

## SCIENTIFIC FOCUS AREAS

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Digital Media Sociology, Mobile and social media communication and behavior, API data retrieval, machine learning, social cohesion, ubiquitous internet, internet profiling, privacy, cross-media.



## RESEARCH MANAGEMENT EXPERIENCE

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I am the initiator and co-creator (together with Peter Vahlstrup) of the software Digital Footprints that supports research of social media data (Facebook and Instagram) for 140 internet researchers in 13 countries. In 2016, I established AU DATALAB ([datalab.au.dk](http://datalab.au.dk)) with 26 affiliated researchers interested in data studies across disciplines such as art history, religion, media and communication studies, information studies, anthropology, economics, computer linguistics, HCI and data intensive system design. Datalab has an outreach platform Digital Society ([digitalsociety.dk](http://digitalsociety.dk)) funded by the innovation network Brandbase (Ministry of Higher Education and Science) with 5 organizations and 11 companies (e.g. Google, Jewellery Fit, Envision, Mediacom, Nordic Media).

## ACADEMIC POSITIONS

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- 2013- (2013-current) Associate Professor & Head of Digital Footprints Research Group, Dept. Communication & Culture, Media Studies, **Aarhus University**, Denmark. Research projects on digital footprints, data retrieval and algorithmic and data-driven analyses. One year visiting researcher at Center for Communication and IT, **University of Copenhagen** (2013). Summer school at **London School of Economics** (2015). One year visiting assoc. professor at Evoke Laboratory, **UC Irvine**, California (2017).
- 2010- Assistant Professor, Dept. Aesthetics & Communication, Aarhus University, Denmark.  
2013 Research projects titled 'Perpetual Beta' & 'Personal data in social media networks'. Short stay at Stanford University, CA, US (2012).
- 2009 Research Assistant, Dept. of media studies, Aarhus University, Denmark. Research project on User Participation and Mobile Video Production.
- 2004 Research Assistant at the Center for New Ways of Working, Alexandra A/S, Denmark. Ethnographic research on new and innovative ways of organizing work in media industry both spatially and digitally.

## AWARDS

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- 2006 Best Graduate Student Paper Award, The Association of Internet Researchers (AOIR).
- 2004 The Gold Medal of The University of Aarhus, Faculty of Arts, Denmark.

## ACADEMIC SERVICES

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*Editorial board:* Nordicom Review, CFI Monograph Series (2010-2015), *Journal reviewing:* First Monday, Journal of Information, Communication and Society, Mediekultur – Journal of media and communication research, Journal of Web Science, New Media & Society, Palgrave MacMillan (book series), *Annual conference reviewing:* AoIR, Nordmedia, CHI'14, *Science foundation reviews:* Bergen Research Foundation (starting grant) *Assoc. Professorship Committees:* Aalborg University (2014), IT University (2016), CBS (2017).