About the Contributors

Rebecca English is a Lecturer in Education at QUT. Her interests include education, family choices and the way that women make choices about their lives and the lives of their families.

Raechel Johns is an Associate Professor in Marketing and the Head of the School of Management. Her research interests relate to services marketing, including co-creation of value, transformative service and the way technology can be utilised to facilitate and sometimes negatively impact on relationships and customer value.

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Amelia Coleman graduated from the Queensland University of Technology in Australia in 2015 with a Bachelor’s degree in Media and Communications and Public Relations. In recent years she has developed knowledge of the cultural impact of all forms of traditional and new media through a mix of media and cultural studies. She has become interested in the theory and practice of distribution of personal and creative content via social media technologies and the audience that has allowed social media content to proliferate. She is currently working on a Masters of Education (Research) at the Queensland University of Technology exploring how marketing materials influence the school choice processes of minority parents. Her chapter “Blogging Their Way Out of Disadvantage: Women, Identity and Agency in the Blogosphere” marries her research interests by offering a review of the recent literature exploring the ways that minority groups are using blogs to tell their story to a wide audience.

Naomi F. Dale is an Assistant Professor of Management and Associate Dean Academic at the University of Canberra. Her research is concerned with Learning and Engagement in Tourism. This incorporates research in the specific areas of educational tourism, policy impacts of curriculum, and visitor research at cultural institutions and national capital attractions. It also captures emerging research interests in the application of social media, and strategies for engagement through e-platforms (in teaching, tourism and events). Other key areas are around consumer behaviour and marketing. She was the recipient of an Australian Post Graduate Award scholarship and recently completed her PhD investigating destination choice by school excursion groups in Australia. Naomi became an Assistant Professor of Management at UC in 2013. She has been an Executive member of the National Capital Attractions Association since 2012.

Kristyn A. Jackson is a member of the faculty of Business, Law and Government, University of Canberra.
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Anita Jetnikoff is a Senior lecturer in English Curriculum, Language and Literature at Queensland University of Technology. She is a passionate educator, a poet and is interested in the areas of creative pedagogy and teaching, digital media and literature and teacher professional identity. Anita is a documentary film maker and has taught and written about video production as well as produced many student video productions and vodcasts. Anita’s research and publication interests include creative learning and creative pedagogies, adolescent and youth culture identity and cross cultural and gender representations in the media and in literature, along with deploying digital media in the curriculum, documentary video production and digital storytelling and vodcasting. Recent projects include researching creative teaching and learning and what teachers want from professional development, as well as media and literature approaches relevant to the new Australian curriculum: English.

Yowei Kang (Ph.D. in Rhetoric and Composition Studies, UT-El Paso) studied the impacts of emerging media platforms on rhetorical and composition theories. His main research interests focus on digital games and experiential rhetoric.

Melissa Kelly is an English and Business Technologies teacher at Kelvin Grove State College, Queensland. She completed a dissertation into pre-service English teachers’ perceptions of their preparedness to mentor positive digital conduct as part of her Bachelor of Education at Queensland University of Technology. Melissa worked in print and digital media for nearly two decades.

Dale MacKrell is an Assistant Professor in Information Systems at the University of Canberra in Australia. Her research interests include business intelligence systems and gender relations, in particular, the adoption and use of farm management systems in rural and community organisations. More recent work is a student work-integrated learning project for a not-for-profit organisation operating in the homelessness sector using action design research. Dale has published in Information Systems Journal, Decision Support Systems journal and the Australasian Journal of Information Systems as well as numerous Australian and international conferences.

Valeria Noguti is a Lecturer at the University of Technology Sydney. She received her PhD in Decision Sciences from INSEAD France in 2006. Valeria’s publications focus on social media, advertising, consumer psychology, and consumer behaviour. Prior to joining the PhD program at INSEAD, Valeria has worked in São Paulo for General Electric Plastics South America, Editora Abril (magazine publisher), and Banco Frances e Brasileiro (subsidiary of Credit Lyonnais in Brazil).

Matthew Reeves received his Bachelors in Education (Honours) from Queensland University and Technology (QUT) in 2013. Since then, he has worked in both Secondary and Tertiary Education fields. Matthew writes widely on issues relating to the changes in Education and the notion of choice.

Sonika Singh is a Lecturer at the University of Technology Sydney. She received her PhD in Management Science from the University of Texas at Dallas in 2012. Her research interests are consumer information search and choice, Internet marketing and retail promotions.
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**Robyn Torok** is completing her second PhD in online discourses of radicalisation from Edith Cowan University, Australia. Her research interests include online radicalisation, security, eschatological discourses and social media analysis.

**Ariane J. Utomo** is a Research Fellow at the Crawford School of Public Policy of the Australian National University. Working in the field of social demography, Ariane’s overarching research interest is to examine the relationship between four dimensions of social change in contemporary Indonesia: globalisation, economic development, demographic transition, and democratisation following the political reforms of 1998. Her research and teaching activities are centred on how social change is reflected in attitudes to gender roles, school to work transition, women’s employment, changing marriage patterns, and the nature of inequalities and social stratification in Indonesia.

**David S. Waller** is a Senior Lecturer at the University of Technology Sydney. He has worked in the banking and film industries, and has taught at a number of universities, including University of Newcastle, University of New South Wales and Charles Sturt University-Riverina. David has published over 60 refereed journal articles, including Journal of Advertising; Journal of Advertising Research; European Journal of Marketing, International Journal of Advertising; and Journal of Marketing Communications.

**Kenneth C. C. Yang** is a Professor at the Department of Communication. His research focuses on new media and advertising, consumer behavior in East Asia, impacts of new media in Asia.