

# Katherine Furl

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The University of North Dakota  
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## ACADEMIC POSITIONS

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*The University of North Dakota*

August 2025-                      Assistant Professor of Sociology

## EDUCATION

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- 2025                      Ph.D., Sociology, The University of North Carolina, Chapel Hill  
*Qualifying Exams*: Stratification (Passed with Distinction), Gender  
*Dissertation*: “Beauty, Boundaries, and Being Seen: How Appearance Norms Amplify Digital Inequalities”  
*Committee*: Lisa Pearce, Katherine Weisshaar, Alice Marwick, Alexandra Ravenelle, Francesca Tripodi
- 2020                      M.A., Sociology, The University of North Carolina, Chapel Hill
- 2017                      M.A., Social Science, The University of Chicago
- 2016                      B.S., Psychology, English Minor, Allegheny College

## PUBLICATIONS

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Furl, Katherine, Addison Lewis<sup>†</sup>, Hinal Patel<sup>†</sup>, and Siya Patel<sup>†</sup>. 2026. “Parasocial Paternalism and Embodied Advice: How Cosmetic Medicine Interventions are Marketed on TikTok.” *JSM - Qualitative Research in Health*. <https://doi.org/10.1016/j.ssmqr.2026.100730>

Vo, Austin, Katherine Furl, Todd Lu and Neal Caren. 2026. “Perceiving Protest: How Publics View the Disruptiveness and Effectiveness of Protest.” *The Sociological Quarterly*. <https://doi.org/10.1080/00380253.2025.2604526>

Marwick, Alice, Courtlyn Pippert\*, Katherine Furl\* and Elaine Schnabel. 2025. “Shapeshifters & Starseeds: Populist Knowledge Production, Generous Epistemology and Disinformation on US Conspiracy TikTok.” *Social Media + Society*. <https://doi.org/10.1177/20563051251357483>

Marwick, Alice, and Katherine Furl. 2025. “Mountains of Evidence: Processual ‘Redpilling’ as a Sociotechnical Effect of Disinformation.” *International Journal of Communication*. <https://ijoc.org/index.php/ijoc/article/view/21934>

Furl, Katherine. 2025. "Paradoxical Anonymity, Power Relations, and Appearance Policing on R/Instagramreality." *Sociological Forum*. <https://doi.org/10.1111/socf.13058>

Pippert, Courtlyn, Katherine Furl and Alice Marwick. 2025. "True Believers, Entertainers, and Skeptical Scholars: Claims and Frames on Conspiracy TikTok." *Journal of Information Technology & Politics*. <https://doi.org/10.1080/19331681.2025.2458025>

Furl, Katherine, Todd Lu, Austin Hoang-Nam Vo and Neal Caren. 2023. "Comparing Perceived Disruptiveness and Effectiveness of Protest Tactics." *Socius*. <https://doi.org/10.1177/23780231231212374>

Furl, Katherine. 2022. "Denigrating Women, Venerating 'Chad': In-Group and Out-Group Evaluations among Male Supremacists on Reddit." *Social Psychology Quarterly*. <https://doi.org/10.1177/01902725221090907>

Marwick, Alice, Benjamin Clancy and Katherine Furl. 2021. "Far Right Online Radicalization: A Review of the Literature." *The Bulletin of Technology and Public Life*. <https://doi.org/10.21428/bfcb0bff.e9492a11>

Marwick, Alice and Katherine Furl. 2021. "Taking the Redpill: Talking about Extremism." *AoIR Selected Papers of Internet Research*. <https://doi.org/10.5210/spir.v2021i0.12207>

\* = equal authorship

† = undergraduate student coauthor

## MANUSCRIPTS UNDER REVIEW

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Furl, Katherine. "Insta-famous or Invisible: Image-Centric Social Media and Belonging at a Public Flagship University." (Invitation to Revise & Resubmit)

## WORKING PAPERS

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Furl, Katherine\* and Ken Cai Kowalski\*. "The Ordinary Extraordinary in Productivity Influencers' Mobility Portrayals."

Burke, Savannah\* and Katherine Furl\*. "Debates and Ambiguities surrounding 'Trad Wives' on Commentary YouTube."

\* = equal authorship

## NONACADEMIC PUBLICATIONS

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Furl, Katherine. 2021. "[Numbers Game: Pro-Ana, Incels, and the Incessant Policing of Women's Bodies.](#)" *Bitch Media*.

## SELECTED PRESENTATIONS

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- August 2025
- 2025 Meeting of the American Sociological Association  
Marwick, Alice, Courtlyn Pippert, Katherine Furl, and Elaine Schnabel. "Shapeshifters & Starseeds: Populist Knowledge Production, Generous Epistemology and Disinformation on US Conspiracy TikTok"
- Furl, Katherine, Addison Lewis, Hinal Patel, and Siya Patel. "Parasocial Paternalism and Embodied Advice: How Beauty Interventions are Marketed on TikTok."
- Savannah Burke and Katherine Furl. "Debates and Ambiguities Surrounding 'Trad Wives' on Commentary YouTube."
- April 2025
- 2025 Annual Meeting of the Southern Sociological Society  
Furl, Katherine, Addison Lewis, Hinal Patel, and Siya Patel. "Parasocial Paternalism, Alternative Expertise, and Embodied Advice: How Beauty Interventions are Marketed on TikTok."
- Furl, Katherine. "Insta-famous or Invisible: Image-Centric Social Media and Belonging at a Public Flagship University"
- August 2024
- 2024 Meeting of the American Sociological Association  
Vo, Austin, Katherine Furl, Todd Lu and Neal Caren. "Perceiving Protest: How Publics View the Disruptiveness and Effectiveness of Protest."
- Furl, Katherine. "Insta-famous or Invisible: Social Media and College Students' Digital Legitimacy."
- August 2023
- 2023 Meeting of the American Sociological Association  
Furl, Katherine. "'She's Plastic, Would Still Smash': Morally-Motivated Surveillance and Authenticity Policing Online."
- November 2022
- Association of Internet Researchers (AoIR) 23rd Annual Meeting  
Marwick, Alice, Courtlyn Pippert, Katherine Furl, and Elaine Schnabel. "Shapeshifters and Starseeds: Identity, Epistemology, and Disinformation in Conspiracy TikTok."

- March 2022 Harvard Kennedy School Shorenstein Center True Costs of Misinformation Workshop  
Marwick, Alice and Katherine Furl. "From Radicalized to Mainstream: The Sociotechnical Effects of Disinformation."
- October 2021 Association of Internet Researchers (AoIR) 22nd Annual Meeting  
Marwick, Alice and Katherine Furl. "Taking the Redpill: Talking about Extremism."
- August 2021 2021 Virtual Meeting of the American Sociological Association  
Furl, Katherine. "To Dream of Being Chad: Selective In-Group Favoritism in the Reddit Manosphere."
- July 2020 11<sup>th</sup> International Conference on Social Media and Society  
Furl, Katherine. "Identifying Incel: Gendered Processes of Social Categorization in the Manosphere."

## MEDIA APPEARANCES

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- 2026 Sage Video, Media Collection. "Identity, Authority, and Marketing Beauty Interventions on TikTok."  
<https://sk.sagepub.com/video/the-role-of-identity-and-authority-in-marketing-beauty-interventions>
- 2022 Sage Sociology Podcasts. Social Psychology Quarterly - Denigrating Women, Venerating "Chad": Ingroup and Outgroup Evaluations among Male Supremacists on Reddit.  
<https://podcasts.apple.com/us/podcast/social-psychology-quarterly-denigrating-women-venrating/id871126157?i=1000577140978>
- 2021 Center for Information, Technology, and Public Life (CITAP). 'Episode 3: Talking about Garbage,' *Does Not Compute*.  
<https://citap.unc.edu/does-not-compute/episode-3/>

## AWARDS AND FUNDING

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- 2026 Chester Fritz Library Open Access Publication Grant, University of North Dakota
- 2024 Howard Odum Award for Excellence, UNC-Chapel Hill Department of Sociology
- 2023 Graduate Student Opportunity Fund, UNC-Chapel Hill Graduate School
- 2023 Katharine Jocher Award for Best Graduate Student Manuscript, UNC-Chapel Hill Department of Sociology

2023 Pilot Study Grant, UNC-Chapel Hill Department of Sociology

## TEACHING EXPERIENCE

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- 2025- Instructor of Record, University of North Dakota  
Advanced Sociological Theory (Fall 2025); Technology and Society (Fall 2025);  
Diversity in American Society (Summer 2026, Spring 2026, Fall 2025); Introduction  
to Sociology (Spring 2026)
- 2021-2025 Instructor of Record, UNC-Chapel Hill  
Social Stratification (Spring 2025, Fall 2024, Spring 2023); Sex and Gender in Society  
(Summer 2022, Summer 2021)
- 2018-2020 Teaching Assistant, UNC-Chapel Hill  
Social Stratification (Fall 2020); Race, Class & Gender (Spring 2020); Introduction to  
Population Health in the United States (Fall 2019); Sex and Gender in Society  
(Spring 2019); Sociological Perspectives (Fall 2018)

## INVITED TALKS AND GUEST LECTURES

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- 2024 “Insta-famous or Invisible: Social Media and College Students’ Digital Legitimacy.”  
Social Forces Colloquium Series
- 2023-2025 “Beauty, Boundaries, and Eurocentrism.”  
Sociology/Women’s, Gender, and Sexuality Studies 124: Sex and Gender in Society  
Sociology/Management 412: Social Stratification
- 2021-2022 “Misogynist Incels and the Incessant Policing of Women’s Bodies Online.”  
Sociology/Women’s, Gender, and Sexuality Studies 124: Sex and Gender in Society

## RESEARCH EXPERIENCE

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- 2023-2024 Production Associate, Center for Innovation and Sustainability in Local Media  
(CISLM)
- 2021-2023 Research Assistant, “Redpills and Radicalization: Understanding Disinformation’s  
Impact” (Principal Investigator: Alice Marwick)
- 2020-2023 Undergraduate Supervisor, “Audit Study on Gender and Racial Discrimination in  
Hiring.” (Principal Investigators: Katherine Weisshaar and Koji Chavez)
- 2020 Research Assistant, “Further Strengthening Qualitative Research through  
Methodological Innovation and Integration: Explaining the Newspaper Coverage of  
Social Movements.” (Principal Investigator: Neal Caren)

2018-2019 Project Manager, “Exploring Racially Minoritized Women’s Path to Become Pharmacy Faculty.” (Principal Investigator: Antonio A. Bush)

## PROFESSIONAL AFFILIATIONS AND SERVICE

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2025- Program Committee Member, Human-Technology Interaction MA, University of North Dakota

2025- Mentor, ASA Sex and Gender Section Mentorship Program  
(Advisees: Miranda Dotson, Northeastern University; Jordyn Wald - University of Minnesota Twin Cities)

2024-2025 Communications Committee, University of North Carolina-Chapel Hill Sociology Department

2022-2024 Technology Liaison, University of North Carolina-Chapel Hill Sociology Graduate Student Association

2021-2025 Graduate Affiliate, Center for Information, Technology, and Public Life (CITAP)

2020- American Sociological Association (Sections: Communication, Information Technologies, and Media Sociology; Sociology of Consumers and Consumption; Race, Gender, and Class; Science, Knowledge, and Technology; Sex and Gender)

2019-2024 Assistant Editor, *Mobilization: An International Quarterly*

2019-2023 Mentee, Institute for Research on Male Supremacism

Reviewer for the *American Journal of Sociology*, the *American Sociological Review*, *Information & Culture*, *Men and Masculinities*, *Mobilization*, Palgrave MacMillan Pivot, *Political Psychology*, *Social Forces*, *Social Psychology Quarterly*, and *Socius*.

## PROFESSIONAL TRAINING

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2025 Summer Institute in Computational Social Science, Carnegie Mellon University

## REFERENCES

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**Lisa D. Pearce**

Professor and Chair, Department of Sociology  
University of North Carolina, Chapel Hill  
[ldpearce@unc.edu](mailto:ldpearce@unc.edu)

**Alice Marwick**

Director of Research  
Data & Society  
[amarwick@gmail.com](mailto:amarwick@gmail.com)

**Katherine Weisshaar**

Associate Professor, Department of Sociology  
Northwestern University  
[kate.weisshaar@northwestern.edu](mailto:kate.weisshaar@northwestern.edu)

*Additional References Available Upon Request*