

Katherine Furl

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ACADEMIC POSITIONS

The University of North Dakota

2025- Assistant Professor of Sociology

EDUCATION

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

Furl, Katherine. “Insta-famous or Invisible: Image-Centric Social Media and Belonging at a Public Flagship University.” Accepted to *Qualitative Sociology*. Preprint available at https://osf.io/preprints/socarxiv/7t5dr_v1

Furl, Katherine, Addison Lewis[†], Hinal Patel[†], and Siya Patel[†]. 2026. “Parasocial Paternalism and Embodied Advice: How Cosmetic Medicine Interventions are Marketed on TikTok.” *SSM - 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." *AIIR Selected Papers of Internet Research*. <https://doi.org/10.5210/spir.v2021i0.12207>

* = equal authorship † = undergraduate student coauthor

WORKING PAPERS

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."

Furl, Katherine, Cassidy Berg†, and Elizabeth Heinert†. "Institutionally Bounded Anonymity and Democratic Critique: Lessons from Campus Social Media for Rebuilding Good-Faith Science-Society Dialogue."

Furl, Katherine, Cassidy Berg†, and Elizabeth Heinert†. "The Possibilities and Limitations of Yik Yak's Institutionally-Bounded Anonymity."

Furl, Katherine, Linqi Lu, Kasey Guttormson†, and Makenzie Oltmans†. "Labor, Value, and Community in Rural Business Owners' Perceptions of AI Implementation."

* = equal authorship † = undergraduate student coauthor

COMMENTARY AND MEDIA ARTICLES

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

SELECTED PRESENTATIONS

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| March 2026 | 2026 Annual Meeting of the Midwest Sociological Society
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." |
| 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 th International Conference on Social Media and Society Furl, Katherine. “Identifying Incel: Gendered Processes of Social Categorization in the Manosphere.”

MEDIA APPEARANCES

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-venerating/id871126157?i=1000577140978
2021	Center for Information, Technology, and Public Life (CITAP). ‘Episode 3: Talking about Garbage,’ <i>Does Not Compute</i> . https://citap.unc.edu/does-not-compute/episode-3/

AWARDS AND FUNDING

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

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

2026 “The Ordinary Extraordinary in Productivity Influencers’ Mobility Portrayals.”
James Holstein Colloquium, Marquette University

2024 “Insta-famous or Invisible: Social Media and College Students’ Digital Legitimacy.”
Social Forces Colloquium Series, The University of North Carolina-Chapel Hill

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

2026- Co-Investigator and Undergraduate Supervisor, “Empowering North
Dakota Businesses with AI Brand Agents: How Avatar Design and Interactivity
Shape Consumer Engagement” (Principal Investigator: Linqi Lu)

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

2026	Graduate Mentor (Mentee: Madelyn Flowers, University of North Carolina-Chapel Hill)
2026	Discussant, MSS Annual Meeting, “Care as Social Justice: Reframing Faculty Labor” Panel
2025-	Program Committee Member, Human-Technology Interaction MA, University of North Dakota
2025-2026	Mentor, ASA Sex and Gender Section Mentorship Program (Mentees: 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, <i>Mobilization: An International Quarterly</i>
2019-2023	Mentee, Institute for Research on Male Supremacism

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

PROFESSIONAL TRAINING

2025 Summer Institute in Computational Social Science, Carnegie Mellon University

REFERENCES

Lisa D. Pearce

Professor and Chair, Department of Sociology
University of North Carolina, Chapel Hill
ldpearce@unc.edu

Alice Marwick

Director of Research
Data & Society
amarwick@gmail.com

Katherine Weisshaar

Associate Professor, Department of Sociology
Northwestern University
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Additional References Available Upon Request