

April 2023

JOSEPH TUROW

Annenberg School For Communication
University of Pennsylvania
Philadelphia, PA 19104
(215) 898 5842
Jturow@asc.upenn.edu

∞ General Information

Academic Record

Ph.D. University of Pennsylvania (in Communications)
M.A. The Annenberg School of Communications
University of Pennsylvania
B.A. The University of Pennsylvania (in English)

Professional Experience

1998-present Robert Lewis Shayon Chair Professor
2011-2018 Associate Dean for Graduate Studies
2003-2009 Associate Dean for Graduate Studies
2002-2007 Director, Information and Society division, Annenberg Public Policy Center
1990-present Professor, University of Pennsylvania
1986-1990 Associate Professor, University of Pennsylvania
1981-1986 Associate Professor, Purdue University
1985 Visiting Associate Professor (Summer) UCLA
1976-1981 Assistant Professor, Purdue University
1980 Visiting Assistant Professor (Summer) UCLA
1974 & 1975 Summer Lecturer, Drexel University
1972-1974 Graduate Teaching and Research Assistantships

Awards and Honors

- Presented the 15th Annual BCLT Privacy Lecture, UC Berkeley Law School, October 14, 2022.
- *The Daily You* (Yale University Press, 2011) named a “key work in advertising research” in a German volume, *Schlusshwerke de Werbeforschung (Key Works of Advertising Research)* to be published in 2023 by Springer.
- Major grant from the Digital Trust Foundation to study a national survey of the privacy behaviors and needs of people with low economic status, August, 2015.
- Presented with the John P. McGovern Health Communication Award from the University of Texas School of Communication, for the book *Playing Doctor*, April 2013.
- Presented with the Distinguished Scholar Award by the National Communication Association, November 2010.
- Elected a Fellow of the International Communication Association, June 2010
- Astor Visiting Lectureship, Oxford University, for January 2009.
- Pockrass Memorial Lecturer, Penn State University, April 16, 2007.
- Grant from the John D. and Catherine T. MacArthur Foundation in support of The Hyperlinked Society conference of June 2006.
- Grants from the Robert Wood Johnson Foundation to create multi-media essay on CD-ROM aimed at educating medical students about how prime time television’s images of health care

might influence their patients, September 2005-July 2006 and July 2003-March 2004; distributed in Summers 2003, 2004, and 2005; 2nd edition created and distributed to first year medical students throughout the US in Summer 2006, Summer 2007, and Summer 2008.

- Best faculty paper award (with coauthor Rivka Ribak), International Communication Division, Association for Education in Journalism and Mass Communication, presented at August 2002 conference.
- Major grant from Kaiser Family Foundation to study health policy issues on TV hospital programs, 2002.
- Chancellor's Distinguished Lecturer, Louisiana State University, April 2000.
- Commendation from the Provost's office for being named as the teacher of the "best doctoral course at Penn" by at least one of Penn's Ph.D. graduates of 1999.
- Awarded major grants from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-2000.
- With Professors Kathleen Hall Jamieson and Joseph Cappella, awarded a major grant from the Ford foundation for research on the content, consequences and print-media coverage of political talk radio, 1996.
- Appointed to the National Endowment for Children's Educational Television of the US Department of Commerce, 1995-1997.
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1994.
- Elected to chair the Mass Communication Division of the International Communication Association, 1993-1997
- Invited to teach a "master's session" at the 1991 annual International Communication Association Conference
- Appointed as a Commonwealth Speaker for 1991 by the Pennsylvania Humanities Council
- Awarded competitively selected research grant from the University of Pennsylvania Research Foundation, 1988-1989
- Appointed as a Commonwealth Speaker for 1989 by the Pennsylvania Humanities Council
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1986
- Top Three Mass Communication Division Paper, Mass Communication, 1977 and 1984 Speech Communication Association Conferences
- Top Ten Mass Communication Division Paper, 1981, 1983, and 1984 International Communication Association Conferences
- Authored a book designated "Book of the Month" by COMMUNICATION BOOKNOTES (May 1984)
- Recipient of the Russel Nye Award of the Popular Culture Association for the best article in the JOURNAL OF POPULAR CULTURE, 1982-83.
- Departmental Best Teaching Award, 1981 and 1983

- Dissertation Research Scholarship, 1975-1976
- University (work-free) fellowship, 1974-1975
- Full tuition scholarship, throughout graduate career
- Research and Teaching Assistantships, 1972-1974
- Dean's List With Distinction
- Phi Beta Kappa, 1971

Membership in Scholarly Societies

International Communication Association, 1973 -
Speech Communication Association, 1976 -
Association for Internet Researchers, 2012-

Authored Books

Joseph Turow, **THE VOICE CATCHERS: HOW MARKETERS LISTEN IN TO EXPLOIT YOUR FEELINGS, YOUR PRIVACY, AND YOUR WALLET**, Yale University Press, 2021; Published in print, digital, and audio formats. One of Business Insider's "21 books on Big Tech to watch out for in 2021." Translated into Korean, 2022. Licensed by Yale U Press to be translated into Spanish and Chinese.

Joseph Turow, **MEDIA TODAY: AN INTRODUCTION TO A CONVERGING WORLD**. New York: Routledge, 8th edition. The 4th edition was **translated into Serbian** in two volumes, published in 2012 and 2013, respectively.

Joseph Turow, **THE AISLES HAVE EYES: HOW RETAILERS TRACK YOUR SHOPPING, STRIP YOUR PRIVACY, AND DEFINE YOUR POWER**. New Haven and London: Yale University Press, 2017. Published in print, digital, and audio formats.

Joseph Turow, **THE DAILY YOU: HOW THE NEW ADVERTISING INDUSTRY IS SHAPING YOUR IDENTITY AND YOUR WORLD**. New Haven: Yale University Press, 2011. **Translated into Turkish** and published in 2015.

Joseph Turow, **PLAYING DOCTOR: TELEVISION, STORYTELLING, AND MEDICAL POWER**. Originally New York: Oxford University Press, 1989; Updated and expanded edition University of Michigan Press, 2010.

Joseph Turow, **NICHE ENVY: MARKETING DISCRIMINATION IN THE DIGITAL AGE**. Cambridge, MA: MIT Press, 2006.

Joseph Turow, **BREAKING UP AMERICA: ADVERTISING AND THE NEW MEDIA WORLD**. University of Chicago Press, 1997; paperback edition, 1998. **Mainland Chinese translation** Trans. by Bin Hong. Beijing: Huaxia Press, 2003.. Chapter 1 **reprinted** in the college composition anthology, *The Contemporary Reader*, Seventh Edition, edited by Gary Goshgarian (Addison Wesley Longman, 2001).

Joseph Turow, **MEDIA TODAY: AN INTRODUCTION TO MASS COMMUNICATION** 2nd edition. Boston: Houghton Mifflin, 2003; 1st edition, 1999.

Joseph Turow, **MEDIA SYSTEMS IN SOCIETY: UNDERSTANDING INDUSTRIES, STRATEGIES, AND POWER**. New York: Longman, 1992; second edition 1997.

Joseph Turow, **MEDIA INDUSTRIES: THE PRODUCTION OF NEWS AND ENTERTAINMENT**. New York: Longman, 1984.

Joseph Turow, **ENTERTAINMENT, EDUCATION, AND THE HARD SELL: THREE DECADES OF NETWORK CHILDREN'S TELEVISION**. New York: Praeger, 1981.

Joseph Turow, **GETTING BOOKS TO CHILDREN: AN EXPLORATION OF PUBLISHER-MARKET RELATIONS**. Chicago: American Library Association, 1979.

Edited Books

Matt McAllister and Joseph Turow (editors), THINKING CRITICALLY ABOUT ADVERTISING AND CONSUMER CULTURE, New York and London: Routledge, 2009.

Joseph Turow and Lokman Tsui (editors), THE HYPERLINKED SOCIETY: QUESTIONING CONNECTIONS IN THE DIGITAL AGE. Ann Arbor, Michigan: University of Michigan Press, 2008.

Brooke Duffy and Joseph Turow (editors), KEY READINGS IN MEDIA TODAY. New York and London: Routledge: 2008.

Joseph Turow and Andrea Kavanaugh (editors), THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY. Cambridge, MA: MIT Press, 2003.

Joseph Turow (Ed.), CAREERS IN MASS MEDIA. Chicago: Science Research Associates, 1984.

Monographs and Reports

Joseph Turow, Yphtach Lelkes, Nora Draper and Ari Waldman, “Americans Can’t Consent Companies’ Use of Their Data,” February 2023,
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4391134

Joseph Turow, Michael Hennessy, and Nora Draper, “Divided We Feel: Partisan Politics Drives Americans’ Emotions Toward Surveillance of Low-Income Americans,” April 2018.
<https://www.asc.upenn.edu/sites/default/files/documents/Turow-Divided-Final.pdf>

Joseph Turow, Michael Hennessy, and Nora Draper, The Tradeoff Fallacy, Annenberg School for Communication, July 2015.
https://www.asc.upenn.edu/sites/default/files/TradeoffFallacy_1.pdf

Joseph Turow, Americans, Marketers, and the Internet: 1999-2012. Annenberg School for Communication, April 2014. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2423753

Joseph Turow, Michael Delli Carpini, Nora Draper, and Rowan Howard-Williams, “Americans Roundly Reject Tailored Political Advertising—At a Time When Political Campaigns are Embracing It,” Annenberg School for Communication, U of Pennsylvania, July 2012.

Joseph Turow, “Buying Digital Advertising: A Brief Overview.” This is a companion to a report on “Digital Advertising and News” by Katerina Eva Matsa, Kenny Olmstead, Amy Mitchell and Tom Rosenstiel of the Pew Project for Excellence in Journalism, February 13, 2012. http://www.journalism.org/analysis_report/buying_digital_advertising_brief_overview

Chris Jay Hoofnagle, Jennifer King, Su Li, and Joseph Turow (listed in alphabetical order), “How Different are Young Adults from Older Adults When It Comes to Information Privacy Attitudes and Policies?” Annenberg School for Communication (U of Pennsylvania) and Berkeley School of Law (U California, Berkeley), April 16, 2010.

Joseph Turow, Jennifer King, Chris Jay Hoofnagle, Amy Bleakley, and Michael Hennessy, "Americans Reject Tailored Advertising and Three Activities That Enable It," Annenberg School for Communication (U of Pennsylvania) and Berkeley School of Law (U California, Berkeley), November 2009.

Joseph Turow (University of Pennsylvania), Christopher Hoofnagle, Deirdre Mulligan, Nathaniel Good, and Jens Grossklags (U.C. Berkeley Boalt Hall School of Law), "The FTC and Consumer Privacy in the Coming Decade," Presented at the Federal Trade Commission meeting, "Protecting Consumers in the Next Tech-ade," November 8, 2006.

Joseph Turow, "Open to Exploitation: American Shoppers Online and Offline," Report of the Annenberg Public Policy Center, June 2005.

"Prime Time Doctors: Why Should You Care?" a Multi-media essay on DVD, distributed to approximately 20,000 first-year US medical students by the Robert Wood Johnson Foundation each summer of 2003, 2004, 2005, 2006, 2007 and 2008.

Joseph Turow, Kara Coluccio, Alyssa Hersh, Lee Humphries, Lela Jacobsohn, and Nadia Sawicki, "Discussions of Health Websites in Medical and Popular Media." A Report from Consumer WebWatch, a project of Consumers Union, August 2003.

"Americans and Online Privacy: The System is Broken." Report of the Annenberg Public Policy Center, June 2003.

Matthew McAllister and Joseph Turow (editors), "Commercialism and the New Media," special issue of *Journal of Broadcasting and Electronic Media* 46:4 (December, 2002).

Joseph Turow and Rachel Gans, "As Seen on TV: Health Policy Issues on TV's Medical Dramas." A Report from the Kaiser Family Foundation, July 2002.

"Web Sites and the 2000 Election." Coordinated and edited three reports to the Pew Charitable Trusts, July 2002.

Joseph Turow, "Public Policies on Children's Websites: Do They Play By the Rules?" Report No. 38 of the Annenberg Public Policy Center, March 2001, 22 pages.

Joseph Turow and Lilach Nir, "The Internet and the Family 2000: The View From Parents, the View from Kids." A Report from the Annenberg Public Policy Center of the University of Pennsylvania, 35 pp.

"The Internet and the Family: The View from Parents, the View from the Press." A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Turow, May 1999, 42 pp. **Reprinted** in Spanish by Professor Carole Cummings for a Web site on Youth and Internet established at Diego Portales University in Santiago, Chile.

"Call-In Political Talk Radio: Background, Content, Audiences, Portrayal in Mainstream Media," A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Cappella, Joseph Turow and Kathleen Jamieson, and funded by the Ford Foundation and the Carnegie Foundation of New York, August, 1996, 72 pp.

"Program Trends in Network Children's Television, 1948-1978." Washington, DC: Federal Communications Commission, 1979, 74.

Articles in Refereed Scholarly Journals

Nick Couldry and Joseph Turow, "Market-Driven Voice Profiling: A Framework for Understanding," *ADVERTISING & SOCIETY QUARTERLY* 23:3 (Fall, 2022), DOI: [10.1353/asr.2022.0024](https://doi.org/10.1353/asr.2022.0024) .

Joseph Turow, "Prescience and Integrity in *The Panoptic Sort*," *INTERNATIONAL JOURNAL OF COMMUNICATION*, May 6, 2022, <https://annenbergpress.com/2022/03/07/international-journal-of-communicationpublishes-a-forum-on-gandys-the-panoptic-sort/>.

Joseph Turow, "Virtual Colloquium: The Unending Spiral of Personalization: Voice Profiling, Biometrics, Audience Construction, and the Future of Consent," *ADVERTISING & SOCIETY QUARTERLY* 22:4 (Winter, 2021), [doi:10.1353/asr.2021.0045](https://doi.org/10.1353/asr.2021.0045).

Joseph Turow, "Journalism and the Voice Intelligence Industry," *DIGITAL JOURNALISM*, 9: (2021), 1000-1006. <https://doi.org/10.1080/21670811.2020.1829979>

Nora Draper and Joseph Turow, "The Corporate Cultivation of Digital Resignation," *NEW MEDIA AND SOCIETY*, March 2019.

Joseph Turow and Nick Couldry, "Media *as* Data Extraction: Towards A New Map Of a Transformed Communications Field," *JOURNAL OF COMMUNICATION*, Ferment in the Field special issue. 68(2018) 415-423.

Joseph Turow, Michael Hennessy, and Nora Draper, "Persistent Misperceptions: Americans' Misplaced Confidence in Privacy Policies, 2003-2015," *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA* 62 (2018) 461-478.

Joseph Turow, Lee McGuigan, and Elena Rosa Maris, "Making Data Mining a Natural Part of Life," *EUROPEAN JOURNAL OF CULTURAL STUDIES*, 8 (4) August-October, 2015, pp. 464-478.

Joseph Turow and Nora Draper, "Industry Conceptions of Audience in the Digital Space," *CULTURAL STUDIES* 28:4 (2014), pp. 643-656.

Nick Couldry and Joseph Turow, "Advertising, Big Data, and the Clearance of the Public Realm: Marketers' New Approaches to the Content Subsidy," *INTERNATIONAL JOURNAL OF COMMUNICATION*. 8 (2014) [Authors are listed in alphabetical order.]

"The Case for Studying In-Store Media," *MEDIA INDUSTRIES JOURNAL* 1:1 (2014) <http://www.mediaindustriesjournal.org/index.php/mij>

“Nurses and Doctors in Prime Time Series: The Dynamics of Depicting Professional Power Nursing Outlook,” *NURSING OUTLOOK* 60:5 (2012), pp. S4-S11.

Joseph Turow, Michael Hennessy, and Amy Bleakley, “Consumers’ Understanding of Privacy Rules in the Marketplace: Findings from a National Survey,” *JOURNAL OF CONSUMER AFFAIRS*, 2008.

Joseph Turow, Deirdre Mulligan, and Christopher Hoofnagle, “The Federal Trade Commission and Consumer Privacy in the Coming Decade,” *I/S: A JOURNAL OF LAW AND POLICY FOR THE INFORMATION SOCIETY* 3:3 (Winter 2007-08): 723-750.

Joseph Turow and Michael Hennessy, “Internet Privacy and Institutional Trust: Insights From a National Survey,” *NEW MEDIA AND SOCIETY* 9:2 (April, 2007) pp. 300-318.

Laura Grindstaff and Joseph Turow, “Television Sociology,” *ANNUAL REVIEW OF SOCIOLOGY* 32 (2006) pp. 103-125.

“Audience Construction and Culture Production: Marketing Surveillance in the Digital Age,” *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*, vol. 597, January 2005, pp. 103-121. Reprinted in Michael Hinner, editor, *FREIBERGER BEITRAGE ZUR INTERKULTURELLEN UND WIRTSCHAFTSKOMMUNIKATION*, Vm 3 (Munich, Germany: Peter Lang, 2007).

“‘The Answers Are Always In The Body’: Forensic Pathology In Us Crime Programmes,” *THE LANCET* 364 (December, 2004), pp. 54-55.

“Internet Power and Internet Power and Social Context: A Globalization Approach to Web Privacy Concerns,” *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA*, Fall 2003. (Co-author with Rivka Ribak)

Matthew P. McAllister and Joseph Turow, “Commercialism in the New Media World,” *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA*, 46:4 (December 2002), pp. 505-514.

“Family Boundaries, Commercialism and the Internet,” *JOURNAL OF APPLIED DEVELOPMENTAL PSYCHOLOGY*, 22, (2001) 73-86.

“Domestic Zealotry and the Press: The Case of Kevorkian’s Euthanasia Incident,” *JOURNALISM* 1:2 (August, 2000), pp. 197-216. (First author, with Arthur Caplan and John Bracken.)

“Television Entertainment and the US Health Care Debate,” *THE LANCET* 347: 9010 (May 4, 1996), pp. 1240-44. **Reprinted** (in Spanish) as “Las series televisas y el debate sobre la sanidad norteamericana,” in *Medicina y denos de comunicacion* (Barcelona, Spain: Fundacion Dr. Antonio Esteve, 1997), pp. 37-43.

“Hidden Conflicts and Journalistic Norms: The Case of Self-Coverage,” *JOURNAL OF COMMUNICATION* 44:2 (Spring, 1994) 29-46. Reprinted in *The International Library of Politics and Comparative Government* (Aldershot, England: Ashgate Publishing Ltd; forthcoming).

"The Organizational Underpinnings of Contemporary Media Conglomerates," COMMUNICATION RESEARCH 19:6, December 1992. Reprinted in Peter Golding and Graham Murdock, (Eds.), THE POLITICAL ECONOMY OF MEDIA (Cheltenham, England: Edward Elgar, 1997).

"On Reconceptualizing 'Mass Communication,'" JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, Spring 1992, pp. 105-109.

"The Challenge of Inference in Interinstitutional Research on Mass Communication," COMMUNICATION RESEARCH, 18:2 (April 1991) 222-239.

"Public Relations and Newswork: A Neglected Relationship," AMERICAN BEHAVIORAL SCIENTIST 33:3 (November/December 1989) 206-212.

"Cultural Argumentation and the Mass Media: A Perspective For Research," COMMUNICATION, 8:2 (Autumn 1985) 139-164.

"Hospitals and Hospital Administrators on Television," HOSPITALS AND HEALTH SERVICES ADMINISTRATION, Journal of the American College of Hospital Administrators 30:6 (November/December, 1985) 96-106.

"Television, the Treatment of Illness, and the Portrayal of Institutional Change," JOURNAL OF COMMUNICATION 35:4 (Autumn, 1985), 36-52 (first author with Lisa Coe). Reprinted in G. Kreps and B. Thornton (eds.), *Health Communication: Theory & Practice* 2nd Edition (Waveland Press, 1992).

"TV's Effects on Children: What the Experts Believe," COMMUNICATION RESEARCH REPORTS 2:1 (December 1985) 149-155 (alphabetically ordered authorship with Carl Bybee and Danny Robinson).

"A Mass Communication Perspective on Publishing," JOURNAL OF POPULAR CULTURE (Spring 1984) 100-109.

"Local TV: Producing Soft News," JOURNAL OF COMMUNICATION (Spring, 1983) 111-123.

"Producing TV's News: How Important is Community?" JOURNAL OF COMMUNICATION (Spring 1982) 186-193.

"Determinants of Parental Guidance of Children's TV Viewing for a Special Subgroup: Mass Media Scholars," JOURNAL OF BROADCASTING 26:3 (Fall, 1982) 697-711 (alphabetically ordered authorship with Carl Bybee and D. Robinson).

"The Role of 'The Audience' in Publishing Children's Books" JOURNAL OF POPULAR CULTURE 16:2 (Fall, 1982) 90-100. Winner of the Russell B. Nye Award

"Broadcast Television's Publicity Outlets: An Initial Investigation," PUBLIC RELATIONS REVIEW 7:3 (Fall, 1981) 111-123 (first author with Ceritta Park).

"Non-fiction on Commercial Children's Television: Trends and Policy Implication," JOURNAL OF BROADCASTING 24:4 (Fall, 1980) 437-448.

"Television Sponsorship Forms and Program Subject Matter," JOURNAL OF BROADCASTING 24:3 (Summer, 1980) 381-399.

"Occupation and Personality on Television Dramas: An Industry View," COMMUNICATION RESEARCH 7:3 (July 1980) 295-318.

"Casting For Television: The Anatomy of Social Typing," JOURNAL OF COMMUNICATION 28:4 (Autumn, 1978) 18-24.

"The Impact of Differing Orientations of Librarians on the Process of Book Selection: A Case Study of Library Tensions." THE LIBRARY QUARTERLY (The University of Chicago Press) 48:3 (July, 1978) 278-292.

"Another View of Citizen Feedback to the Mass Media," PUBLIC OPINION QUARTERLY 41:4 (Winter, 1977-78) 534-543.

"Advising and Ordering: Daytime, Prime Time," JOURNAL OF COMMUNICATION 24:2 (Spring, 1974) 138-140.

"Talk Show Radio As Interpersonal Communication," JOURNAL OF BROADCASTING 18:2 (Spring, 1974) 171-191.

"Dickens and Fire Imagery," REVUES DES LENGUES VIVANTES 40:4 (Winter, 1974) 359-370 (second author with Benjamin Fisher).

Book Chapters

"Audience Construction and Health Care Storytelling in the Digital Age." In Lester D Friedman and Therese Jones, Routledge Handbook of Health and Media (London: Routledge, 2022).

"The Past, Present, and Future of Internet Personalization." In Emily West and Matthew McAllister (Eds.), THE ROUTLEDGE COMPANION TO ADVERTISING AND PROMOTIONAL CULTURE, 2nd edition (London: Routledge, 2022).

"Digital Advertising." In Gregory A. Bourchard (Ed.), ENCYCLOPEDIA OF JOURNALISM (Thousand Oaks, CA: Sage Publications, 2022).

"The Development of the Modern Advertising Industry." Opening chapter in Jonathan Hardy (Ed.) THE ADVERTISING HANDBOOK (Routledge, 2018)

"Americans and Marketplace Privacy: Seven Annenberg National Surveys in Perspective." In Evan Selinger, Jules Polonetsky, and Omer Tene (Eds.), CAMBRIDGE HANDBOOK OF CONSUMER PRIVACY (Cambridge University Press, 2018).

Nora Draper and Joseph Turow, "Audience Constructions, Reputations, and Emerging Media Technologies: New Issues of Legal and Social Policies." In Roger Brownsword, Eloise Scotford, and Karen Yeung (Eds.) THE OXFORD HANDBOOK OF THE LAW AND REGULATION OF TECHNOLOGY (Oxford UK: Oxford University Press), online publication date: December 2016.

“Personalization.” In Laurie Ouellett and Jonathan Gray (Eds.), *KEYWORDS IN MEDIA STUDIES* (New York: NYU Press, 2017).

“The Digital Transformation of Physical Retailing.” In A. Bechmann and S. Lomborg (Editors), *THE UBIQUITOUS INTERNET* (New York and London: Routledge, 2015).

“Self-Regulation and the Construction of Media Harms: Notes On the Battle Over Digital Privacy.” In Monroe Price and Stefaan Vurhurst (Eds.), *HANDBOOK OF MEDIA LAW AND POLICY* (New York and London: Routledge, 2013).

“Media Buying: The New Power of Advertising.” In Matt McAllister and Emily West (Editors), *ROUTLEDGE COMPANION TO ADVERTISING AND PROMOTIONAL CULTURE* (New York: Routledge, 2012).

“The Industrial Construction of Audiences in Mass Media Industries.” In Charles Salmon (Editor), *COMMUNICATION YEARBOOK 36* (Taylor & Francis).

“Media Buying: The New Power of Advertising.” In Matt McAllister and Emily West (Eds.), *ROUTLEDGE COMPANION TO ADVERTISING AND PROMOTIONAL CULTURE* (New York: Routledge, in press).

“How Should We Think About Audience Power in the Digital Age?” In Vicki Mayer (Ed.) *RESEARCH IN MEDIA INDUSTRIES*. London and New York: Blackwell, 2012.

J Turow and Nora Draper, “Advertising’s New Surveillance Ecosystem.” In Kirstie Ball , David Lyon, and Kevin Haggerty (Eds.) *ROUTLEDGE INTERNATIONAL HANDBOOK OF SURVEILLANCE STUDIES*. London and New York: Routledge , 2012.

“Doctor Kildare’s Strange Case,” In Henri G. Holt (Ed.), *THE PICTURE OF HEALTH: MEDICAL ETHICS AND THE MOVIES*. New York and London: Oxford University Press, 2011.

“Rethinking Television in the Digital Age.” In Lilie Chouliaraki and Mette Morsing (Eds.) *MEDIA, ORGANISATION, AND IDENTITY*. London: Palgrave Macmillan, in press for 2010.

“A World of Blurred Media Boundaries.” In B. Yiqun and H. Ming, *POWER WITHOUT BOUNDARIES: DIALOGUE WITH SUMNER REDSTONE*, Nanfang, China: Nanfang Daily Press, 2010. In Chinese and English.

“Segment-Making and Society-Making Media: What is a Good Balance?” In Academic Committee of Beijing Forum, *SELECTED PAPERS FROM THE BEIJING FORUM* (Beijing, China, 2009)

“George Gerbner.” In Wolfgang Donsbach, editor, *INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATION*. London: Blackwell Publishing, 2008.

J Turow and R Gans-Boriskin, "From Expert in Action to Existential Angst: A Half Century of Television Doctors." In L Reagan and P Treichler (Eds.) *MEDICINE'S MOVING PICTURES*. State University Press of New York, 2007.

Jessica Taylor-Piotrowski and Joseph Turow, "Children and the Internet." In Jeffrey Jensen Arnett, Ed., *ENCYCLOPEDIA OF CHILDREN, ADOLESCENTS, AND THE MEDIA*. Newbury Park, CA: Sage, 2007.

"Cracking the Consumer Code: Advertising, Anxiety and Surveillance in the Digital Age." In Kevin Hagerty and Richard Ericson, Eds., *THE NEW POLITICS OF SURVEILLANCE AND VISIBILITY*. Toronto: University of Toronto Press, 2006.

"Taken to Extremes: Newspapers and Kevorkian's Televised Euthanasia Incident." In Lester Friedman, Eds., *CULTURAL SUTURES: MEDICINE AND MEDIA*. Durham, NC: Duke University Press, 2004.

"Introduction to the Wired Homestead," in Joseph Turow and Andrea Kavanaugh (editors), *THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY*. Cambridge, MA: MIT Press, 2003.

Joseph Turow and Rivka Ribak, "Toward a World System Perspective on Cross-National Web Research" in Robin Mansell, Rohan Samarajiva, and Amy Mahan, *NETWORKING KNOWLEDGE FOR INFORMATION SOCIETIES: INSTITUTIONS & INTERVENTION* (Delft, the Netherlands: University of Delft Press, 2002).

"U.S. Television Broadcasting," *ENCYCLOPEDIA OF COMMUNICATION AND INFORMATION*. (New York: Macmillan, in press).

With Lilach Nir, "The Internet and the Family: The View From Parents," in Cecilia von Feilitzen and Ulla Carlsson (ed.s), *Children in the New Media Landscape*. (Goteborg, Sweden: UNESCO International Clearinghouse on Children and Violence on the Screen, 2000), pp. 331-348.

"Segmenting, Signaling and Tailoring: Probing the Dark Sides of Target Marketing," in Robin Andersen and Lance Strate (editors), *CRITICAL STUDIES IN MEDIA COMMERCIALISM* (New York: Oxford University Press, 2000).

"Marcus Welby, M.D." and "Medic" essays in Horace Newcomb, *THE ENCYCLOPEDIA OF TELEVISION* (Chicago: Fitzroy Dearborn, 1997).

"James Dean in a Surgical Gown," in Lynn Spigel and Michael Curtin (eds.), *THE REVOLUTION WASN'T TELEVISED* (New York and London: Routledge, 1996).

"Geschichtenerzalen im Zeitalter der Medien-Synergie" ("Storytelling and Media Synergy"), in B. Franzmann, et. al. (eds.), *AUF DEN SHULTEN VON GUTENBERG (ON GUTENBERG'S SHOULDERS)* (Mainz, Germany: Stiftung Lesen, 1994), pp. 240-245.

"A Mass Communication Perspective on Entertainment Industries," in J. Curran and M. Gurevitch (eds.), *CULTURE, SOCIETY, AND THE MEDIA* 2nd Edition. London: Edward Arnold, 1992; New York, Routledge, 1992.

"Power Roles and News Organizations," in C. Stratos (ed.), *THE WORLD OF NEWS*. Athens, Greece: Gnosis Publishing Company, 1991. Translated into Greek.

"Media Industries, Media Consequences: Rethinking Mass Communication," in J. Anderson (ed.), *COMMUNICATION YEARBOOK*. Newberry Park, CA.: Sage Publications, 1990.

"The Critical Importance of Mass Communication As a Concept," in B. Ruben and L. Lievrouw (eds.), *INFORMATION AND BEHAVIOR*. New Brunswick, NJ: Transaction Books, 1990, pp. 9-20.

"Television and Institutional Power: The Case of Medicine," in B. Dervin, L. Grossberg, and E. Wartella, *RETHINKING COMMUNICATION: PARADIGM EXEMPLARS*. Newberry Park, CA.: Sage Publications, 1989, pp. 454-473.

"Publishing Industry," in Erik Barnouw (ed.), *THE INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATION*. New York: Oxford University Press, 1989, Volume 3, pp. 402-406.

"Learning to Portray Institutional Power: The Socialization of Creators in Mass Media Organizations," in Phillip Tompkins and Robert McPhee (eds.), *ORGANIZATIONAL COMMUNICATION: TRADITIONAL THEMES AND NEW DIRECTIONS*. Beverly Hills: Sage Productions, 1985, pp. 211-234.

"The Influence of Pressure Groups on Television Entertainment: A Framework for Analysis," in W. Rowland and B. Watkins, *INTERPRETING TELEVISION*. Beverly Hills: Sage Publications, 1985, pp. 142-164.

"Corporate Planning and Media Culture," in Robert Bostrom (ed.), *COMMUNICATION YEARBOOK 7*. Beverly Hills: Sage Publications, 1983, pp. 412-442.

"Unconventional Programs on Commercial Television: An Organizational Perspective," in C. Whitney and J. Ettema (eds.), *INDIVIDUALS IN MASS MEDIA ORGANIZATIONS*. Beverly Hills: Sage Publications, 1981, pp. 107-130. Reprinted in D. Thomas, *STUDIES IN MASS COMMUNICATION*. Norwood, New Jersey: Ablex, 1984, pp. 77-95.

"Client Relationship and Children's Book Publishing," in Paul Hirsch, Peter Miller, and F. Gerald Kline (eds) *STRATEGIES FOR COMMUNICATION RESEARCH*. Beverly Hills: Sage Publications, 1978, pp. 79-92.

Commentaries and Book Reviews

["Hear That? It's Your Voice Being Taken for Profit,"](#) Guest Essay, New York Times, September 12, 2021.

Richard John and Joseph Turow, ["Cutting Back the U.S. Postal Service Would Hurt the Lifeblood of Democracy,"](#) Washington Post "Made by History" section, August 18, 2020.

"AI Marketing as a Trojan Horse," for a New America publishing project about issues surrounding artificial intelligence, November 29, 2018, <https://www.newamerica.org/public-interest-technology/blog/ai-marketing-trojan-horse/>

Essay "Mark Zuckerberg's Delusion of Consumer Consent," appeared in the "Opinion" (Op-Ed) Section of the *New York Times*, January 29, 2019, <https://www.nytimes.com/2019/01/29/opinion/zuckerberg-facebook-ads.html>

“Let’s Retire the Phrase ‘Privacy Policy,’” *New York Times* Opinion (Op-Ed) Section, August 20, 2018, p. A23, <https://www.nytimes.com/2018/08/20/opinion/20Turow.html>

Audio discussion of *The Aisles Have Eyes*, with Professors Inger Stole (U of Illinois) and Matt McAllister (Penn State U) recorded by invitation for the website of the journal ADVERTISING & SOCIETY QUARTERLY 18:1 (2017),

“[https://www.google.com/search?source=hp&ei=wbzXWojJHeayggeP56fYDA&q=Fortune+\"joseph+turow\"+google&oq=Fortune+\"joseph+turow\"+google&gs_l=psy-ab.3..33i160k1l2.1664.11510.0.11848.31.31.0.0.0.106.2506.30j1.31.0....0...1c.1.64.psy-ab..0.30.2412...0j0i131k1j0i22i30k1j0i22i10i30k1j33i21k1.0.s70AKQ1dCRE](https://www.google.com/search?source=hp&ei=wbzXWojJHeayggeP56fYDA&q=Fortune+\)”

“Google Still Doesn’t Care About Your Privacy,” Fortune.com, June 28, 2017, [https://www.google.com/search?source=hp&ei=wbzXWojJHeayggeP56fYDA&q=Fortune+\"joseph+turow\"+google&oq=Fortune+\"joseph+turow\"+google&gs_l=psy-ab.3..33i160k1l2.1664.11510.0.11848.31.31.0.0.0.106.2506.30j1.31.0....0...1c.1.64.psy-ab..0.30.2412...0j0i131k1j0i22i30k1j0i22i10i30k1j33i21k1.0.s70AKQ1dCRE](https://www.google.com/search?source=hp&ei=wbzXWojJHeayggeP56fYDA&q=Fortune+\)

THE ATLANTIC interview (conducted and edited by Kaveh Waddel) about *The Aisles Have Eyes*: “Incessant Consumer Surveillance is Leaking Into Stores,” *The Atlantic*, October 20, 2016. <https://www.theatlantic.com/technology/archive/2016/10/incessant-consumer-surveillance-is-leaking-into-physical-stores/504821/>

“The Future of Shopping is More Discrimination,” *The Atlantic*, February 27, 2017. <https://www.theatlantic.com/business/archive/2017/02/turow-aisles-future-of-shopping/517413/>

“Behavior Aside, Consumers Do Want Control of Their Privacy,” *Advertising Age*, January 29, 20013, p. See also <http://adage.com/article/guest-columnists/behavior-consumers-control-privacy/239376/>

Invited blogger for ConcurringOpinions.Org, a popular blog site for law professors and policymakers. Wrote three short opinion entries: “[The Hidden Dynamics of the Media System](#),” “[The Disconnect Between What People Say and Do About Privacy](#),” and “[The Valentine’s Day Gift That Keeps On Giving](#).”

“The Importance of Distribution.” Written response to invited panel discussion on Media Industries at CarseyWolf Center at the University of California, Santa Barbara. http://www.carseywolf.ucsb.edu/files/Turow_NetWorth.pdf, 2010.

“Don’t Give Google Double the Power,” SAN FRANCISCO CHRONICLE, October 3, 2007, B-9.

“Wir Erleben Die Geburtsstunde Giner Kultur Der Verdächtigungen,” GDI IMPULSE (Zurich, Switzerland), Fall 2007, pp. 64-69

Joseph Turow, Robert Gellman and Judith Turow, “Why Marketers Want Inside Your Medicine Cabinet,” SAN FRANCISCO CHRONICLE, March 5, 2007, p. D-9.

Joseph Turow, Robert Gellman and Judith Turow, "Personalized Marketing of Health Products the 21st Century Way," VIRTUAL MENTOR: AMERICAN MEDICAL ASSOCIATION JOURNAL OF ETHICS, March 2007 (9:3), pp. 206-209.

"Hidden Messages: Is New Technology Empowering Consumers – Or Marketers," BOSTON GLOBE, August 27, 2006, p. D6.

"Industrial Folklore: George Gerbner's (Tele)Vision," THE AMERICAN INTEREST 1:4 (Summer, 2006), pp. 101-106.

"Have They Got a Deal For You; It's Suspiciously Cozy in the Cybermarket," THE WASHINGTON POST, June 19, 2005 An invited essay for the Sunday edition; republished in *Newsday*, the *Pittsburgh Post-Gazette*, and other newspapers.

"The Challenges Facing Advertising," a Daily Brief commissioned by the Oxford Analytica consulting firm, week of January 19, 2004.

Book review of *Commercial Culture: The Media System and the Public Interest* by Leo Bogart in PUBLIC OPINION QUARTERLY (in press).

Joseph Turow, John Bracken, and Lilach Nir, "Special Report--The Internet and the Family: The View from the Press," ON THE INTERNET: AN INTERNATIONAL PUBLICATION OF THE INTERNET SOCIETY, July/August, 1999, pp. 26-41.

Joseph Turow and Arthur Caplan, "Media dropped the ball on Kevorkian broadcast," DETROIT FREE PRESS, Sunday, February 28, 1999, page 3J

"Workplace Bathroom as Think Tank," LOS ANGELES TIMES, March 2, 1998, pp. F8-F9.

"Breaking Up America: The Dark Side of Target Marketing," AMERICAN DEMOGRAPHICS, in November, 1997.

"Image Tribes," PENNSYLVANIA GAZETTE, May 1997.

"Interview with Larry King" In Larry King, FUTURE TALK (New York: Harper Collins, 1997).

"Print Media Coverage of Political Talk Radio," Annenberg School For Communication, August, 1996.

"Television's Doctor Shows," ENCYCLOPEDIA BRITANICA 1996 MEDICAL ANNUAL (Chicago: Encyclopedia Britannica, 1995), pp. 104-117.

"Doc Shows Give Wrong Health-Care Diagnosis," LOS ANGELES TIMES, October 31, 1994, p. F3.

"Book Review" of SOCIETY'S IMPACT ON TELEVISION, by Gary Selnow and Richard Gilbert, JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA, Summer, 1994, pp. 367-369.

"Book Review" of PUBLIC RELATIONS ANNUAL by Larissa Grunig and James Grunig, JOURNAL OF COMMUNICATION.

"Commentary: Now's the Right Time for Dr. Kildare and Ben Casey," LOS ANGELES TIMES, December 18, 1993, p. F17, F22.

"Commentary: Just Boys or Civilization Destroyers? Say what you will about the moronic duo [Beavis and Butt-head], they've helped to cement MTV's identity with viewers and advertisers," LOS ANGELES TIMES, September 12, 1993, Sunday Calendar Section, p4 and 73.

"Commentary: Can a Meanie Make It in Sitcomland?" LOS ANGELES TIMES, December 29, 1992, p. F3 and F5.

"Book Review" of ORGANIZATIONAL LIFE ON TELEVISION by Leah Vande Berg and Nick Trujillo in JOURNALISM QUARTERLY.

Book Review" of AN EMPIRE OF THEIR OWN by Neal Gabler in JOURNAL OF COMMUNICATION, Autumn 1989.

"Book Review" of THE HOLLYWOOD TELEVISION PRODUCER by Muriel Cantor in JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA 32:4 (Fall, 1988), 495-97.

"Television Doctors and the Real World," RESIDENT & STAFF PHYSICIAN, July 1986, 74-79.

"Book Review" of TELEVISION IN THE PUBLIC INTEREST by Michael Botein and David Rice in CONTEMPORARY SOCIOLOGY.

"Book Review" of POSITIVE IMAGES: BREAKING STEREOTYPES WITH CHILDREN'S TELEVISION by Jerome Johnstone and James Ettema in AMERICAN JOURNAL OF SOCIOLOGY.

"Children's Television" entry (on program THE SMALL FRY CLUB) in Clifford Johnson, THE BOOK OF DAYS. Ann Arbor, Michigan: Pierian Press, 1987 (with Wendy Hajjar).

"A View of Broadcast Museums," VARIETY (April 9, 1986) 96, 111.

"Book Review" of CREATING MEDIA CULTURE by Robert Snow in JOURNAL OF COMMUNICATION 34:3 (Summer, 1984) 193-196.

"Book Review" of BOOKS: THE CULTURE AND COMMERCE OF PUBLISHING BY L. Coser, C. Kadushin, and W. Powell, in LIBRARY QUARTERLY 53:2 (Spring, 1983, 191-192.

Book Review of OBJECTIVITY AND THE NEWS by Dan Schiller, in LIBRARY QUARTERLY 52:1 (January, 1982) 70-71.

"Book Review" of TELEVISION TODAY in LIBRARY QUARTERLY 51:4 (October, 1981) 454-456.

"Book Review" of PROGRESS IN THE COMMUNICATION SCIENCES edited by Melvin Voigt and Gehardt Hanneman, in Library Quarterly 51:1 (October, 1981) 126-127.

"Expanding the Spectrum of Choice in the Mass Market," SIGNAL (the official newsletter of the International Reading Association's Special Interest Group on Adolescent Literature) 3:6 (February, 1978) 1-3.

"Book Review" of TUBE OF PLENTY: THE EVOLUTION OF AMERICAN BROADCASTING by Eric Barnouw, in JOURNAL OF BROADCASTING 21:1 (Winter, 1977).

"Book Review" of POWER TO PERSUADE: MASS MEDIA AND THE NEWS by Robert Cirino, in JOURNAL OF BROADCASTING 19:3 (Summer, 1975) 378-379.

∞ Editorial and Academic Consulting Activities

- Editorial Board Member, ADVERTISING & SOCIETY QUARTERLY, 2022-
- Founding Advisory Board, Northeast Regional Privacy Scholars Conference, 2017-
- Editorial Board Member, JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 2012- , and JOURNAL OF MEDIA INDUSTRIES, 2014-
- Advisory Board Member, MEDIA AND COMMUNICATION journal of the Union of Local Public Broadcasters of Montenegro, Europe.
- Series Editor, "New Media World," University of Michigan Press, 2008-
- Editorial Board Member, INTERNATIONAL JOURNAL OF COMMUNICATION, 2018-continuing.
- Editorial Board Member, POETICS, 2002- 2018.
- Editorial Board Member, JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 1985-1994; 1997 -continuing.
- Editorial Board Member, JOURNALISM, 2001- 2006.
- Editorial Board member, CRITICAL STUDIES IN MEDIA COMMUNICATION, 1984-1989 (founding editorial board) and 1998-2003.
- Advising and Contributing Editor, JOURNAL OF COMMUNICATION, 1981-1991; 1996 - 2000.
- Editorial Board Member, Sage Annual Reviews of Communication Research, 1986-continuing
- Founding International Advisory Board, NEW MEDIA AND SOCIETY, 1998 - continuing.
- Editorial Board Member, ENCYCLOPEDIA OF ADVERTISING.
- Awarded a major grant from the Kaiser Family Foundation for study of health care policies on TV hospital series.
- Awarded a major grant from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-99.
- Co-Principal Investigator on grant from the Ford Foundation to study the process and effects political talk radio, 1996. Other Principal Coinvestigators: Professors Kathleen Jamieson and Joseph Capella.
- Program review consultant, Rutgers University Department of Communication, March 1992.
- Communication Advisory Panel, Please Touch Children's Museum (Philadelphia), 1992-1993.
- Advisory Board Member, WPBT-TV, Miami, National Programming Division, for a new series aimed at "reluctant readers," 1991-
- Advising Editor, Ablex Communication Book Series, 1988-1991.
- Advisory Board Member, Telecourse Project on Mass Communication, WGBH-TV Boston, 1989-1991.
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Assistant Editor, CENTRAL STATES SPEECH COMMUNICATION JOURNAL, 1983-1985
- Editorial Board Member, COMMUNICATION EDUCATION, 1978-1982.
- Occasional referee for manuscripts submitted to COMMUNICATION MONOGRAPHS, HUMAN COMMUNICATION RESEARCH, THE WESTERN SPEECH COMMUNICATION JOURNAL, POLITICAL COMMUNICATION, and THE LANCET.

- Reviewer of book manuscripts for HarperCollins, Holt, Rhinehart, & Winston, Allyn and Bacon, Bobbs-Merrill, Scott-Foresman, Sage Publications, Oxford University Press, and other publishers.

∞ Invited Presentations (examples)

- Presented the **15th Annual BCLT Privacy Lecture**, UC Berkeley Law School, October 14, 2022
- **Keynote address**, “The Unending Spiral of Personalization: Voice Profiling, Biometrics, Audience Construction, and the Future of Consent,” meeting on voice technologies and privacy, Radboud University (Nijmegen, The Netherlands), via Zoom, February 23, 2022.
- Keynote address, *Advertising & Society* conference, November 12, 2021.
- **Communications and Media Annual Lecture 2021**, London College of Communications, planned for November 17, 2021.
- Held an “Author Meets Critics” discussion about *The Voice Catchers* with Nora Draper, Mara Einstein, James F. Hamilton, and Edward Timke, Advertising & Society Quarterly Conference, via Zoom, November 2021.
- Invited lecture, “Voice Biometrics, Marketing, and the Problem of Consent,” University of Washington Law School, October 28, 2021.
- **Keynote discussant**, Toronto (Canada) Public Library system and McMaster University discussion series “Big Tech in Our Backyards,” on May 14, 2021, via Zoom, focusing *The Voice Catchers* and *The Aisles Have Eyes*.
- Panel speaker, “Retailing and Discriminatory Digital Technologies,” European University Institute conference on “Pricing Technologies and their Economic and Social Technologies,” forthcoming on March 26, 2021.
- **Keynote Speaker**, “Seductive Surveillance and Consumer Technology: Ethical Challenges in Media Work,” Lehigh University, October 20, 2020.
- “Seductive Surveillance and Social Change: The Rise of the Voice Intelligence Industry,” Association of Internet Researchers annual conference, October 5, 2020.
- Panel speaker, “How Do We Move Beyond Consent Models in Privacy Legislation?” Public Knowledge webinar, August 21, 2020.
- “Seductive Surveillance and Social Change,” Privacy Scholars Law Conference, June 4, 2020.
- **Keynote speaker**, “The Resignation Industry and the Future of Media,” Infrastructures of Datafication conference, University of Copenhagen, September 12, 2019.
- “What Americans Don’t Know About Marketing Research,” invited talk to Facebook Corporation’s Advertising Research group, July 31, 2019
- “The Resignation Industry and the Future of Media,” Invited talk to Capitol Hill staffers arranged through the Wharton Policy Initiative, October 25, 2019
- Invite lecture, “The Rise of the Voice Intelligence Industry,” University of Copenhagen, September 2019.
- Invited **Melvin DeFleur Memorial Lecture**, “The Resignation Industry and the Future of Media Studies,” Boston University School of Communication, April 4, 2019.
- Invited lecture, “The Corporate Cultivation of Digital Resignation,” CyLab Privacy and Security Institute, March 28, 2019.
- “The Rise of the Resignation Industry,” an invited lecture at Haifa University's Cyber Law Center, February 2019.

- Invited lecture, "Toward a Sociology of Resignation," Stanford University Department of Communication, October 1, 2018.
- Invited presentation at the "Technology and the Self" conference sponsored by the American Academy of Sciences at Stanford University's Advanced Study in the Behavioral Sciences, September 29, 2018.
- Invited lecture, "The Resignation Industry and the Future of Media Studies," Cornell University Department of Communication, April 30, 2018.
- Keynote speaker**, "The Data Explosion Online and Off: Pros and Cons," at a symposium in honor of Wayne State University's 150th anniversary, March 16, 2018.
- Keynote speaker**, "Exploring Everyday Life to Understand Digital Democracy," at "Digital Democracy: Critical Perspectives in the Age of Big Data," Sodertorn University, Stockholm Sweden, November 11, 2017.
- Keynote speaker**, "Branded Content and the New Advertising Landscape," Branded Content Research Network Conference, University of East London, November 7, 2017.
- Invited lecture, "The Hidden Life of Data in 21st Century Commerce," Invited talk jointly by the University of Amsterdam School of Communication Research (ASCoR) and the University of Amsterdam Law School, Amsterdam The Netherlands, February 2017; also presented as an invited lecture at Ryerson University's Privacy and Big Data Institute, Toronto Canada, February, 2017.
- Competitively selected speaker, first "Privacy Con" meeting, Federal Trade Commission, January 14, 2016.
- Keynote panelist**, Data Power Conference 2015, University of Sheffield, June 22, 2015.
- Invited lecture, Temple University School of Communication, February 3, 2015.
- On stage "interview" of me about privacy and marketing conducted as a session at the "Mediapost RTB [real-time-bidding]" conference during Advertising Week in New York City, October 2014.
- Invited presentation, "Big Data, Marketing, and Discrimination," Federal Trade Commission meeting on "Big Data: A Tool for Inclusion or Exclusion," September 15, 2014.
- Presented annual Ethics and Media lecture, Loyola Marymount University, March 2014.
- Invited panelist, Alternative Scoring Products seminar, Federal Trade Commission, March 2013.
- Invite lecture, Goldsmith College, University of London, May 2013
- Presented invited written and oral testimony at the US Senate Committee on Commerce, Science, and Transportation, December 2013.
- Invited lecture, University of Southern California Annenberg School, October 2013.
- Invited speaker, Culture Industries Workshop, Haifa University, October 2013.
- Invited lecture, Goldsmith College, University of London, May 2013.
- 2013 John P. McGovern Lecture in Health Communication, University of Texas at Austin, April, 2013.
- 2013 *Choice Scholar* Lecturer for the Lambda Pi Eta Communication Honors Society at University of California, Santa Barbara, April 2013.
- Ford Foundation conference speaker on big-data and the media, October, 2012.
- Keynote Speaker**, Cross-university journalism symposium in Helsinki, Finland, scheduled for May 10, 2012.
- **Keynote Speaker**, Ad-Tech conference in San Francisco, April 4, 2012.
- **Keynote Speaker**, Deutscher Medienkongress 2012, Frankfurt Germany 2012
- Faculty Seminar, Hebrew University's Department of Communication, December 27, 2011.
- Talk to the Federal Trade Commission Bureau of Consumer Protection, Washington, DC, October 4, 2011.
- Guest speaker, RIA Novosti press center (Moscow), as part of a series of seminars to commemorate RIA Novosti's 70th anniversary. September 8, 2011. See http://en.rian.ru/agency_news/20110816/165826671.html

- Moscow State University School of Journalism, September 6, 2011.
- UCLA School of Nursing, **Keynote Speaker**, May 2011
- Haifa University, Israel, **Keynote Speaker** at the launch of a new information Studies Program, December 2010.
- New Media Days annual industry conference, Copenhagen, Denmark, **Keynote Speaker**, November 2010
- Invited testimony at a hearing titled “Consumer Online Privacy” convened by the U.S. Senate Committee on Commerce, Science, and Transportation, July 27, 2010.
- Robert Wood Johnson Foundation-sponsored conference on Digital Food-Marketing to Children, Washington, DC, April 2010
- Grand Rounds, Department of Neurosurgery, University of Pennsylvania School of Medicine, forthcoming May 2010
- Fordham University Law School, October 2009
- Columbia University School of Journalism, October 2009
- Louisiana State University, Department of Communication (two talks), November 2009
- National Communication Association preconference on new approaches to media industries, November 2009
- Advertising Research Foundation, November 2009
- Microsoft Corporation, December 2009.
- Columbia University School of Journalism, December 2009.
- Louisiana State University, November 2009.
- Fordham University Law School, November 2009.
- Yale Law School, March 2009
- Oxford Internet Institute, Oxford University, June 2009.
- Distinguished Lecture, BSF/DIMACS/DyDAn Workshop on Data Privacy, Rutgers University, February 2008.
- Invited speaker, Beijing Forum, Beijing China, November, 2007.
- Keynote speaker, International Workshop on Data Mining and Audience Intelligence for Advertising , August. 2007
- Microsoft Research, Redmond, Washington, lecture on “Niche Envy,” February 2007
- National University of Singapore, lecture on “Media Storytelling, Marketing, and Soft Power,” January 2006.
- Federal Trade Commission, October 2006.
- Stanhope Center (London) lecture on “Shopping in the Digital Age,” July 2005.
- Ford Foundation meeting, panelist on academic concerns over copyright, January 2005.
- Invited keynote speaker, Haifa University, and invited lecturer, Ben Gurion University of the Negev, Israel, November 2004.
- Central European Budapest, October 2004, series of lectures.
- University of South Florida College of Medicine, March 2004, “Media’s Image of Today’s Physician: A Message to Future Doctors,” Tampa, Florida.
- National Academy of Sciences, Board on Children, Youth and Families, January 2001
- Invited lecturer, Haifa University, Israel, November 2000
- Chancellor’s Distinguished Lecturer, Louisiana State University, April 2000
- Invited lecturer, Hebrew University, Tel Aviv University, and Haifa University, Israel, February 2000
- Fordham University, April 1999
- Philadelphia Newspapers, Incorporated, January, 1998.
- Fleishman Hillard international retreat, November, 1997.
- Fleishman Hillard New York executive meeting, October, 1997.
- New York University, May, 1997
- Florida Bar Association, March 1977.
- Senior Fellows Program, University of Texas, September 1996.
- Center For Bioethnics, University of Pennsylvania, June 1996.

- Grand Rounds lecture, Department of Pediatrics, Thomas Jefferson University Hospital, June 1996.
- Siegenthaler Conference on the Press, Nashville, Tennessee, April 1996.
- Medical College of Pennsylvania (Grand Rounds Humanities Lecture), September, 1994.
- International Communication Association, Sidney Australia July 1994
- St. Andrews Episcopal Church, March 1994, Luncheon Series on Media and Social Values
- The College of Physicians of Philadelphia (Leslie Nicholas Lecture), October, 1993
- University of Delaware, Department of Communication, November 1992
- The Center for the Humanities, Wesleyan University, October 1992
- Conference on Social Theory, Policy, and the Arts, October 1992.
- Stiftung Lesen conference, Mainz (Germany), September, 1992
- Florida Atlantic University, February, 1992
- Twentieth Century Fund, October 1991
- Institute For Contemporary Art, Philadelphia, October 1991
- American Sociological Association, August 1991
- University of Pennsylvania Medical School entering class, January 1990
- University of Chicago Medical School, December 1989

☞ Quotes and Appearances in Mass Media (examples)

-
- Quoted on facial tagging technology in a glam.com article on “How to Safely Use Dating Apps to Find The One,” August 10, 2022, <https://www.glam.com/959963/safely-use-dating-apps-find-the-one/>
- Joe Nocera, business columnist of *The New York Times*, cited my research (with Nora Draper) on digital resignation in his article “How Cookie Banners Backfired,” January 29, 2022, <https://www.nytimes.com/2022/01/29/business/dealbook/how-cookie-banners-backfired.html>
- Guest Essay, “Hear That? It’s Your Voice Being Taken for Profit,” *The New York Times*, September 12, 2021, <https://www.nytimes.com/2021/09/12/opinion/voice-surveillance-alexa.html>
- Article about my book *The Voice Catchers* by Shira Ovide, Tech Columnist of *The New York Times*, “Should Alexa Read Our Moods,” *New York Times*, May 19, 2021,
- Interviewed regarding digital holiday shopping on Marketplace Tech, November 24, 2020,
- Interviewed by CNN.com about retailer-customer relations during the Covid pandemic, April 13, 2020.
- Quoted in “Welcome to the Promoconomy,” by Jill Krasny, *New York Times* 20 August 2019.
- Quoted in “Timing Spurred Netflix Scene Cut,” by Joe Flint, *Wall Street Journal* and *Dow Jones Institutional News*, July 18, 2019.
- Quoted in “Will Users Dump Google For an Offer of Privacy?” by Nathaniel Popper, *The New York Times*, 20 July 2019; also via *New York Times Newsfeed* and *International New York Times*.
- Essay "Mark Zuckerberg's Delusion of Consumer Consent," appeared in the “Opinion” (Op-Ed) Section of the *New York Times*, January 29, 2019, <https://www.nytimes.com/2019/01/29/opinion/zuckerberg-facebook-ads.html> .
- Interviewed for an entire “Communicators” show in October 2018 on C-Span. The interview is available online. <https://www.c-span.org/video/?452648-1/communicators-joseph-turow>
- Essay “Let’s Retire the Phrase ‘Privacy Policy,’” appeared in the “Opinion” (Op-Ed) Section of the *New York Times*, August 20, 2018, p. A23, <https://www.nytimes.com/2018/08/20/opinion/20Turow.html>

- New York Times* article about the *Divided We Feel* report: Natasha Singer, “Creepy or Not? Your Privacy Concerns Probably Reflect Your Politics,” *New York Times*, April 30, 2018, pB4, <https://www.nytimes.com/2018/04/30/technology/privacy-concerns-politics.html>
- Interviewed about *The Aisles Have Eyes* on NPR’s “Fresh Air with Terry Gross,” February 13, 2017.
- Interviews about *The Aisles Have Eyes* during Winter and Spring 2017 on public radio’s Marketplace, CBS Morning News, the BBC Radio 4, public radio’s Marketplace and in *Kiplinger’s Personal Finance* magazine, among others.
- The New York Times* devoted an article on the first page of the Business Section to the “Tradeoff Fallacy” report, June 4, 2015. Among the more than 3000 articles discussing the report were those from The Washington Post, Techcrunch, Fortune, ClickZ, and Mediapost.
- Interview with Bloomberg TV on “The Tradeoff Fallacy,” June 9, 2015.
- Quoted in *The Business of Fashion* (UK) on “Will Personalised Pricing Take E-Commerce Back to the Bazaar,” March 20, 2015.
- Quoted in *The Guardian* (UK) on the rise of voiceprint ID Technology, October 14, 2014.
- Quoted in *The New York Times* and *Washington Post* regarding Facebook’s decision to let users alter their ad profiles, June 13, 2014.
- Appeared in a Marketplace radio program report (on NPR) on data brokers, May 28, 2014.
- Profiled and interviewed in *Marketing News*, the magazine of the American Marketing Association, March 2014.
- Quoted in *The New York Times*, *International Herald Tribune*, *Toronto Star*, and other news outlets about the implications of data broker Axiom’s activities, September and October, 2013.
- Entire *New York Times* article devoted to my lead-authored report on tailored political advertising, July 24, 2012.
- Interviewed by Terry Gross on NPR program “Fresh Air” February 22, 2012.
- Among other places, articles about my work appeared in *The Philadelphia Inquirer* (December 4, 2011), *The Chronicle of Higher Education* (January 29, 2012), *The New York Times* (February 21, 2012), *Philadelphia Inquirer* (March 11, 2012), *Christian Science Monitor* (March 14, 2012), and *Times Higher Education Supplement* (April 5, 2012)
- The Associated Press carried results of the report on young adults and privacy (April 15, 2010) and the article appeared in newspapers throughout the US and the world. A story by Agence France Presse based on an interview with me gave the research further coverage in print and online. Google News lists 346 links to the topic.
- The *New York Times* quoted me in three separate articles regarding media-and-marketing issues during the 2010-2011 academic year—on November 14, 2010, August 30, 2010, and August 8, 2010. The latter article, in the *New York Times Magazine*, called me “ranking wise man on some thorny new-media and marketing topics.”
- *Marketplace*, a popular public-radio program, interviewed me four times during the 2010-2011 academic year for media-and-marketing stories—on March 17, 2011, December 20, 2010, October 27, 2010, October 14, 2010, and August 14, 2010.
- NPR’s *Studio 360* built a story around my new *Playing Doctor* book, which it called *Playing Doctor*. The piece aired on December 10, 2010, as part of a *Studio 360* program on medicine in popular culture.
- The Associated Press carried results of the report on young adults and privacy (April 15, 2010) and the article appeared in newspapers throughout the US and the world. A story by Agence France Presse based on an interview with me gave the research further coverage in print and online.

- *New York Times* article quoting my comments at Federal Trade Commission roundtable on privacy, December 7, 2009.
- Entire *New York Times* article with data chart and photo of me devoted to the report on tailored advertising, September 29, 2009
- Research described in Saul Hansell's *New York Times* "Bits" blog, March 19, 2009.
- Quoted in *New York Times*, *Washington Post*, *USA Today*, public radio's *Marketplace*, and elsewhere regarding the FTC decisionmaking regarding Google's decision to buy DoubleClick, late 2007.
- Findings of the "Open for Exploitation" survey reported in an Associated Press national article, on CNN, MSNBC, Fox, the *New York Times*, *Washington Post*, and many other news outlets throughout the US and internationally.
- Quoted prominently in a *New York Times Magazine* article about the Nielsen ratings, April 10, 2005. The article named "Joseph Turow . . . probably the reigning academic expert on media fragmentation...."
- Research highlighted in the Penn Arts & Sciences Magazine, Winter 2005.
- Interviewed in a story about cameras in the courtroom that appeared on CNN, July 2, 2004.
- Profiled (with photo) in *The New York Times* (June 14, 2004) about the Knowledge Held Hostage conference I implemented.
- Interviewed in a story on cellphone privacy that appeared on the CBS Evening News with Dan Rather and the CBS Morning News, December 2 and 3 2003.
- Front page article (with photo) in Philadelphia Business Journal (July 28, 2003) about the Robert Wood Johnson funded CD, *Prime Time Doctors: Why Should You Care?*
- "Americans and Online Privacy," the APPC report released in June 2003, received coverage in the Wall Street Journal, *New York Times*, and *Washington Post* as well as nationally and internationally through Associated Press and Reuters articles.
- Article in *The New York Times* (12/29/02) about my attempt to de-capitalize the word internet.
- The Today Show (NBC) August 24, 2002, on ethical issues relating to pharmaceutical marketing
- The study for the Kaiser Family Foundation on health policy issues in TV's medical dramas was cited in several newspapers around the US.
- The 3rd Internet and the Family report, released at the end of March, 2001, received exclusive coverage in the *New York Times* and then appeared in many news sources across the country, including the *Washington Post*, *Chicago Tribune*, *LA Times*, Associated Press, and MSNBC. The study was received favorably by the Federal Trade Commission; it has been cited in at least one congressional hearing, and it continues to be cited in an ongoing debate about the Children's Online Privacy Protection Act.
- Over 100 television appearances, hundreds of newspaper quotes, *Time* magazine citation, and several radio interviews around release of "The Internet and the Family 2000," May 2000.
- Appearance on ABC Evening News spot about target marketing, March 2000.
- Various newspaper quotes (including *Newsday* regarding AOL's proposed purchase of Time Warner.)
- The Internet & Family study received enormous coverage in print, broadcast, and on the Internet during early May 1999. A (national) front page article in *The New York Times* was picked up around the nation. A long Associated Press piece was also circulated throughout the country, as were a *Newsday* article and Knight-Ridder wire article. CBS news commentator Charles Osgood read a poem about the study on the CBS Radio Network.
- National Public Radio, *Talk of the Nation* guest for entire hour on media and social

segmentation, January 1999

-*Philadelphia Inquirer*, May 10, 1998, large article highlighting my research.

-*Toronto Globe and Mail*, August 9, 1997, entire article about *Breaking Up America*

-*Atlantic Monthly*, June 1997, entire article on *Breaking Up America*

-*Talk of the Nation*, May 6, 1997; the entire program focused on *Breaking Up America*

-*Christian Science Monitor*, October 3, 1996, on strategies behind television's fall shows

-*Houston Chronicle*, August 25, 1996, on political talk-radio report

-National AP wire, August, 1996, on the impact of media mergers on radio

-*Newsday*, August 4, 1996, on strategies behind the networks' "family" dramas

-*Today Show*, November 17, 1994, on the history of doctor images on television

-*Dateline NBC*, July 10, 1993, on product placement in television and theatrical film