

CarrieLynn D. Reinhard, Ph.D.

Associate Professor

Department Chair

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### **Academic Background**

Ph.D. Ohio State University, Columbus, OH, Communication, 2008

structures: A Sense-Making Methodology study of the situationality of gender divergences

M.A. Ohio State University, Columbus, OH, Communication, 2005

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B.A. UW-Madison, Madison, WI, Communication Arts, Psychology, 2000

### **Work Experience**

#### Associate Professor

Communication Arts and Sciences, Dominican University (August, 2015 - Present)

#### Assistant Professor

Communication Arts and Sciences, Dominican University (August, 2011 - July 2015).

#### Post-Doctoral Researcher

Virtual Worlds Research Group, Roskilde University, Denmark (September, 2008 - December, 2010).

#### Graduate Teaching Assistant

School of Communication, Ohio State University (September, 2003 - June, 2008).

#### Lecturer

(June, 2007 - August, 2007).

#### Graduate Research Assistant

School of Communication, Ohio State University, IMLS-OSU-OCLC project (August, 2004 - August, 2006).

Agent Assistant

Becsey-Wisdom-Kalajian (October, 2000 - May, 2003).

Press Department Intern

Nickelodeon, Viacom (June, 1999 - August, 1999).

**Courses Taught**

Communication Research Methods

Digital Communication Technology: Theory and Criticism

Convergent Media

Persuasion

Introduction to Public Speaking

Games and Game Design

Gaming in Education

Race and Communication

Masculinity and Communication

Introduction to Film Studies

Ethical Communication and Communication Ethics

The Ethical Superhero

New Media in Pop Culture

Your Social Self: Online and In Person

Fans and Fan Communities

Communication Capstone

**Published Intellectual Contributions**

**Refereed Manuscripts**

Reinhard, C. D., Largent, J. & Bertha, C. (Eds.) (2020). *Eating Fandom: Intersections between fans and food cultures*. New York City: Routledge.

Reinhard, C. D. & Olson, C. J. (2020). *The Greatest Cult TV Shows of All Time*. Lanham, MD: Lexington Books.

Reinhard, C. D. & Olson, C. J. (Eds.) (2019). *Convergent Wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle*. New York City: Routledge.

Reinhard, C. D. (2018). *Fractured Fandoms: Contentious communication in fan communities*. Lanham, MD: Lexington Books.

Reinhard, C. D., Castleberry, G., & Olson, C. J. (Eds.) (2018). Why Professional Wrestling Studies. [Special issue]. *Popular Culture Studies Journal*, 6(1).

Reinhard, C. D. & Olson, C. J. (Eds.) (2017). *Heroes, Heroines and Everything in Between:*

products. *Participations: Journal of Audience & Reception Studies*, 12 (1): 59-81  
<http://www.participations.org/Volume%2012/Issue%201/contents.htm>.

Reinhard, C. D. & Amsterdam, P. (2013). Virtual world television products and practices: Comparing television production in Second Life to traditional television production. *Journal of Virtual Worlds Research*, 6 (2),





## Non-Refereed Readings

traditional audiences in Doctor Who. *In Media Res*:  
<http://mediacommons.futureofthebook.org/imr/2013/12/16/i-am-doctor-polysemic-rhetoric-and-non-traditional-audiences-doctor-who>.

Reinhard, C. D. (2011, 10/18). The Interactive Audience. *In Media Res*:  
<http://mediacommons.futureofthebook.org/imr/2011/10/18/interactive-audience>.

## Conference Presentations

### Presentations of Refereed Papers

#### International

Reinhard, C. D. (2021, June). When the rebel heart met the blackheart: Shipping the professional wrestlers Tommaso Ciampa and Johnny Gargano. Popular Culture Association / American Culture Association.

Reinhard, C. D. (2020, April). When the rebel heart met the blackheart: Shipping the professional wrestlers Tommaso Ciampa and Johnny Gargano. WrestlePosium I, Professional Wrestling Studies Association.

Reinhard, C. D. & Olson, C. J. (2019, May). Wrestling with political personas: Examining Sami Zayn and Joey Ryan as social media activists. International Communication Association, Washington D. C., United States.

Vocaloid Hatsune Miku. International Communication Association, Washington D. C., United States.

Reinhard, C. D., Largent, J., & Chin, B. (2019, May). Eating fandom: Investigating the intersections of food culture y).Professional Wrestling





Gong, L., Lu, T., Reinhard, C. D., & Kerr, Z. Y. (2006, June). Perceptions and categorization of computer-generated characters. OSCG, Chicago, Illinois.

Reinhard, C. D. (2006, June). Hypersexualized females in digital games: Do men want them, do women want to be them? International Communication Association, Dresden, Germany.

Reinhard, C. D. (2005, May). Identification with favorite media personae: A phenomenological conceptualization of audience viewers' reasons for identifying with mediated fictional and real individuals. International Communication Association, New York City, New York.

### National

Olson, C. J. & Reinhard, C.D. (2016, October). Gendering Hatsune Miku: Networked gender and the co-construction of identity for vocaloids. OSCLG, Chicago, Illinois.

Reinhard, C. D. & Olson, C. J. (2016, March). The convergent nature of professional wrestling: The convergent identities, practices and experiences of sports entertainment. Popular Culture Association, Seattle, Washington.

Olson, C. J. & Reinhard, C. D. (2016, March). Possessed women, haunted states: Cultural tensions in exorcism cinema. Popular Culture Association, Seattle, Washington.

Reinhard, C. D. & Amsterdam, P. (2014, November). Avatars, audiences and interactive television: Television productions in Second Life exemplifying the possibilities of interactive television.



Reinhard, C. D. & Olson, C. J. (2014, October). Feminist tensions in exorcism cinema: Case study analysis and comparison of *The Last Exorcism* and *The Last Exorcism Part II*. Midwest PCA/ACA, Indianapolis, Indiana.

Reinhard, C. D. & Robinson, E. (2014, October). When audiences collide: The fractured fandom of the *My Little Pony: Friendship is Magic* feature film *Equestria Girls*. Midwest PCA/ACA, Indianapolis, Indiana.

Reinhard, C. D. (2014, April). When audiences collide: The fractured *My Little Pony: Friendship is Magic* cross-generational fandom. Central States Communication Association Annual Conference, Minneapolis, Minnesota.

Reinhard, C. D. & Miller, K. (2014). Men and their engagements with stereotypically feminine media: The interpretation of gender appropriateness and the reception of cross-gendered media products. Central States Communication Association Annual Conference, Minneapolis, Minnesota.

Olson, C. J. & Reinhard, C. D. (2013, October). I AM the Doctor: Polysemic rhetorical flexibility and non-traditional audience reception in Doctor Who. Midwest PCA/ACA, St. Louis, Missouri.

Reinhard, C. D. (2013, October). Making sense of the American superhero film: Critical engagement and cinematic entanglement. Midwest PCA/ACA, St. Louis, Missouri.

Reinhard, C. D. & Amsterdam, P. (2013, April). Virtual world television producers on the importance of creativity, connectivity, and community in Second Life. Central States Communication Association Annual Conference, Kansas City, Missouri.

Reinhard, C. D. & Amsterdam, P. (2012). Virtual world television producers on the importance of creativity, connectivity, and community in Second Life. Midwest PCA/ACA, Columbus, Ohio.

Reinhard, C. D. (2012). Men and their engagements with stereotypically feminine media products. Midwest PCA/ACA, Columbus, Ohio.

Reinhard, C. D. (2008, April). If one is sexy, two is even sexier: Female fans negotiating identities through online slash activities. Central States Communication Association Annual Conference, Madison, Wisconsin.

## **Presentations of Non-Refereed Papers**

### International

Reinhard, C. D. (2007, May). Experiences with a sense-making interdisciplinary dialogue among researchers and practitioners studying users/audiences: Being dialogic about being dialogic. International Communication Association, San Francisco, California.

Jensen, S. S., Reinhard, C. D., & Gursimsek, R. A. (2009, May). Sense-making and user-driven innovation in virtual worlds, 2008-2011. Metaverse U Conference, Palo Alto, California.

Reinhard, C. D. (2010, June). Our definitions and metaphors: Discussion of how researchers and designers as users make sense of virtual world technologies. Virtual Worlds Research Group International Research Workshop, Roskilde, Denmark.

### Local



2019-2020: Core Curriculum Subcommittee

2018-2020: Academic Technology and Facility Committee

2015-2018: Academic IT Committee

2015-2016: Web Services Advisory Board

2012-2015: Faculty Development Committee

### Department Assignments

Administration:

Summer 2020-present: Chair, Communication Arts and Sciences, Dominican University

2012: Higher Learning Commission Assessment Projects: Participated in the creation of the survey as well as acted as reporter for the group by creating the survey as the group discussed.

2012: LAS Seminars Faculty Workshop: Provided opinion on the formation of the LAS Seminars goals and guidelines.

2012-2013: RCAS GPS Multicultural Project

### **Service to the Profession**

#### Officer: Organization / Association

2019-present: Editor, *Popular Culture Studies Journal*

2019-present: President, Professional Wrestling Studies Association

2017-present: Co-

2019: *Journal of American Culture*.  
2016-2018: *Popular Culture Studies Journal*.  
2013-2018: *New Media and Society*.  
2013-2018: *Journal of Virtual Worlds Research*.  
2015:  
2014: Arts Marketing.

#### Invited Lecture

2017: Graduate School of Library and Information Science - Dominican University.  
2013: Graduate School of Library and Information Science - Dominican University.  
2009: Virtual Worlds Research Group Ph.D. Seminar Series.  
2008: Young Women's Christian Association of Columbus, Ohio. Seminar titled: Public Speaking for Professionals.

#### Invited Presentations

2019: Untitledtown, Green Bay, Wisconsin. Presentation titled: Writing with Popular Culture. Co-presenter with Christopher J. Olson.  
2017: Chicago Comic and Entertainment Expo. Presentation titled: The Past, Present, and Future of Professional Wrestling.  
2016: LAS Seminars, Dominican University. Presentation titled: How to teaching dialogue and listening skills.  
2016: Chicago Comic and Entertainment Expo. Presentation titled: The Dark Side of Fandom: Shaming, Infighting and Harassment in Fan Spaces.  
2010: Virtual Worlds Research Group March 2010 Project Workshop. Presentation titled: Innovation in practice, dialogue: Innovation Lab as case study.  
2010: Fantasticon. Presentation titled: Superheroes Around the World.  
2010: Virtual Worlds Research Group October 2010 Project Workshop. Presentation titled: Virtual Worlds from the Other Side of the World: The hybrid and educational virtual worlds of Singapore. Presented with Mikala Hansbol of the Danish School of Education.  
2009: Virtual Worlds Research Group February 2009 Project Workshop. Presentations titled: Innovating methods for studying virtual worlds; Innovating interfaces with virtual worlds.  
2009: Roskilde University CBIT Seminar. Presentation titled: Knowing audiences with Dervin's Sense-Making Methodology.  
2007 2008: Anime Punch!. Presentation titled: Fandom Psych.  
2006 2008: Anime Punch!. Panel called: Anime in Academia

Reviewer: Conference Paper

- 2020: International Communication Association
- 2013-2018: Central States Communication Association Annual Conference.
- 2013: National Communication Association Annual Convention.
- 2012: International Communication Association.
- 2006-2007: International Communication Association.

Session Presider / Organizer

- 2020: Fan Studies Network North America, Virtual. Salon title: So, This is How Liberty Dies, With Thunderous Applause: Fandom, Politics, Public Discourse and Democracy.
- 2020: Midwest PCA/ACA, Minneapolis, Minnesota. Panel title: Redefining popular culture after Ray Browne.
- 2020: Midwest PCA/ACA, Minneapolis, Minnesota. Panel title: The PCSJ: Conversations with the editor.
- 2019: Midwest PCA/ACA, Cincinnati, Ohio. Panel title: The PCSJ: Conversations with the editor.
- 2019: Midwest PCA/ACA, Cincinnati, Ohio. Panel title: Academic Translation: How to communicate like a public scholar.
- 2019: International Communication Association, Washington D. C., United States. Panel title: Wrestling with Politics: Examining the intersections between contemporary politics and professional wrestling
- 2018: International Communication Association, Prague, Czech Republic. Panel title: The Empowered Voices of Professional Wrestling: Perspectives from fans, wrestlers, and promoters.
- 2018: Central States Communication Association, Milwaukee, Wisconsin. Panel title: Divas and Discourses, Histories and Myths: Different perspectives on how to study professional wrestling.
- 2016: Midwest Popular Culture Association, Chicago, Illinois. Panel title: Communicating Professional Wrestling: The social media relationship among promoters, wrestlers and fans.
- 2015: Midwest Popular Culture Association, Cincinnati, Ohio. Panel title: The True Nature of Professional Wrestling: The convergent practices and experiences of sports entertainment.
- 2015: Central States Communication Association, Madison, Wisconsin. Panel title: The True Nature of Professional Wrestling: The convergent practices and experiences of sports entertainment.



2014: Central States Communication Association, Minneapolis, Minnesota. Panel title:

2010: Eastern Communication Association Annual Conference, Hamburg, Germany. Panel title: Making sense of virtual worlds as sites of innovation in communication.

2010: International Communication Association, International Communication Association, Singapore, Singapore. Panel title: Researchers making sense of virtual worlds: Panel discussion concerning the methodologies, methods of studying virtual worlds.

## **Honors / Awards**

### **Award**

2019: Top Poster Award, Popular Communication Division, International Communication Association, Washington, D.C.

2018: Faculty Development Committee Summer Stipend.

2017: Top Panel Award, Media Studies Interest Group, Central States Communication Association Annual Conference.

2015: Academic IT Special Equipment Grant

2015: Faculty Development Committee Summer Stipend.

2014: Top Paper Award in the Communication and the Future Division. National Communication Association.

2014: Borra Technology Fellow for 2014-2015 academic year at Dominican University.

2013: Top Paper Award, Media Studies Interest Group, Central States Communication Association Annual Conference.

2012: Faculty Development Committee Research Grant.

2012: Academic IT Special Equipment Grant.

2012: Academic IT Special Equipment Grant.

2009: Top Three Paper Award in the Popular Communication Division. International Communication Association.

Central States Communication Association, 2013-present  
Midwest Popular Culture Association, 2012-present  
International Communication Association, 2005-present  
Popular Culture Association, 2013-present  
Society for Cinema and Media Studies, 2013-2014  
National Communication Association, 2011  
Association of Internet Researchers, 2008-2012  
European Communication Research and Education Association, 2008-2011  
International Association for Media and Communication Research, 2008-2010

### **Honors Society Memberships**

Phi Beta Kappa  
Phi Kappa Phi  
Psi Chi

### **Public Intellectual Contributions**

#### **Webseries**

2020-present: Creator, host, and technical director of a scholarly webseries *Popular Culture Dialogue* for the *Popular Culture Studies Journal*.

#### **Podcast**

2014-2020: Co-creator, co-host, and technical director of a scholarly podcast *The Pop Culture Podcast Lens* to discuss the media of the past through the lens of today.

#### **Blog**

2017-present: Administrator and contribution to the scholarly blog for the Professional Wrestling Studies Association.

2011-present: Construction, administration and publication of a personal academic blog *Playing with Research* for my research interests and an experimentation in how to report research.

2008-2011: Responsible for the publication of several blog posts for the Virtual World Research Group blog. Publications range from 2008-2010.

### **Social Networking Sites**

2018-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the *Popular Culture Studies Journal*.

2017-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the Professional Wrestling Studies Association.

2012-present: Supervise the publication of messages on various academic and scholarly social networking accounts for the Communication Arts and Sciences department at Dominican University.