

# Lee McGuigan

Assistant Professor  
Hussman School of Journalism and Media  
University of North Carolina at Chapel Hill  
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## Education

- 2018      **Ph.D. Communication**  
Annenberg School for Communication, University of Pennsylvania  
  
Dissertation: "Selling the American People: Data, Technology, and the Calculated Transformation of Advertising"
- 2015      **M.A. Communication**  
Annenberg School Communication, University of Pennsylvania
- 2011      **M.A. Media Studies**  
Faculty of Information and Media Studies, University of Western Ontario
- 2009      **B.A. Honors Specialization in Media, Information, and Technoculture;  
Major in English Language and Literature (*with distinction*)**  
University of Western Ontario

## Teaching and Research Positions

- 2021      **Assistant Professor**  
Hussman School of Journalism and Media, UNC-Chapel Hill
- 2019-2020      **Postdoctoral Research Fellow**  
Digital Life Initiative, Cornell Tech
- 2019      **Lecturer**  
Annenberg School for Communication, University of Pennsylvania

## Honors

- 2017      **Prize in Memory of Dallas W. Smythe**  
International Association for Media and Communication Research

- 2015            **Brian Murphy Best Paper Award**  
Union for Democratic Communications
- 2013-2017    **Doctoral Fellowship (\$20,000 CAD per annum)**  
Social Sciences and Humanities Research Council of Canada
- 2010            **Joseph-Armand Bombardier Master's Scholarship (\$17,500 CAD)**  
Social Sciences and Humanities Research Council of Canada

## Bibliography

### Books

- In prep.    **Lee McGuigan.** *Selling the American People: Dreams and Designs to Optimize Advertising.* MIT Press. (Under contract)
- 2014        **Lee McGuigan** and Vincent Manzerolle (eds). *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media.* New York: Peter Lang.

### Book Chapters

- 2018        **Lee McGuigan.** Canadian contributions to the study of advertising and consumer culture. In *Advertising, Consumer Culture, and Canadian Society: A Reader*, ed. Kyle Asquith, pp. 4-22. Toronto, ON: Oxford University Press.
- 2016        Anthony Nadler and **Lee McGuigan.** Captains of habit formation: Marketers' emerging models of the consumer mind. In *Explorations in Critical Studies in Advertising*, eds. James F. Hamilton, Robert Bodle, and Ezequiel Korin, pp. 124-137. New York: Routledge.
- 2016        **Lee McGuigan** and Victor Pickard. Comcast Corporation. In *Global Media Giants*, eds. Ben Birkinbine, Rodrigo Gomez, and Janet Wasko, pp. 72-91. New York: Routledge.
- 2015        **Lee McGuigan.** From demographics to buying power: Economic evaluation of audiences as consumers. In *La médiatisation de l'évaluation/Evaluation in the Media*, eds. Julie Bouchard, Etienne Candel, Hélène Cardy, and Gustavo Gomez-Mejia, pp. 259-280. Berne, CH: Peter Lang.
- 2014        **Lee McGuigan.** After broadcast, what? An introduction to the legacy of Dallas Smythe. In *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*, eds. Lee McGuigan and Vincent Manzerolle, pp. 1-20. New York: Peter Lang

## Refereed Papers and Articles

- 2019 **Lee McGuigan**. Automating the audience commodity: The unacknowledged ancestry of programmatic advertising. *New Media & Society*, 21(11/12), 2366-2385.
- 2019 Emily Hund and **Lee McGuigan**. A shoppable life: Performance, selfhood, and influence in the social media storefront. *Communication, Culture & Critique*, 12(1), 18-35.
- 2019 **Lee McGuigan** and Rosemary Clark Parsons. This kill shot is brought to you by...: An analysis of hunting television in the United States. *Critical Studies in Television*, 14(1), 55-73.
- 2018 **Lee McGuigan**. Selling Jennifer Aniston's sweater: The persistence of shoppability in framing television's future. *Media Industries*, 5(1), 1-26.
- 2018 Anthony Nadler and **Lee McGuigan**. An impulse to exploit: The behavioral turn in data-driven marketing. *Critical Studies in Media Communication*, 35(2), 151-165.
- 2017 **Lee McGuigan**. The hunting industry: Exploring the marriage of consumerism, sport hunting, and commercial entertainment. *Journal of Consumer Culture*, 17(3), 910-930.
- 2015 **Lee McGuigan** and Graham Murdock. The medium is the marketplace: Digital systems and the intensification of consumption. *Canadian Journal of Communication*, 40(4), 717-726.
- 2015 **Lee McGuigan** and Vincent Manzerolle. "All the world's a shopping cart": Theorizing the political economy of ubiquitous media and markets. *New Media & Society*, 17(11), 1830-1848.
- 2015 **Lee McGuigan**. Procter & Gamble, mass media, and the making of American life. *Media, Culture & Society*, 37(6), 887-903.
- 2015 Joseph Turow, **Lee McGuigan**, and Elena Maris. Making data mining a natural part of life: Physical retailing, customer surveillance, and the 21<sup>st</sup> century social imaginary. *European Journal of Cultural Studies*, 18(4/5), 464-478.
- 2015 **Lee McGuigan**. Direct marketing and the productive capacity of commercial television: T-commerce, advanced advertising, and the audience product. *Television & New Media*, 16(2), 196-214.

- 2012 **Lee McGuigan.** Consumers: The commodity product of interactive commercial television, or, is Dallas Smythe’s thesis more germane than ever? *Journal of Communication Inquiry*, 36(4), 288-304

## Other Writing

- 2020 **Lee McGuigan.** This tool lets you confuse Google’s ad network, and a test shows it works. *MIT Technology Review*, Jan. 6.  
<https://www.technologyreview.com/2021/01/06/1015784/adsense-google-surveillance-adnauseam-obfuscation/>
- 2014 Joseph Turow and **Lee McGuigan.** Retailing and social discrimination: The new normal? In *Data and Discrimination: Collected Essays*, eds. Seeta Peña Gangadharan, Virginia Eubanks, and Solon Barocas, pp. 27-30. Open Technology Institute, New America Foundation.  
<https://www.newamerica.org/oti/policy-papers/data-and-discrimination/>
- 2014 **Lee McGuigan.** Am I Big Brother’s keeper? In *The Third Man Theme Revisited: Foreign Policies of the Internet in a Time of Surveillance and Disclosure—2014 Milton Wolf Seminar Compendium*, pp. 35-38.  
<http://www.global.asc.upenn.edu/app/uploads/2015/04/Milton-Wolf-2014-Compendium.pdf#page=37>

## Teaching

- Spring 2019 **Lecturer – Media Industries and Society (COMM 130)**  
Annenberg School for Communication, University of Pennsylvania  
(67 students)
- Fall 2018 **Teaching Assistant – The Journalism of Social Change (COMM 381)**  
Annenberg School for Communication, University of Pennsylvania  
(23 students)
- 2017 **Certificate in University Teaching**  
Center for Teaching and Learning, University of Pennsylvania
- Fall 2016 **Teaching Assistant – Critical Approaches to Popular Culture (COMM 123)**  
Annenberg School for Communication, University of Pennsylvania  
(90 students)
- Summer 2016 **Lecturer – Mass Media and Society (COMM 130)**  
Annenberg School for Communication, University of Pennsylvania

- Spring 2016 **Teaching Assistant – Mass Media and Society (COMM 130)**  
Annenberg School for Communication, University of Pennsylvania  
(101 students)
- Fall 2010 **Teaching Assistant – Designing and Critiquing Research Methods (MIT 3000)**  
Faculty of Information and Media Studies, University of Western Ontario
- Spring 2009 **Teaching Assistant – Advertising and the Mass Media (MIT 3214)**  
Faculty of Information and Media Studies, University of Western Ontario
- Fall 2009 **Teaching Assistant – Designing and Critiquing Research Methods (MIT 3000)**  
Faculty of Information and Media Studies, University of Western Ontario

## Professional Service

### Reviewer

*Continuum: Journal of Media & Cultural Studies; Information, Communication & Society; Cambridge University Press; Journal of Digital Social Research; Journal of Consumer Culture; Sociology Compass; Television & New Media; Journal of Communication Inquiry; International Communication Association*

### Memberships

International Communication Association (ICA); Media Ecology Association (MEA); International Association for Media and Communication Research (IAMCR); Canadian Communication Association (CCA); Union for Democratic Communications (UDC); Society for Social Studies of Science (4S)