

Cynthia McLeod

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University of California, Santa Barbara | Department of Communication
3308 Social Sciences & Media Studies, Santa Barbara, California 93106-4020

EDUCATION

PhD Communication 2020-2025

University of California, Santa Barbara

Dissertation: *Black Twitter and the Effects of Collective Memory on Sense of Community and Sense of Place: A Mixed Methods Analysis*

Advisor: Dr. Amy Gonzales

Committee Members: Dr. Ronald Rice, Dr. France Winddance Twine

Emphasis: Information, Technology and Society

MSc Digital Anthropology 2019

University College London

Thesis: *Black Twitter: Temporality, (re) Spatializations, and Placemaking*

Advisor: Dr. Rik Aadrians

BSc Psychology 2017

Howard University, Summa Cum Laude

Thesis: *A Problem of Constructing and Deconstructing Reality: Tumblr in Conversation*

Advisor: Dr. Mario Beatty

Minor: African American Studies

RESEARCH INTERESTS

Online communities; community identity; digital culture/digital communication; collective memory; Black studies; and sense of place/cultural geography.

PUBLICATIONS

Published

McLeod, C.N., Gonzales, A., King, J., Hui, J., Israni, A. (2024). What is community?: Informing the design of a community building platform for low-income Black and Latino residents. *Proceedings of the 47th Annual Hawaii International Conference on System Sciences*, 1-10.

Lane, D., Moxley, S., & **McLeod, C.N.** (2023). The group roots of social media politics: Social sorting predicts perceptions of and engagement in politics on social media. *Communication Research*. <https://doi.org/10.1177/00936502231161400>

Hui, J., King, J., **McLeod, C.N.**, & Gonzales, A. (2023). High risk, high reward: Social networking online in under-resourced communities. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3544548.3581084>

Goodman, G., Jones, O., **McLeod, C.N.** (2017). Is there consensus about children's memory and suggestibility? *Journal of Interpersonal Violence*.

In Press

McLeod, C.N. Black Twitter as "Master" social architects: Maintaining online community boundaries through the production of time and place. *Social Media & Society*.

Petro, G., **McLeod, C.N.**, Gonzales, A. (2024). Sampling: Current and innovations. *De Gruyter Handbook of Media Psychology*.

MANUSCRIPTS IN PREPARATION

McLeod, C.N. Black Twitter as a delimited space and place.

McLeod, C.N., Molina-Rogers, N. Affordances in practice: Examining cross-platform differences in political communication.

McLeod, C.N. On the community concept, sustainability, resilience, and memory.

McLeod, C.N., McLeod, A. Archival data interpretation: A case study of digitized Black soldiers' records.

McLeod, C.N. Hacking Black women's rage in an attention economy: Profitable uses.

TEACHING

University of California, Santa Barbara

Teaching Associate

COMM 102: Introduction to Mass Communication Theory (Summer 2024)

INT 93LS: Introduction to Research in STEM, Humanities and Social Sciences: *Social Chemistry* (Summer 2024)

INT 93LS: Introduction to Research in STEM, Humanities and Social Sciences: *Divergent Minds and Neurotribes* (Summer 2023)

COMM 1: Introduction to Communication (Summer 2022)

Teaching Assistant

COMM 163: Diffusion of Innovations (Fall 2024)
COMM 88: Communication Research Methods (Spring 2024; Winter 2025)
COMM 132: Electronic Media Policy (Winter 2024)
COMM 136: Communicative Technologies and the Dynamics of Organization (Fall 2023)
INT W 188C: Transfer Exploration Seminar: Ways of Thinking and Practicing in Communication (Summer 2023)
COMM 102: Understanding Mass Communication Theory (Fall 2022)
COMM 109: Language and Social Identity (Spring 2022)
COMM 153: Global Advocacy Networks (Winter 2022)
COMM 169: Social Networks (Fall 2021)
INT 93LS: Introduction to Research in STEM, Humanities and Social Sciences: *Virtual Connections: The Psychology of Human Behavior and Communication on Social Media* (Summer 2021)
COMM 1: Introduction to Communication (Spring 2021, Summer 2021)

Communities in Schools

Academic Enrichment Intern

Spanish, Physics, Peer Counseling, Bicycle Maintenance (2017-2018)

Rust College

Contributing Lecturer

English Composition I & II (2017, 2018, 2019)
Intro to Humanities (2018)
Intro to Literature (2016, 2017)

PRESENTATIONS AND INVITED TALKS

McLeod, A. & **McLeod, C.N.** (Jan, 2024). Archival data interpretation: A case study of digitized Black soldiers' record. *Mellon Sawyer Seminar: Counting Before Computation*. Stanford University, Center for Spatial and Textual Analysis (CESTA).

McLeod, C., Gonzales, A., King, J., Hui, J., Israni, A. (Jan, 2024). *What is community?: Informing the design of a community building platform for low-income Black and Latino residents*. Presented at the 47th Annual Hawaii International Conference on System Sciences. Oahu, Hawaii.

Lane, D., Moxley, S., & **McLeod, C.N.** (Sep, 2022). *The group roots of social media politics: Social sorting predicts perceptions of and engagement in politics on social media*. Presented at the 2022 American Political Science Association Conference. Montréal, Québec, Canada.

Lane, D., Moxley, S., & **McLeod, C.N.** (May, 2022). *The Group Roots of Social Media Politics: Social Sorting Predicts Perceptions of and Engagement in Politics on Social Media*. Presented at the 2022 annual International Communication Association Conference. Paris, France.

Gonzales, A.G., **McLeod, C.**, Ince, J., Bell, J., & Anderson, P. (Nov, 2021). *Building New Bridges: Strategies for Social Network Diversification by Race and Income*. Presented at the 2021 annual National Communication Association Conference. Seattle, WA.

Fisk University, (2020). *Researching Digital Folk: Exercises in Ethical Research*.

University of Reading, (2019). *Black Twitter: Pan-African Culture and Collaboration*.

University College London, (2019). *Body Worlds: Exploring the Body in London*.

University College London, (2018). *Policing, Protest, and Affect: Determining Digital Infrastructure*.

RESEARCH AFFILIATIONS

University of California, Santa Barbara

Graduate Assistant

2023-

Office of Summer Sessions: Academic Programs

Research Mentorship Program and Summer Research

Academies

Advisor: Lina Kim

UpTogether-University of Michigan-University of California, Santa Barbara

2021-2023

Graduate Student Researcher

Project: Family Independence Initiative

P.I.: Dr. Amy Gonzales

University of Chicago

2020-2021

Graduate Student Researcher

Funded by: Neubauer Collegium for the Study of Culture and Society Project:

Practices of Emancipation

University of California, Santa Barbara

2020-2023

Graduate Assistant

Project focus: The Social Diversification Hypothesis

University of California, Santa Barbara

2020-2021

Graduate Student Researcher

Digital Political Inequality Lab

P.I.: Dr. Dan Lane

Rust College

2019-2020

Project Consultant

Project: Rust College Quality Study

The City of South Bend-Community Wellness

2018

Partners-University of Notre Dame

Data Collector

Project focus: Community deficiencies and community-led design

University of California, Davis

2015-2017

Research Assistant

Project(s): Chicago Childhood Study; The Witch Hunt Narrative

P.I.: Dr. Gail Goodman, Postdoc: Dr. Rakel Larson

Howard University

2013

Research Assistant

Funded by: National Science Foundation

P.I.: Dr. Hemayet Ullah

HONORS, AWARDS, AND FELLOWSHIPS

UC-HBCU Fellowship

2020-2024

University of California, Santa Barbara

UCL Photography Distinction

2019

University College London

Capstone Scholar

2013-2017

Howard University

PROFESSIONAL TRAINING

CITRAL Community of Practice

2023-2024

Course Design for Equity

UX Design Professional Certificate

2022

Google

Human Subjects Research

2020

University of California, Santa Barbara

SERVICE

University of California, Santa Barbara

2020-2025

Graduate Student Advisory Committee to the Chair
 Knowledge Base Coordinator (2024-2025)
 ABD Representative (2024-2025)
 All Graduate Representative (2021-2024)
 Interim All-Graduate Representative (2021)
 First Year Representative (2020-2021)

Social Media + Society

2025

Reviewer

AFFILIATIONS

Humanities, Arts, Science and Technology Alliance and Collaboratory (HASTAC)
 Association of Internet Researchers (AoIR)
 International Communication Association (ICA)
 National Communication Association (NCA)
 Association for the Study of Classical African Civilizations (ASCAC)
 The UCSB Graduate Scholars Program
 National Council of Negro Women

LANGUAGES

English (native)
 Spanish (reading and writing-proficient, speaking-conversational)
 Coptic (reading and writing-proficient)
 Hieroglyphics (reading, writing, and speaking-proficient)

COURSES TAKEN (non-exhaustive)

PhD, University of California Santa Barbara

COMM 200 Communication Theory Construction
 COMM 204 Mixed Methods Research
 COMM 204C Advanced Methods and Stats
 COMM 207 Interpersonal Communication
 COM 212 Content Analysis
 COMM 213 Mass Media, Individuals & Society
 COMM 500 Teaching College Communication
 COMM 593A Directed Reading - Community Psychology and Community Identity
 COMM 594 Computer-Mediated Communication
 COMM 594MD Media and Diversity
 COMM 596A Directed Research - The Social Diversification Hypothesis

ENG 238 Media, Technology and Information
FMST 252MD Media Datification
INT 200 Information, Technology, and Society
LING 205 Programming for Linguists
SOC 248MA Social Network Analysis
SOC 255R Gender, Race, and Class

REFERENCES

Dr. Amy Gonzales, gonzales@ucsb.edu
Dr. Ronald E. Rice, rrice@ucsb.edu
Dr. Lina Kim, lina.kim@ucsb.edu
Dr. Winddance Twine, winddance@soc.ucsb.edu (on sabbatical)