

SAFIYA UMOJA NOBLE, Ph.D.

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University of Southern California
Annenberg School of Communication

EDUCATION

- Ph.D. University of Illinois at Urbana-Champaign, December 2012
Major Field: Library and Information Science; Information in Society
Dissertation title: “Searching for Black Girls: Old Traditions in New Media”
Linda C. Smith (Advisor)
- M.S. University of Illinois at Urbana-Champaign, August 2009
Major Field: Library and Information Science, Community Informatics
- B.A. California State University, Fresno, June 1996
Major Field: Sociology, Ethnic Studies

ACADEMIC EXPERIENCE

- 2017 – : Visiting Assistant Professor, Annenberg School of Communication
University of Southern California
- 2018 – : Associate Professor, Department of Information Studies
University of California, Los Angeles (UCLA)
Jointly appointed to the Department of African American Studies,
Department of Education, and Department of Gender Studies
- 2014 – 2018 : Assistant Professor, Department of Information Studies
University of California, Los Angeles (UCLA)
Jointly appointed to the Department of African American Studies,
Department of Education, and Department of Gender Studies
- 2012 – 2014: Assistant Professor, Media and Cinema Studies; Institute of Communications Research
Assistant Professor, Department of African-American Studies
University of Illinois at Urbana-Champaign
National Center for Supercomputing Applications, Graduate School of Library &
Information Science, Department of Gender & Women’s Studies, Center for African Studies,
Center for Writing Studies
- 2010 – 2012: Teaching Assistant, Graduate School of Library & Information Science
- 1996 – 2010: Professional positions in advertising, marketing and IT consulting

MONOGRAPH: PUBLISHED

- Noble, S.U. (2018). Algorithms of Oppression: How Search Engines Reinforce Racism. NYU Press,
New York, NY.

EDITED BOOKS: PUBLISHED

The Intersectional Internet: Race, Sex, and Culture Online. (2016). Eds. Safiya Umoja Noble and Brendesha Tynes. Steve Jones, Series Editor. Peter Lang: Digital Formations Series, New York.

Emotions, Technology and Design (2016). Eds. Sharon Tettegah and Safiya U. Noble. Elsevier; UK.

MONOGRAPHS: IN DEVELOPMENT

(invited, under development) Noble, S. U. (2019). Is the Internet Racist? Debating Race Series, Jonathan Skerrett, Series Editor. Polity Books. New York, NY.

(under development) Noble, S. U. (2020). Surveillance Literacy: A Political Economy of African American Death and Dying on the Internet.

(proposed to a university press) Roberts, S.T. and Noble, S.U. (2020). Valley Values: Silicon Valley's Dangerous Domination of Politics and the Public Imagination.

PEER-REVIEWED JOURNAL ARTICLES

Noble, S. U. (2018). Critical Surveillance Literacy in Social Media: Interrogating Black Death and Dying Online. [Special Issue: Black Images Matter]. Black Camera: An International Journal. Indiana University Press.

Noble, S.U. (2016). A Future for Intersectional Black Feminist Technology Studies. Scholar & Feminist Online. (13.3-14.1), 1-8.

Roberts, S. T. and Noble, S. U. (2015). Empowered to name, inspired to act: Social responsibility and diversity as calls to action in the LIS context. Library Trends. 64(3), 512-532. (50%)

Cooke, N.A., Sweeney, M. and Noble, S.U. (2015). Social justice as topic and tool: An attempt to transform an LIS curriculum and culture. Library Quarterly. 86(1), 107-124. (20%)

Noble, S. U. (2014). Trayvon, race, media and the politics of spectacle. The Black Scholar. 44(1), 12-29.

Noble, S. U., Sweeney, M., Austin, J., McKeever, L., Sullivan, E. (2014). Changing course: Collaborative reflections of teaching/taking 'Race, Gender, and Sexuality in the Information Professions.' Journal of Education for Library & Information Science. 55(3), 212-222. (40%)

Noble, S. U. (October, 2013). Google search: Hyper-visibility as a means of rendering black women and girls invisible. InVisible Culture: Issue 19.

Noble, S. U. (2011). Geographic information systems: A critical look at the commercialization of public information. Human Geography: A New Radical Journal, (4)3, 88-105.

PEER-REVIEWED BOOK CHAPTERS

(under review) Noble, S.U. (2018). Your Algorithm Is a Human Rights Abuse. In Your Computer is on Fire. Tom Mullaney, et al. (Eds.). MIT Press. Cambridge, MA.

PEER-REVIEWED BOOK CHAPTERS (continued)

- (in press) Noble, S. and Ascher, D. (2019). Unmasking Hate on Twitter: Disrupting Anonymity by Tracking Trolls. In Free Speech in the Digital Age. Kath Gelber and Susan Brison, Eds. Oxford University Press. New York, NY. (50%)
- (in press). Noble, S.U. (2019). Investigating the Corporate Turn: Toward a Critical Black Digital Humanities. In Debates in the Digital Humanities. Matthew Gold and Lauren Klein, (Eds). University of Minnesota Press. Minneapolis, MN.
- (in press) Noble, S.U. and Roberts, S.T. (2019). Technological elites: The meritocracy and their post-racial myths. In Race Post-Race: Culture, Critique, and the Color Line. Roopali Mukherjee, Herman Gray and Sarah Banet-Weiser (Eds). Duke University Press; Durham, NC. (50%)
- Rodino-Colocino, M., Niesen, M., Noble, S.U., Quail, C. (2018). Professors and (M)Others: Dismantling the “Maternal Wall.” In Surviving Sexism in Academia: Strategies for Feminist Leadership. Holly Hassel and Kristi Cole (Eds.). Routledge, NY. (25%)
- Leonard, D.W. and Noble, S. U. (2018). Black Student Lives Matter: Online Technologies and the Struggle for Educational Justice. In Digital Equity and Educational Opportunity, William G. Tierney, Zoe B. Corwin and Amanda Ochsner (Eds.) John Hopkins University Press. (40%)
- Noble, S. U. and Roberts, S. T. (2015). Through Google colored glass(es): Emotion, class and wearables as commodity and control. In Emotions, Technology and Design, Eds. Safiya Umoja Noble and Sharon Tettegah. Elsevier; UK. (50%)
- Senft, T. and Noble, S. (2014). Race and social media. In The Routledge Handbook of Social Media. Eds. Senft, Theresa M., & Hunsinger, Jeremy. Routledge: NY. (40%)

BOOK CHAPTERS

- Noble, S. U. and Tynes, B. T. (2016). Introduction. In The Intersectional Internet: Race, Sex, Class and Culture Online, Eds. Safiya Umoja Noble and Brendesha Tynes. Peter Lang, Digital Formations Series, Steve Jones, Series Editor. New York. (75%)
- Noble, S. U. (2016). Foreword. In Feminists Among Us: Resistance and Advocacy in Library Leadership. Shirley Lew and Baharak Yousefi, Eds. Litwin Books Series on Gender and Sexuality in Information Studies, Emily Drabinski, Series Editor. Sacramento, CA.
- Noble, S. U. (2016). Foreword. In Critical Library Pedagogy Handbook, Vol. 2. Nicole Pagowsky and Kelly McElroy, Eds. S.L.: ALA Editions.
- Tynes, B. T., Schuschke, J. and Noble, S.U. (2016). Digital intersectionality theory and the #BlackLivesMatter movement. In The Intersectional Internet: Race, Sex, and Culture Online. Eds. Safiya Umoja Noble and Brendesha Tynes. Peter Lang, Digital Formations Series, Steve Jones, Series Editor. New York. (25%)

ENCYCLOPEDIA ENTRIES

Noble, S. U. (December, 2013). Search engine bias/Google bias. In Encyclopedia of Social Media and Politics. Ed. Kerric Harvey. SAGE Reference: Thousand Oaks, CA.

OTHER SELECT PUBLICATIONS

Noble, S. (January 2017). Google and the Misinformed Public. The Chronicle of Higher Education.
<http://www.chronicle.com/article/Googlethe-Misinformed/238868>

OTHER SELECT PUBLICATIONS (continued)

Noble, S. and Roberts, S. (March 13, 2017). Out of the Black Box. Educause Review.
<https://er.educause.edu/articles/2017/3/out-of-the-black-box>

Noble, S. (2012). Missed connections: What search engines say about women. Bitch magazine, 12:4, Spring, pg. 37-41.

Guest contributor (2018). Still Searching series (four posts), a Swiss blog by Foto Museum Winterthur/Foto Homo Photographicus Museum. <https://www.fotomuseum.ch>

Noble, S. and Roberts (Nov. 12, 2016). Targeting Race in Ads is Nothing New, but the Stakes are High. USA Today. <https://www.usatoday.com/story/tech/columnist/2016/11/12/targeting-race-ads-nothing-new-but-stakes-high/93638386/>

SELECT BOOK REVIEWS & EXCERPTS

MIT Technology Review

Bias already exists in search engine results, and it's only going to get worse

<https://www.technologyreview.com/s/610275/meet-the-woman-who-searches-out-search-engines-bias-against-women-and-minorities/>

LA Review of Books

Ideologies of Boring Things: The Internet and Infrastructures of Race

<https://lareviewofbooks.org/article/ideologies-of-boring-things-the-internet-and-infrastructures-of-race/#!>

New York Journal of Books

<https://www.nyjournalofbooks.com/book-review/algorithms>

Financial Times

Coded prejudice: how algorithms fuel injustice

<https://www.ft.com/content/5e3901a6-208e-11e8-8d6c-a1920d9e946f>

Publishers Weekly

Book review

<https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/76085-the-week-in-libraries-february-16-2018.html>

PopMatters

Don't Google It! How Search Engines Reinforce Racism

<https://www.popmatters.com/algorithms-oppression-safiya-umoja-noble-2529677349.html>

SELECT BOOK REVIEWS & EXCERPTS (continued)

Digital Trends

Can an algorithm be racist? Spotting systemic oppression in the age of Google

<https://www.digitaltrends.com/cool-tech/algorithms-of-oppression-racist/>

Government Technology

Creating a More Democratic Information Infrastructure

<http://www.govtech.com/opinion/Creating-a-More-Democratic-Information-Infrastructure.html>

Colorlines Magazine

The Surprising Reason Why All Google Searches Aren't Created Equal

<https://www.colorlines.com/writers/tanner-howard>

Wired.com

Social inequality will not be solved by an app

<https://www.wired.com/story/social-inequality-will-not-be-solved-by-an-app/>

Time.com

Google Has a Striking History of Bias Against Black Girls

<http://time.com/5209144/google-search-engine-algorithm-bias-racism/>

We Make Money Not Art

<http://we-make-money-not-art.com/algorithms-of-oppression-how-search-engines-reinforce-racism/>

SCHOLARLY AWARDS AND HONORS

- UCLA Faculty Career Award, \$10,000 (2016-17)
- Hellman Fellowship, UCLA, \$25,000 (2016-17)
- Faculty Award, Women's Resources Center, University of Illinois (2014)
- (Incomplete) List of Teachers Ranked as Excellent by their Students, University of Illinois at Urbana-Champaign, Center for Teaching Excellence (2012-14)

INVITED TALKS

Invited Speaker (August, 2018). "Algorithms of Oppression." Computer History Museum. Mountain View, CA.

Invited Keynote (June, 2018). Association for University Publishing. San Francisco, CA.

Invited Keynote (May, 2018). Society for Scholarly Publishing. Chicago, IL.

Invited Speaker (May, 2018). "Race and Surveillance." Birkbeck College. Manchester, England.

Invited Speaker (May, 2018). "Algorithms of Oppression." Re:Publica Tech Conference. Berlin, Germany.

Invited Speaker (April, 2018). "Algorithms of Oppression." Concordia University, Montreal, Canada.

Invited Keynote (March, 2018). "Ethics of Archiving the Web," New York City Museum, New York, NY.

INVITED TALKS (continued)

- Invited Panelist (February, 2018). Workshop on Gender and Robotics, part of the Gendered Innovations in Science, Health and Medicine, Engineering, and Environment project. Stanford University. Palo Alto, CA.
- Invited Speaker (February 2018). “Your Robot isn’t Neutral.” Department of Science, Technology and Society. Stanford University. Palo Alto, CA.
- Invited Keynote (January, 2018). Instructional Institute Day, California State University, Stanislaus. Turlock, CA.
- Invited Speaker (December, 2017). “Algorithms of Oppression.” University of California, Irvine. Irvine, CA.
- Invited Speaker (November, 2017). “Algorithms of Oppression: Data Discrimination in the Digital Age.” McLuhan Symposium, University of Toronto. Toronto, Canada.
- Invited Speaker (November, 2017). “Algorithms of Oppression: Data Discrimination in the Digital Age.” Educause conference. Philadelphia, PA.
- Invited Speaker (October, 2017). TBD. Race, Inequality, Language, and Equity conference. Graduate School of Education, Stanford University. Palo Alto, CA. (unable to attend)
- Invited Keynote (October, 2017). “Social Justice in LIS, Finding the Imperative to Act.” Minnesota Library Association. Rochester, MN.
- Invited Keynote (October, 2017). “Algorithms of Oppression: Data Discrimination in the Digital Age.” University of Iowa, Iowa City, IA.
- Invited Keynote (October, 2017). TBD. National Data Integrity Conference. Colorado State University. Fort Collins, CO.
- Invited Speaker (September, 2017). “Digital Activism and Digital Discrimination.” University of Southern California and the Amber Rose Foundation.
- Invited Speaker (September, 2017). “Algorithms of Oppression: How Search Engines Reinforce Racism.” Center for Science, Technology, Medicine, and Society Fall 2017 colloquium series. University of California, Berkeley. Berkeley, CA.
- Invited Speaker (September, 2017). “. “Algorithms of Oppression: How Search Engines Reinforce Racism.” University of California, Berkeley Libraries. Berkeley, CA.
- Invited Keynote (September, 2017). “Algorithms of Oppression.” DePauw University. Greencastle, IN.
- Invited Keynote (September, 2017). “Algorithms of Oppression.” Kurt Vonnegut Museum. Indianapolis, IN.
- Invited Keynote (September, 2017). “Challenging the Algorithms of Oppression: Race, Gender and Representation in the Age of Digital Information.” University of Puget Sound. Tacoma, WA.

INVITED TALKS (continued)

INVITED TALKS (continued)

Invited Keynote (June, 2017). “Challenging the Algorithms of Oppression.” Rare Books and Manuscripts Section (RBMS) of the Association of College & Research Libraries (ACRL).

Featured speaker (March, 2017). “Speaking Black, Speaking Back: Counternarrating the Erasure of African American “Technigrationists.”” Special Interest Group on Computers and Information in Society (a subgroup of the Society for the History of Technology, or SHOT). Computer History Museum, Mountain View, CA.

Invited Keynote (March, 2017). Social Justice in LIS: Finding the Imperative to Act.” Online Northwest LIS conference. Portland State University.

Invited Keynote (January, 2017). Social Justice in LIS: Finding the Imperative to Act.” St. Mary’s College of California Library. Moraga, CA.

Invited Keynote (January, 2017). “Searching for Black Girls: Developing a Critical Digital Media Literacy.” Castilleja School, Palo Alto, CA.

Invited Keynote (November, 2016). “Social Justice in LIS: Finding the Imperative to Act.” University of Oregon. Eugene, OR.

Invited Keynote (October, 2016). “Social Justice in LIS.” Bucknell Digital Scholarship Conference. Bucknell University. Lewisburg, PA.

Invited Talk (October, 2016). “Power, Privilege and the Imperative to Act.” Vassar College. Poughkeepsie, New York.

Invited panelist (October, 2016). “From the Archive to Google: Information Technologies and the Struggle for Racial Justice in the Americas.” Loyola Marymount University; Los Angeles, CA.

Invited participant (2016). AI Now! Briefing on the impact of artificial intelligence in society. Convened by The White House, Microsoft, Google Open Research, and New York University. New York, NY.

Invited Talk (August, 2016). “Diversity interventions in information studies and academic libraries.” Senior Fellows Program. University of California, Los Angeles.

Invited Talk (May, 2016). “Information Bias and the Digital Archive.” Loyola Marymount University; Los Angeles, CA.

Invited Talk (April, 2016). “Race, Gender and Information Bias Online.” Office for Diversity and Inclusion, Working Women’s Network, and University Library, Yale University.

Invited Keynote (March, 2016). “What Small Data Can Tell Us about Big Data Bias.” Strategic conversations series. Harvard University Library.

Invited Keynote (March, 2016). Library Technology 2016 (LibTech) national conference. Macalaster College.

Invited Keynote (March, 2016). California Academic Research Libraries (CARL) national conference. Costa Mesa, CA.

Invited Keynote (March, 2016). Statewide California Electronic Library Consortium (SCELC). Loyola Marymount University. Los Angeles, CA.

INVITED TALKS (continued)

- Invited Talk (February, 2016). “Big data bias and the politics of online information: More reasons to care.” Memorial Library - University of Puget Sound. Tacoma, WA.
- Invited Keynote (February, 2016). Invited by the Provost and women's faculty leadership forum to discuss issues on gender and the arts, and share insights and perspectives from my research. California Institute of the Arts (CalArts). Valencia, CA.
- Invited Talk, (February, 2016). “Women and Wikipedia.” University of Southern California. Los Angeles, CA.
- Invited Talk (January, 2016). “What Small Data Can Tell Us about Big Data Bias.” New College, Sarasota, FL.
- Invited Keynote (December, 2015). “Power, privilege and the imperative to act: Reflecting on critical library praxis.” Douglas College, Vancouver, Canada.
- Invited Keynote (November, 2015). “Power, privilege and (re)positioning digital technology narratives.” Community Informatics Research Network (CIRN). Monash University. Prato, Italy.
- Invited Keynote (November, 2015). “Power, privilege and digital technology narratives in the information professions: A call to reimagine.” Association for Information Science and Technology (ASIST) Special Interest Group Information Needs Seeking and Use (SIG-USE), St. Louis, MO.
- Invited Keynote (October, 2015). “Power, privilege and the imperative to act.” Digital Library Federation. Vancouver, Canada.
- Invited Talk (September, 2015). “Google searching for Black girls: Old media stereotypes in new media practices.” Johannah Sherrer Memorial Lecture. Lewis and Clark College. Portland, OR.
- Invited Talk (July, 2015). “Engaging in critical pedagogical practices that reflect our core values to diversity and social responsibility.” Library Diversity & Inclusion Committee, University of California, San Diego. San Diego, CA.
- Invited Keynote (June, 2015). “Searching for girls: Identity for sale in the age of Google.” Association of College & Research Libraries (ACRL) annual conference. Portland, OR.
- Invited Talk (April, 2015). “Searching for girls: Identity for sale in the age of Google.” Occidental College. Los Angeles, CA.
- Featured speaker (Fall, 2014). Library and Information Studies Alumni Association (LISAA), Charles Young Library, UCLA. Los Angeles, CA.
- TEDxUIUC Talk (April, 2014). “In Pursuit of an Ethics of Information.” University of Illinois at Urbana-Champaign. Urbana, IL.
- Invited Talk (April, 2013). “The Ethics of representation in commercial search.” Department of Information Studies, University of California, Los Angeles. Los Angeles, CA.
- Invited Talk (October, 2013). “Talking Trayvon: Race, media, and the politics of spectacle.” C10: The 10th Annual University of Illinois Communications Collaboration Conference. University of Illinois at Urbana-Champaign. Urbana, IL.

INVITED TALKS (continued)

INVITED TALKS (continued)

Invited Talk (May, 2013). “Digital democracy, the digital divide, and the politics of big data: What small data can tell us about big dilemmas.” Bowling Green State University, Summer Institute on Digital Humanities. Bowling Green, KY.

Invited Talk (April, 2013). “Searching for black girls: Old traditions in new media.” Information Studies Colloquium. Department of Information Studies, University of California, Los Angeles. Los Angeles, CA.

Invited Lecture (June, 2012). “Searching for black girls: Old traditions in new media.” Etsy Hacker School. Etsy HQ, New York, NY.

CONFERENCES & RESEARCH PRESENTATIONS

Panelist (March, 2018). “The Epidemiology of Algorithms.” Society of Media and Cinema Studies national conference. Toronto, Canada.

Invited Guest (March, 2018). Grand Challenges for the Future of Information Science and Scholarly Publishing. MIT University. Boston, MA.

Invited participant (February, 2018). #EthicalCS Webinar on Twitter, hosted by University of Southern California.

Invited Guest (February, 2018). AOL Makers Conference, with Dean Willow Bay. Los Angeles, CA.

Guest Lecture (November, 2016). “Challenging the Algorithms of Oppression.” Antioch College. Los Angeles, CA.

Paper (October, 2016). “Technologies of Terror and Social Media Murder: The Spectacle of Black Death Online.” Race and Media conference. New York University, NY.

Paper (March, 2016). “Black Death on Screen: The Politics of Internet Spectacles.” Society of Cinema & Media Studies (SCMS) national conference. Atlanta, GA.

Paper (July, 2015). “The ‘Right to be Forgotten’ in the Public and Private Records of Google.” Archival Education and Research Institute (AERI). University of Maryland, MD.

Panelist (Spring, 2015). “Teaching social justice as an assistant professor: Rewards and risks.” Association for Library and Information Science Education (ALISE) conference. Chicago, IL.

Guest lecture (Spring, 2015). ED466 “Searching for identity on the world wide web.” Professor Jeff Share, Critical Media Literacy: Teaching Youth to Critically Read and Create Media course. Department of Education, UCLA.

Panelist (Fall, 2014). “Shamefully delicious: The (Critical) pleasures of ABC’s Scandal.” American Studies Association National Conference. Los Angeles, CA.

Guest lecture (Fall, 2014). ED466 “Searching for identity on the world wide web.” Professor Jeff Share, Critical Media Literacy: Teaching Youth to Critically Read and Create Media course. Department of Education, UCLA.

Panelist (Spring, 2014). “Social justice in Library and Information Science.” I-Schools Conference. Humboldt University, Berlin, Germany.

CONFERENCES & RESEARCH PRESENTATIONS (continued)

- Moderator and Panelist (Spring, 2014). “The articulation of racial ethics and Afrofuturism: The Afrofuture of the web.” *Astroblackness: Remaking and remixing Black identity now, before and beyond* colloquium. Loyola Marymount University. Los Angeles, CA.
- Panelist (Spring, 2014). “Power, privilege & positionality: Applying a critical lens to LIS education” Association for Library and Information Science Education (ALISE) National Conference. Philadelphia, PA.
- Panelist (Spring, 2014). “The possibilities and pitfalls of interdisciplinary research.” 2nd Annual National Faculty Women of Color Conference. University of Illinois at Urbana-Champaign.
- Speaker (2014). “State of Black Illinois.” Central Black Student Union and Bruce Nesbitt African American Cultural Center. University of Illinois at Urbana-Champaign.
- Guest lecture (Fall, 2013). “Searching for identity and the loss of community on the world wide web: The case of Google search.” Modern Art Colloquium (MAC) series. School of Art and Design. University of Illinois at Urbana-Champaign.
- Moderator/Panelist (Fall, 2013). “The development and implications of distributed online open courses.” Africa and IT, presented by African Studies. University of Illinois at Urbana-Champaign.
- Research Talk (Fall, 2013). “Keyword searching women of color in Google: What small data can tell us about a big data world.” FemTechNet Distributed Online Open Course. University of Illinois at Urbana-Champaign.
- Panel presentation (April, 2013). “Beyond the Black Atlantic: Reimagining the geographic and analytical boundaries of the African diaspora.” *Remapping the Black Atlantic: Diaspora (re)writings of race and space* conference. DePaul University; Chicago, IL.
- Paper presentation (April, 2013). “Keyword searching women of color in Google: A critical perspective.” Humanities, Science, Technology Advanced Collaboratory (HASTAC) annual conference. York University. Toronto, Canada.
- Panel presentation (March, 2013). “Searching for black girls: Old traditions in new media.” National Council of Black Studies Annual Conference. Indianapolis, IN.
- Roundtable Organizer (March, 2013). “Digital technologies as a site of struggle,” with Drs. Adam Banks, Andre Brock and Malaika McKee. National Council of Black Studies Annual Conference. Indianapolis, IN.
- Panel presentation (March, 2013). “Curating theory: Using e-portfolios to demonstrate knowledge mastery.” SXSWedu Conference. Austin, TX.
- Speaker (2013). “Black women in film: A critical perspective.” Bruce Nesbitt African American Cultural Center. University of Illinois at Urbana-Champaign.
- Speaker (2013). “Race, gender and representation in new media: A case study of Google.” Research-in-progress Brownbag Lunch Series. Center for Writing Studies. University of Illinois at Urbana-Champaign.
- Panel presentation (November, 2012). “Searching for black girls: Old traditions in new media.” National Women’s Studies Association Annual Conference. Oakland, CA.

CONFERENCES & RESEARCH PRESENTATIONS (continued)

- Panel presentation (September, 2012). “Micro-aggressions: On our campuses, in our media, in our communities.” Dennis H. May Conference on Diversity Issues and the Role of Counseling Centers, University of Illinois at Urbana-Champaign.
- Panel presentation, (May, 2012). “Harnessing the gaze: feminist practice(s) in qualitative research.” International Congress for Qualitative Inquiry. University of Illinois at Urbana-Champaign.
- Research Talk (Spring, 2012). “Searching for black girls: Old traditions in new media.” Graduate College Community of Scholars Research Symposium. University of Illinois at Urbana-Champaign.
- Research Talk (Spring, 2012). “Technology in theory and practice.” Unit for Criticism and Interpretive Theory Graduate Student Conference. University of Illinois at Urbana-Champaign.
- Paper presentation (2010). “Prioritizing African-American knowledge in Human Computer Interaction theories: A critical perspective.” 3rd ICTs-and-Society Network Meeting. Barcelona, Spain.
- Conference roundtable (2010). “Critical Information Studies & the Critical I: A nascent trans-discipline in praxis.” Co-presenters: Lisa Nakamura, Sarah T. Roberts and Miriam Sweeney. 3rd ICTs-and-Society Network Meeting. Barcelona, Spain.
- Paper presentation (Fall, 2010). “How the Internet has re-shaped the GIS information industry: A critical perspective.” Association of Internet Researchers (AoIR) Conference. Gothenburg, Sweden.
- Panel presentation (2010). “Effective ICT use for social inclusion.” I-Schools Conference 2010. Wolske, M.; Williams, N. S.; Noble, S.; Johnson, E. O.; Duple, R. Y. University of Illinois.

SELECT RESEARCH IN THE NEWS

National press

Time.com

How Search Engines Amplify Hate — in Parkland and Beyond

<http://time.com/5193937/nikolas-cruz-dylann-roof-online-white-supremacy/>

CNN International

Should you delete Facebook in protest?

<https://www.youtube.com/watch?v=pM6-BHBN9s4>

NBCNews.com

Google search algorithms are not impartial. They can be biased, just like their designers.

<https://www.nbcnews.com/think/opinion/google-search-algorithms-are-not-impartial-they-are-biased-just-ncna849886>

Huffington Post

Bad Ideas Aren't Worth Debating

https://www.huffingtonpost.com/entry/opinion-berlatsky-williamson-atlantic_us_5abd1764e4b06409775e47b0

Vox.com

How search engines are making us more racist

<https://www.newsrss24.com/21842/science-and-technology/how-search-engines-are-making-us-more-racist/>

The Week

Why Silicon Valley needs social theory

<http://theweek.com/articles/756056/why-silicon-valley-needs-social-theory>

The Chronicle of Higher Education

New books

<https://www.chronicle.com/article/Weekly-Book-List-March-23/242849>

Inside Higher Ed

Here We Are Again

<https://www.insidehighered.com/news/2018/02/16/ieee-trouble-once-again-allegedly-minimizing-work-female-historians>

Inside Higher Ed

Questioning ‘Algorithms of Oppression’

<https://www.insidehighered.com/news/2018/02/06/scholar-sets-twitter-furor-critiquing-book-he-hasnt-read>

Inside Higher Ed

<https://www.insidehighered.com/news/2018/02/16/ieee-trouble-once-again-allegedly-minimizing-work-female-historians>

Gizmodo

Tech History Group Dedicated to Preserving Information Busted Deleting Apology Tweets [Updated]

<https://gizmodo.com/tech-history-group-dedicated-to-preserving-information-1822931470>

Wired.com

The Alt-Right Can’t Disown Charlottesville

<https://www.wired.com/story/alt-right-charlottesville-reddit-4chan/>

KERA Public Radio (Dallas)

Data and Discrimination, interview with Krys Boyd

http://think.kera.org/2018/02/28/data-and-discrimination/?_ga=2.199366830.1293409057.1522887976-363651803.1522887976

Buzzfeed

Remember The Good Old Facebook? You Can Go Back To That.

https://www.buzzfeed.com/jillianyork/you-dont-need-to-delete-facebook-just-change-the-way-you?utm_term=.chxpodYQG#.of8WgZVoE

WOSU Public Media

Tech Tuesday: Cybersecurity at the Olympics, Search Engine Bias (starts 15:00)

<https://lareviewofbooks.org/article/ideologies-of-boring-things-the-internet-and-infrastructures-of-race/#!>

The Chronicle of Higher Education

Google and the Misinformed Public

<https://www.chronicle.com/article/Googlethe-Misinformed/238868>

The Atlantic

The Basic Grossness of Humans

<https://www.theatlantic.com/technology/archive/2017/12/the-basic-grossness-of-humans/548330/>

Logic Magazine

Safiya Umoja Noble and Sarah T. Roberts on the Problems of Platform Capitalism

<https://logicmag.io/03-engine-failure/>

TechCrunch: CTRL+T

Podcast interview on Algorithms of Oppression

<https://techcrunch.com/tag/safiya-umoja-noble/>

New York Times and Chicago Tribune

Crisis experts say Facebook has mishandled the data scandal

<http://www.chicagotribune.com/business/sns-bc-us--facebook-crisis-management-20180321-story.html>

Washington Post

Google faulted for racial bias in image search results for black teenagers

https://www.washingtonpost.com/news/morning-mix/wp/2016/06/10/google-faulted-for-racial-bias-in-image-search-results-for-black-teenagers/?utm_term=.a87ceec61c40

US News & World Report

The Mighty Coalition of the Unwilling

<https://www.usnews.com/news/the-report/articles/2017-02-03/can-the-anti-trump-protest-movement-last>

The Atlantic

The Internet May Be as Segregated as a City

<https://www.theatlantic.com/technology/archive/2016/09/the-internet-may-be-as-segregated-as-a-city/498608/>

USA Today

Russia exploited race divisions on Facebook. More black staffers, diversity could have helped.

<https://www.usatoday.com/story/tech/news/2017/11/03/facebooks-lack-diversity-blamed-failing-catch-fake-russian-accounts-spreading-racially-divisive-mess/829905001/>

Bustle

10 Books about Race to Read Instead of Asking a Person of Color to Explain Things to You

<https://www.bustle.com/p/10-books-about-race-to-read-instead-of-asking-a-person-of-color-to-explain-things-to-you-8548796>

Information Today, Inc.

<http://www.infotoday.com/OnlineSearcher/Articles/Features/Wayfinding-the-Web-Applying-Critical-Information-Literacy-to-a-Google-Instruction-Session-119313.shtml>

USA Today

Facebook advertisers can exclude racial groups in housing ads

<https://www.theatlantic.com/technology/archive/2016/09/the-internet-may-be-as-segregated-as-a-city/498608/>

USA Today

“Three Black Teenagers” Google search sparks outrage

<http://www.usatoday.com/story/tech/news/2016/06/09/google-image-search-three-black-teenagers-three-white-teenagers/85648838/>

SELECT RESEARCH IN THE NEWS (continued)

National press

Washington Post

Google faulted for racial bias in image search results for black

teenagers <https://www.washingtonpost.com/news/morning-mix/wp/2016/06/10/google-faulted-for-racial-bias-in-image-search-results-for-black-teenagers/>

The Inquisitor

“Three Black Teenagers” or “Three White Teenagers”: Is Google a reflection of society?

<http://www.inquisitr.com/3187679/three-black-teenagers-or-three-white-teenagers-is-google-a-reflection-of-society/>

USA Today

Microsoft's Nadella says 'A.I. must guard against bias'

<http://www.usatoday.com/story/tech/columnist/baig/2016/06/28/microsofts-nadella-says-must-guard-against-bias/86485098/>

MarieClaire.com: Blackflix: How Netflix's algorithm exposes technology's racial bias

<http://www.marieclaire.com/culture/a18817/netflix-algorithms-black-movies/>

Complex: Netflix's Algorithm Has a Glaring Blindspot: Lumping All Black Films Together

<http://www.complex.com/pop-culture/2016/03/netflix-algorithm-lumps-black-films-together>

Why Doesn't Macarthur Park Gentrify?

<https://la.curbed.com/2017/1/26/14391534/macarthur-park-development-street-vending-gentrification>

USA Today: Snapchat under fire for yellow face filter

<http://www.usatoday.com/story/tech/2016/08/10/snapchat-yellowface-racially-insensitive-filter/88521252/>

The Inquisitor: Is Snapchat Racist? Company in hot water for “yellowface” filter

<http://www.inquisitr.com/3406708/is-snapchat-racist-company-in-hot-water-for-yellowface-filter/>

The University Herald: Snapchat ‘Yellowface’ Filter: Tech Company Lacks of Gender and Racial Diversity in Its Workforces Says Professor

<http://www.universityherald.com/articles/36981/20160811/snapchat-yellowface-filter-tech-company-lacks-of-gender-and-racial-diversity-in-its-workforces-says-professor.htm>

USAToday: Is Pokemon Go racist? How the app may be redlining communities of color (August 9, 2016)

<http://www.usatoday.com/story/tech/news/2016/08/09/pokemon-go-racist-app-redlining-communities-color-racist-pokestops-gyms/87732734/>

News One: Pokemon Go bypasses neighborhoods of color <http://www.dailymail.co.uk/news/article-3732371/Pokemon-accused-racism-Poke-Stops-gyms-white-neighborhoods.html>

Al Jazeera: Why America's national parks are so white

<http://america.aljazeera.com/opinions/2015/7/heres-why-americas-national-parks-are-so-white.html>

SELECT RESEARCH IN THE NEWS (continued)

National press

Information Week: E-portfolios: From academia to the workplace

<http://www.informationweek.com/mobile/mobile-devices/e-portfolios-from-academia-to-the-workplace/d/d-id/1111197?>

Noble, S. (2013). Google Equates Black Girls With Sex: Why? Opinion editorial for TheRoot.com.

<http://www.theroot.com/views/google-equates-black-girls-sex-why>

SELECT RESEARCH IN THE NEWS - INTERNATIONAL

Lexology (UK)

De-coding the gender conundrum

<https://www.lexology.com/library/detail.aspx?g=93550638-0d35-40a2-a325-26f0ea77d44b>

News.at (Germany)

Search engines promote racial prejudice

<https://www.news.at/a/google-suchmaschinen-vorurteile-9739019>

TeleSur (Venezuela)

'Algorithms of Oppression' Sheds Light on How Corporations Reinforce Racism and Biases

<https://www.telesurtv.net/english/news/Algorithms-of-Oppression-Sheds-Light-on-How-Corporations-Reinforce-Racism-and-Biases-20180314-0024.html>

News RSS 24 (Italy)

How search engines are making us more racist

<https://www.newsrss24.com/21842/science-and-technology/how-search-engines-are-making-us-more-racist/>

ENCA (South African television)

Facebook faces 'potential legislation' over data: analyst

<https://www.enca.com/technology/facebook-faces-potential-legislation-on-protection-of-consumer-data-analyst>

BBC (Turkey)

Is it time to delete Facebook?

<http://www.bbc.com/turkce/haberler-43490795>

Takvim (Turkey)

False news machine Facebook

<https://www.takvim.com.tr/guncel/2018/03/29/yalan-haber-makinesi-facebook>

Zing.vn (Vietnam)

Delete Facebook: Easier said than done

<https://news.zing.vn/xoa-facebook-noi-de-hon-lam-post828356.html>

SELECT RESEARCH IN THE NEWS - INTERNATIONAL (continued)

VTC.cn (Vietnam)

Leakage of 50 million users: It is time to delete your Facebook account?

<https://vtc.vn/ro-ri-thong-tin-50-trieu-nguoi-dung-den-luc-phai-xoa-tai-khoan-facebook-d388178.html>

BangkokBizNews (Thailand)

#DeleteFacebook With the difficulty of using Facebook.

<http://www.bangkokbiznews.com/blog/detail/644296>

Indigo Dergisi (Turkey)

Facebook also recorded mobile phone conversations and messages!

<https://indigodergisi.com/2018/03/facebook-telefon-konusmalari-mesajlar/>

Razmišljate li o gašenju svog Facebook naloga? Niste jedini (Russia)

https://www.benchmark.rs/vesti/razmisljate_li_o_gasenu_svog_facebook_naloga_niste_jedini-75426

ABC News Online (Australia)

Alexa, Siri, Cortana: Our virtual assistants say a lot about sexism

<http://www.abc.net.au/news/2017-08-11/why-are-all-virtual-assisants-female-and-are-they-discriminatory/8784588>

Slate (France): L'algorithme de Netflix souffre aussi d'un manque de diversité

<http://www.slate.fr/story/114807/algorithme-netflix-diversite>

Publicico (Portuguese national news)

"We need to talk about the algorithms that oppress us"

<https://www.publico.pt/2018/03/08/tecnologia/noticia/algoritmos-de-opressao-safiya-noble-1805720>

Science Friction, Australian Broadcasting Corporation (Australia)

Chatbot mania and algorithms of oppression

<http://www.abc.net.au/radionational/programs/sciencefriction/chatbot-mania-and-algorithms-of-oppression/8782854>

Selfie culture, plastic surgery and digital enhancement for the number one morning news show (Australia)

<https://au.tv.yahoo.com/the-morning-show/video/watch/32946794/the-changing-face-of-hollywood-part-2/#page1>

Rue89: Videos of black deaths in the United States enter a show of logic (in French)

<http://rue89.nouvelobs.com/2016/09/06/les-videos-morts-noirs-etats-unis-entrent-logique-spectacle-265078>

DailyMail: Why are there so many more Poke Stops and gyms in white neighborhoods than black?

<http://www.dailymail.co.uk/news/article-3732371/Pokemon-accused-racism-Poke-Stops-gyms-white-neighborhoods.html>

AD HOC REVIEWER

- Association of Internet Researchers (AoIR)
- Community Informatics Research Network (CIRN)
- Journal of Critical Library and Information Studies
- Journal of Computer-Mediated Communication
- Hawaii International Conference on System Sciences (HICCS)
- Human Geography: A New Radical Journal
- Interacting with Computers
- Library Quarterly
- National Endowment for the Humanities, Panel Reviewer
- National Science Foundation, Panel Reviewer
- SAGE Journal of Sport & Social Issues
- Sage Open: A peer reviewed open access journal
- The Black Scholar
- Union of Democratic Communiqué (UDC)

EDITORIAL BOARDS

Editorial Board Member, Television and New Media (2018-present)

Editorial Board Member, Race and Mediated Cultures book series, The Ohio State University (2018-present)

Editorial Board Member, Taboo: The Journal of Culture and Education (2017-present)

Editorial Board Member, Journal of Critical Library & Information Studies (2015-present)

Associate Editor, The Black Scholar Journal (2012-2016)

TEACHING

University of Southern California

COMM 384: Interpreting Popular Culture

COMM 458: Race and Ethnicity in Arts and Entertainment

LIS 591: Research Methods in Library and Information Science

University of California, Los Angeles

IS 10: Information and Power

IS 212: Values & Communities

IS 201: Ethics, Diversity, & Change in the Information Professions

IS 289: Planet Google

IS 291C: Race and Surveillance

University of Illinois at Urbana-Champaign

AFAM/MACS 381: Black Women in Film

INFO202: Social Aspects of Technology

INFO390: Race, Gender and IT

LIS502: Libraries, Information & Society

LIS 590RGS: Race, Gender and Sexuality in the Information Professions

MACS/INFO 295: Introduction to Visual Studies

MACS 326: New Media, Culture & Society

MACS/INFO 364: Planet Google

PROFESSIONAL ACTIVITIES AND RESPONSIBILITIES

- Co-Founder, Information Ethics & Equity Institute (2016-present)
- African American Women in Science, Technology, Engineering and Math (2015-present)
- Broadband Access Committee; Urbana Telecommunications Commission (2012-14)

GRANTS AND FELLOWSHIPS

Hellman Fellowship, UCLA	AY 2016-17
UCLA Early Career Award	AY 2016-17
Diversity Student Support Award, Graduate School of Education & Information Studies, for the proposal “Understanding the Political Economy of Diversity in the Modern University.”	AY 2016-17 AY 2015-16
Principal Investigator, National Science Foundation's Extreme Science and Engineering Discovery Environment (XSEDE) start-up grant, University of Illinois at Urbana-Champaign	Spring 2013
Co-Principal Investigator, INTERSECT Award: Interdisciplinary research and curriculum grant for team proposal “Learning to See Systems” Graduate College, University of Illinois at Urbana-Champaign (\$125,000)	Fall 2012
Information in Society Fellowship, Graduate School of Library & Information Science at University of Illinois at Urbana-Champaign	2009 to 2012
Humanities, Arts, Science, and Technology Advanced Collaboratory	2009 and 2010

DISSERTATION AND THESIS COMMITTEES

Gipson, Brooklyn, Ph.D. Advisor , Annenberg School of Communication, University of Southern California
Stacy Wood, Advisor , Ph.D. Advisor, Department of Information Studies, Graduate School of Education & Information Studies, University of California, Los Angeles
Tiera Chante Tanksley, Ph.D. Advisor , Division of Urban Schooling, Dept. of Education, Graduate School of Education & Information Studies, University of California, Los Angeles
Brit Loven, Dissertation Committee Member, Dept. of Education, Graduate School of Education & Information Studies, University of California, Los Angeles
Tiffany Bowden, Research Director and Dissertation Committee Member, Institute for Communications Research, University of Illinois at Urbana-Champaign
Meadow Jones, Ph.D. Research Director and Dissertation Committee Member, Art Education, University of Illinois at Urbana-Champaign
Catherine Knight Steele, Dissertation Committee Member, Department of Communication, University of Illinois at Chicago
Melissa Villa-Nicholas, Dissertation Committee Member, Graduate School of Library & Information Science, University of Illinois at Urbana-Champaign

DISSERTATION AND THESIS COMMITTEES (continued)

LaTasha Velez, Dissertation Committee Member, Graduate School of Library & Information Science, University of Illinois at Urbana-Champaign

Porshe Garner, Masters Thesis Committee Member, Educational Policy & Organizational Leadership, University of Illinois at Urbana-Champaign

Miriam Larson, Certificate of Advanced Study Committee Member, Graduate School of Library & Information Science, University of Illinois at Urbana-Champaign

Eden Gebregiorgis, **Research Advisor**, McNair Undergraduate Research Program, University of Illinois at Urbana-Champaign

Supervised more than 20+ Masters students in Information Studies at UCLA

I currently run a weekly Ph.D. mentoring group for underrepresented and first-generation doctoral students at the University of Southern California.

UNIVERSITY SERVICE

University of Southern California

- Long Range Planning Committee (2017-18)
- Media Center Advisory Committee (2018-18)

University of California, Los Angeles

- Information Studies Department Faculty Executive Committee (2014-2017)
- Information Studies departmental committees: Diversity Council, Professional Programs Committee, Portfolio sub-committee, and Undergraduate Programs sub-committee (2015-16)
- GSE&IS Faculty Executive Committee (2015-2017)
- Committee on Diversity & Equity, Graduate School of Education & Information Studies (2014-2017)
- Faculty Advisory Committee for the Ralph J. Bunche Center for African American Studies (2015-2017)
- Faculty-in-Residence for Reiber Hall, Weyburn Terrace & African Diaspora Theme Floor (2014-17)
- Ad-hoc committee on campus climate, Office of the Vice Chancellor of Student Affairs (2014-2017)

University of Illinois at Urbana-Champaign

- Faculty Student Academic Senate Committee on the Library (2014)
- Provost's Committee for Campus Conversation on Undergraduate Education (2014)
- Intellectual Affairs Committee, Department of African American Studies (2012-13)
- Awards Committee, Department of African American Studies (2012-13)
- Planning Committee, "Black Geek Week" (2012-13)
- Campus IT Committee of the Faculty Student Academic Senate (2011-12)

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- American Anthropological Association (AAA)
- American Library Association (ALA)
- American Society for Information Science and Technology (ASIST)
- American Sociological Association (ASA)
- American Studies Association (ASA)
- Association of Internet Researchers (AoIR)
- Black Caucus of the American Library Association
- Center for Critical Race + Digital Studies at NYU (CR + DS)
- International Communications Association (ICA)
- National Council for Black Studies (NCBS)
- National Women's Studies Association (NWSA)
- NWSA Women of Color Leadership Project (WOCLP)
- Society for Cinema and Media Studies (SCMS)

INDUSTRY WORK EXPERIENCE

- Co-Founder, Information Ethics & Equity Institute (2016-Present)
- Co-Founder, Stratelligence, LLC (2016-Present)
- Director of New Media and Creative Director, UX Designer, Pixo; Urbana, IL (2008-2011)
- Director of Advancement, Dept. of Computer Science, University of Illinois at Urbana-Champaign; (2008-09)
- CEO, Crosswalk Productions; New York, NY (2006-2008)
- Associate Director, Carol H. Williams Advertising; Oakland, CA (2003-2006)
- Senior Diversity Manager, Sprint Foundation; Kansas City, MO and San Francisco, CA (1998-2003)
- Program Associate, Business for Social Responsibility; San Francisco, CA (1996-1998)

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