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| **Caitlin Petre** | |
| Rutgers School of Communication and Information  Department of Journalism and Media Studies  4 Huntington Street  New Brunswick, NJ 08901 | caitlin.petre@rutgers.edu  (917) 679-2323 |
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| **Employment**  2023- Associate Professor, Dept. of Journalism & Media Studies, Rutgers University  present  2017-2023 Assistant Professor, Dept. of Journalism & Media Studies, Rutgers University  2015-2017 Post-doctoral Associate, Information Society Project, Yale University Law School  **Education** |

2015 Ph.D. in Sociology, New York University

*Dissertation:* “The Social Life of Metrics: The Production, Interpretation, and Use of Data Analytics in Online Journalism”

*Committee:* Eric Klinenberg (advisor), Michael Schudson, Rodney Benson, Gabriel Abend

2011 M.A. in Sociology, New York University

2006 B.A. in Philosophy, Wesleyan University

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| |  | | --- | | **Book** |   Petre, C. 2021 (September). *All the News That’s Fit to Click: How Metrics Are Transforming the Work of Journalists*. Princeton: Princeton University Press.  Reviewed in: *American Journal of Sociology*, *Contemporary Sociology*, *Journalism, Journalism & Mass Communication Educator, Journalism & Mass Communication Quarterly, New Media & Society, Qualitative Sociology*, *Work & Occupations*  **Peer-Reviewed Journal Articles** |

2024 Petre, C.\* & Weber, N.\*\*\* “Platform Analogies: How bookstores, libraries, and supermarkets can inform thinking on social media.” *International Journal of Communication* 18: 1157-1177.

2024 Shestakovsky, B. & Petre, C.\*\* “Structures of Capital and Sociotechnical Change: The Case of Tech Startups and VCs.” *International Journal of Communication* 18: 800-807.

2023 Hartley, J.M., Petre, C., Bengtsson, M., & Kammer, A.\*\* Autonomies and Dependencies: Shifting Configurations of Power in the Platformization of News. *Digital Journalism* 11(8): 1375-1390. (Editors’ introduction to special issue on the Platformization of News)

2020 Christin, A. & Petre, C.\*\* “Making Peace with Metrics: Relational Work in Online News Production.” *Sociologica* 14(2): 133-156.

2019 Petre, C.\*, Duffy, B.E. & Hund, E. “‘Gaming the System’: Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production.” *Social Media & Society* 5(4): 1-12.

2019 Besbris, M. & Petre, C.\*\* “Professionalizing Contingency: How Journalism Schools Adapt to Deprofessionalization.” *Social Forces* 98(4): 1524-1547.

2018 Petre, C. “Engineering Consent: How the design and marketing of

newsroom analytics tools rationalize journalists’ labor.” *Digital Journalism* 6(4): 509-527.

-Republished as a book chapter in Carlson, M. (Ed.) (2019). *Measurable Journalism: Digital Platforms, News Metrics and the Quantified Audience, 1st Edition*. Abingdon, UK: Routledge.

2013 Abend, G., Petre, C. & Sauder, M.\*\* “Styles of Causal Thought: An Empirical Investigation” *American Journal of Sociology* 119(3): 602-654.

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| **Work in Progress & Under Review** |

Petre, C. “Analyzing the Labor Process in Worker-Owned News Organizations”

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| **Other Publications** |

*Book Chapters*

2021 Petre, C. “Data-driven Editorial? Considerations for Working with Audience Metrics” in J. Gray and L. Bounegru (eds.). *The Data Journalism Handbook 2: Towards a Critical Data Practice.* Amsterdam: Amsterdam University Press.

*Book Reviews*

2017 Petre, C. Review of Philip N. Howard, *Pax Technica: How the Internet of Things May Set Us Free or Lock Us Up. Contemporary Sociology* 46(1): 84-85.

*Research Reports*

2015 Petre, C. “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and *The New York Times.*” Report released by the Tow Center for Digital Journalism at Columbia University’s Graduate School of Journalism.

- Named one of Nieman Lab’s Top 10 Studies on Digital News and Social Media for 2015

2013 Besbris, M. & Petre, C.\*\* “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Job Market”. Report released by the CUNY Graduate School of Journalism and the Institute for Public Knowledge at New York University.

*Selected Essays*

2023 Petre, C. “Metrics, Money, and Media: How Audience Data Shapes 21st Century Journalism.” Essay published in Tech and the Future of News, a report released by the Computer History Museum.

2022 Petre, C. “To Improve the News, Focus on Journalists’ Working Conditions.” *The American Prospect.* January 14.

2022 Petre, C. “‘Traffic Whoring’ or Simply Optimizing? Finding the Boundaries Between Clean and Dirty Metrics” [adapted book excerpt]. *Nieman Lab.* January 6.

2021 Petre, C. “‘Everything Clicks for a Different Reason’: Why Journalism Analytics Are So Hard to Interpret” [adapted book excerpt]. *Columbia Journalism Review.* December 8.

2016 Petre, C. “Gamifying the Workplace.” *Public Books*. September 1.

2013 Petre, C. “A Quantitative Turn in Journalism?” Tow Center for Digital Journalism blog. October 30.

2011 Petre, C. “Newspapers Embrace Personalization… Readers, Not So Much.” *The Filter Bubble* blog. May 14.

2004 Petre, C. “Hoop-Jumping Felons Can Vote.” *Albuquerque Journal.* July 29.

2004 Petre, C. “A Pro-Choice Message for Stanley.” *Newsday.* April 23.

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| **Grants** |

2024 National Endowment for the Humanities, Dangers and Opportunities of Technology Grant: “Imagining AI in Organized Labor: Struggles over the Value of Cultural Work” (co-PI: Julia Ticona). $149,970.

2021 Rutgers University COVID Impact on Scholarly Productivity Grant. $4700.

2021 Rutgers University Inclusion, Diversity, Equity, and Advocacy (IDEA) Innovation Grant: “Transforming Futures Through Youth Leadership, Culture, and Community” (PI: Lauren Leigh Kelly). $2500.

2019 Rutgers University School of Communication and Information, Grant for Individual Faculty Research. $4,000.

2013 Columbia University Graduate School of Journalism, Tow Center for Digital Journalism: “Metrics: Production and Consumption.” $79,983.

2012 CUNY Graduate School of Journalism, Tow-Knight Center for Entrepreneurial Journalism: “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (co-PI: Max Besbris). $5,400.

2012 New York University, Institute for Public Knowledge: “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (co-PI: Max Besbris). $2,084.

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| **Awards & Honors** |

2025 Warren I. Susman Award for Excellence in Teaching (University-wide award)

2023 Book Prize Honorable Mention, Rutgers Center for Cultural Analysis

2021 Distinguished Achievement in Research: Rutgers School of Communication and Information, Department of Journalism and Media Studies

2021 Top Reviewer Award: ICA Media Industry Studies interest group

2019 Distinguished Achievement in Teaching: Rutgers School of Communication and Information, Department of Journalism and Media Studies

2015 Best Student Paper Award: International Communication Association, Journalism Studies Division

2015 Top 10 Studies of Digital News and Social Media, Nieman Lab

2014 Honorable Mention, Best Student Paper Award: American Sociological Association, Communication and Information Technology Section

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| **Refereed Conference & Workshop Presentations** |

2024 Association of Internet Researchers (AoIR): “When Workers Own the Newsroom: Mapping the Transition from Corporate to Cooperative Media Ownership”

2024 Association of Internet Researchers (AoIR) Roundtable: “Generative AI as a Media Technology”

2024 Association for Education in Journalism & Mass Communication (AEJMC): “Old Business Models, New Tech, and Journalistic Labor.

2022 International Communication Association: “When Workers Own the Newsroom: Media Ownership, Journalistic Working Conditions, and the case of Defector”

2022 International Communication Association: “Metaphors of Nature and Health in Journalism and Journalism Studies”

2022 International Communication Association: “Digital Ethnography: Methods for Networked Worlds” (Blue Sky Workshop)

2021 International Communication Association: “One of These Things *Is* Like the Others: What Platforms Can Learn from Libraries, Bookstores, and Supermarkets”

2020 Association of Internet Researchers (AoIR): “One of These Things *Is* Like the Others: What Platforms Can Learn from Libraries, Bookstores, and Supermarkets”

2019 American Sociological Association: “‘Gaming the System’: Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production.”

2019Data & Society Research Institute: “The Autonomy Paradox. Algorithms on the Shop Floor workshop” (Algorithms on the Shop Floor workshop)

2019 International Communication Association: “‘Gaming the System’: Platform Paternalism and the Politics of Algorithmic Visibility in Digital Cultural Production.”

2018 Kings College London, Media Industries: Current Debates and Future Directions Conference: “Addicted to Analytics: How Work Becomes Play in the Metrics-Driven Digital Newsroom”

2017 Data & Society Research Institute: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization” (Lessons from the Field workshop)

2017 American Sociological Association: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”

2017 International Communication Association: “The Interpretive Ambiguity of Cultural Metrics”

2017 International Communication Association: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”

2017 International Communication Association: “The Promises and Pitfalls of Digital Newsroom Ethnography”

2017 Data & Society Research Institute: “When Workers Play, Who Wins? Workplace Gamification in Historical Perspective” (Work, Labor and Automation Research Workshop)

2016 Media Sociology ASA Pre-conference: “Managed Metrics: The Entanglement of Expertise and Analytics in the U.S. News Industry”

2015 International Communication Association: “Managing Metrics: The Containment, Disclosure, and Sanctioning of Audience Data at the *New York Times*”

2015 Journalism Studies ICA Pre-conference: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”

2014 Media Sociology ASA Pre-conference: “Becoming Data: Web Analytics, Journalism, and the Emotional Dimensions of Rationalization”

2013 Media Sociology ASA Pre-conference: “Training for Uncertain Futures: Institutional Legitimacy and Organizational Change in Journalism Education” (with Max Besbris).

2012 American Sociological Association: “Having Their Data and Using It Too: The Control and Containment of Audience Metrics at the *New York Times.*”

2012 Humboldt University of Berlin, NYLON Research Network: “Painting by Numbers: The Promises, Pitfalls, and Politics of Data Visualization” (with Anna Skarpelis).

2012 University of Chicago, AJS Causal Thinking and Ethnography Conference: “Styles of Causal Thought” (with Gabriel Abend and Michael Sauder).

2012 Columbia University Graduate School of Journalism, Media Sociology Forum: “Having Their Data and Using It Too: The Control and Containment of Audience Metrics at the *New York Times.*”

2011 London School of Economics, NYLON Research Network: “‘Racial Reconciliation on the Cheap’: Deciphering Post-Racial Discourse in the Obama Age.”

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| **Book Talks** |

2023 Distinguished Communication Colloquium, Cornell University

1. Department of Journalism and Media Studies Speaker Series, Lehman College (CUNY)

2022 Office of Politics, Communication and Media Inaugural Speaker Series, University of Alabama

2022 Hubbard School of Journalism and Mass Communication, University of Minnesota

2022 Center for Digital Culture & Society, University of Pennsylvania

2022 Media, Technology & Society Speaker Series, Northwestern University

2022 Information Society Project, Yale University Law School

2022 Wednesday Speaker Luncheon Series, Nassau Club of Princeton

2022 Open Book, Open Mind Speaker Series, Montclair Public Library (in conversation with Andrew Marantz, staff writer at *The* *New Yorker)*

2021 Institute for Public Knowledge, New York University (in conversation with Alexis Madrigal of *The Atlantic* and Alice Marwick of University of North Carolina-Chapel Hill)

2021 Smart Data Initiative Meet-up, International News Media Association

2021 Friday Night Dialogues, Shelter Island Public Library

2021 Journalism Research Group, University of Leeds (UK)

2021 Media as Sociotechnical Systems Initiative, University of Southern California

2021 Digital Ethnography Lab, Stanford University & Digital Ethnography Working Group, Rutgers University

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| **Invited Talks, Workshops & Guest Lectures** |

2025 Invited panelist, Presidential Endorsements: A Dying Journalistic Practice?, University of Pennsylvania Annenberg School for Communication

2024 Invited speaker, Digital Platforms Symposium, University of Leeds (UK)

2024 Panelist, Reflecting on the Construction of Publics in Datafied Democracies: The DataPublics Symposium, Roskilde University (Copenhagen)

2024 Panelist, Laboring on the Labor Beat: Unions and 21st Century Journalism, Rutgers University Media, Inequality & Change Center

2023 Discussant for talk given by Karen Levy (Cornell) on her book *Data Driven: Truckers, Technology, and the New Workplace Surveillance*, New York University Institute for Public Knowledge

2023 Guest lecture, Digital Thinking (Master’s seminar), New York University Arthur L. Carter Journalism Institute

2023 Invited speaker, Tech and the Future of News Forum, Computer History Museum

2023 Guest lecture, Ethnography of Technology & Media (PhD Seminar), New York University Department of Media, Culture & Communication

2022 Guest lecture, Digital Thinking (Master’s seminar), New York University Arthur L. Carter Journalism Institute

2022 Research Talk, Media Sociology Symposium of the Communication, Information Technologies, and Media Sociology (CITAMS) Section of the American Sociological Association. Closing plenary panel.

2022 Invited speaker, Cynopsis 7th Annual Measurement & Data Conference

2022 Participant, Computer History Museum: Future of News expert roundtable (invitation-only)

2022 Guest lecture, History and Theory of New Media (PhD seminar), University of Oregon

2021 Research talk, “The Interpretive Ambiguity of Cultural Metrics,” Culture, Interaction and Ethnography Workshop, University of Pennsylvania

2021 Research talk, “‘Gaming the System’: The Discursive Politics of Algorithmic Visibility,” Digital Journalism Research Group, OsloMet University

2021 Discussant, Against Platform Determinism workshop, Data & Society Research Institute

2020 Guest lecture, Immoral Technologies and Data (MA Seminar), University of Lucerne

2020 Guest lecture, Evolutions and Revolutions: Professional Movements and the Changing Culture of Journalism (PhD Seminar), University of Wisconsin-Madison

2019 Guest lecture, Research Methods (Undergraduate Seminar), Washington and Lee University

2019 Research talk, “Playing the Traffic Game,” Media, Inequality & Change Center, Annenberg School for Communication, University of Pennsylvania

2018 Presenter and participant, Platformization of Cultural Production workshop, McLuhan Center for Culture and Technology, University of Toronto

2018 Keynote talk, “The Interpretive Ambiguity of Media Metrics,” Media Studies Within the Data Turn conference, Media Studies Department, University of Michigan

2015 Research talk, “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and the *New York Times,*” School of Journalism, Sciences Po

2015 Research talk, “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and the *New York Times,*” Online News Association annual meeting

2015 Guest lecture, “Big Data Ethnography: Observing the Production, Interpretation, and Use of News Analytics,” Annenberg School for Communication and Journalism, University of Southern California

2015 Research talk and report launch panel, “The Traffic Factories: Metrics at Chartbeat, Gawker Media, and *The New York Times*,” Tow Center for Digital Journalism, Columbia University

2015 Guest lecture, The Digital Newsroom (Undergraduate seminar), Department of Media, Communications, and Visual Arts, Pace University

2014 Research talk, “The Social Life of Big Data: Exploring the Production and Consumption of Web Analytics in Online Journalism,” Databite lecture series, Data & Society Research Institute

2014 Panel moderator, “Beyond Clickbait: How Are News Organizations Actually Using Analytics, and What Does It Mean for Content?”, Tow Center for Digital Journalism, Columbia University

2013 Research talk and report launch panel, “Hitting a Moving Target: How Journalism Schools Are Adapting to an Unstable Media Environment” (with Max Besbris), Arthur L. Carter Journalism Institute, New York University

2012 Research talk, “Interviewing the Interviewer: The Challenges and Opportunities of Questioning Journalists,” Graduate School of Journalism, Columbia University

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| **Research Consulting & Expert Advising** |

2022 On-camera interview for documentary series on for-profit U.S. news

2022 Informal advisor to the Associated Press’s Knight-funded “Local News AI” team

2022 Background interview for Apple TV+ show “The Problem with Jon Stewart”

2019-

present Expert advisor to “Meaningful Math,” an NSF-funded PBS NewsHour initiative

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| **Teaching & Advising** |

*Rutgers University School of Communication & Information*

Courses Taught:

Media Theory (Ph.D. Seminar): *Fall 2023, Fall 2024*

Politics of Algorithms & Digital Data (Ph.D. Seminar): *Fall 2022*

Digital Media & Society(Undergraduate): *Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020, Spring 2023*

Media Industries in the Digital Age (formerly titled Media & Data) (Undergraduate): *Spring 2018, Spring 2019, Spring 2025*

Data in Context (Undergraduate): *Spring 2022*

Digital Media Research (Masters): *Fall 2019, Fall 2020, Summer 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025*

Doctoral Advisor:

Silei Zhu (current)

Leeam Azoulay (current)

Allegra Kuney (current)

Nikaytaa Malhotra (current)

Yingchun Xu (current)

Doctoral Dissertation Committee Member:

Lara Balaa (current)

Nicole Weber (current)

Holly Avella (defended 2023)

Shawn McIntosh (defended 2021)

Doctoral Dissertation External Examiner:

Felix Simon (defended 2024)

Doctoral Qualifying Exams Committee Member:

Luis Contreras (current)

Asma Jaghman (current)

Leah Cates (2025)

Melissa Gasparotto (2023)

Juliana Mestre (2023)

Joseph Isaac (2023)

Catherine McGowan (2023)

Luxuan Wang (2021)

Dane Spudic (2020)

Holly Avella (2020)

Nicole Weber (2019)

Independent Study Supervisor:

Leeam Azoulay (2023)

Nicole Weber (2019)

Practicum Supervisor:

Silei Zhu (current)

Allegra Kuney (2023)

Niktaytaa Malhotra (2024)

Faculty Mentor for First-Year Interest Group Seminars (FIGS) Program Instructor:

Yuqing Liu (2023)

*New York University Department of Sociology*

Courses Assisted:

Sociology of Medicine (Undergraduate), teaching assistant: Fall 2012

Introduction to Sociology (Undergraduate), teaching assistant: Fall 2011

*Wesleyan University Department of Philosophy*

Courses Assisted:

Introduction to Ethical Theory (Undergraduate), teaching assistant: Fall 2004

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| **Academic Affiliations** |

2021-

Present Faculty Affiliate, Center for Information, Technology, and Public Life, University of North Carolina-Chapel Hill

2015-

Present Visiting Scholar, Institute for Public Knowledge, New York University

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| **Professional Service** |

2024 Reviewer, Association of Internet Researchers (AoIR)

2022 Reviewer, International Communication Association Annual Meeting

2022 Co-chair (with Nicole S. Cohen), International Communication Association Panel: “Working It: Toward a Labor Turn in Journalism Studies”

2021-22 Social Science Area Chair, 2022 ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT)

2021 Reviewer, International Communication Association Annual Meeting

2016 Conference Co-Organizer (with Frank Pasquale and Valerie Belair-Gagnon), “Unlocking the Black Box: The Promise and Limits of Algorithmic Accountability in the Professions,” Yale Law School Information Society Project

Ad hoc reviewer for *American Journal of Sociology*; *American Sociological Review; Communication, Culture & Critique; Digital Journalism; Employee Relations; Frontiers in Sociology; Information, Communication and Society*; *International Journal of Communication; International Journal of Press/Politics; Journalism; Journalism Practice; Media & Communication; New Media & Society; Nordicom Review*; Oxford University Press; *Poetics;* Princeton University Press*; Social Forces; Social Media & Society; Social Problems; Sociologica; Sociology of Education; Sociological Theory;* University of California Press*.*

Academic membership:

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

American Sociological Association (ASA)

Association of Internet Researchers (AoIR)

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| **University, School & Departmental Service** |

*Rutgers University*

2023- Executive Committee Member, Center for Cultural Analysis

2023- Faculty Affiliate, Initiative for the Book

2017-

2020 Member, Program for Early Career Excellence

2018-

Present Member, Teaching Assistant/Graduate Assistant Grievance Committee

*School of Communication & Information*

2024 A&P Committee for promotion to tenure, Britt Paris

2023 A&P Committee for promotion to tenure, Sophia Fu

2021-

present Steering Committee Member, Digital Ethnography Working Group

2020-

2021 Executive Committee Member, Masters of Communication & Media

2018-

2019 Executive Committee Member, Digital Communication, Information & Media Minor

2017-

present Member, Social Media & Society Research Cluster

*Department of Journalism & Media Studies*

2023- Ph.D. Program Area Coordinator

2021-22 Committee Member, Tenure-Track Faculty Search

2019 Member, Scholarship Review Committee

*Workshops, Events & Guest Lectures*

2023 Guest lecture, Research Design (graduate)

2023 Guest lecture, Introduction to Media (undergraduate)

2023 Guest lecture, Introduction to Media (undergraduate)

2023 Guest lecture, Critical Research Methods (graduate)

2023 Moderator, “Studying Online Disinformation and Radicalization,” Digital Ethnography Working Group

2022 Faculty Panelist, “Data Science as a Skill, Degree Program, and Job Market,” Data Science Student Club

2022 Faculty Mentor and Presenter, Winter Writing Workshop

2021-

2022 Participant, Strategies and Tactics for Recruiting to Improve Diversity and Excellence (STRIDE) Workshop

2021 Introduction of Meredith Broussard, RU Critical AI Workshop

2021 Guest speaker, DSA Unplugged, SC&I Doctoral Student Association

2021 Panelist, “Research in Communication,” PhD Pro-seminar, School of Communication & Information

2020 Panelist, “Introduction to Media Studies,” PhD Pro-seminar, School of Communication & Information

2019 Panelist, “Thoughts on Managing the Advisor/Advisee Relationship,” PhD Colloquium, School of Communication & Information

2019 Panelist, SC&I Scholarly Incubator on Ethics

2019 Guest lecture, Research Design (Graduate)

2019 Guest lecture, Qualitative Methods (Graduate)

2019 Guest lecture, Critical Research Methods (Graduate)

2019 Panelist, “Introduction to Media Studies,” PhD Pro-seminar, School of Communication & Information

2018 Panelist, SC&I Scholarly Incubator on Teaching and Learning

2018 Guest lecture, Qualitative Methods (Graduate)

2018 Guest lecture, Introduction to Media (Undergraduate)

2018 Participant, Data for Public Good “Big Idea” Workshop

2018 Participant, “The Hub” Leadership Workshop

2018 Panelist, “The Applications and Implications of Media Studies Research,” PhD Pro-seminar, School of Communication & Information

2017 Guest lecture, Introduction to Media (Undergraduate)

2017 Panelist, “Research on Technology, Media & Communication,” PhD Pro-seminar, School of Communication & Information

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| **Media Appearances & Coverage** |

2024 Wagner, L. (January 14). Inside the Messenger’s money-torching bet to make media great again. *The Washington Post.*

2023 Hõbemägi, P. (February 21). Caitlin Petre: Metrics are not for creating competition between journalists. *Postimees* (Estonia’s oldest and largest daily newspaper).

2023 Helmore, E. (January 29). Bezos and Washington Post show honeymoon is over for tech mogul media owners. *The* *Guardian.*

2022 DeVega, C. (September 14). Trump Calls Biden “an Enemy of the State.” Media, as Usual, Looks the Other Way. *Salon.*

2022 Rein, Richard K. (September 2). What We're Reading: Will Clicks Replace Content as the Measure of Journalistic Excellence? *Tap into Princeton Community News.*

2022 Tenner, E. (August 16). Journalism in the Age of Page Views. *The Miliken Review.*

2022 Vinopal, C. (July 27). Raising Cane’s Founder Enters 50,000 Employees in the Mega Millions Lottery. *The Observer.*

2022 Coy, P. (May 4). Tucker Carlson Is Proof that the Customer Isn’t Always Right. *The New York Times.*

2022 Fea, J. (March 8). What Have Social Media Platforms Done to Academia? *Current.*

2022 Lawrence, J. (March 1). Who Owns Your Academic Community? *Chronicle of Higher Education.*

2022 Palmer, A. (February 26). The Unseen Costs of Dirty Work. *The Economist.*

2022 Kalim, F. (February 7). “Tremendous benefits to news media companies”: How publishers are placing data at the center of their decisions. *What’s New in Publishing.*

2022 Allsop, J. (January 18). Covering the Republican Assault on American Democracy. *Columbia Journalism Review.*

2021 Stelter, B. (November 18). “All the News That’s Fit to Click”: Caitlin Petre Explains How Metrics Are Reshaping How American Newsrooms Operate. *Reliable Sources Podcast*.

2021 Aubrey, D. (November 17). Off the Presses: *All the News That’s Fit to Click*. *US1: Princeton Info.*

2021 Roach, A. (November 8). “You Just Have to Read This”: Books by Wesleyan Authors.” *The Wesleyan Connection.*

2021 Weissman, Suzi. (November 3). All the News That’s Fit to Click with Caitlin Petre. *Jacobin Radio.*

2021 Pickard, V. (October 23). Management by Metrics is Upending Newsrooms and Killing Journalism. *Jacobin.*

2021 Spinelle, J. (September 10). All the News That’s Fit to Click. *New Books Network Podcast.*

2021 Tiffany, C. (July 22). Donald Trump Jr., Aggrieved Instagram Influencer. *The Atlantic.*

2020 Major, M. (May 29). The Future of the Fourth Estate. *Rutgers Magazine.*

2019 Ellis, E.G. (November 5). Why Social Media Companies Frown on “Gaming the Algorithm.” *WIRED.*

2019 Robinson, J.G. (June 26). The Audience in the Mind’s Eye: How Journalists Imagine Their Readers. *Columbia Journalism Review.*

2018 Powers, E. (April 9). What Research on ‘Measurable Journalism’ Tells Us About Tech, Cultural Shifts in Digital Media. *MediaShift.*

2018 Scheiber, N. (March 11). Lotto Tickets Are Nice, Boss, but Can I Have My Bonus? *The* *New York Times.*

2017 Ali, C. and Radcliffe, D. (November 15). Small Market Newspapers in the Digital Age. *Columbia Journalism Review.*

2017 Pitt, F. and Green-Barber, L. (June 7). The Case for Media Impact. *Columbia Journalism Review.*

2017 Coll, S. (January 30). Finding New Ways to Follow the Story. *Columbia Journalism Review.*

2015 Wihbey, J. (December 14). Top 10 New Research Articles on Digital News, Social Media for 2015. *The Journalist’s Resource.*

2015 Bradshaw, P. (October 22). Metrics and the Media: We Can Measure It, but Can We Manage It? *Digital Journalism Blog.*

2015 Keller, M. and Abelson, B. (June 4). Newslynx: A Tool for Newsroom Impact Measurement. *Columbia Journalism Review.*

2015 Sobel Fitts, A. (May 11). When Metrics Drive Newsroom Culture. *Columbia Journalism Review.*