

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
Postdoctoral Research Fellow,
Center for Information, Technology, and Public Life

University of California, Los Angeles
Senior Doctoral Researcher, Center for Critical Internet Inquiry 2020 - 2022

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”
Committee: Dr. Sarah T. Roberts (Chair),
Dr. Safiya Umoja Noble, Dr. Gregory Leazer,
Dr. Jennifer Whitson, and Dr. Stacy Wood

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).

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

PUBLICATIONS IN PROGRESS

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

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

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

Eadon, Yvonne M. and Francesca Tripodi. "That Reminds Me of a Story: Data Voids and Deep Stories on the Frontiers of Generative AI." In preparation (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 Co-PI with Stacy Wood, <i>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

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

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

Center for Transdisciplinary Historical and Cultural Studies
University of Vienna December 2021
"Who's the Conspiracy Theorist? Not I': Method, Evidence,
and the Unknown in Alternative Research Communities"

AI Infodemic Speaker Series
University of Illinois, Urbana-Champaign June 2021
"Who's the Conspiracy Theorist? Not I': Feedback Loops
between Conspiracy Communities and Academia"

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*,

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

October 5, 2020. <https://doi.org/10.5210/spir.v2020i0.11206>

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

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

International Communication Association Annual Meeting 2023
Toronto, Ontario, Canada
Co-Organizer and Chair

“Doing Your Own Research: Legitimacy, Authority and
Credibility within Resistant Research Communities” December 8, 2022
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

“Commodified Relationships: The Politics of Intimacy and Resistance” October 7, 2021
Society for the Social Studies of Science (4S) Annual Meeting
Toronto, Ontario, Canada, and Virtual
Co-Organizer and Chair

“Counter-Hegemonic Epistemologies
as Innovation and/ or Contestation” September 6, 2019
Society for the Social Studies of Science (4S) Annual Meeting
New Orleans, LA, USA
Co-Organizer and Chair

TEACHING

Gender Studies 185: Gender, Race and the Internet November 2023
UCLA, invited by Dr. Stacy Wood
Guest Lecturer

Communication 4998: The Platform Society October 2023
Emmanuel College, invited by Dr. Caitlin Lawson
Guest Lecturer

Information Studies 298A: Methodology of Information Studies November 2021
UCLA, invited by Dr. Gregory Leazer
Guest Lecturer

Information Studies 289: Internet as Information Source February 2021
UCLA, invited by Dr. Gregory Leazer
Guest Lecturer

Information Studies 298A: Methodology of Information Studies November 2020
UCLA, invited by Dr. Sarah T. Roberts
Guest Lecturer

Information Studies 30: Internet and Society Fall 2018
Teaching Assistant

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

IS 495: TA Training Seminar
TA Training Winter 2018

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

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

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