politics of Intimacy and Resistance”
Society for the Social Studies of Science (4S) Annual Meeting
Toronto, Ontario, Canada, and Virtual
Co-Organizer and Chair

October 7, 2021

“Counter-Hegemonic Epistemologies
as Innovation and/ or Contestation”
Society for the Social Studies of Science (4S) Annual Meeting
New Orleans, LA, USA
Co-Organizer and Chair

September 6, 2019

TEACHING

Gender Studies 185: Gender, Race and the Internet
UCLA, invited by Dr. Stacy Wood
Guest Lecturer

November 2023

Communication 4998: The Platform Society
Emmanuel College, invited by Dr. Caitlin Lawson
Guest Lecturer

October 2023

Information Studies 298A: Methodology of Information Studies
UCLA, invited by Dr. Gregory Leazer
Guest Lecturer

November 2021

Information Studies 289: Internet as Information Source
UCLA, invited by Dr. Gregory Leazer
Guest Lecturer

February 2021

Information Studies 298A: Methodology of Information Studies
UCLA, invited by Dr. Sarah T. Roberts
Guest Lecturer

November 2020

Information Studies 30: Internet and Society
Teaching Assistant

Fall 2018

IS 495: TA Training Seminar
TA Training

Winter 2018

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IS 211: Artifacts and Cultures
Special Reader

Fall 2017

SERVICE

InterActions Journal of Education and Information Studies
Information Studies Editor

2018 - 2021

UCLA Doctoral Program Committee
Doctoral Student Representative

2019 - 2020

Education & Information Studies New Student Orientation
Student Speaker

2018 - 2020

Information Studies Accepted Students' Day
Panel Speaker

2018 - 2020

Information Studies Colloquium
Co-Organizer

2018 - 2019

Reviewer, journals

First Monday; Journal of the Association for Information Science and Technology (JASIS&T); InterActions: Journal of Education and Information Studies; New Media & Society, Information & Culture

Reviewer, conferences

Association of Internet Researchers (AoIR)	2020, 2021 - 2023
International Communication Association (ICA)	2023
Society for Social Studies of Science (4S)	2019 - 2022
Association for Information Science and Technology (ASIS&T)	2023
Association for Library and Information Science Education	2023

WORK EXPERIENCE

UCLA Sustainable LA Grand Challenge (SLA GC)
Information Analyst, Content Specialist

June 2021 - August 2022

- Collaboratively published biweekly newsletter, *The Catalyst*, about opportunities for faculty associated with SLA GC
- Responsible in full for keeping the roster of associated faculty members up-to-date
- Responsible in full for creating and deploying an over 1000-word keyword library in Airtable

UCLA Library Special Collections Digital Forensics Lab
Center for Primary Research and Training (CFPRT) Scholar

June 2017 - June 2018

- Collaboratively helped to develop an archival workflow for born-digital archival material

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- Designed a 3D-printed housing unit for a 5.25 inch floppy disk drive
- Developed an archival processing workflow using the digital forensics software “Forensics Toolkit,” (FTK) designed for law enforcement use but appropriated for use in born-digital archives
- Designed, wrote and co-taught a two-session workshop for processing archivists about how to use FTK
- Participated in the revision process of “the Archivist’s Guide to Kryoflux,” an award-winning multi-institution collaborative guide for digital archivists using the Kryoflux (hardware used for imaging obsolete media)

William Andrews Clark Memorial Library

Processing Archivist

June 2017 - August 2017

- Processed the archive of the Rounce & Coffin club in full
- Appraised and arranged the collection
- Created a finding aid for the collection using ArchivesSpace

The 1947 Partition Archive

Oral History Program Coordinator

January 2015 - August 2016

- Trained and supervised a team of Digital Archivist interns in an archival workflow that included recording metadata, cataloguing, and working with Amazon S3 and Glacier
- Supervised a global team of over 200 volunteers and field interviewers
- Responsible in part for the 2016 revision of the official guide to conducting oral history interviews
- Scheduled, organized and led monthly global team meetings, in which the global team met online to discuss that month’s fieldwork

PROFESSIONAL AFFILIATIONS

Society for Social Studies of Science (4S)

Association of Internet Researchers (AoIR)

Association for Library and Information Science Education (ALISE)

International Communication Association (ICA)

Society for Cinema and Media Studies (SCMS)

Association for Information Science and Technology (ASIS&T)

RESEARCH INTERESTS

Disinformation, conspiracy theories, feminist media studies, gender and sexuality, TikTok subcultures, feminized areas of conspiracy (celebrity, wellness), new age religions, UFO research cultures, information seeking, information literacy, generative AI, archives.