

Mariann Hardey

ASSOCIATE PROFESSOR

CURRICULUM VITAE

Department of Marketing and
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Durham University Business
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AREAS OF SPECIALISATION

Emerging Information Systems and Technology Ethics, Social Data and Data Society, Awareness and Bias in Technology & Behaviour, Technology Culture and Diversity

AREAS OF COMPETENCE

Sociology, Ethnography, Business

ACADEMIC APPOINTMENTS

Associate Professor , Department of Marketing and Management, DUBs	2018-present
Directorate , Advanced Research Computing (ARC), University of Durham	2016-present
Acting Director iARC , Department of Computing and Engineering, University of Durham	2015-2016
Co-Director for the Institute for Advance Research in Computing (iARC) , Department of Computing and Engineering, University of Durham	2013-2015
Assistant Professor , Department of Marketing, Durham University Business School (DUBs)	2010-2018

PROFESSIONAL AFFILIATIONS

Editorial Board Member, International Journal Marketing Research IJMR
Executive Editorial Board Member, Gender & Policy Studies Emerald Point Book Series, Emerald Narrative, Society for Narrative & Technology (University of Durham)
Member TechUp Women's tech network
Women in HPC network
Advocate for GirlGeek Global Network

EDUCATION

Ph.D., Sociology, University of York 2009

AWARDS

Excellence in Teaching Award, Durham University Business School	2015
Durham Award for Excellence in Teaching in the Humanities	2013

PERIOD OF ABSENCE

Maternity leave April – Dec 2016

MONOGRAPH

- *The Culture of Women in Tech: An Unsuitable Job for a Women*. Published, 2020. Emerald.

PEEER-REVIEWED ARTICLES AND BOOK CHAPTERS

1. Slack, D., Hardey, M., and Moubayed, N., 2019. On the Hierarchical Information In a Single Contextualised Word Representation. Association for the Advancement of Artificial Intelligence (www.aaai.org)
2. Hardey, M, Cockshut, L. & Brown, A., Social innovation and the university: The impact of intervention for the micro creative economy in North East England. *Social Enterprise Journal*. (special issue, in press)
3. Hardey, M. and James, S. Co-Consumption, Digital Narrative and the Podcast Serial. *Narrative*. (special issue, in press)
4. Lang, J., Harris, S., Hardey, M. McCafferty, J., McLeish, T., Shoura, M., Ranson, N., and Real, A. 2019. Securing the future of Research Computing in the biosciences. *PLOS Biology*. (Open Access).
5. Hardey, M. 2019. Gender and technology culture: Points of contact in tech cities. *Sociological Research Online*. (online, ahead of print copy).
6. Hardey, M., 2019. On the Body of the Consumer: Performance-Seeking with Wearables and Health and Fitness Apps. *Sociology of Health and Illness*.
7. *Hardey, M. 2019. Theorising Women & Leadership. Different spaces, different conversations: Women in Tech. *Journal Gender in Management* (*Special Issue).
8. Ilich, K.L. and Hardey, M., 2018. 'It's all about the packaging': investigation of the motivations, intentions, and marketing implications of sharing photographs of secondary packaging on Instagram. *Information, Communication & Society*, pp.1-19
9. Hardey, M. and Atkinson, R., 2018. Disconnected: Non-Users of Information Communication Technologies. *Sociological Research Online*, pp.136-148.
10. Hardey, M. Theorising and researching gender and digital leadership in "tech cities". In Cunningham, C. M., Crandall, H. M., & Dare, A. M. (Eds.). (2017). *Gender, Communication, and the Leadership Gap*. IAP: pp.291-312.
11. Smith, H., Hardey, M., Hardey, M. & Burrows, R. (2016). Social Cartography and 'Knowing Capitalism' Critical Reflections on Social Research and the Geo--Spatial Web. In *The Sage Handbook of Online Research Methods*. Fielding, Nigel G., Lee, Raymond M. & Blank, Grant London: Sage. pp.596-610.
12. Hardey, M. 2015. Social Media and Data Aggregation. *The International Encyclopaedia of Digital Communication and Society*. Wiley.
13. Hardey, M. 2014. Marketing narratives: Researching digital data, design and the in/visible consumer. In *Big Data? Qualitative Approaches to Digital Research* (pp. 115-135). Emerald Group Publishing Limited.

14. Hardey, M. 2014. Social Network Analysis in a Digital Age. *Encyclopaedia of Social Network Analysis and Mining*, pp.1830-1832.
15. Branley, D., Covey, J., & Hardey, M. (2014). *Online surveys: Investigating social media use and online risk*. SAGE.
16. Hardey, M. 2013. Special Issue Editorial: Re-asserting the social media contribution to the theory and practice of market research. *International journal of market research* 55(6): 751-754.
17. Hardey, M. 2012. New visions: Capturing digital data and market research. *International Journal of Market Research*, 54(2), 159-161.
18. Hardey, M. 2011. How Rules of Acceptable Behaviour Enlighten our Digital Interactions – The Formation of Facebook Etiquette. In *Psychology of Facebook*. Persuasive Technology Lab, Stanford University.
19. Hardey, M. and Beer, D. Talking About Escape. eds Lovink, G., & Rasch, M. 2013. Unlike us reader: Social media monopolies and their alternatives. *INC reader*, (8).
20. Hardey, M. 2011. Generation C: content, creation, connections and choice. *International Journal of Market Research*, 53(6): 749-770.
21. Hardey, M. 2011. To spin straw into gold? New lessons from consumer-generated content. *International Journal of Market Research*, 53(1): 13-15.
22. Hardey, M. 2011. ICTs and Generations – Constantly Connected Social Lives. In *Broadband Society and Generational Changes*. Colombo, Fausto & Fortunati, Leopoldina New York: Peter Lang. 97-109.
23. Hardey, M. 2011. *Ubiquitous connectivity: user-generated data and the role of the researcher*. Oxford University Press.
24. Lunt, N., Hardey, M., & Mannion, R. 2010. Nip, tuck and click: medical tourism and the emergence of web-based health information. *The Open Medical Informatics Journal*, 4, 1.
25. Hardey, M. 2008. The formation of social rules for digital interactions. *Information, Communication & Society*, 11(8): 1111-1131.
26. Hardey, M. 2007. Going live: Converging mobile technology and the sociability of the iGeneration. *M/C Journal*, 10 (10).

RECENT MEDIA/ RADIO/ EDITORIALS/ AND ESSAYS

1. Thought leadership - Three things we can all learn from people who don't use smartphones or social media, *The Conversation*. <https://theconversation.com/three-things-we-can-all-learn-from-people-who-dont-use-smartphones-or-social-media-103468> September 2018.
2. This is what it's like when a covert image of you goes viral online. *Mashable*. Jul 31, 2019. <https://mashable.com/article/covert-photos-strangers-going-viral-twitter/?europa=true>
3. "How the 'x' became a sign of female solidarity in the age of harassment". *Mashable*. May 14, 2019. <https://mashable.com/article/digital-kiss-online-harassment/?europa=true>
4. "Instagram: Beware of bad influencers". *The Observer*. Feb 3, 2019. <https://www.theguardian.com/technology/2019/feb/03/instagram-beware-bad-influencers-product-twitter-snapchat-fyre-kendall-jenner-bella-hadid>
5. "On The Power of Influencers." *BBC Tech Tent*. Jan 25, 2019. <https://www.bbc.com/news/technology-47001461> Also published by BBC World.
6. "Selfies - disconnection from ICTs", *BBC Radio4 Thinking Allowed*. <https://www.bbc.co.uk/programmes/b0b89kc1> Sociological discussion programme. 'Selfies' – Featured by Laurie Taylor who explores a peculiarly modern representation of 'self'. Also, people who choose to disconnect from ICTs. July 9, 2018.

SELECTED PRESENTATIONS (INDUSTRY/PUBLIC)

- "Restructuring Mentoring to Put Women at the Bottom?", *GDS, Cabinet Office*, London, September 2019.
- "Diversity in Tech Practice A Masterclass", *Government Digital Service (GDS), Cabinet Office*, London, August 2019.
- "Digital Policy and Reform." Keynote presentation to Civil Service. Westminster. London. August 2018.
- "The killer app: How do wearable and mHealth app users influence the well-being of non-users?" Public Event about Young People and Digital Health. Wellcome Trust. Manchester Media City.

S ELETED CONFERENCE PRESENTATIONS (ACADEMIC)

- Hardey, M., Cockshut, L., and Brown, A., (2018). Action research driving regional creative sector interventions in the UK's North East England Exploring a social innovation role by higher education. Creative Social Economy. CSE Conference. Singapore.
- Hardey, M. (2018). #Richkidsofinstagram. social relationships, leaders, authorities, prestige, influence, dominance. British Sociological Society (BSA).
- Hardey, M. (2018). Captive Childhood: Competitiveness and Discrimination in Tech Culture. Stream: Organising Childhood. Gender Work and Organisation (GWO). Australia.
- Hardey, M. (2017). How Might Digital Voices Be Rethought As Resistance Against Stereotypes Of Women's Leadership And Status In Tech Cities? Critical Management Studies (CMS). Stream – the future of feminisms and CMS: ethics, politics, and embodiment. Liverpool.
- Hardey, M. (2017). Women on Boards? Digital Leadership in "Tech Cities". SIG Strategic Management. EURAM. Glasgow.
- Hardey, M. (2017). The Right to Be Here: Gender Media Misrepresentations of the "Women in Tech". Gendered Media Mis(s)representations of Women Professionals and Leaders's. Good Enough College. London.

G RANTS AND FUNDING INCOME

1. Hardey, M. (PI). February 2020-October 2022. *Creative Fuse North East (CFNE) Knowledge Exchange*. This is an interdisciplinary and jointly funded 32-month project supported by the AHRC and ERDF. **Funding: AHRC £600k and £1.9 million ERDF, total funding £2.93million.**
2. Hardey, M. (PI). April - August 2019. *"MicroCreatives in the Rural Economy."* The project draws on an action research approach allowing the research team to record, measure, enhance and analyse the impact of interventional workshops with creative businesses in North East England. **ESRC IAA Business Boost Project. Funding: £7,600.**
3. Hardey, M. (PI). April - October 2019. *"Teach Your Art (TYA)"*. The Teach Your Art programme is a 5-month programme involving a pedagogically driven and research-informed training programme for creative businesses interested in developing their own creative workshops to sustain local economic development and enhance wellbeing. **ESRC DTP Project. Funding: £6,300.**
4. Criesta, A. (PI), Black, S. (CI) and Hardey, M. (CI) TechUp. April 2019 - August 2020. This project is based on action research intervention to support for 100 women from the Midlands and North of England, particularly from underrepresented communities, with degrees/experience in any subject area, retrains them in technology and gives them the opportunity to interview with a company for an internship/apprenticeship/job resulting in evidenced economic growth and support, and region - wide survey informing policy. **Research Impact Fund (RIF). Funding: £15k.**
5. Hardey, M. (PI) and Hillyard, S., (CI). January - September 2019. *"Follow the money": researching The Establishment, past and present, using Big Data and interdisciplinary research"*. Seed-corn competition, Durham University Business School. **Funding: £16k DUBs.**

6. Hardey, M. (PI). April 2016 – September 2019. *Creative Fuse North East (CFNE)* <http://www.creativefusene.org.uk/> Partnered with University of Newcastle, Sunderland, Teesside and Northumbria. Academics work alongside industry, cultural organisations, charities and the public sector, to explore how creative, digital and IT firms can have a sustainable future in the region adding value to the region's broader employment base. **Funding: £2.7m (£1.2 AHRC, £1.5m ERDF and ACE partners).**
7. Hardey, m. (PI). January 2017 - September 2019. *The Creativity Works (CW)*. The CW is to initiate Innovation Pilots or iPilots (~£50k each) that focus on the creativity, digital and IT (CDIT) sector in the North East. **Funding: £1.5m ERDF and match funding from Durham University.**
8. Hardey, M. (PI), Kureshi, I and Cardenas-Canto, P. October 2017 - July 2018. Analysis of Social Media – *eXperimental*: Demonstrating the Value of the UK General Election Social Media Dataset for Social Science Research. Research dedicated to improving knowledge and understanding of e-government and the impact of social media for predicting data analysis. This research is collecting the General Election 2017 and UCU 2018 strike social media content. We are interested in exploring the extent to which data from social media can be used to predict (beyond the classic sentiment analysis) interesting social and political phenomena especially elections and strike action. **Funding: £2k Digital Humanities fund.**
9. Hardey, M. (PI). August 2014 - August 2018. *Gender In Tech Cities (gitc)* <http://gitc.io/> . Research on access, use and attitudes to working in Tech Cities based on ethnographic data and on biennial surveys covering (for example) digital and social inclusion and exclusion, social networking, safety and privacy concerns, regulation, and leadership behaviour. **Funding: £4k Durham University Business School seedcorn award and sponsorship from Research Impact Fund (RIF).**
10. Hardey, M. (PI). January 2017 - January 2019. *Leadership and Key Points of Transition Amongst the 'Women in Tech' (Leadership WiT)*. Along with partners from three Tech City sites (London, New York and California), data is being collected in relation to leadership-seeking tasks in two themes: Network Building (interactive decision making) and Commercial Presence (evaluating digital information). **Funding: £2k Advance Research Computing new project award.**

TEACHING, ADMINISTRATION/ AND MANAGEMENT

CURRENT PHD STUDENTS

- First supervisor to James Glenn (ESRC award) completion Easter 2020, “The Cultural Aesthetic of Golf and Consumption: Class and Gender”.

Joint supervisor to:

- Doa'a Hajawi completion Easter 2020, “Social Media, Gender and Fashion”;
- Laura Sillars (Leverhume award) completion Easter 2020, “Artistry and Digital Rendering as the new Aesthetic”.
- Aaron Toal. 2019 - 2023. 'Made in Britain': What impact will Brexit have on UK consumer behaviour and decision-making?
- Dawn Branley (ESRC award) 2012-2015, “Young People, Social Media and Risky Behaviour”.

COMPLETED PHD STUDENTS

- Dawn Branley (ESRC award) 2012-2015, “Young People, Social Media and Risky Behaviour”.

PROGRAMME LEADERSHIP 2012-PRESENT

- Programme Director, Digital Humanities (DH) MA, 2018-present. This programme is currently being designed by myself as Durham's postgraduate, interdisciplinary offering for DH that will be taught across Faculties and Departments and launched in 2019/20.
- Programme Director, MSc and MA Marketing Programme, 2012-2015. This included setting up the new pathway from a joint MSc and MA Marketing into the current single MA Marketing Programme; and at the same time physically moving the Programme from Queens Campus to Ushaw College, Durham.

Current Taught Modules:

Undergraduate

- Digital Information Systems, 2nd year *core* module for Management student. Module Leader.
- Integrated Marketing Communications, 2nd year *optional* Undergraduate module. Joint Module Leader.
- Digital Qual Research Methods and Resources, final year *core* module, with the Department for English.

Postgraduate

- Contemporary Marketing Culture and Communications, MSc Marketing (core) MBA (optional) module. Module Leader.

Past Teaching modules, 2010 - 2016:

Undergraduate

- Digital Qualitative Research Methods, core 3rd year module.

Postgraduate

- Marketing, Culture and Society, optional MA and MSc module.
- Marketing and Consumer Psychology, core MA and MSc module.
- Marketing Theory, core MA and MSc Module.
- Social Marketing, optional MA and MSc module.
- Arts Heritage and Tourism Marketing, optional MA and MSc Module.

UNIVERSITY SERVICE 2005-PRESENT

- Advanced Research Computing (ARC) Directorate and Promotion Committee, 2016-present
- DUBs Recruitment Committee, 2015-2018
- Steering Committee, Digital Humanities Group, University of Durham, 2015-present
- Elected member of University Senate, Durham University Business School (DUBs), 2013-2016
- Department Programme Director, Department of Marketing, Marketing MA and MSc, DUBs, 2012-2015
- Department Chair for Ethics Committee, Department of Marketing, DUBs, 2011-2013
- Postgraduate teaching fellow, University of York, 2005-2009