

# Lucy March, PhD

Postdoctoral Fellow, Center on Digital Culture and Society  
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## EDUCATION

**Temple University**, PhD in Media and Communication, 2024

Dissertation title: *Extremely online: Cultural borrowing, mixing, and transformation in Internet music*

Committee: Fabienne Darling-Wolf (chair), Dr. Brian Creech, Dr. Larisa Mann

**University of Florida**, MA, Mass Communication, 2017

**Davidson College**, Bachelor of Arts, *cum laude*, History, 2013

## SCHOLARSHIP

### PEER-REVIEWED JOURNAL ARTICLES

**March, L.** (2023). "Coming out online: Memetic authenticity in Rebecca Black's 'Friday (Remix).'" *Popular Communication*. OnlineFirst. <https://doi.org/10.1080/15405702.2023.2287739>

**March, L.** (2022). "Vocaloid, hyperpop, and identity in 'Ashnikko feat. Hatsune Miku - Daisy 2.0.'" *Television and New Media* 24(8), 894-910. <https://doi.org/10.1177/15274764221093599>

**March, L.** (2022). "Satisfaction guaranteed: Techno-Orientalism in vaporwave." *Lateral* 11(1). <https://csalateral.org/issue/11-1/satisfaction-guaranteed-techno-orientalism-vaporwave-march/>

**March, L.** (2022). "'You say you're anti-capitalist...yet you earn a living!': Teenage Stepdad and the memeification of culture jamming on Instagram." *In Visible Culture* 34. <https://doi.org/10.47761/494a02f6.7ebc00cd>

### CHAPTERS IN EDITED BOOKS

**March, L.** (2024). "Part III: The 2000s." In M. B. Ray (Ed.), *The Adollescencia Project: Essays on Music, Adolescence, and Identity* (pp. 133-143). Palgrave Macmillan.

**March, L.** (2024). "Raising my voice: Japanese visual kei and musical (self-)discovery." In M. B. Ray (Ed.), *The Adollescencia Project: Essays on Music, Adolescence, and Identity* (pp. 193-205). Palgrave Macmillan.

### BOOK REVIEWS

**March, L.** (2023). [Review of the book *Virtual music: Sound, music, and image in the digital era* by S. Rambarran]. *Journal of Popular Music Studies*, 35(3). <https://doi.org/10.1525/jpms.2023.35.3.138>

**March, L.** (2021). [Review of the book *Pop music and hip ennui: A sonic fiction of capitalist realism* by M. Holt]. *Popular Music and Society* 44(4). <https://doi.org/10.1080/03007766.2021.1913713>

## FELLOWSHIPS AND AWARDS

**Service and Leadership Award**, Cultural Studies Association, 2024

**Finalist**, Temple University 3 Minute Thesis (3MT) Competition, 2024

**Presidential Fellowship**, Temple University, 2020

**Outstanding Master's Student**, College of Journalism and Communications, University of Florida, 2017

**Top Research Paper from the US** (with co-authors), World Journalism Education Congress, 2016

**Scholarship Recipient**, Taiwan-US Alliance Intensive Mandarin Program, 2016

## TEACHING EXPERIENCE

**Instructor**, HNRS 303: Music in the Digital Age, Summer 2023, Drexel University Honors Program

**Instructor**, CSI 1111: Public Speaking, Fall 2022, Temple University

**Teaching Assistant**, ADV 1101: Introduction to Media and Society, Fall 2021 and Spring 2022, Temple University

## SELECTED CONFERENCE PRESENTATIONS

**March, L.** and Dawson, K. (2024, May). "Your voice says a lot about you": Voice imaging and imagining in incel subcultures. Paper presentation at the Cultural Studies Association Conference (virtual)

**March, L.** (2024, April). Electronic CONnections: Community and identity formation in the vaporwave scene. Paper presentation at the International Association for the Study of Popular Music – US Conference, Philadelphia, PA

**March, L.** (2023, June). The Internet generation's unintentional mascot: Authenticity, resilience and queerness in Rebecca Black's "Friday (Remix)." Paper presentation at the Cultural Studies Association Conference, Fairfax, Va

Bailey, S., Burkhart, P., Cannon, L., **March, L.**, Morris, J. & Drew, R., (2023, May). Reclaiming authenticity on online music platforms. Panel presentation at the International Communication Association Conference, Toronto, CA

**March, L.** (2022, June). The Internet's busiest music nerd: Anthony Fantano's memetic universe. Paper presentation at the Cultural Studies Association Conference, Chicago, IL

**March, L.** (2022, May). Buy now, pay later: Mallsoft and future anxiety. Paper presentation at the International Association for the Study of Popular Music – US Conference, Ann Arbor, MI

**March, L.** (2021, June). Satisfaction guaranteed: techno-Orientalism and accelerationism in vaporwave. Paper presented at the Cultural Studies Association Conference (virtual)

**March, L.** (2021, June). Vocaloid, hyperpop and identity in 'Ashnikko feat. Hatsune Miku - Daisy 2.0.' Presentation at the Popular Culture Association Conference (virtual)

**March, L.** (2016, October). Flying over the firewall: foreign journalists, expatriates, and Twitter in China. Paper presentation at the Broadcast Education Association Super Regional Conference, University of South Carolina, Columbia, SC

Walsh-Childers, K., Braddock, J., **March, K.L.**, & Freed, D. (2016, July). News coverage of health interventions: Progress or plateau in facilitating informed decision-making? Research presentation at the World Journalism Education Congress in Auckland, New Zealand

**Received Top Research Paper Award from the United States**

## TALKS AND WORKSHOPS

**Participant**, Doctoral Colloquium, Association of Internet Researchers, 2023

**Panelist (invited)**, "The No-venue Underground & Digital Folklore Music Subcultures," CTM Festival Berlin, 2023

**Participant**, "Interdisciplinary Frameworks: On Theoretical Encounters and Associations," University of Pennsylvania CARGC Workshop with Tarek El-Ariss, 2021

**Participant**, *Lateral* Publication Workshop, Cultural Studies Association Conference (virtual), 2021

## PROFESSIONAL EXPERIENCE

**Global Fusion Doctoral Student Conference Manager**, Klein College of Media and Communication, Temple University, 2022

**Student Affairs Officer**, Weatherhead East Asian Institute, Columbia University, 2018 - 2020

**Administrative Assistant/Work-Study Coordinator**, Weatherhead East Asian Institute, Columbia University, 2017 - 2018

**Research Assistant**, STEM Translational Communications Center, College of Journalism and Communications, University of Florida, 2016 - 2017

**Academic Advisor/Graduate Assistant**, College of Journalism PATH Office, University of Florida, 2015 - 2017

## ACADEMIC AND PROFESSIONAL SERVICE

**Ad Hoc Reviewer**, *International Journal of Cultural Studies*; *Verge: Studies in Global Asias*; *Lateral: Journal of the Cultural Studies Association*

**Editorial Team Member**, *Positions* Podcast, *Lateral*, 2023 – present

**President**, Media and Communication Graduate Student Association, 2022 – 2023

**Governing Board Member**, Cultural Studies Association, 2022 - present

**Peabody Awards Screening Committee Member**, 2022 Awards Cycle

**Member**, Klein College Carnell Distinguished Fellow Committee, Temple University, 2021 – 2022

**Member**, Outreach Committee, Media and Communication PhD, Temple University, 2021 – 2022

**Founder and Organizer**, East Asian Media Studies Graduate Research Group, Temple University, 2021 – present

## **PROFESSIONAL AFFILIATIONS**

Cultural Studies Association

International Association for the Study of Popular Music

International Communication Association

Association of Internet Researchers