

Yvonne M. Eadon, MLIS, PhD

Center for Information, Technology, and Public Life (CITAP)
University of North Carolina, Chapel Hill
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PROFESSIONAL EXPERIENCE

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

EDUCATION

PhD	University of California, Los Angeles , Los Angeles, CA 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>	2022
MLIS	University of California, Los Angeles , Los Angeles, CA Information Studies	2020
BA	University of California, Berkeley , Berkeley, CA Comparative Literature (summa cum laude)	2014

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:*

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UCLA Journal of Education and Information Studies 15, no. 2 (2019).

PUBLICATIONS IN PROGRESS

Eadon, Yvonne M. "You Could Hear a Hair Pin Drop:" Queer Utopianism and Informal Knowledge Production in the *Gaylor* Closeting Conspiracy Theory." Forthcoming, *Social Media + Society* (2023).

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

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

Eadon, Yvonne M. and Francesca Tripodi. "On the Nature of the Stochastic Ouroboros 🐍: How LLMs are redefining the relationship between disinformation and search." Under review (2024).

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, UCLA c2i2 "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

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INVITED LECTURES & COLLOQUIA

“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. “Conspirituality 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

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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>

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. "Conspiracy Theories and Intellectual Curiosities: What it Means to Do Your Own Research," Presented at the Milton Wolf Seminar on Media & Diplomacy Emerging Scholars Program, Vienna, Austria, April 10, 2024.

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 researching counter-establishment research, narratives and researchers" March 27, 2023
iConference 2023
Barcelona, Spain
Co-Organizer

CONFERENCE PANELS ORGANIZED

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- “Gender and Misinformation in Global Contexts”
Association of Internet Researchers Conference 2023
Philadelphia, PA, USA
Co-Organizer and Chair October 19, 2023
- “Online LGBT Discourse and Rhetoric”
International Communication Association Annual Meeting 2023
Toronto, Ontario, Canada
Co-Organizer and Chair May 29, 2023
- “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

- Communication 490: Qualitative Approaches to Understanding
Social Media
University of Michigan, invited by Dr. Pranav Malhotra
Guest Lecturer March 2024
- 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 November 2021

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Guest Lecturer

Information Studies 289: Internet as Information Source UCLA, invited by Dr. Gregory Leazer <i>Guest Lecturer</i>	February 2021
Information Studies 298A: Methodology of Information Studies UCLA, invited by Dr. Sarah T. Roberts <i>Guest Lecturer</i>	November 2020
Information Studies 30: Internet and Society <i>Teaching Assistant</i>	Fall 2018
IS 495: TA Training Seminar <i>TA Training</i>	Winter 2018
IS 211: Artifacts and Cultures <i>Special Reader</i>	Fall 2017

SERVICE

InterActions Journal of Education and Information Studies <i>Information Studies Editor</i>	2018 - 2021
UCLA Doctoral Program Committee <i>Doctoral Student Representative</i>	2019 - 2020
Education & Information Studies New Student Orientation <i>Student Speaker</i>	2018 - 2020
Information Studies Accepted Students' Day <i>Panel Speaker</i>	2018 - 2020
Information Studies Colloquium <i>Co-Organizer</i>	2018 - 2019
Reviewer, journals <i>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</i>	
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

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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.