PROMOTION RECOMMENDATION
THE UNIVERSITY OF MICHIGAN
SCHOOL OF INFORMATION

Nicole Ellison, associate professor of information, with tenure, School of Information, is recommended for promotion to professor of information, with tenure, School of Information.

Academic Degrees:

Ph.D.	1999	University of Southern California, Los Angeles, CA
M.A.	1998	University of Southern California, Los Angeles, CA
B.A.	1991	Barnard College, Columbia University, New York, NY

Professional Record:

2013 – present	Associate Professor, School of Information, University of Michigan
2010 – 2013	Associate Professor, Department of Telecommunication, Information Studies, and Media, Michigan State University
2004 – 2010	Assistant Professor, Department of Telecommunication, Information Studies, and Media, Michigan State University
2002 - 2004	Assistant Professor, Department of Communication Studies, California State University-Stanislaus

Summary of Evaluation:

Teaching: Professor Ellison has made significant contributions to teaching. While at Michigan State University, she had 14 courses rated 4 or higher (on a five-point scale) out of 21 courses taught. In 2005-06 she was the recipient of a Lily Teaching Fellowship, which she used to develop techniques for using blogs and other social media in her classes. Since coming to the University of Michigan, Professor Ellison has taught four courses, all rated 4 or higher for both quality of the course and quality of instruction. She has also developed a new doctoral seminar "Social Media Studies: Theories and Research" and she has played a leadership role in the design of the social media path within our new undergraduate degree. In terms of doctoral supervision, Professor Ellison has graduated three doctoral students (two in tenure-track positions at the University of Maryland and at the University of Wisconsin; one at Facebook) and is currently advising a fourth. She has served on the committees of nineteen other students (fifteen have defended) across Communication, Education, and Business. Professor Ellison is currently supervising one post-doctoral fellow.

Research: Professor Ellison is a successful and highly visible researcher who applies qualitative and quantitative methods to understand how social media are reshaping social relationships and the ways people gather information, give and receive social support, and initiate and maintain connections with others. Among her key contributions, Professor Ellison (Boyd & Ellison, 2007) was the first to define social network sites, and hence set the research agenda for a phenomenon that had not previously drawn much attention among academic researchers. Also, Professor Ellison was the first to empirically examine whether Facebook use is a net contributor to or detractor from social capital formation (Ellison, Steinfield, and Lampe, 2007). In addition, Professor Ellison was the first to examine the function of self-presentation in online dating sites

(Ellison, Hancock, and Toma, 2011). Finally, Professor Ellison was the first to examine the connection between high-school students' use of social media and the life trajectories they can imagine for themselves (Ellison, Wohn, & Greenhow, 2014). Overall, Professor Ellison has published 40 peer-reviewed conference papers or journal articles. Google Scholar lists nineteen papers with 100 or more citations, with two of these cited more than 4000 times. In terms of research support, Professor Ellison has obtained grants for a total of over $1.8 million across all sources, including the National Science Foundation, the Bill and Melinda Gates Foundation, and the W.K. Kellogg Foundation.

Recent and Significant Publications:

Boyd, D., & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication, 13*, 210-230.

Ellison, N. B., Hancock, J. T. & Toma, C. L. (2012). Profile as Promise: A Framework for conceptualizing veracity in online dating self-presentations. *New Media & Society, 14* (1).

Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication, 12*, 1143–1168.

Ellison, N.B., Wohn, D.Y., & Greenhow, C. (2014). Adolescents' visions of their future careers, educational plans and life pathways: The role of bridging and bonding social capital experiences. *Journal of Social and Personal Relationships, 31* (4), 516-534.

Lampe, C., Ellison, N., & Steinfield, C., (2006). A Face(book) in the crowd: Social searching vs. social browsing. In *Proceedings of the 2006 20th Anniversary Conference on Computer-supported Cooperative Work (CSCW 2006)* (pp. 167-170). New York: ACM.

Lampe, C., Ellison, N., & Steinfield, C. (2007). A familiar Face(book): Profile elements as signals in an online social network. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2007)* (pp. 435-444). New York: ACM.

Service: At Michigan State, Professor Ellison served in key departmental, college, and university roles. Within her department, Professor Ellison chaired several search committees. In addition, she was the graduate director and an advisor to the undergraduate honors program. Professor Ellison represented her department as a representative to the College Advisory Council. Finally, she represented her college on the University Academic Council and on the University Faculty Council. Despite her brief tenure at the University of Michigan, Professor Ellison has already served in important roles, including: as an elected member of the Dean's Advisory Committee; on the successful search committee for the Kellogg Chair in Community Informatics; and on the doctoral committee. In addition, Professor Ellison is the faculty representative for the annual United Way campaign, in which the School of Information has led the campus in terms of percentage of participation by faculty and staff. In terms of professional service, Professor Ellison co-chaired (2012) the program committee of the *International Conference on Weblogs and Social Media (ICWSM)*; the top-rated conference on social media. She has also reviewed for conferences and journals in a wide range of disciplines, including

psychology, sociology, management, communications, and computer-supported cooperative work. Professor Ellison currently serves on the editorial boards of two communications journals (*Communication Research* and *Journal of Communication*). In 2007, Professor Ellison co-edited a special issue of the *Journal of Computer-Mediated Communication* on social network sites, the first academic collection to bring together work in this nascent field. She is currently an associate editor of *JCMC*. Finally, Professor Ellison reviews regularly for federal agencies in the United States (e.g., National Science Foundation), as well as for comparable agencies in other countries. Finally, across a broad set of publication and media venues, Professor Ellison has provided a voice of reason to a public frequently provided with unfounded commentary on the impact of social media.

External Reviewers:
Reviewer A: "Dr. Ellison is a star in her field. She publishes more – and more consistently – than almost any of her peers, the work is always top notch, she has made important contributions, she has been one of the few researchers in her area to consistently receive external funding (NSF and Gates Foundation), she has done an exceptional amount of service work, and she has done all this while being an award-winning teacher and mentor to graduate students who are already making their own impacts on the field."

Reviewer B: "...Dr Ellison's research work has always focused on key issues in the area of communications, collaboration and social networking. She is often ahead of the field in her work, publishing foundational work that others can build on."

Reviewer C: "...Dr. Nicole Ellison has built a substantial corpus of work with significant scientific impact. She has been a thought leader in her field while still being a good citizen by participating in scholarly and community service. She compares favorably to top scholars in her cohort. Overall, she has amassed a highly credible case for promotion to the rank of Full Professor."

Reviewer D: "I have no hesitation in saying that in terms of research, publications, and contribution to scholarly and academic service Professor Ellison fully meets the requirements for promotion to full professor."

Reviewer E: "...., I think she is among the best of the scholars doing research on the social impact of information technologies and is well deserving of promotion to full professor."

Reviewer F: "A promotion now would be amply justified in terms of her promise as much as her achievements. I therefore commend her to you without reservation."

Reviewer G: "Professor Ellison has a clearly focused and productive program of research integrating theory with timely attention to new media (especially social media), placed in top journals, with an ongoing set of excellent researchers."
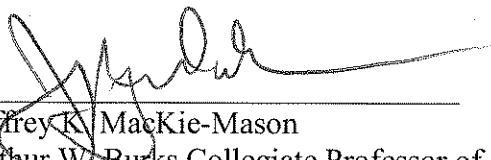
Reviewer H: "[Professor Ellison] is indisputably a leading voice in the study of online communities, with her work describing emerging phenomena, theorizing novel relationships, and translating research findings to broad audiences. As a consequence, her work is assigned in graduate seminars across departments at major research universities, her ideas and claims

discussed at conferences around the globe, and her research frequently cited in leading journals. She is fully deserving of promotion to full professor."

Reviewer I: "A major contributor to science, as Prof. Ellison is, provides greater benefit by introducing provocative and tantalizing formulations that warrant continued exploration and evaluation. In this manner her work is the most heuristic of any practicing researcher in the field that I know of. While others test hypotheses, Prof. Ellison generates grand-theoretic propositions that invite her colleagues and followers, as well as thousands of readers, to contemplate and refine them."

Summary of Recommendation
Professor Ellison has a strong international reputation for her scholarship and contributions to the field. She is an accomplished instructor who is innovative and is well respected. With overwhelming support of the promotion and tenure committee of the School of Information, we enthusiastically recommended Nicole Ellison for promotion to professor of information, with tenure, School of Information.

Jeffrey K. MacKie-Mason
Arthur W. Burks Collegiate Professor of
Information and Computer Science, and
Dean, School of Information

May 2015