

Alexandrea J. Ravenelle

PROFESSIONAL APPOINTMENTS

University of North Carolina at Chapel Hill

Associate Professor, Sociology & Shuford Program in Entrepreneurship, 2025 -- current

Assistant Professor, Sociology & Shuford Program in Entrepreneurship, 2019 -- 2025

Faculty Fellow, Center for Urban and Regional Studies, 2020 -- current

Russell Sage Foundation, New York, NY

Visiting Scholar, New York, 2023 -- 2024

New York University, Institute for Public Knowledge, New York, NY

Visiting Scholar, 2018 -- 2020

Mercy College, Dept. of Social and Behavioral Sciences, New York, NY

Assistant Professor, 2018 -- 2019

Visiting Lecturer, 2017-- 2018

EDUCATION

Graduate Center, City University of New York (CUNY), New York, NY

Ph.D., 2018 Sociology

Dissertation: *The New Entrepreneur: Worker Experiences in the Sharing Economy*

Committee: Barbara Katz Rothman (Chair), Philip Kasinitz, Paul Attewell & Vilna Bashi

M.Phil., 2015 Sociology

University of Missouri, College of Arts and Science, Columbia, MO

M.A., 2003 Sociology with Graduate Minor in Women's and Gender Studies

B.A., 2001 Interdisciplinary Studies: Journalism, Women's Studies and Sociology

BOOKS

In Contract **Ravenelle, Alexandra J.** *Trapped: Gig Work's Hidden Grip on the American Worker.*
Book manuscript under contract, University of California Press, expected release by
spring 2027.

2023 **Ravenelle, Alexandra J.** *Side Hustle Safety Net: How Vulnerable Workers Survive
Precarious Times.* Berkeley: CA: University of California Press.

- Audio edition, Tantor Media (2023)

Awards: 2024 Choice Award, Outstanding Academic Title for Work and Labor;
Seminary Co-op Notable Book of 2023

Media (as of 5-08-2024): CNBC, KSL 5 TV -- Salt Lake City NBC affiliate; *Business Insider*; Cross Country Check-up with Ian Hanomansing; TvN South Korea; *Forbes*; KMOX St. Louis; 770 CHQR/107.3FM/630 CHED radio; The Society Pages; Facepalm America; A Little More Conversation with Ben O'Hara-Byrne; CultureAmp; UNC Arts & Sciences Magazine; WGNU: It's The Economy; The Nikki Medoro Show; America Trends Podcast; KSQD Radio; Woke AF Podcast; The Rob Burgess Show.

Honors: Author-Meets-Critic at Eastern Sociological Society 2024; Finalist for Author-Meets-Critic/Book Salon at American Sociological Association Annual Meeting 2025; Author-Meets-Critic/Book Salon at ASA Virtual Mini Conference on Work 2025; Retired Sociologists Book Club Choice, May 2025

Reviewed: *Social Forces*; *American Studies*; *Industrial and Labor Relations (ILR) Review*; *Contemporary Sociology*; *Society for the Anthropology of Work*; *Work and Occupations*; *Convergence*; *Exertions*; *CHOICE: Current Reviews for Academic Libraries*; *Kirkus Reviews*; *Publishers Weekly*

2019

Ravenelle, Alexandra J. *Hustle and Gig: Struggling and Surviving in the Sharing Economy*. Berkeley: CA: University of California Press.

- Chinese edition (with Simplified characters) for Chinese Mainland, China Worker Publishing House (under contract)
- Traditional Chinese edition (Taiwan & Hong Kong), Cite Publishing (2022)
- Spanish edition, Alianza Editorial (2020)
- Korean edition, Rollercoaster Press (2020)
- Optioned -- Film /TV rights, Lisa Demaine/ Lisa Campbell Filmagic Entertainment, Inc.

Media (as of 9-1-2020): CBS This Morning; NPR Morning Edition; NPR Marketplace; NPR OnPoint; *The Washington Post*; *Forbes*; The Young Turks; Yahoo! Finance video; *Quartz*; MTV News; Vice; CNBC; *Fortune*; *The New Republic*; *San Francisco Chronicle*; *The Daily Beast*; *The Observer*; Jefferson Exchange; Knowledge at Wharton; KABC - Peter Tilden; Give & Take podcast; LA Talk Radio; The John Fuselsang Show; The Tom Sumner Project; Small Business Digest; SideHusl.com; *The Outline*; *The Huntsville Times*; Axios; Bankrate.com; *ElConfidencial.com*; ThePennyHoarder.com; *USA Today*; *Harvard Political Review*.

Honors: Book Salon (previously known as Author-Meets-Critic) American Sociological Association Annual Meeting 2021; Author-Meets-Critic at Eastern Sociological Society 2020

Reviewed: *American Journal of Sociology*; *Social Forces*; *Contemporary Sociology*; *Sociological Forum*; *New Labor Forum*; *Industrial and Labor Relations (ILR) Review*; *Public Books*; *Journal of Cultural Economy*; *Critique of Anthropology*; *The Sociological Review*; *LSE Review of Books*; *Relations Industrielles / Industrial Relations*, and the *Workers Compensation Law Section Newsletter* of the Pennsylvania Bar Association

REFEREED JOURNAL ARTICLES

* Graduate student ** Undergraduate student

- 2023 **Ravenelle, Alexandra J.** & Newton, Savannah L. ** "I could be unemployed the rest of the year: Unprecedented Times and the Challenges of 'Making More.'" *RSF: The Russell Sage Foundation Journal of the Social Sciences*. 9(3), 110-131.
<https://doi.org/10.7758/RSF.2023.9.3.05>
- Ravenelle, Alexandra J.** & Kowalski, Ken C. * "It's Not Like Chasing Chanel: Spending Time, Investing in the Self, and Pandemic Epiphanies." *Work and Occupations*, 50(2), 284–309 <https://doi.org/10.1177/07308884221125246>
- Ravenelle, Alexandra J.**, Conley, Jacob,* & Newell, Abigail.* "Left Behind: Yachts, Dinghies, and Perceptions of Social Inequality in Covid-19." *The Sociological Quarterly*. 64:3, 367-386. <https://doi.org/10.1080/00380253.2022.2133755>
- 2022 **Ravenelle, Alexandra J.**, Janko, Erica,* & Kowalski, Ken C.* "Good jobs, scam jobs: Detecting, normalizing, and internalizing online job scams during the COVID-19 pandemic." *New Media & Society*, 24(7), 1591–1610.
<https://doi.org/10.1177/14614448221099223>
- Ladegaard, Isak, **Ravenelle, Alexandra J.** & Schor, Juliet. "God Is Protecting Me ... And I Have Mace': Defensive Labour in Precarious Workplaces," *The British Journal of Criminology*, Volume 62, Issue 3, May, 773-789,
<https://doi.org/10.1093/bjc/azab080>
- 2021 **Ravenelle, Alexandra J.**, Newell, Abigail,* & Kowalski, Ken C.* "The Looming, Crazy Stalker Coronavirus': Fear-Mongering, Fake News and the Diffusion of Distrust." *Socius*. p 1- 3. <https://doi.org/10.1177/23780231211024776>
- Ravenelle, Alexandra J.**, Kowalski, Ken C,* Janko, Erica C.* "The Side Hustle Safety Net: Precarious Workers and Gig Work During COVID-19." *Sociological Perspectives*, 64(5), 898–919. <https://doi.org/10.1177/07311214211005489>
- 2020 **Ravenelle, Alexandra J.** "Digitalization and the hybridization of markets and circuits in Airbnb." *Consumption Markets & Culture*, 23(2): 154-173,
<https://doi.org/10.1080/10253866.2019.1661244>
• Reprinted in *Digitalized Markets* (Routledge, 2021)
- 2019 **Ravenelle, Alexandra J.** "We're not Uber.' Control, Autonomy and Entrepreneurship in the Gig Economy," *Journal of Managerial Psychology*. 34(4). pp. 269-285.
<https://doi.org/10.1108/JMP-06-2018-0256>
- 2017 **Ravenelle, Alexandra J.** "Sharing Economy Workers: Selling, Not Sharing." *Cambridge Journal of Regions, Economy and Society*. July. 10(2). 281-295.
<https://doi.org/10.1093/cjres/rsw043>

INVITED ESSAYS & BOOK CHAPTERS

- 2022 **Ravenelle, Alexandra J. & Kowalski, Ken C.*** "From Bureaucracy to Contingency: Reflections on 100 Years of Work and Organizations Research in Social Forces." *Social Forces*. 101 (2), 558-564
- Ravenelle, Alexandra J., & Kowalski, Ken C.*** "Working at the Nexus of Global Markets and Gig Work: U.S. Gig Workers, Credential Capitalization, and Wealthy International Clientele." in L. Storti, G Urso, and N Reid (eds.), *Economies, Institutions and Territories: Dissecting Nexuses in a Changing World*. New York: Routledge.
- Ravenelle, Alexandra J. & Kowalski, Ken C.*** Invited essay: "From Bureaucracy to Contingency: Reflections on 100 Years of Work and Organizations Research in Social Forces." *Social Forces*
- 2021 **Ravenelle, Alexandra J.** "Just a Gig? Sharing Economy Work and the Implications for Career Trajectory." *Beyond the Algorithm: Qualitative Insights for Gig Work Regulation*, ed. Deepa Das Acevedo. Cambridge, U.K.: Cambridge University Press. 103-122.

REFEREED BOOK CHAPTERS

- 2021 **Ravenelle, Alexandra J., Janko, Erica C.,* Kowalski, Ken C.,*** "Gigging with an MBA: Elite Entrepreneurship in the Gig Economy." *Digital Entrepreneurship and the Sharing Economy*. (p. 145-159). New York: Routledge.
- 2017 **Ravenelle, Alexandra J.** "A Return to *Gemeinschaft*: Digital Trails, Employability and the Sharing Economy." in J. Daniels, K. Gregory & T. M. Cottom (Eds.), *Digital Sociologies* (p. 25-43). Bristol, UK: Policy Press at Bristol University.

OTHER PRODUCTS OF SCHOLARSHIP: WORKS UNDER REVIEW

Article: Ravenelle, Alexandra J. & Zhang, Yue.* "'Rent's Not that Expensive' and Other Lies: The Challenge of Scam Respondents and Strategies to Protect Research Integrity" (*under review, Sociological Methodology*)

Article: Ravenelle, Alexandra J. & Kowalski, Ken C.* "'AI is taking over the world... so I may as well just go along with it:' Fractured Interest Identities among Creative Workers." (*under review, Work and Occupations*)

Article: Ravenelle, Alexandra J., Nazareno, Luisa, and Zhang, Yue.* "Expanding Social Protection Policies during COVID: Impacts on Gig Workers in New York City." (*under review, Labor Studies*)

Invited curated discussion: "Moving beyond Labor and Tech: How Race, Caste, Gender, Nationality and Immigration Status Shape Work in the Gig Economy." (*Revise & Resubmit, Journal of Management Inquiry*)

FELLOWSHIPS AND GRANTS

- 2023-26 Primary Investigator, \$307,969 (100% effort), National Science Foundation, "The Longer-Term Impact of COVID-19 on Precarious Workers."
- 2023-24 Visiting Scholar Fellowship, \$104,000, Russell Sage Foundation, New York
- 2021-24 Primary Investigator, \$49,940 (100% effort), Russell Sage Foundation, Future of Work, Work in the Time of COVID-19, Phase III.
- 2019-24 Primary Investigator, \$94,399 (100% effort), Ewing Marion Kauffman Foundation Knowledge Challenge Grant, 'After the Hustle.'
--Previously awarded as \$85,204 while at Mercy College (2019-2022).
- 2020-21 Primary Investigator, \$188,928 (100% effort), National Science Foundation, "RAPID: Work in the Time of COVID-19."
- 2018 Primary Investigator, \$1,525 (100% effort), Labor Research Action Network, Emerging Scholars grant, 'Good Gig Jobs or Bad Gig Jobs? The Impact of Sharing Economy Work on Career Trajectory'.
- 2017 Ewing Marion Kauffman Foundation Dissertation Fellowship in Entrepreneurship, \$20,000

INTERNAL

- 2023 Publication Assistance Grant, \$2,400, Institute for Arts and Humanities, University of North Carolina, Chapel Hill
- 2022 Primary Investigator, \$10,000 (100% effort), Junior Faculty Development Grant, "Long Haul, Short Gig: The Long-Term Impact of COVID-19 on Inequality and Precarious Workers," University of North Carolina, Chapel Hill.
- 2020 Primary Investigator, \$750 (100% effort), Institute for the Arts and Humanities New Faculty Collaboration Grant, "Work in the Time of Corona," University of North Carolina, Chapel Hill.
- 2019 Primary Investigator, \$2,319 (100% effort), Mercy College Faculty Development Grant, 'After the Hustle.'
-- Declined, changed institutional affiliation.
- Primary Investigator, \$2,700 (100% effort), PSC-CUNY Professional Development Fund grant.
- 2018 Primary Investigator, \$2,822 (100% effort), Mercy College Faculty Development Grant, 'Good Gig Jobs or Bad Gig Jobs? The Impact of Sharing Economy Work on Career Trajectory'.
- Primary Investigator, \$3,000 (100% effort), PSC-CUNY Professional Development Fund grant.

2017-18	Primary Investigator, \$5,000 (100% effort), Graduate Center Dissertation Year Award
2017	Primary Investigator, \$4,000 (100% effort), Graduate Center Early Research Initiative in Interdisciplinary Research in the Service of Public Knowledge
2016-17	Primary Investigator, \$950 (100% effort), Graduate Center Doctoral Student Research Grant (DSRG)
2016	Primary Investigator, \$500 (100% effort), Excelsior College Professional Development Grant
2015	Primary Investigator, \$500 (100% effort), Excelsior College Professional Development Grant
2012-17	Enhanced Chancellor's Fellowship, The Graduate Center, City University of New York

AWARDS

2025	Nominee, Faculty Mentoring Award, Carolina Women's Leadership Council
2024	Graduate of the Last Decade Award (GOLD), CUNY Graduate Center, New York
2019	Constance Coiner Dissertation Award, Working-Class Studies Association
2018	Second place, Industry Studies Association Dissertation Award

PROFESSIONAL WORK EXPERIENCE

AJR Communications, Inc., New York, NY

President, 2008 – current

- Primary investigator and advisory committee member for Unemployment Insurance Research & Evaluation Portfolio (UIREP) project with Dept. of Labor's Chief Evaluation Office (CEO) in partnership with the Employment and Training Administration
- Consulted with Ewing Marion Kauffman Foundation regarding white paper on gig work and entrepreneurship
- Worked with advisory committee to create three-month text messaging pilot program for Primary Biliary Cholangitis (PBC) patients and provided quantitative analysis of program for American Liver Foundation
- Managed Hepatic Encephalopathy (HE) research project for American Liver Foundation, including exploratory research based on 11 in-depth interviews and three focus groups, resulting in the development and implementation of nationwide patient/caregiver surveys
- Researched and wrote Epilepsy Foundation final report on affiliate activities as part of Sudden Unexplained Death from Epilepsy (SUDEP) grant from the CDC
- Wrote white paper and developed presentation for The Epilepsy Foundation's Harris Interactive survey of teen attitudes on epilepsy
- Wrote white paper and developed presentation on impact of The Epilepsy Foundation's *Seizures & You: Take Charge of the Facts* program for youth

- Designed brochure and developed messaging, graphic identity/branding, communications strategy, website strategy, annual appeal and grant proposals for Beginning with Children Foundation and charter schools
- Served as Editor for the California Association of Nonprofits bi-monthly *Alert* magazine and monthly *Nonprofit Neighborhood* e-newsletter
- Wrote website content for The Epilepsy Foundation's Teens with Epilepsy website launch
- Managed public relations for Stephen-Bradford Search and Howard-Sloan Professional Search including blog strategy, pitch writing and ghostwriting
- Taught courses on grant writing, volunteer management and effective communications for Volunteer Management Group's Grant Writing and Nonprofit Management certificate programs

GlobalFluency, New York, NY

***Director*, 2007 – 2008**

- Directed CMO Council research reports and publicized results through national events and media outreach
- Interviewed stakeholders, created quantitative survey, advised on research methodology and wrote executive summary for CMO Council-Boston Consulting Group (BCG) joint white paper
- Managed public relations teams for eDiets.com, Partsearch Technologies and the Freeplay Foundation
- Developed communications strategies, wrote pitches and press releases and actively pitched reporters
- Wrote communications plan and created strategy materials for Alcatel-Lucent thought leadership center
- Supervised teams ranging from two to four staff members at various levels within the organization

TCC Group, New York, NY

***Marketing Manager*, 2006 – 2007**

- Wrote CCAT marketing plan with pricing and market segmentation, supervised development and branding of www.tccCCAT.com website and marketing materials, and managed ongoing marketing and budget
- Wrote, edited and managed the development of briefing papers, service statements, podcasts and newsletters
- Conceptualized and led overhaul of TCC website on time and under budget
- Developed CRM database, provided staff training sessions and wrote user manual
- Supervised marketing coordinator, marketing intern, administrative assistant, temps and consultants

The Elie Wiesel Foundation for Humanity, New York, NY

***Director*, 2004 – 2005**

- Defined market and created communications strategy for The Elie Wiesel Prize in Ethics, including MTV-U partnership, viral marketing, splash page and social networking, generating a 40% increase in entries
- Conceptualized and managed re-design and rebranding of website with online giving capabilities

- Supervised foundation communications and events including newsletter, brochure and Prize in Ethics
- Implemented fundraising database, wrote grant proposals and directed prospect research; successes include 2004 annual appeal letter which raised nearly \$500,000—an increase of 188% over previous appeal
- Recruited and supervised program assistant, four interns, consultants and virtual team of contest readers

OP/EDS & POPULAR PRESS

- 2024 **Ravenelle, Alexandra J.** "The Pandemic Investment That Allowed Gig Workers to 'Break Free'." *Next City*. 5 Mar.
- Ravenelle, Alexandra J.** "Can a side hustle be a 'proper' job?" *Zocalo Public Square*. 29 Feb.
Reprinted in *The Desert Sun* (Palm Spring, CA), 14, Mar.
- 2023 **Ravenelle, Alexandra J.** "Unemployment insurance needs an update for the gig economy." *The Hill*. Op/Ed. 8 Nov.
- Ravenelle, Alexandra J.** "Unemployed? There's a Scam for That." *Dame Magazine*. 31 Oct.
- Ravenelle, Alexandra J.** "Polyemployment: the harsh new economic reality of holding multiple jobs." *The Globe and Mail* (Canada). Op/Ed. 31 Aug.
- 2019 **Ravenelle, Alexandra J.** "The Gig Economy's Sexual Misconduct Problem, and How to Fix It." *The New York Times*. Op/Ed. 8 Dec.
- Ravenelle, Alexandra J.** "The Gig Economy Makes Workers Vulnerable to Sexual Harassment." *Medium.com*. 27 March.
- Ravenelle, Alexandra J.** "How the Gig Economy Exposes Workers to Interactions That Feel Weird." *Wired.com*. 17 March.
- 2012 **Ravenelle, Alexandra J.** "Each Teacher Wonders; Is This The One?" *The New York Times*. Op/Ed. 10 March.

INVITED TALKS

- 2026 **Ravenelle, Alexandra J.** Keynote: "Transforming Work or Just Taking it Backwards?" 9th International Conference Work and Health. University of Applied Sciences and Arts Northwestern Switzerland School of Social Work. Olten, Switzerland
- 2025 **Ravenelle, Alexandra J.** Regional Spotlight: "Not Working: Life without a paycheck." American Sociological Association Annual Conference, Chicago, IL. August.

- 2024 **Ravenelle, Alexandra J.** "The Side Hustle Safety Net: A Short-term Solution with Longer-Term Challenges." Lunch keynote. ACF/OPRE Research and Evaluation Conference on Self-Sufficiency (RECS). May.
- Ravenelle, Alexandra J.** *Side Hustle Safety Net: How Vulnerable Workers Survive Precarious Times*. Charles Green Keynote Address. Hunter College. May.
- 2023 **Ravenelle, Alexandra J.** *Side Hustle Safety Net: How Vulnerable Workers Survive Precarious Times*. CUNY Graduate Center Colloquium. December.
- Ravenelle, Alexandra J.** *Side Hustle Safety Net: How Vulnerable Workers Survive Precarious Times*. Institute for Public Knowledge. New York University. November.
- Ravenelle, Alexandra J.** *Side Hustle Safety Net: How Vulnerable Workers Survive Precarious Times*. Labor Solidarity Project. University of Washington - Tacoma, October.
- Ravenelle, Alexandra J.** "I never thought I was good enough to work a 9-to-5:' The Impact of Covid-19 on the Careers of Gig-Based and Precarious Workers." American Sociological Association Annual Conference, Philadelphia, PA. August.
- Ravenelle, Alexandra J.** "It was a horrible, horrible time." Precarious Workers and the Long Impact of Covid." American Sociological Association Annual Conference, Philadelphia, PA. August.
- Ravenelle, Alexandra J.** "Hustle 101: Low Wage Gig Work." Office of Planning, Research and Evaluation, DEI School for a Day, USDHHS, Poverty Solutions & Institute for Research on Poverty, University of Michigan, April.
- Ravenelle, Alexandra J.** "Welcome to Hustle City: Gig Work as a Short-Term Solution and Long-Term Problem." Center for Urban and Regional Studies, University of North Carolina at Chapel Hill, January.
- 2022 **Ravenelle, Alexandra J.** "The Reason I Got Unemployment Was Twitter": Social Media, COVID-19, and the Search for Help." Workshop on Social Media/Market Entanglements. Kämpasten, Sweden. September.
- Ravenelle, Alexandra J.** "Digital Hustle Displacement: App-based Workers, Insecurity and Worker Competition," American Sociological Association Annual Conference, Los Angeles, CA. August. (Organizer & panelist). -- *Canceled due to Covid*
- Ravenelle, Alexandra J.** Panelist: Digital transformation and the future of work. Division for Inclusive Social Development (DISD), United Nations Department of Economic and Social Affairs (UNDESA). June.
- Ravenelle, Alexandra J.** "The Siren Song of Gig Work: Short-Term Solution, Long-Term Problem." Technology and Society in the Next Generation: Growth, Security and

Well-Being. Roosevelt House Public Policy Institute and the Institute for the Study of Societal Issues at UC Berkeley. April.

2021

Ravenelle, Alexandra J. "Platforms, Metrics and Labor" Panelist. Social Media Culture Conference. School of Communications and Journalism of the UAI. Chile. November.

Ravenelle, Alexandra J. Keynote: "Risk Society and Gig Economy: Turning to the 'Side Hustle Safety Net' During COVID-19." Politics and Ethics of Platform Labour: Learning from Lived Experiences. University of Cambridge, UK. April.

Ravenelle, Alexandra J. "*Hustle and Gig* and COVID: Struggling and Surviving in the Gig Economy." MIT Institute for Work and Employment Research (IWER). Cambridge, MA, March.

Ravenelle, Alexandra J. "(Side) *Hustle and Gig: Struggling and Surviving in the Gig Economy*, COVID Edition." University of Pennsylvania Annenberg School for Communication Center for Digital Culture and Society (CDCS). Philadelphia, PA, February.

2020

Ravenelle, Alexandra J. Plenary Session -- Critical Approaches to Sexual Harassment: Institutional Power, Lived Experience, and Social Change. American Sociological Association Annual Conference, San Francisco, CA, August.

Ravenelle, Alexandra J. Regional Spotlight Session: Labor, Inequality, and Resistance in the Bay Area. American Sociological Association Annual Conference, San Francisco, CA, August. -- *Cancelled due to Covid-19*

Ravenelle, Alexandra J. Panel: The relationship between entrepreneurship and jobs: quantity and quality. Kauffman Entrepreneurship Issue Forum, July.

Ravenelle, Alexandra J. "It's hard to explain to an employer": Sharing Economy Work and the Implications for Career Trajectory. Labor Tech Network. July

2019

Ravenelle, Alexandra J. "Risks to Life, Limb & Liberty: The Dangers of Gig Work." National Governor's Association State Collaborative Consortium to Understand and Support the On-Demand Workforce, Summer Working Meeting. Baltimore, July.

Ravenelle, Alexandra J. Invited Book Panel: Gender and Digital Economy, joint network event with Digital Economy and Gender, Work and Family, Conference of the Society for the Advancement of Socio-Economics (SASE), New York, NY, June.

Ravenelle, Alexandra J. Alumni Book Panel: *Hustle and Gig* and *Not for Long*; The Graduate Center, CUNY. April.

Ravenelle, Alexandra J. Sociology Days: *Hustle and Gig*. Hunter College Sociology Dept., April.

Ravenelle, Alexandra J. Panel discussion on Technology and the Future of Work and Workers. Media, Inequality and Change Center Launch (collaboration between the University of Pennsylvania's Annenberg School and Rutgers University's School of Communication and Information). Philadelphia, PA, April.

2018 **Ravenelle, Alexandra J.** "I Totally Judge by the Cover: Multi-factor Screening and Discrimination by Airbnb Hosts," Invited Session: Race and the Sharing Economy, American Sociological Association Annual Conference, Philadelphia, PA, August.

Ravenelle, Alexandra J. "The impact of the gig economy on millennial workers." Presentation to Sarah Bittleman, Policy Director for US Senator Ron Wyden (D-OR). July.

Ravenelle, Alexandra J. Labor Research Action Network New Scholars Invited Panel, Nashville, TN. June.

Ravenelle, Alexandra J. Virginia Law & Business Review Invited Panel, Annual Symposium at University of Virginia School of Law, Charlottesville, VA. April.

SELECT CONFERENCE PRESENTATIONS

* *Graduate student* ***Undergraduate student*

2025 Kowalski, Ken C.* & **Ravenelle, Alexandra J.** "AI is taking over the world... so I may as well just go along with it:" Fractured Interest Identities among Creative Workers. Indiana University Center for Cultural Affairs and *Work & Occupations*. Creative Work and New Technologies Conference. June.

2024 **Ravenelle, Alexandra J.** *Short Gig, Long Haul: Life After the Covid-19 Safety Net*. Russell Sage Foundation Seminar. February.

2022 Kowalski, Ken C.* & **Ravenelle, Alexandra J.** "'It's Not Like Chasing Chanel:' Spending Time, Investing in the Self, and Pandemic Epiphanies." Precarious Employment and Well-Being during the COVID-19 Pandemic Virtual Mini-Conference. January.

2021 **Ravenelle, Alexandra J.** & Newton, Savannah L.** "I'll never feel secure:" Unprecedented Times and the Challenges of 'Making More'. The Russell Sage Foundation Workshop on Social and Economic Impacts of COVID-19, New York, NY, Dec.

Newell, Abigail* & **Ravenelle, Alexandra J.** The Looming, Crazy Stalker Coronavirus": Fear-mongering, Fake News and Media Burnout in New York City." Section on Communication, Information Technologies, and Media Sociology session. American Sociological Association Annual Meeting. Chicago, Ill. August.

2020 **Ravenelle, Alexandra J.** "Gigging with an MBA: High Status Entrepreneurship in the Gig Economy." Urban Life in the Age of Apps. Annual Urban Affairs Association, Washington, DC, April. --*Cancelled due to Covid-19*

- 2019 **Ravenelle, Alexandra J.** "Digitalization and the Hybridization of Markets and Circuits in Airbnb." Consumers & Consumption Section: Politics, Class and Networks. American Sociological Association Annual Conference, New York, NY, August.
- Ravenelle, Alexandra J.** "'We're not Uber:' Control, Autonomy and Entrepreneurship in the Gig Economy." Section on Labor and Labor Movement Refereed Roundtables. American Sociological Association Annual Conference, New York, NY, August.
- Ravenelle, Alexandra J.** "Theory X and Theory Y: The Impact of Management Styles on Gig Workers and Entrepreneurship," Work and the Feeling of the Future, Conference of the Society for the Advancement of Socio-Economics (SASE), New York, NY, June.
- Ravenelle, Alexandra J.** "Risks to Life and Limb: The Physical, Sexual and Psychosocial Dangers of Gig Work." Digital Economy, Conference of the Society for the Advancement of Socio-Economics (SASE), New York, NY, June.
- 2018 **Ravenelle, Alexandra J.** "'Our Community:' Circuits of Commerce in Airbnb and the Distinction-reducing Power of Money." Section on Science, Knowledge, and Technology, Refereed Roundtable. American Sociological Association Annual Conference, Philadelphia, PA, August.
- Ravenelle, Alexandra J.** "Belong Anywhere? Screening and Discrimination by Airbnb Hosts." Work and employment in an era of platform capitalism, CAPLA. Paris, France. June.
- 2017 **Ravenelle, Alexandra J.** "Belong Anywhere? Multi-Factor Screening and Discrimination by Airbnb Hosts." Mini-Conference: Digital Sociology. Eastern Sociological Society Annual Conference. Philadelphia, PA. February.
- Ravenelle, Alexandra J.** "Falling Down the Rabbit Hole: Shifting Risk From Employers to Taskrabbits in the Sharing Economy." Eastern Sociological Society Annual Conference. Philadelphia, PA. February.
- 2016 **Ravenelle, Alexandra J.** "Belong Anywhere? How Airbnb is Dismantling Generations of Civil Rights in the Name of Progress." Consumers & Consumption Section. American Sociological Association Annual Conference. Seattle, WA. August.
- Ravenelle, Alexandra J.** "Belong Anywhere? Screening Equations in Airbnb Hosting." Society for the Study of Social Problems Annual Meeting. Seattle, WA. August.
- Ravenelle, Alexandra J.** "Sharing Economy' Workers: Selling, not Sharing." Economic Sociology Roundtable. American Sociological Association Annual Conference. Seattle, WA. August.
- Ravenelle, Alexandra J.** "Sharing Economy Workers: Micro-entrepreneur or Precariat?" Eastern Sociological Society Annual Conference. Boston, MA. March.

- Ravenelle, Alexandra J.** "Sharing Economy Workers: Selling, Not Sharing." Center for European Policy Studies Winter School: From Uber to Amazon Mechanical Turk: Nontraditional labour markets driven by technological and organisational change. Brussels, Belgium. November.
- 2015 **Ravenelle, Alexandra J. & Guerra, Jacob W.** "Soda or Seltzer? Race, Sex, Disease Diagnosis and Healthy Living." Association of Black Sociologists Annual Conference. Chicago, Ill. August.
- Ravenelle, Alexandra J.** "Gluten-stein: The Evolution of the Gluten-Free Monster." Joint conference of the Agriculture Food, Human Values Society (AFHVS) & the Association for the Study of Food and Society (ASFS). Pittsburgh, PA. June.
- Ravenelle, Alexandra J.** "Microentrepreneur or Precariat? Exploring the Sharing Economy through the Experiences of Workers for Airbnb, Taskrabbit, Uber and Kitchensurfing." First International Workshop on the Sharing Economy at Utrecht University. Utrecht, Netherlands. June.
- Ravenelle, Alexandra J.** "Gluten-stein: The Social Construction of the Gluten-Free Monster." Eastern Sociological Society Mini-Conference on Culture & Cognition. New York, NY. March
- 2011 **Ravenelle, Alexandra J.** "Raising Awareness of Genocide: From Course Concepts to Social Change." Stony Brook 2011 Spring Teaching Colloquium: Doctrina Vitae "The Teaching Life." Stony Brook, NY. May.
- Ravenelle, Alexandra J.** "Volunteer Communications. " Volunteer Management for Nonprofits Conference. New York, NY. March.
- 2003 **Ravenelle, Alexandra J.** "Race, Faith-based Capital, and the Diversity of Friendship Networks." Midwest Sociological Society Conference. Chicago, Ill. April

BOOK REVIEWS

- 2025 **Ravenelle, Alexandra J.** Invited book review: *Behind the Startup: How Venture Capital Shapes Work, Innovation and Inequality*. *Social Forces*. (in press)
- 2024 **Ravenelle, Alexandra J.** Invited book review: *The Pandemic Divide: How COVID Increased Inequality in America*. *Contemporary Sociology*. 53(4), 380-81.
- 2022 **Ravenelle, Alexandra J.** Invited Book Review: *Metrics at Work: Journalism and the Contested Meaning of Algorithms*. *American Journal of Sociology*. 127(5), 1692-694
- Ravenelle, Alexandra J.** Invited Book Review: "From Democratic Possibilities to the Reproduction of Privilege." *Contemporary Sociology*. 51(5), 352–356.
- Ravenelle, Alexandra J.** Invited Book Review: *Airbnb, Short-Term Rentals and the Future of Housing*. *City & Community*. 21(1), 82–83.

- 2021 **Ravenelle, Alexandra J.** Invited Book Review: *The Digital Economy*, *Contemporary Sociology*, 50(5), 416–417.
- 2020 **Ravenelle, Alexandra J.** Invited Book Review: *Precarious Lives: Job Insecurity and Well-Being in Rich Democracies*, *Sociological Forum*. 35(2). pp. 543 - 545
- 2019 **Ravenelle, Alexandra J.** Invited Book Review: *Antisocial Media: Anxious Labor in the Digital Economy*, *Social Forces*, 98(1). pp. 1-3.
- 2015 **Ravenelle, Alexandra J.** Reviewlet: *More Than Shelter: Activism and Community in San Francisco Public Housing*. *Contemporary Sociology: A Journal of Reviews*. Vol. 4, No. 2. p. 290
- Ravenelle, Alexandra J.** Reviewlet: *The Methamphetamine Industry in America: Transnational Cartels and Local Entrepreneurs*. *Contemporary Sociology: A Journal of Reviews*. Vol. 44, No. 1. p. 136

OTHER PRODUCTS OF SCHOLARSHIP: WORKS IN PROCESS

Book project: Ravenelle, Alexandra J. *\$1,000 a Day: Elite Gig Work and the Promise of Entrepreneurship*.

Article: Ravenelle, Alexandra J., Zhang, Yue;* Ortel, Liz;* Fuentes-Rohwer, Natalia;* and Kowalski, Ken C.* “Length Matters: Interview Length and Intimate Disclosures”

Article: Ravenelle, Alexandra J. and Fuentes-Rohwer, Natalia.* “‘They’re coming to America:’ Immigrant Perspectives on Covid Policies”

Article: Ravenelle, Alexandra J. and Ortel, Liz.* “‘Eyes on the Street:’ An Urban Case Study Examining Pandemic Closures and Perceptions of Pedestrian Safety.”

TEACHING ACTIVITIES

University of North Carolina, Chapel Hill, NC

- Fall 2025 SOC 101: Introduction to Sociology, 99 students
SOC 101: Introduction to Sociology, 99 students
- Spring 2025 SOC 861: Work and Occupations, 5 students
- Fall 2024 SOC 101: Introduction to Sociology, 70 students
SOC 427: The Labor Force, 65 students
- Spring 2023 SOC 101: Introduction to Sociology, 67 students
SOC 427: The Labor Force, 46 students
SOC 950: Alt-Ac Careers Workshop, 7 students
- Fall 2022 SOC 101: Introduction to Sociology, 97 students
SOC 427: The Labor Force, 48 students

Fall 2021	SOCI 302: Fieldwork in Entrepreneurship, 35 students SOCI 427: The Labor Force, 68 students SOCI 950: Qualitative Methods Analysis Workshop, 6 students
Fall 2020	SOCI 302: Fieldwork in Entrepreneurship, 24 students SOCI 427: The Labor Force, Fall 2020, 35 students
Spring 2020	SOCI 290: Fieldwork in Entrepreneurship, 18 students SOCI 427: The Labor Force, 48 students

DISSERTATION & THESIS COMMITTEES

2025 -	Chair, Thesis Committee for Yue Zang (Sociology), “‘It’s Not Just the Hours’: Precarious Work and Gendered Organization of Household Labor Time.”
2024 - 2025	Member, Dissertation Committee, Katherine Furl (Sociology), “‘Beauty, Boundaries, and Being Seen: How Appearance Norms Amplify Digital Inequalities.”
2023 - 2025	Member, Dissertation Committee, Ken Cai Kowalski (Sociology), "Political Ideology and Partisan Identities in Popular Beliefs about the Past, Present, and Futures of Capitalism."
2022 - 2025	Member, Dissertation Committee, Todd Lu (Sociology), “At the Crossroads of Climate, Jobs, and Justice: Southern Labor and Green Jobs Advocacy in North Carolina and Texas.”
2020	Member, Thesis Committee for Joel Sronce (Global Studies), "What Binds Us to This Place: Precarity, Insecurity, and Labor Mobilization in Food-Service Employment at North Carolina Universities."

EXTERNAL DISSERTATION COMMITTEE

2024 --	Member, Dissertation Committee, Nicole Muffitt (Sociology, University of Illinois, Chicago). "Interview Study of the Persistence of Multi-Level Marketing Firms."
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PROFESSIONAL SERVICE

TO THE DISCIPLINE

2025--2027	Invited member, American Sociological Association Public Engagement Advisory Committee (PEAC)
2025	Invited Proposal Reviewer, European Science Foundation
2025	Session Organizer, Work & Occupations, American Sociological Association Annual Conference, Chicago, IL.
2024-27	Editorial Board Member, <i>Sociological Quarterly</i>

2023-25	Invited Proposal Reviewer & Report Reviewer, Ewing Marion Kauffman Foundation
2024, 2020	Invited Proposal Reviewer, National Science Foundation
2024	Invited Panel Reviewer, National Science Foundation
2023--	Invited Proposal Reviewer, Russell Sage Foundation
	Invited Book Proposal Reviewer, University of California Press
2022--	Invited book proposal reviewer, Stanford University Press
23-24, 218	Graduate Student Mentor, ASA Section on Inequality, Poverty & Mobility
2022-23	Graduate Student Mentor, ASA Section on Economic Sociology
2022	Invited Proposal Reviewer, Swiss National Science Foundation
	Session Organizer, "Digital Hustle Displacement: App-based Workers, Insecurity and Worker Competition," American Sociological Association Annual Conference, Los Angeles, CA.
2021	Member, Inequality, Poverty and Mobility's Devah Pager Outstanding Article Award Committee
	Survey Content Reviewer, Pew Research Center
2020	Session Organizer, "New Forms of Precarious Urban Labor," American Sociological Association Annual Conference, San Francisco, CA.
	Reviewer, Committee on National Statistics, Report on Contingent Work and Alternate Work Arrangements
2019-22	Member, Industry Studies Association, Early Career Development Committee
2019-20	Member, Industry Studies Association, Dissertation Award Committee (2019-2020)
2018--	Reviewer, <i>Social Forces</i> (2021, 2024); <i>Sociological Quarterly</i> (2024, 2023), <i>New Media & Society</i> (2021, 2020); <i>Work & Occupations</i> (2023); <i>Socius</i> (2021, 2022); <i>Economics of Innovation and New Technology</i> (2020); <i>Socio-Economic Review</i> (2023, 2020; 2019; 2018); <i>Social Problems</i> (2018); <i>Sociology of Race and Ethnicity</i> (2019)
2013	Organizer and Discussant, Food Studies Mini-Conference. Eastern Sociological Society Conference. Boston, MA.

INTERNAL SERVICE

2025-2026	Chair, Colloquium Committee, Sociology
2024-2025	Member, Colloquium Committee, Sociology

2025--	Student Undergraduate Research Fellowship Advisor (SURF), Robert Gaines
2024--	First-Year Advisor, Yue Zhang
2022-23	Colloquium Committee, Sociology
2021-22	First-Year Advisor, Sara Feinstein
2020-21	Committee on Undergraduate Studies in Sociology (CUSS)
2020--	Stratification comprehensive exam committee member, University of North Carolina at Chapel Hill
2019--	Shuford Program in Entrepreneurship Program Liaison