

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*.

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." *AoIR 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."

* = equal authorship

† = undergraduate student coauthor

- 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 11th 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,’ *Does Not Compute*.
<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- 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, *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

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
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Alice Marwick

Director of Research
Data & Society
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Katherine Weisshaar

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