

CAITLIN B. PETRE

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EMPLOYMENT

- 2017- Assistant Professor, Department of Journalism & Media Studies, Rutgers University
- 2015-2017 Post-doctoral Associate, Information Society Project, Yale University

EDUCATION

- 2015 Ph.D. in Sociology, New York University
Dissertation: "The Social Life of Metrics: The Production, Interpretation, and Use of Data Analytics in Online Journalism"
Committee: Eric Klinenberg (advisor), Michael Schudson, Rodney Benson, Gabriel Abend
- 2011 M.A. in Sociology, New York University
- 2006 B.A. in Philosophy, Wesleyan University

PEER-REVIEWED JOURNAL ARTICLES

- 2019 Besbris, Max and Caitlin Petre**. "Professionalizing Contingency: How Journalism Schools Adapt to Deprofessionalization." *Social Forces*. doi: 10.1093/sf/soz094
- 2018 Petre, Caitlin. "Engineering Consent: How the design and marketing of newsroom analytics tools rationalize journalists' labor." *Digital Journalism* 6(4): 509-527.
- 2013 Abend, Gabriel, Caitlin Petre and Michael Sauder.** "Styles of Causal Thought: An Empirical Investigation" *American Journal of Sociology* 119(3): 602-654.

FORTHCOMING ARTICLES

- Petre, Caitlin*, Brooke Erin Duffy, and Emily Hund. "Gaming the System': Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production." Forthcoming in *Social Media & Society*.

*Indicates first authorship.

**Indicates equal co-authorship.

WORK IN PROGRESS

Petre, Caitlin. *Desperate Measures: Web Metrics, Journalism, and the Future of Knowledge Work in the Digital Age*

- Book under advanced contract with Princeton University Press

Petre, Caitlin. "Managing Metrics: The Containment, Disclosure, and Sanctioning of Audience Data at the *New York Times*"

- Winner, Best Student Paper: International Communication Association, Journalism Studies Division

- Honorable Mention, Best Student Paper: American Sociological Association, Communication and Information Technology Section

OTHER PUBLICATIONS

BOOK REVIEWS

2017 Petre, Caitlin. Review of Philip N. Howard, *Pax Technica: How the Internet of Things May Set Us Free or Lock Us Up*. *Contemporary Sociology* 46(1): 84-85.

RESEARCH REPORTS

2015 Petre, Caitlin. "The Traffic Factories: Metrics at Chartbeat, Gawker Media, and *The New York Times*." Report released by the Tow Center for Digital Journalism at Columbia University's Graduate School of Journalism.
- Named one of Nieman Lab's Top 10 Studies on Digital News and Social Media for 2015

2013 Besbris, Max and Caitlin Petre**. "Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Job Market". Report released by the CUNY Graduate School of Journalism and the Institute for Public Knowledge at New York University.

SELECTED ESSAYS & BLOG POSTS

2016 Petre, Caitlin. "Gamifying the Workplace." *Public Books*. September 1.

2013 Petre, Caitlin. "A Quantitative Turn in Journalism?" Tow Center for Digital Journalism blog. October 30.

2011 Petre, Caitlin. "Newspapers Embrace Personalization... Readers, Not So Much." *The Filter Bubble* blog. May 14.

2006 Petre, Caitlin. "The Lessons I Didn't Learn in College." *Newsweek*. November 13.

2004 Petre, Caitlin. "Hoop-Jumping Felons Can Vote." *Albuquerque Journal*. July 29.

2004 Petre, Caitlin. "A Pro-Choice Message for Stanley." *Newsday*. April 23.

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**Indicates equal co-authorship.

GRANTS

- 2013 Columbia University Graduate School of Journalism, Tow Center for Digital Journalism: “Metrics: Production and Consumption,” 2013-14. \$79,983.
- 2012 CUNY Graduate School of Journalism, Tow-Knight Center for Entrepreneurial Journalism: “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (co-PI: Max Besbris). \$5,400.
- 2012 New York University, Institute for Public Knowledge: “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (co-PI: Max Besbris). \$2,084.

AWARDS & HONORS

- 2015 Best Student Paper Award: International Communication Association, Journalism Studies Division
- 2015 Top 10 Studies of Digital News and Social Media, Nieman Lab
- 2014 Honorable Mention, Best Student Paper Award: American Sociological Association, Communication and Information Technology Section

CONFERENCE PRESENTATIONS

- 2019 American Sociological Association: “‘Gaming the System’: Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production.”
- 2019 International Communication Association: “‘Gaming the System’: Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production.”
- 2018 Kings College London, Media Industries: Current Debates and Future Directions Conference: “Addicted to Analytics: How Work Becomes Play in the Metrics-Driven Digital Newsroom”
- 2017 American Sociological Association: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”
- 2017 International Communication Association: “The Interpretive Ambiguity of Cultural Metrics”
- 2017 International Communication Association: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”
- 2017 International Communication Association: “The Promises and Pitfalls of Digital Newsroom Ethnography”

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- 2016 Media Sociology ASA Pre-conference: “Managed Metrics: The Entanglement of Expertise and Analytics in the U.S. News Industry”
- 2015 Online News Association: “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and the *New York Times*”
- 2015 International Communication Association: “Managing Metrics: The Containment, Disclosure, and Sanctioning of Audience Data at the *New York Times*”
- 2015 Journalism Studies ICA Pre-conference: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”
- 2014 Media Sociology ASA Pre-conference: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”
- 2013 Media Sociology ASA Pre-conference: “Training for Uncertain Futures: Institutional Legitimacy and Organizational Change in Journalism Education” (with Max Besbris).
- 2012 American Sociological Association: “Having Their Data and Using It Too: The Control and Containment of Audience Metrics at the *New York Times*.”
- 2012 Humboldt University of Berlin, NYLON Research Network: “Painting by Numbers: The Promises, Pitfalls, and Politics of Data Visualization” (with Anna Skarpelis).
- 2012 University of Chicago, AJS Causal Thinking and Ethnography Conference: “Styles of Causal Thought” (with Gabriel Abend and Michael Sauder).
- 2012 Columbia University Graduate School of Journalism, Media Sociology Forum: “Having Their Data and Using It Too: The Control and Containment of Audience Metrics at the *New York Times*.”
- 2011 London School of Economics, NYLON Research Network: “‘Racial Reconciliation on the Cheap’: Deciphering Post-Racial Discourse in the Obama Age.”

INVITED TALKS & GUEST LECTURES

- 2018 University of Michigan, Media Studies Department: “The Interpretive Ambiguity of Media Metrics.” Keynote conference talk.
- 2017 Data & Society Research Institute: “When Workers Play, Who Wins? Workplace Gamification in Historical Perspective”

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- 2015 Sciences Po School of Journalism: “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and the *New York Times*”
- 2015 University of Southern California, Annenberg School for Communication and Journalism: “Big Data Ethnography: Observing the Production, Interpretation, and Use of News Analytics”
- 2015 Columbia University, Tow Center for Digital Journalism: “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and *The New York Times*”
- 2015 Pace University, Department of Media, Communications, and Visual Arts: “Metrics in the Digital Newsroom and Beyond”
- 2014 “Databite” talk at the Data & Society Research Institute: “The Social Life of Big Data: Exploring the Production and Consumption of Web Analytics in Online Journalism”
- 2014 Columbia University, Tow Center for Digital Journalism: “Beyond Clickbait: How Are News Organizations Actually Using Analytics, and What Does It Mean for Content?”
- 2013 New York University, Arthur L. Carter Journalism Institute: “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (with Max Besbris).
- 2012 Columbia University Graduate School of Journalism: “Interviewing the Interviewer: The Challenges and Opportunities of Questioning Journalists.”

TEACHING EXPERIENCE

Rutgers University School of Communication & Information
 Digital Media & Society (undergraduate course): Fall 2017, Spring 2018, Fall 2018, Spring 2019
 Data & Media (undergraduate course): Spring 2018, Spring 2019

PROFESSIONAL SERVICE

Reviewer for *American Journal of Sociology*; *American Sociological Review*; *Digital Journalism*; *Information, Communication and Society*; *International Journal of Communication*; *International Journal of Press/Politics*; *Media & Communication*; *Social Forces*; *Social Media & Society*.

- 2016 Conference Co-Organizer (with Frank Pasquale and Valerie Belair-Gagnon), “Unlocking the Black Box: The Promise and Limits of Algorithmic Accountability in the Professions,” Yale Law School Information Society Project

Academic membership:
 American Sociological Association
 International Communication Association

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