

# Morten Bay Christensen

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## Education

- 2018      **Ph.D.**  
**University of California, Los Angeles**  
Dept. of Information Studies  
*Areas of specialization: digital media, social media, media and technology ethics*  
  
*Dissertation: “The Ethics of Social Media Policy: National Principles of Justice, Security, Privacy and Freedom Governing Online Social Platforms in Russia, China and The United States” Advisor: Dr. Leah Lievrouw*
- 2006      **M.A. / Cand. Mag.**  
**University of Copenhagen**  
Dept. of Communication  
*Thesis: “How are we feeling today, (Your Name Here)?”*
- 2003      **B.A.**  
**University of Copenhagen**  
Dept. of Communication  
Dept. of Philosophy and Rhetoric  
*(Double major)*

## Publications and Research

**H-index: 5 (GS)**

### Books

- Velkommen til Computopia* (Welcome to Computopia). Gyldendal. Copenhagen, Denmark. (2014)
- Homo Conexus - The Networked Humans*. (English ed). Lulu. Los Angeles, CA. (2012)
- Homo Conexus - Netværksmennesket*. Gyldendal. Copenhagen, Denmark. (2009) *Generation Netværk*. DR, Copenhagen, Denmark. . (2006)

## Journal Publications

2021 Four critiques of Confucian virtues as technology ethics *Journal of Information, Communication and Ethics in Society* (Forthcoming).

2020 Leonard Kleinrock: Internet Pioneer *Management and Business Review Journal*, Vol. 1, no. 1 (invited paper).

2019 Hot potatoes and postmen: How packet switching became the ARPANET's greatest legacy. *Internet Histories*, Vol. 3, no. 1.

2018 Weaponizing the haters: *The Last Jedi* and the strategic politicization of pop culture through social media manipulation. *First Monday*. December.

2018 Social media ethics - A Rawlsian approach to hypertargeting and psychometrics. *ACM Transactions on Social Computing*, Vol. 2, no. 1.

2018 The ethics of psychometrics in social media: A Rawlsian approach. In *Proceedings of the 51st Hawaii International Conference on System Sciences*.

2017 Rawls on privacy – social cooperation in the presence of unbreakable encryption. *First Monday*. February.

2017 What is “Internet?” The case for the proper noun and why it’s important. *Internet Histories*, August 2017.

2016 What is cybersecurity? In search of an encompassing definition for the post-Snowden era. *French Journal of Media Research*, 6/2016. Paris.

2010 Who are the tech press darlings? An empirical study of coverage of innovation-driven tech companies in U.S. newspapers. *Innovation Journalism*. Vol. 7 no. 7. November.

## Conference Papers

2020 Google and Facebook vs Rawls and Laozi: How Confucian Virtue Ethics are Bad for Media and Technology Ethics, AoIR 2020, Dublin, Ireland / Online

2020 Rawls and Popper vs Google and Facebook and..., 4S 2020, Prague, Czech Republic/Online

2020 The Political Life of Animated GIFs, International Communication Association (ICA) conference 2020, Gold Coast, Australia/Online

2019 What Tech Ethics?: Situating the current tech ethics wave in classic ethics theory, 4S 2019, New Orleans, LA

- 2018 Riding with Rawls: The ethical policy-making framework that helps the law catch up with technology, makes social media fair and balances national security with privacy, TPRC Research Conference on Communications, Information and Internet Policy. Washington, DC
- 2018 Every screening is a study: Media effects and data collection in interactive movies, International Communication Association (ICA) conference 2018, Prague, Czech Republic
- 2018 Social media ethics: The use of psychometrics for targeting, 51<sup>st</sup> Hawaii International Conference on System Sciences, HI
- 2017 Facebook: How “black box” responses to algorithmic censorship errors threaten the freedom of the press. All Things in Moderation Conference, Los Angeles, CA
- 2017 Rawlsian ethics and Transhumanism. 4S, Boston, MA;
- 2016 Political and sociocultural formation of national cybersecurity policies and Rawls' 'Well-ordered society'. Society for History of Technology, Singapore;
- 2015 A path to utopia: Postcolonialism, new materialism and the quest for global information access. 4S, Denver, CO;

### **Discussant**

- 2019 Communication Law & Policy: Communications Beyond Boundaries, International Communication Association (ICA) conference 2019, Washington, D.C.

### **Non-refereed Articles in Academic Journals**

- 2020 Conversation with a pioneer: Bob Taylor on how the Internet came to be and the influence of J.C.R. Licklider. *Internet Histories* (Forthcoming)
- 2019 Conversation with a pioneer: Larry Roberts on how he led the design and construction of the ARPANET. *Internet Histories*, Vol. 3, no. 1.
- 2018 Conversation with a pioneer: Leonard Kleinrock on the early days of networking, the ARPANET... and winning in Las Vegas *Internet Histories*, Vol. 2, no. 1.
- 2017 Conversations with a pioneer: Paul Baran in his own words. *Internet Histories*, Vol. 1 no. 3.

### **Book Chapters and Encyclopedia Entries**

- 2020 Streaming Media. *Encyclopedia of Journalism*. SAGE.

2020 ARPANET. *Encyclopedia of Journalism*. SAGE.

2013 Det decentrale klasseværelse (The decentralized classroom) in “Netværksskolen” by Aslak Gottlieb & David Garde-Tschertok (eds) . *Akademisk Forlag*. Copenhagen, Denmark.

## Reviews

2014 Book Review: Evgeny Morozov: To Save Everything, Click Here. *InterActions: UCLA Journal of Education and Information Studies*, 10/1.

## Manuscripts in preparation

Public, Squared: Emergent media and democracy (Book proposal)

Factdom: How social media platforms exacerbate confirmation bias in fandom discourses on Twitter

Gender, gadgets and games: Tech Journalism as a beat.

## Op-eds and selected articles

2019 “Fiona Hill’s Story of Russian Disinformation Sounds Very Familiar” *Slate*. November 22.

2019 “To Fix the Internet’s Problems You Have to Fix Humans First” *NBC News/THINK*. January 27.

2019 “The Man who Actually Got the Internet Going Has Died” *Slate*. January 3.

2018 “Star Wars: The Last Jedi’ reactions show how right-wing Twitter agitators adopted Russian tactics”. *NBC News/THINK*. October 5.

2018 “With its New Line-up of Funded News Shows, Facebook Sure Does Look Like a Media Company” *Slate*. July 16.

2018 “Am I Speaking to a Human? Google’s A.I. should have to identify itself when it calls a restaurant for you” *Slate*. May 10.

2018 “News coverage says a study claimed fake news on Facebook didn’t affect the election. But news coverage is wrong” *Slate*. February 1.

2015 Christensen, M. & Porche, I. “War on the Web: The West ignores the cyber-battleground of social media at its peril”. *U.S. News and World Report*. July 23.

2015 “I would replace my right arm with a robotic one” *Motherboard*. April 14.

### **Selected invited lectures**

- 2017 “Fake news and the difference between truth and facts”. Pierce College, Los Angeles, CA. February 15.
- 2015 “The future of journalism in social media and mobile”. Danish School of Media and Journalism, Copenhagen, Denmark. April 27.
- 2015 “Communication in emerging digital media platforms”. Copenhagen School of Design and Technology. April 29.
- 2012 “The future of journalism”. Danish International Media Festival. November 11.
- 2012 “Communicating effectively with millennials” University of Copenhagen, Department of Health and Life Sciences. November 9

### **Awards and Honors**

- May 2018 International Communication Association Travel Award
- Sep 2016 Doctoral Dissertation Proposal of the Year Award, UCLA IS
- Jun 2016 Society for the History of Technology Travel Award
- Jun 2016 Special Interest Group Computers, Information and Society Travel Award
- Jun 2010 Best Paper Award, 7<sup>th</sup> Innovation Journalism Conference, Stanford University
- Dec 2008 The Future Award - Danish Academy of Strategic Foresight and Future Studies
- Jan 2004 DPA Ravn-Joensen Prize - for innovation in music technolog

### **Research Experience**

- 2019-2021 **Research Fellow, Center for the Digital Future**  
*Project on behavioral monitoring through mobile devices in collective entertainment situations.*
- 2013 – 2016 **Graduate Student Researcher. UCLA Department of Computer Science.**  
*Collaborative oral history project on public technology development policy, led by Internet pioneer Dr. Leonard Kleinrock.*
- 2015 **Associate researcher. RAND Corporation.**  
*Three-month research project on U.S. strategic social media policies.*

## **Teaching Experience**

### **Lecturer, California State University Northridge, Department of Communication Studies**

“Popular Culture”, S21

“Digital Rhetoric”, F20, S21

“Persuasion”, S20, F19

“Communication Research Methods”, S19

“Communication and Technology”, S20, F19, S19

### **Lecturer, California State University Dominguez Hills, Department of Communication**

“Introduction to Media Criticism”, F20

“History of Emergent Media”, F20

### **Lecturer, USC Annenberg School of Communication**

“Capstone Project Course” (Graduate), F20, S21

“Innovation and the Information Economy” (Graduate), F20, S21

“Persuasive Social Media” (Graduate), S20

“Technologies for Digital Media” (Graduate), S20, S19 (Graduate)

“Analytics and Research Methodologies” (Graduate), F19

“Music Industry Communication” (Graduate), F19

### **Lecturer, UC Irvine Donald Bren School of Information and Computer Sciences “Critical**

Writing on Information Technology” SM19

### **Teaching Fellow, UCLA Department of Communication Studies**

“Analysis of Media Effects” S18

“Terrorism in Journalism”, S18

“Communication Theories of Persuasion” W18, W17

“Presidential Communication”, S17

### **Teaching Fellow, UCLA Department of Information Studies**

“Internet and Society” , F17, F16, S16

### **Lecturer, Danish School of Media and Journalism**

“Online and social media journalism for practitioners” SM11

### **Lecturer, Royal Danish Conservatory School of Music Management**

“Online and social media communication strategies” F07, S08

## **Service**

### **Academic**

- 2020-2021*     **USC Annenberg School of Communication/Bovard College.** Development of joint MS in Digital Media.
- 2019-2020*     **USC Annenberg School of Communication.** Digital Social Media program curriculum planning committee
- 2015-2016*     **National Council on Vital Health Statistics.** UCLA representative in workgroup on data collection and open data strategies for The Department of Health and Human Services
- 2014-2016*     **UCLA Department of Information Studies.** Workgroup on branding and strategic communication for the department
- 2014-2016*     **UCLA Graduate School of Education and Information Studies.** In-classroom technology committee
- 2014-2015*     **UCLA Department of Information Studies.** Colloquium planning committee

### **Selected non-academic service**

- 2013-2017*     **Danish-American Chamber of Commerce, Southern California.** Member of the board of directors.

- 2007-2008 **New Alliance Party, EU/Danish parliaments.** Head of media and culture policy platform committee
- 2002-2008 **Danish Songwriters Guild.** Member of the board of directors and five subcommittees
- 2006-2008 **Basepoint Media.** Member of the board of directors
- 2006-2008 **KODA.** Member of grant distribution committee
- 2006-2007 **KODA.** Member representative on the board of directors
- 2005-2007 **Nordic Copyright Bureau.** Member representative on the board of directors
- 2005-2007 **The Social Liberal Party of Denmark, EU/Danish parliaments.** Head of media/technology policy committee
- 2005-2007 **The Social Liberal Party of Denmark, EU/Danish parliaments.** Member of ethics committee

### Professional Affiliations

- 2012-present International Communication Association
- 2016-present Association of Internet Researchers
- 2015-present Society for History of Technology
- 2014-present Society for Social Studies of Science

## Relevant Professional Experience

### Strategic Communications

- 2008-2010 **HAUS Los Angeles.** Digital media strategist.  
*Consulted on emergent media strategies for brands such as NBC, Microsoft, PBS, L.A. Magazine and Apple.*
- 2006-2008 **Aller Media.** Head digital media strategist.  
*Aller Media is Scandinavia's largest magazine publisher.*
- 2007-2008 **The Danish Parliament / New Alliance Party.** Media policy advisor.
- 2005-2007 **The Danish Parliament / Social Liberal Party.** Chief media policy advisor.
- 2003-2005 **The Social Liberal Party of Denmark.** Head of communications/Simon Emil Ammitzbøll (Vice PM) election campaign. **Journalism**



- 2012-present **Politiken.** US West Coast correspondent.  
*Politiken is Denmark's largest newspaper/online news outlet*
- 2015-present **Freelance journalist/US media.**  
*Contributions to NBC News' THINK, Slate, Motherboard, U.S. News and World Report and others.*
- 2016-2018 **POV.International.** Co-founder, Head of digital strategy  
*POV.International is Denmark's largest foreign affairs news website and the third-largest onlineonly news site in the country.*
- 2010-2011 **E!** Script consultant/Story Producer  
*Worked on celebrity profile show 'Extreme Close-Up'. E! is the biggest cable channel in the U.S. dedicated to pop culture.*
- 2008-2012 **Berlingske Tidende.** US correspondent-at-large.  
*Berlingske Tidende is Denmark's second-largest newspaper/online news outlet.*
- 2004-2006 **T3 Magazine.** Managing editor.
- 2003-2004 **GEAR Magazine.** Editor-in-chief.

## Selected Media Appearances:

"Facebook Tweaked Its Rules, but You Can Still Target Voters" Wired. October 12, 2020.

"TikTok, a Chinese soft-power time bomb in US living rooms?" South China Morning Post. March 28, 2020.

"Trolls Continue To Be A Problem On Social Media" Forbes. June 4, 2020

"Star Wars' Fans Are Angry and Polarized. Like All Americans." The New York Times, December 24, 2019

"The Rise of Skywalker' takes flight after the rise of the 'Star Wars' trolls", CNN.com, December 13, 2019

"Disney Disturbs the Force: Pleasing Star Wars Fans Complicates Saga", The Wall Street Journal, December 6, 2019

"Why do people think this 'manspreading' video is a Kremlin hoax?" BBC News, October 20, 2018.

"So did Russian bots try to bring down 'Star Wars'? After furor, man who authored study says not exactly". The Washington Post, October 3, 2018

"Start Here", ABC News, October 3, 2018.

“Russian trolls pushed their agenda with Star Wars critiques, study suggests”, CBC Radio, October 8, 2018

“No, half of The Last Jedi haters were not Russian trolls”, CNET Australia, October 2, 2018

“The Last Jedi Russian troll study shows we still don’t know how to interpret speech online”, The Verge, October 4, 2018

“„Star Wars“ – der Kampf wird auch im Netz geführt” Hannoversche Allgemeine, October 14, 2018

“Мортен Бей: Би било странно, ако руските тролове не обсъждат "Междувездни войни", Dnevnik, October 9, 2018.

“Social media policies in the U.S., China and Russia” *Elektronista*. Radio 24Syv (Danish national public radio) May 23, 2018

“6 Facts about fake news in the 2016 election”. NPR / WGBH.org. April 11, 2018.

“Social media regulation in the U.S. and globally in light of Facebook revelations” TV2 News (Danish national 24-hour news channel). April 7, 2018.

“Facebook revelations and Mark Zuckerberg’s testimony” Deadline, DR2 (Danish public broadcaster). March 28, 2018.

“Facebook and the Cambridge Analytica Scandal” TV2 News (Danish national 24-hour news channel). March 27 and March 28, 2018.

“On Facebook and Cambridge Analytica” Orientering, P1 (Danish public radio). March 21

“The #MeToo movement and sexual harassment in Silicon Valley” TV2 News (Danish national 24hour news channel). October 9, 2017.

“The Google memo and sexism in Silicon Valley” *Elektronista*. Radio 24Syv (Danish national public radio). August 10, 2017.

“Russian troll armies and meddling in the US Election”. *Elektronista*. Radio 24Syv (Danish national public radio). June 1, 2017.

“Voice-controlled speaker called as witness in murder case” DR (Danish national public broadcaster). January 6, 2017.

“Silicon Valley and Calexit” *DR2 Dagen*. DR (Danish national public broadcaster). November 16 2016.

“Polls, Media bias and Fake News in the US Election” *Presselogen*. TV2 News (Danish national 24hour news channel). November 6 and November 13, 201