

## Merav Katz-Kimchi, PhD

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Academic website:

<http://portal.idc.ac.il/faculty/en/pages/courses.aspx?username=merav.katzkimchi>

### Education

#### **PostDoc, Office for History of Science and Technology**

UC Berkeley, Berkeley, USA

2009-2012

#### **PhD, Graduate Program in Science, Technology & Society**

Bar Ilan University, Ramat Gan, Israel

2008

Ph.D. Dissertation: The rise of the Internet in America: Myths, metaphors and discourses, 1990-2000, (Supervisors: Noah J. Efron and Howard P. Segal)

#### **Institute for the History & Philosophy of Science & Technology**

University of Toronto, Toronto, Canada

Visiting student

2000-2001

#### **MA, Department of Comparative Literature, *Summa Cum Laude***

Tel Aviv University, Tel Aviv, Israel

1999

M.A. Thesis: Postmodern carnivalesque poetics: A study of Yoel Hoffmann's poetics, (supervisor: Ziva Ben Porat)

#### **Diploma in Editorial Studies, Department of Hebrew Linguistics**

Tel Aviv University, Tel Aviv, Israel

1999

#### **BSc, Department of Biotechnology Engineering, *Cum Laude***

Technion, Israel Institute of Technology, Haifa, Israel

1994

### Academic Appointments

The School of Sustainability, Interdisciplinary Center, Herzliya

2014-present

- Adjunct Lecturer

Tel Aviv University, Ben Gurion University

- Adjunct Lecturer

2012-present

CULTOS Project co-funded by the European Commission under the Information Society Technologies Program, The Fifth Program

2001-2004

- Researcher (see: [www.cultos.org](http://www.cultos.org))

## **Research Interests**

Science communication

Digital media, Social media

Environmental communication, Environmental sociology, Environmental struggles

Climate change communication

Political communication, global environmental politics

Social movement theory

Middle East media

## **Publications**

### **Peer reviewed journal articles**

- Katz-Kimchi, M. & Goodwin, B. (2015). “Editorial” to a special section of *Environmental Communication* entitled “Organizing and integrating knowledge in environmental communication” (forthcoming, Winter, 2015).
- Katz-Kimchi, M. (2015). “‘Singing the strong light works of [American] engineers’: Popular histories of the Internet as mythopoetic literature’, *Information & Culture: Journal of History* (forthcoming, Spring, 2015 in a special issue entitled Histories of the Internet; Editors: William Dutton, Andrew Russell and Tom Haigh).
- Katz-Kimchi, M. & Manosevitch, I. (2015). “Mobilizing Facebook users against Facebook's energy policy: The case of Greenpeace Unfriend Coal campaign” (DOI: 10.1080/17524032.2014.993413, in a special issue of *Environmental Communication* entitled Climate Change Communication and the Internet; Guest editors: Brigitte Nerlich and Nelya Koteyko).
- Katz-Kimchi, M. & Atkinson, L. (2014). “Popular climate science and painless consumer choices: Communicating climate change in the *Hot Pink Flamingos* exhibit, Monterey Bay Aquarium, California” (*Science Communication*, DOI: 10.1177/1075547014555998)
- Katz-Kimchi, M. (2013). “Environmental communication and the public sphere in Israel” *Ecology and Environment*, 4, 3, 240-247. (Review essay, Hebrew)
- Katz-Kimchi, M. (2012). “Screening science, producing the nation: Popular science programs on Israeli television (1968-1988)”. *Media, Culture & Society*, 34, 5, 519-536.
- Katz-Kimchi, M., Martin, K., Weber, V., & Taylor, K. (2011). Gauging public engagement with science and technology issues. *Poroi*, 7, 1 (available at <http://ir.uiowa.edu/poroi/vol7/iss1/10>)

### **Submitted journal articles**

- Katz-Kimchi, M. “Domesticating the Internet in the land of men: Male utopias in American advertising of Internet technologies (1993-2000)” (Submitted to *Journal of Consumer Culture*, December, 2014)

### Book chapters

- Katz-Kimchi, M. (2014). “‘Blue and White’ science and technology: Nationality and popular science on Israeli television”. In: Anderson, S. & Chakars, M. (eds.) *Modernization, nation-building, and television history*, London & New York: Routledge. [peer reviewed volume]
- Schejter, A. M., & Katz-Kimchi, M. (2012). “‘...[and] they formed themselves into a single unit’: The development of the Israeli Broadcasting Authority website”, 105-117. In: Burns, M., & Brugger, N. (eds.), *Histories of public service broadcasters on the web*, New York: Peter Lang. [peer reviewed volume]

### Issues, papers and chapters in progress

- Katz-Kimchi, M. & Atkinson, L. (eds.). Special issue of *International Journal of Communication* on Climate and Sustainability Campaigns
- Katz-Kimchi, M. (ed.) Special issue of *Technology & Culture* (Keywords: governance of technology, slow motion enviro-tech disasters, risk society and contemporary history)
- Katz-Kimchi, M. & Atkinson, L. “Social media and climate action: A case study of Greenpeace International’s online mobilization campaigns” (for *Global Environmental Politics*; accepted to ICA, 2015; presented in a research workshop on *Computing & the Environment*, UPMC, France, October, 2014).
- Katz-Kimchi, M. & Ortar, L. “Environmental and climate disclosures in online sustainability reports of Israeli firms, (2005-2013).” (Presented at the annual meeting of the *Israel Society of Ecology and Environmental Sciences*, September, 2014).
- Katz-Kimchi, M. “Sustainability for a crowded country: The first climate campaign by the Israel Ministry of Environmental Protection.” (data-collection stage; accepted for ICA, 2015)
- Davidovitch, N. , Yudell, M. & Katz-Kimchi, M. *Communities exposed to asbestos: Global comparative health, social and political issues* (data-collection stage)
- Katz-Kimchi, M. “Israeli environmental organizations and their online communication strategy.” (for *New Media & Society*; data collecting stage).
- Katz-Kimchi, M., Ram, Y., & Manes (Tchetchik), A., “Communicating waste in the city: The case of Israeli municipalities and regional councils.” (data-collection stage)

### **Peer reviewed conference proceedings**

- Katz, M. (2005). Internet gurus: Sociology and ideology of prominent internet professionals. In Masip, P. & Josep R. (eds.), *Conference Proceedings of the digital utopia in the media conference* (157-170), Barcelona.

### **Peer reviewed conference papers**

- Katz-Kimchi, M. (2014). "The global asbestos industry and local environmental struggles." SHOT, November, Dearborn, MI.
- Katz-Kimchi, M. & Manosevitch, I. (2014). "Mobilizing Facebook users against Facebook's energy policy: The case of Greenpeace Unfriend Coal campaign." ICA, May, Seattle, WA.
- Katz-Kimchi, M. (2012). "From image politics to social media politics: The Greenpeace dramatization of climate change communication (1990-2011)", International Conference on Culture, Politics & Climate Change, Center for Environmental Journalism, University of Colorado, Boulder, CO, September. <http://www.climateculturepolitics.com>
- Katz-Kimchi, M. (2011). Screening science, producing the nation: Popular science program on Israeli television (1968-1988), ICA, Boston, MA.
- Katz-Kimchi, M. (2010). Flamingos and pictures at an exhibition: Communicating climate change in Monterey Bay Aquarium, California. NCA, San Francisco, CA.
- Katz-Kimchi, M. (2008). "Historicizing utopian popular discourse on the Internet in America in the 1990s: Positions, comparison and contextualization, ICA, Montreal.
- Katz-Kimchi, M. (2007). "Singing the strong light work of [American] Engineers": Popular histories of the Internet as mythopoetic literature, AoIR, Vancouver.
- Katz-Kimchi, M. (2005). "Internet Gurus: Sociology and ideology of prominent Internet professionals", The III International Conference on Communications and Reality: Digital utopia in the media: From discourses to facts. A Balance, Universitat Ramon Lull, Barcelona, May.
- Katz-Kimchi, M. (2005). "Dream Sites: Advertising the Internet in American newspapers, Annual Meeting of the Israeli Communication Association, Ben Gurion University, Be'er Sheva, April.
- Katz-Kimchi, M. (2002). Typology of a topos: Mapping the utopian discourse on the Internet, SHOT, Toronto, October.
- Katz-Kimchi, M. (2002). "Internet time, utopian time", Annual meeting of the Society for Utopian Studies, Orlando, FL, October.

### **Book reviews (refereed)**

- Brunton, F. (2013). *Spam: A shadow history of the Internet*, Cambridge, MA: The MIT Press. *The IEEE Annals of the History of Computing*, 2014, Jan-Mar. [Invited review]

- Rabinowitz, D. (2009). *Here it comes: How do we survive climate change?* Tel Aviv: Hakibbutz Hameuchad. Israeli Sociology, 2011, 13, 1 [Hebrew].

### **Book reviews (non-refereed)**

- Turner, F. (2005). *From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Published at the Resource Center for Cyberculture Studies:  
<http://rccs.usfca.edu/bookinfo.asp?ReviewID=527&BookID=358>
- Ludlow, P. (ed.) (2001). *Crypto Anarchy, Cyberstates, and Pirate Utopias*, Cambridge: The MIT Press. Published with Frenkel-Faran, A. at the Resource Center for Cyberculture Studies:  
<http://www.com.washington.edu/rccs/bookinfo.asp?ReviewID=206&BookID=178>
- Graham, G. (1999). *the internet:// a philosophical inquiry*. London and New York: Routledge. Published at the Resource Center for Cyberculture Studies:  
<http://www.com.washington.edu/rccs/bookinfo.asp?ReviewID=93&BookID=89>

### **Popular Publications**

- Various posts in Dan Rabinowitz' blog on climate change  
<http://homocombustans.com> [Hebrew]
- Katz-Kimchi, M. (August, 6, 2009). 'Say "No" to Ashkelon Power Station', *The Marker*, 17. <http://www.themarker.com/markets/1.536623> [Hebrew]
- Katz-Kimchi, M. (November, 2007). 'On "Visible Storage" exhibit in The Computer History Museum, Mountain View, CA'. *Bezalel – Proceedings of History and Theory*. [Hebrew]  
<http://bezalel.secured.co.il/zope/home/he/1192600242>,
- Tamir, B. & Katz, M. (2007). Charles Babbage and the vision of digital computer", *Galileo*, 102 (2). [Hebrew]

### **Courses Taught**

<u>The School of Sustainability, IDC</u>	2014-15
• Communication and environment	
<u>The Porter School of Environmental Studies, Tel Aviv University</u>	2012-14
• Environmental Communication (MA)	
<u>Department of Communication Studies, Ben Gurion University of the Negev</u>	2012-14
• Environmental Communication (BA); Communication, culture and environment (BA, MA)	
<u>Department of Communication, Netanya Academic College</u>	2013
• Environmental communication (BA)	
<u>Ascola-Meimad Art&amp;Design School, Tel Aviv</u>	
• Introduction to Digital Cultures and Communication (BA)	2007

<u>Israel Antiquities Authority</u>	2003-2006
• Academic Writing for Archeologists (PhD, MS, BSc)	
<u>Dean of the Students' Office, Bar Ilan University</u>	2002-2004
• Academic Writing (BA)	

## **Professional Service**

### **Services to Professional Organizations**

- Vice-chair, Environmental Communication Division, International Communication Association (2013-2015)
- Chair, Environmental Communication Division, International Communication Association (2015-2017)
- Chair, International Communication Association Standing Committee on Sustainability, 2013-2014
- Member, International Communication Association Standing Committee on Sustainability, 2014-2015

### **Reviewer**

*Critical Studies in Media Communication, New Media & Society, Environmental Communication, Journal of Research in Science Teaching*

### **Conference Reviewer**

International Communication Association annual conference for the Political Communication and Environmental Communication Divisions

### **Membership in Professional Associations**

- International Environmental Communication Association (IECA)
- International Communication Association (ICA)
- Society for History of Technology (SHOT)
- 4S
- Israel Communication Association (IsrCA)

### **Grants and Awards**

▪ Ben Gurion University & Tel Aviv University Travel Grant	2012-2014
▪ The Society for the History of Technology Travel Grant	2002
▪ The President's Doctoral Excellence Grant, Bar Ilan University	2001-2005
▪ University of Toronto Open Fellowship, University of Toronto	2000
▪ Dean of the Students Award, The Technion	1992

## **Languages**

Hebrew, English, Arabic