PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Megan S. Ankerson, assistant professor of communication studies, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:
Ph.D.   2010   University of Wisconsin, Madison
M.A.   2002   Georgetown University
B.A.   1996   Loyola University, Maryland

Professional Record:
2010 – present   Assistant Professor, Department of Communication Studies, University of Michigan
2006 – 2008   Associate Lecturer, Department of Communication Arts, University of Wisconsin, Madison
1997 – 2003   Adjunct Instructor, Department of Communication, Loyola University, Maryland

Summary of Evaluation:
Teaching – Professor Ankerson is an engaging teacher who is committed to fostering student learning through theory and practice. Notably, several of Professor Ankerson's classes are designed to enrich students' media literacy, particularly in a digital environment, and to utilize a variety of digital technologies, including blogs and digital curation. Professor Ankerson effectively utilizes creative pedagogical methods and assignments that foster critical analyses of digital text and active peer learning. She has been willing to re-design her courses based on curricular needs and student feedback as well as changing digital technologies, thereby making her teaching current and reflective of emerging digital environments.

Research –Professor Ankerson's research innovatively traces the history of the World Wide Web. She has been instrumental in establishing the field of internet studies. The centerpiece of the dossier is her forthcoming monograph, Dot.com Design: The Rise of a Usable, Social, Commercial Web (2018, New York University Press), which is expected to make an important impact. Professor Ankerson historicizes the evolution of the World Wide Web, problematizing the simplistic dichotomy of Web 1.0 vs 2.0 in a new and fresh way. She presents a historically rich, theoretically innovative, and methodologically substantial account of the history of the early phase of the World Wide Web (1991-2005). Professor Ankerson's articles have appeared in high impact, peer-reviewed journals, including *New Media and Society*. Her co-authored article, "Lez takes time" was recognized as the "Outstanding Article of 2017" by the Popular Communication Division of the International Communication Association. Professor Ankerson has established an international reputation, and is invited to speak at conferences in the United States and internationally, sometimes as the keynote.

Recent and Significant Publications:

Dot-com Design: The Rise of a Usable, Social, Commercial Web, under contract with New York University Press, expected June 2018.

"Lez takes time: Designing Lesbian contact in geosocial networking apps," with S. A. Murray, "Queer technologies in communication," a special issue of *Critical Studies in Media Communication*, K. Sender and A. Shaw, eds., 2016. Outstanding Article in 2017, Popular Communication Division of the International Communication Association.

"Social media and the 'read-only' web: Reconfiguring social logics and historical boundaries," *Social Media + Society*, 2(1), 2015, pp. 1-12, DOI: 10.1177/2056305115621935.

"Writing web histories with an eye on the analog past," *New Media and Society*, 14(3), 2012, pp. 384-400.

Service – Professor Ankerson has performed at or above services expectations at every level within the university and to the wider community. She served on the departmental Curriculum Committee and a faculty search committee. She is the only junior member of the design team for the LSA-wide Digital Studies initiative for which she is helping to develop proposals to map the future of Digital Studies at Michigan, an important initiative in LSA. Professor Ankerson is one of four founding editors for a new peer-reviewed journal, *Internet Histories*, and is the only junior faculty member. The launch of the journal signifies that this subfield in media studies has matured to a point that justifies a journal dedicated to this area of research. As a co-editor, she will help shape the directions of the field. Professor Ankerson's external service can only further Michigan's global reputation for scholarship.

External Reviews:

Reviewer (A)

"In short, she is universally admired by those in her field. I have never heard anyone who has heard her speak or read her work and responded with anything other than being impressed (myself included). …there is no question in my mind that she merits tenure and promotion at the University of Michigan."

Reviewer (B)

"Throughout, Ankerson's work is complicated, thoughtful, and sophisticated. She demonstrates a thorough familiarity with the literatures of media and cultural studies, and more generally with cognate literatures in the humanities and social sciences. Indeed, one of the signal characteristics of Ankerson's scholarship is her careful and critical reflection on the work of her peers, and her ability to bring their insights into productive dialogue with her own research."

Reviewer (C)

"The standout piece is undoubtedly her forthcoming book, *Dot-Com Design*… The manuscript is rich in research and in critical insight and makes a welcome contribution to our understandings of the intertwined histories of internet technologies, commercial web design, and aesthetic practices. In this careful work, Ankerson offers a compelling example for how we might undertake computational histories that are sensitive to specific contexts."

Reviewer (D)
"By interweaving cultural studies, visual aesthetics, and internet studies, Ankerson's work punctures commonplace assumptions of the web as an ahistorical phenomenon, and the book [Dot-Com Design] is poised to speak to many different subdisciplines, engaging scholars through vivid writing and compelling examples. While it is impossible to judge the impact of a forthcoming book, I am confident that it will be a significant work that raises Ankerson's profile as a major scholar of digital media…"

Reviewer (E)
"Dr. Ankerson's 2011 *New Media & Society* article has already had an influence on my own work and how I think about the reengagement of materiality and design within the communication field and the need for closer work with preservationists so that we can actually do media histories in the future. These are sophisticated arguments that show enormous promise to push the field of communication and media studies forward in exciting new ways."

Reviewer (F)
"Rounding up this stellar record of productivity, she has given over 36 conference papers, most presented following her arrival at the University of Michigan. She has been invited to give a total of 10 talks and keynotes. These invitations typically arrive post tenure -we just are not accustomed to seeing scholars [in her cohort] receive that level of recognition and acclaim…which makes Dr. Ankerson's record all the more impressive."

Reviewer (G)
"It seems clear to me that her in-production book, *Dot-com Design*, will become a central scholarly text in the field, a work that shifts the contours of discussion in important ways and that for future scholars stands as a model of richly detailed, thoroughly researched, and sophisticated analysis. It raises the bar for all of us."

Summary of Recommendation:
Professor Ankerson is an innovative scholar whose groundbreaking work and expertise are sought by peers and senior faculty in her subfield, nationally and internationally. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Professor Megan S. Ankerson be promoted to the rank of associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.

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Andrew D. Martin, Dean
Professor of Political Science and Statistics
College of Literature, Science, and the Arts

May 2018