

# Leslie Kay Jones, PhD

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## Employment

Assistant Professor  
Department of Sociology  
Rutgers University – NB

September 2019–

## Education and Certification

Ph.D. University of Pennsylvania, Department of Sociology.  
Committee: Dorothy E. Roberts, J.D., Co-Chair; Guobin Yang, PhD, Co-Chair; Anthea Butler, PhD

August 2019

M.A. University of Pennsylvania. Sociology.  
“Online Public Shaming and Perceptions of Morality.”

May 2014

B.A. Princeton University. Sociology, Certificate in African American Studies.

June 2009

Classroom Teacher, Generalist 4–8. Texas Board of Education.  
Classroom Teacher, English as a Second Language Supplemental. Texas Board of Education, 2012.

June 2012

## Peer-Reviewed Publications

Jones, Leslie Kay. 2019. #BlackLivesMatter: An Analysis of the Movement as Social Drama. *Humanity & Society*.  
<https://doi.org/10.1177/0160597619832049>

## Book Chapters

Jones, Leslie Kay (2020). Mediation as a Dramaturgical Analysis. *Racialized Media: The Design, Delivery, and Decoding of Race and Ethnicity*, 190.

## Book Reviews

Jones, Leslie Kay. 2023. (Review) Digital Black Feminism by Catherine Knight Steele. *Catalyst*.

Jones, Leslie Kay. 2021. (Review) The Racial Politics of Division: Interethnic Struggles for Legitimacy in Multicultural Miami by Monika Gosin. *American Journal of Sociology*. 126:4, 986–988.

## Works in Progress

Jones, Leslie Kay and Jessie Daniels, eds. (2024) *Digital Sociologies*.

Jones, Leslie Kay. 2024. People Watching in Walmart: Online Photo-Sharing as Crowd Surveillance. Preparing for submission to *New Media & Society*.

Jones, Leslie Kay. 2023. “Digital Ephemera: Documenting and Analyzing User-Interface Conflict.” WORKING PAPER.

Jones, Leslie Kay. 2023. “Boundary Maintenance as Countersurveillance on Twitter.” WORKING PAPER.

## Op-Eds and Public Sociology

Jones, Leslie Kay. 2023. “Opinion: What’s really behind Florida’s attack on African American Studies.” *CNN*. Online.

Jones, Leslie Kay. 2020. “'Twilight' and 'The Vampire Diaries' are actually about very old men grooming teens.” *NBC News THINK*. Online.

Jones, Leslie Kay. 2020. "Scaring Black people away from healthcare & vaccination is the real COVID-19 Conspiracy." *Racebaitr Magazine*. Online.

Jones, Leslie Kay. 2019. "Hysteria By Any Other Name: How Media Rely On The Trope Of Emotional Womanhood." *Wear Your Voice Magazine*. Online.

Jones, Leslie Kay. 2017. "We are Who We Say We Are: How the State and Big Data Define Black Identities." *Racebaitr Magazine*. Online.

Jones, Leslie Kay. 2017. Proposal Perspective: Leslie Jones. [MonumentLab.muralarts.org](http://MonumentLab.muralarts.org). Online.

## Coordinated Conferences

Digital Sociology Section, Pacific Sociological Association	March 2024
The Second Annual Digital Sociology "un"Conference	June 2022
The First Annual Digital Sociology Collective "un"Conference	February 2020
Digital Sociology Mini-Conference, Eastern Sociological Society Annual Meeting	March 2019
Digital Sociology Mini-Conference, Eastern Sociological Society Annual Meeting	March 2018
Digital Sociology Mini-Conference, Eastern Sociological Society Annual Meeting	March 2017
Digital Sociology Mini-Conference, Eastern Sociological Society Annual Meeting	February 2016

## Fellowships, Grants and Awards

Andrea Mitchell Center Graduate Fellowship	June 2018 – May 2019
MMUF Dissertation Travel & Research Grant	April 2018
Andrew W. Mellon Price Lab for the Digital Humanities Fellowship	June 2017 – May 2018
Ford Dissertation Fellowship Honorable Mention	April 2017
Penn Women of Color Community Award	March 2017
Social Science Research Council Graduate Studies Enhancement	September 2016
Digital Humanities Forum Grant	October 2014
Social Science Research Council Graduate Studies Enhancement	September 2014
Social Science Research Council Graduate Studies Enhancement Grant	September 2013
Fontaine Society Summer Research Grant	July 2014
Pollak ASA Travel Award	June 2014
Alief Education Foundation Teacher Grant	June 2009

## Media Features

Black Lives Matter section removed from AP Black history class after Florida objects  
*NPR & WBUR* February 2023

Re: Florida Board of Education Attack on AP African American Studies  
*The Morning Rush* February 2023

Silva, Katelyn. 2017. The New Salon: Leslie Jones on the intersection of Black feminism and social media. *Omnia*. <https://omnia.sas.upenn.edu/story/new-salon> 2017

## Invited Talks

Navigating the Stop W.O.K.E Act: Racial Justice and the Future <i>Annual Spring Panel Discussion, Florida Law Schools' Consortium on Racial Justice</i>	March 2023
Studying Social Media Dark Patterns <i>Guest Class Lecture, Qualitative Methods, Columbia University School of Social Work</i>	March 2022
“Critical Internet Studies” Panel <i>Media Ecosystems Conference, MIT and the Harvard Shorenstein Center</i>	March 2020
Guest Seminar Lecture. “Digital Culture Research Methods.” <i>Columbia University.</i>	August 2019
Algorithmic Vulnerability: Insights on Media Manipulation from Black (Digital) Studies <i>Data &amp; Society</i>	November 2018
Toward an Intellectual Genealogy of Black Cyberfeminism <i>Media Activism Research Collective, Annenberg School for Communication at Penn</i>	October 2018
#MeTooPhD - Addressing Sexual Violence in and through Sociology <i>A Workshop at the American Sociological Association Annual Meeting</i>	August 2018
Black Cyberfeminist Methods: Interrogating Race in and Through the Digital Panel: Race, Technology and 21st Century Inequality, <i>Am. Soc. Association</i>	August 2018
The “Why” of Digital Sociology Panel: Digital Innovations for Change: Public Sociology in the 21st Century, <i>ASA</i>	August 2018
Identifying Supportive Mentors or Students of Color <i>Workshop at Bryn Mawr College for the Mellon Mays Undergraduate Fellowship Program</i>	February 2018
Participation TV: Another Look at the Miami Convention <i>A Conversation with William Kaizen, sponsored by the Institute of Contemporary Art and International House Philadelphia</i>	April 2017
Race on Campus, Reflections on Collegiate Activism <i>Invited Moderator, Screening Scholarship Media Festival 2016</i>	October 2015

## Presentations

Digitally Mediated Moral Panics and State Propaganda: The Case of AP African American Studies	October 2023
Panelist: BIPOC Political Thought in the Post-Trump Era <i>American Sociological Association Annual Meeting. Political Sociology Session.</i>	August 2023
Topdown Platform Manipulation of Social Media Platforms - A Dramaturgical Perspective <i>American Sociological Association Annual Meeting. Digital Sociology Session.</i>	August 2023
Discursive Derailment: A Social Movements Analysis of Twitter Sockpuppets Rutgers Sociology Culture Workshop	February 2022
Black Cyberfeminism’s Use of Intersectionality as a Mobilizing Discourse <i>Columbia School of International and Public Affairs &amp; Audencia Business School [canceled]</i>	April 2020

Black Cyberfeminism's Use of Intersectionality as a Mobilizing Discourse Southeastern Women's Studies Association (SEWSA) 2020 Meeting [ <i>cancelled</i> ]	March 2020
Digital Social Science Panel <i>DATUM, a Race, Space, Place Initiative (RSPI) Conference</i>	October 2019
Building a Predictive Public Sociology for Algorithmic Abuse by Centering Marginalized Perspectives	March 2019
#MeToo and the Digital Black Feminist Critique of Colorblind Feminist Politics <i>American Sociological Association Annual Meeting, CITAMS Section Roundtable</i>	August 2018
Pro-Black Pro-Heaux: Sexual Labor in Digital Black Feminist Theory	February 2018
Black Women and the Subversive Occupation of Digital Space <i>Eastern Sociological Society, Digital Sociology Mini-Conference</i>	August 2017
#onhere: Naming and Claiming Black Digital Space <i>African American Intellectual Historical Society</i>	March 2017
Internet Slang: Invented Etymologies as Claims to Cultural Ownership <i>Eastern Sociological Society Digital Sociology Mini-Conference</i>	February 2017
#BlackLivesMatter: An Analysis of the Movement as Social Drama <i>Presented at the 2016 American Sociological Association Annual Meeting, Section on Collective Behavior and Social Movements</i>	August 2016
Mapping Digital Activism <i>Price Lab for Digital Humanities, "Digital Humanities Research Tools"</i>	April 2016
Using Twitter for Public Sociology and Social Justice <i>Sociologists for Women in Society Winter Meeting</i>	February 2015
Online Public Shaming and Perceptions of Morality <i>American Sociological Association Annual Meeting</i>	August 2014
Online Natural Hair Communities on YouTube <i>Gender, Race and Representation in New Media Conference, Cornell University</i>	October 2013
The Black Natural Hair Movement Online <i>The Politics of Black Women's Hair Symposium, University of Penn.</i>	March 2013

## Teaching and Mentoring Experience

**Dissertation Committees** – Changhye Ahn, Endia Hayes 2024, Jomaira Salas Pujols 2022

**Qualitative Paper Committees** - Fatoumata Ceesay 2022

SOC 570: Race, Ethnicity and Inequality	1 Semester
SOC 241: Technology & Society	4 Semesters
SOC 280: Collective Behavior and Social Movements	2 Semesters
SOC 108: Minority Groups in American Society	4 Semesters

Rutgers RISE (Research Intensive Summer Experience) Mentorship Program	May – July 2022
Adjunct Instructor, Intersectional Qualitative Research Methods	Beginning August 2018
Project Manager, Digital Scholarship Fellowship Program University of Pennsylvania	May – August 2017
TA, Law & Society University of Pennsylvania	August – December 2016
Mellon Mays Undergraduate Fellowship Graduate Coordinator Bryn Mawr College	August 2014 – May 2015
Graduate Fellow/TA, Africana Summer Institute. University of Pennsylvania	July 2013 – August 2016
TA Trainer University of Pennsylvania	May – August 2014
TA, Introduction to Sociology: Academically Based Community Service University of Pennsylvania	January – May 2014
TA, Introduction to Research Methods University of Pennsylvania	August – December 2014
Teacher, ESL Language Arts 6-8 Alief Middle School, Houston TX	August 2008 – June 2012

## Professional Development

Interim Chair, IDEAL Committee (Diversity & Equity) Graduate and Professional Student Assembly (GAPSA)	May 2017 – August 2017
Deputy, IDEAL Committee (Diversity and Equity) Graduate and Professional Student Assembly (GAPSA)	May 2016 – May 2017
President, Black Graduate and Professional Student Assembly Fontaine Society	May 2015 – July 2017 August 2012 – Ongoing
Teach For America, Houston, TX	June 2009 – June 2012

## Affiliations/Memberships

Association of Internet Researchers  
 Pacific Sociological Association  
 Digital Sociology Collective (Co-founder)  
 National Center for Faculty Development and Diversity  
 Eastern Sociological Society  
 American Sociological Association  
 Mellon Mays Undergraduate Fellowship – SSRC