

GENERAL INFORMATION

**Personal Information**

Name: Niloofar Hooman

Email: [hoomann@mcmaster.ca](mailto:hoomann@mcmaster.ca)

LinkedIn: <https://www.linkedin.com/in/niloofarhooman/>

**Education**

- PhD in Communication, University of Tehran, 2019
- MA in Cultural Studies and the Media, University of Tehran, 2010
- BA in Social Communications, University of Tehran, 2007

**Current Position**

- PhD Candidate in Communication, New Media and Cultural Studies, McMaster University, January 2020-December 2024
- PhD Graduate Diploma student, Gender Studies and Social Justice, McMaster University, 2020-2024
- Sessional Instructor, Department of Communication Studies and Media Arts, McMaster University, 2024
- Research Collaborator, "Transnational feminist dialogues: Intersecting struggles in the wake of the 'Woman, Life, Freedom' uprising in Iran," SSHRC Funded Project, McMaster University, Canada, 2024
- Social Media and Activism Research Group (SMARG) Coordinator, Pulse Lab, Communication, Studies and Media Arts, McMaster University, 2022- present.
- Research Assistant, "Community Research Data-Toolkits: A Research Data Management Workshop Supporting Social Justice," Sherman Center for Digital Scholarship, McMaster University, November 2023- August 2024.
- Teaching and Research Assistant, Department of Communication Studies and Media Arts, McMaster University, 2020-2024

**Past position**

- Graduate Resident (Sherman Center for Digital Scholarship), McMaster University, January 2023- September 2023.
- Student Partner, "My first teaching job in Canada: Notes from international students who worked as teaching assistants on thriving in a new system – A pilot project," MacPherson Institute, April 2023- August 2023.
- Research Assistant, "Monitoring My Mobility (M3)" project, McMaster Institute for Research on Aging (MIRA), January 2023- August 2023.

**Scholarships, Funds and Awards**

- Research Collaborator, "Transnational feminist dialogues: Intersecting struggles in the wake of the 'Woman, Life, Freedom' uprising in Iran," SSHRC Funded Project, McMaster University, Canada, 2024.

- Student Partner, “My first teaching job in Canada: Notes from international students who worked as teaching assistants on thriving in a new system – A pilot project” project, MacPherson Institute Funded project, McMaster University, April 2023- August 2023.
- Graduate Scholarship, McMaster University, 2020-2024
- CSMM Conference and Exhibition Awards, McMaster University, 2020-2024
- International Award for scholarly Excellence, paper co-authored with Dr. Dilyana Mincheva, The International Journal of the Image, 2020.
- Sabbatical Leave for Ph.D. Students, Funded by University of Tehran, 2018

**Professional Organizations**

- Member of Association for Iranian Studies, 2023-2025
- Member of Canadian Communication Association, 2024-2025
- Member of International Studies Association, 2023-2024
- Member of ICA: International Communication Association, 2022-2023
- Member of WGSRF: Women’s and Gender Studies et Recherches Feministes, 2020-2022
- Member of AOIR: Association of Internet Researchers, 2021-2023
- Member of the Image Research Network, 2019-2021

**PROFESSIONAL CONTRIBUTION****Teaching Experience****Sessional Instructor, McMaster University, Fall 2024**

- Social Activism and the Media

**Super Teaching Assistant, McMaster University (2023-2024)**

- Foundation in Communication Theory and Methods, Fall 2023

- Support for/meeting with TAs
- Reviewing course readings/lectures and correspondence/meetings with the instructor and TAs

- Introduction to Communication, Winter 2024

- Monitoring online discussions and providing support for the instructor
- Weekly meetings with TAs and responding to their emails
- Monitoring A2L Grade Submissions from TAs
- Coordinating guest speakers

**Teacher Assistant, McMaster University (2020-now)**

- Gender and Performance, Winter 2020
- Introduction to Communication, Spring/Summer 2020
- Introduction to Communication, Fall 2020

- Introduction to Communication, Winter 2021
- Introduction to Communication, Spring/Summer 2021
- Human Communication, Fall 2021
- World Cinemas: Critical Media Approaches, Winter 2022
- Foundations in Communication Theory and Methods, Fall 2022
- Communication and Culture, Winter 2023
- Gender, Feminism and Social Justice, Winter 2023

***University of Applied Science and Technology (2013- 2017)***

Methods of Searching in News Sites, Methods of Persuasion, Cultural Industries, Media and Cultural Laws, Research Methods on the Internet, Cultural Advertising, Media Literacy, News Policy, Art and Media, Mass Communication Theory, Audience Studies, New Communication technology, Specialized Language of Public Relations.

***Teacher Assistant, University of Tehran (2015-2017)***

Print Media Studies, Research Methods in Cultural Studies, Power and Culture, Cinema and Cultural Studies, Sociology of Cinema (MA)

**Chapters in Books**

- Mincheva, Dilyana and Hooman, Niloofer. "The Iranian #MeToo and the double Bind of Iranian Feminism: Between Religion, the global Gender struggle and Liberal Feminism," in *#MeToo Movement in Iran: Reporting Sexual violence and harassment*, edited by Claudia Yaghoobi, Bloomsbury, August 2023.
- Hooman, Niloofer. "Social media as a tool for LGBTQ activism and community building: a qualitative analysis of Iranian LGBTQ Counterpublics on Instagram" in *Digital LGBTQ Activism*, edited by Paromita Pain, New York: Routledge, March, 2022.
- Hooman, Niloofer. "Representation of women in Iranian cinema", *Iran Society through the Movie*, Tehran: Institute of Culture, Arts and Communications, 2018.
- Hooman, Niloofer. "Changes in the role of women in Iran society", *Iran Society through the Movie*, Tehran: Institute of Culture, Arts and Communications, 2018.

**Journal Articles**

- Yaghoobi, Claudia; Mincheva, Dilyana; Hooman, Niloofer & et al., "The MeToo Movement in Iran: Reporting Sexual violence and harassment," *Feminist Formations*, vol. 36, no. 1, Spring 2024, John Hopkins University Press, pp. 106-119.
- Hooman, Niloofer. "Breaking Boundaries, Baring Bodies: Subversive Art in the Works of Iranian Feminist Artists on Instagram," *Journal of Gender Studies, Special Issue: Feminist Media Activism in Transition*, Under Review, 2024.
- Kermani, Hossein, & Hooman, Niloofer. "Hashtag Feminism in a Blocked Context: The Mechanisms of Unfolding and Disrupting #rape on Persian Twitter," *New Media & Society*, 2022.
- Mincheva, Dilyana, & Hooman, Niloofer. "Between the Averted Gaze and the Male Gaze: Women in Farhadi's Films as Tentative Harbingers of Islamic Cinematic Feminism," *The International Journal of the Image*, vol. 11, no. 2, 2020, pp. 19-32.
- Abdollahyan, Hamid & Hooman, Niloofer. "Examining how Women, Gender Scholars, and Communication Experts see the Role of Social Networks in Empowering Iranian Women," *Journal of Cultural Studies Communication*, Vol. 59, No. 8, 2020.

- Ravadrad, Azam, & Hooman, Niloofar. "Semiotic Analysis of Representations of Terrorism in Hollywood, Both Before and After 9/11", *Quarterly of Social Studies and Research in Iran*, Vol. 25, No 1, 2018, pp. 83-105.
- Rafatjah, Maryam & Hooman, Niloofar. (2015), "Narrative and Semiotic Analysis of Divorcee's Portrayal in Iranian Cinema," *Journal of Women in Culture and Art*, Vol. 7, No. 4, 2015, pp. 421-436.
- Abdollahyan, Hamid & Hooman, Niloofar. "An Analysis of the Resistive Reading of Anti- Islam Movies by the Educated American Audience," *Media Watch Journal*, Vol. 4, No. 3, 2013, pp. 348-363.
- Mansouri, Mohammad, & Hooman, Niloofar. (2012). "Radio Consumption in Iran: A Trilateral Comparison with Japan and UK", *Mohandesimodiri*, Vol. 5, No. 48, 2012, pp. 22-31.

### Short-form Public Scholarship

- Hooman, Niloofar (2022). The protest in Iran are part of a long history of women's resistance. The Conversation (Canadian Edition). <https://theconversation.com/the-protests-in-iran-are-part-of-a-long-history-of-womens-resistance-191551>

### Conference Paper Presentation

- Hooman, Niloofar (2024), "Breaking Boundaries, Baring Bodies: Subversive Art in the Works of Iranian Feminist Artists on Instagram," in Canadian Communication Association (CCA) Annual Conference 2024, June 18-21, Montreal, Canada.
- Hooman, Niloofar (2024), in a roundtable titled "Feminist, Queer, and Femme Worldmaking of Protest, Care, and Solidarity," in International Studies Association (ISA), April 3-6, San Francisco, USA.
- Hooman, Niloofar (2024), "Unveiling Queer Visibility: The Complexities of Automediality on Instagram in an Authoritarian Context," in Unfinished Revolutions conference 2024, April 12-14, University of Toronto, Canada.
- Mincheva, Dilyana and Hooman, Niloofar (2023), "The Iranian #MeToo and the double Bind of Iranian Feminism: Between Religion, the Global Gender Struggle and Liberal Feminism," in a panel titled *Iran's #MeToo Movement: Confluences of Power and Privilege*, in Association for Iranian Studies (AIS) Online Symposium 2023, October 21-22, University of Toronto, Dept. of Near & Middle Eastern Civilizations, Toronto, Canada.
- Hooman, Niloofar (2023), "The Rebellious Female Body; Iran's Uprising and Nude Activism," in panel titled "'Ongoing Revolution, Unfinished Activism: Woman, Life, Freedom Uprising in Iran,'" in International Communication Association (ICA) conference 2023, May 25-29, Toronto, Canada.
- Hooman, Niloofar, (2023), "Performativity, Visibility, Subversion; Iranian Drag Queens on Instagram, " abstract accepted for the Canadian Communication Association (CCA) Annual Conference 2023, May 30- June 2, York University, Canada. Withdrew the submission due to a personal issue.
- Hooman, Niloofar (2022), "Social Media as an Apparatus for Accelerating Iranian women Empowerment," in Console-ing Passions 2022, June 23-25, University of Central Florida in Orlando, USA.
- Hooman, Niloofar (2022), "Queer Visibility through Automediality on Instagram; A Double-edged Sword in Authoritarian Contexts," in Canadian Communication Association (CCA) Annual Conference 2022, May 17-20, Canada.

- Hooman, Niloofar and Kermani, Hossein (2021), "How A Connective Action Is Disrupted in Restrictive Contexts? The Case of Dismantling #Rape on Persian Twitter," in Association of Internet Researchers (AOIR), October, 13-16, Philadelphia, PA, USA.
- Hooman, Niloofar and Rahimi, Paria (2021), "Digital Feminist Activism during the Covid-19 Pandemic; A Case Study of the Ni Una Menos Movement in Argentina, in 2021 Graduate Student Conference; Resilience in crises and Crisis," May 7, 2021, School of Communication, Simon Fraser University.
- Hooman, Niloofar (2020), "Iranian Transgender People; Lived Experience and Body Surveillance," in The Vienna Anthropology Days 2020 (VANDA), September 28- October 1, University of Vienna, Austria.
- Hooman, Niloofar (2020), "Social Media in the Accumulation of Social Capital for Iranian Women Empowerment," abstract accepted for the Canadian Communication Association (CCA) Annual Conference 2020, June 2-5, Western University, Canada. Cancelled due to COVID 19.
- Hooman, Niloofar (2020), "Social Media Capabilities in Empowering Iranian Women," in 15th Annual Communication Graduate Caucus Conference (CGC), February (2020), Carleton University, Ottawa, Canada.
- Hooman, Niloofar and Amir, armin (2019), "Culture and Free Access to Information: A Review from the Cultural Studies Perspective," Natinal Seminar on the Ecosystem of Universal Access to Information; Indicators and Infrastructure, October (2019), Allame Tabatabaei University, Tehran, Iran.
- Mincheva, Dilyana & Hooman, Niloofar (2019). "Between the Averted Gaze and the Male Gaze: Asghar Farhadi's Women in the Context of Feminist World Cinema," Poster accepted at the Tenth International Conference on the Image, Manchester School of Art, September (2019), Manchester Metropolitan University, Manchester, UK.
- Rafatjah, M. & Hooman, N. (2017). "An Analysis of Representation of Iranian Women Life World on Instagram," in 15<sup>th</sup> Annual International Conference on Communication and Mass Media, May (2017), Athens, Greece.

**Podcast Participation**

The Pink Talk Podcast, Women's body: A political arena, Published January 2023:

<https://pinktalks.npo.one/womens-body-a-political-arena/>

**Media Presence**

- New Canadian Media, *Nobel Peace Prize shines light on Iran's women's rights movement, while advocates call for international action*, October 12, 2023:

[https://www.newcanadianmedia.ca/nobel-peace-prize-shines-light-on-irans-womens-rights-movement-while-advocates-call-for-international-action/?doing\\_wp\\_cron=1697136022.0156619548797607421875](https://www.newcanadianmedia.ca/nobel-peace-prize-shines-light-on-irans-womens-rights-movement-while-advocates-call-for-international-action/?doing_wp_cron=1697136022.0156619548797607421875)

- New Canadian Media, *A mix of pride and anxiety: Iranian immigrants prepare for Nowruz amid ongoing protests*, March 17, 2023: <https://www.newcanadianmedia.ca/a-mix-of-pride-and-anxiety-iran-immigrants-prepare-for-nowruz-amid-ongoing-protests/>

- CP24 Live, March 21, 2023:

<https://www.cp24.com/video?clipId=2651911&binId=1.1158693&playlistPageNum=1>

- 630 CHED in Edmonton, October 2022

**Guest Lecturer**

- “Unveiling Strength: An In-Depth Qualitative Analysis of LGBTQ Activism and Community Building in Iranian Context through Instagram,” CMST 2H03: Gender and performance, March 2024, McMaster University.
- “Women’s Movements and Feminist Activism in Iran: A shift from Networked Feminism to Platform Feminism,” CMST 4P03: Social Activism and the Media class, September 2023, *McMaster University*, Canada.
- “The Women, Life, Freedom Uprising in Iran,” Introduction to Gender Studies class, June 2023, *University of California*, Los Angeles (UCLA), USA.
- “Nude Selfies as Women’s Corporeal Resistance; Iranian Women Artists on Instagram,” Social Media and Social Movement/Activism class, February 2023, *Chatham University*, Pittsburgh, USA.
- “Social Media and Feminist Activism; Negotiating Political Female Body in Iranian Context,” International Communication class, March 2022, Communication Studies & Media Arts Department, *McMaster University*.
- “Social Media and Feminist Activism; Negotiating Political Female Body in Iranian Context,” Mobile Practices, Technologies and Art class, November 2021, Communication Studies & Media Arts Department, *McMaster University*.
- “Digital Feminism in Iranian context: Feminist Activism on Social Media”, Mobile Practices, Technologies and Art class, November 2020, Communication Studies & Media Arts Department, *McMaster University*.
- “Social Media, women and social movements in Iran”, April 2018, Building Publics Using Social Media class, Communication Studies & Media Arts Department, *McMaster University*.

**Webinars and Panel Discussions**

- “*The Rebellious Female Body: An Analysis of Street-Based Nude Activism in Women, Life, Freedom Movement on Iranian Twittersphere*,” Graduate Colloquium 2023, Sherman Center for Digital Scholarship, September 2023.
- “*From Streets to Cyberspace: The Digital Age and Women’s Movements in Iran*,” in “*Women, Life, Freedom: A Historical Review of the Iranian Women’s Movements (1800’s- today)*,” Panel Discussion, University of Saskatchewan, September 15, 2023.
- Gender Based Violence, Graduate Students Association (GSA), McMaster university, February 3, 2023
- “*Examining the Iranian LGBTQ Counterpublics on Instagram*,” Virtual webinar on the occasion of March 8, International Women's Day, Harasswatch, March 2022.
- “*Social media as a tool for LGBTQ activism and community building: a qualitative analysis of Iranian LGBTQ Counterpublics on Instagram*,” Webinar and Panel Discussion on Digital LGBTQ Activism: A Global Perspective, Core Humanities and the Reynolds school of Journalism, University of Nevada, Reno, US, April 20, 2021.

**Seminars**

- “Black Feminism,” Feminism, Gender and Sexuality” Course at Iran Academia subtitled the "Institute for Social Sciences and Humanities" (ISSH), an online university based in The Hague, Netherlands.

- “Iranian LGBTQ Digital Counterpublics,” “Feminism, Gender and Sexuality” Course at Iran Academia subtitled the "Institute for Social Sciences and Humanities" (ISSH), an online university based in The Hague, Netherlands.

**Research Experience**

- Research assistant, SSHRC-funded project, *Community Research Data Toolkits Workshop*, Sherman Center, McMaster University, November 2023 - August 2024
- Student Partner in “*My first teaching job in Canada: Notes from international students who worked as teaching assistants on thriving in a new system – A pilot project*” project, MacPhearson Institute, April 2023- August 2023.
- Research assistant, *Monitoring My Mobility (M3)* project, McMaster Institute for Research on Aging (MIRA), January 2023- August 2023.
- Graduate resident in digital Scholarship, Lewis & Ruth Center for Digital Scholarship, McMaster University, 2022-2023.
- Researcher and collaborator to EFECT: Experiments in Feminist Ethical Collaborations with Technologies, 2021- present.
- IRNA Journalism School, The Islamic Republic News Agency, 2019.
- Research assistant, *The Evaluation of Research and Technology Festival of the University of Tehran*, 2017.
- Research assistant, *Meta-Analysis of Fundamental Research of Social Faculty of the University of Tehran*, 2015.
- Research assistant, *Qualitative Study of Parents' View Points about the Impact of the Internet on Children and their Regulatory Strategies*, University of Tehran, 2013.
- Research assistant, *The Study of Representation of Prison in Iranian Cinema Movies*, University of Tehran, 2012.
- Research Assistant, *The Study of Representation of Addiction and Addicts in Iranian Cinema Movies after the Islamic Revolution*, University of Tehran, 2011.

**Translation**

- Eisenstein, Zillah R. “Developing a Theory of Capitalist Patriarchy and Social Feminism,” in *Capitalist Patriarchy and the Case for Socialist Feminism*, edited by Zillah R. Eisenstein, Monthly Review Press, in process of editing.
- Smith, S. L. & Granados, A.D. (2009). Content Pattern and Effects Surrounding Sex-Role Stereotyping on Television and Film, *Media Effects Advances in Theory and Research* by Jennings Bryant & Mary Beth Oliver, Tehran: elmifarhangi. In press.
- Shah, D. V. & Rojas, H. & Cho, J. (2009). Media and Civil Participation: On Understanding and Misunderstanding Communication Effects, *Media Effects Advances in Theory and Research* by Jennings Bryant & Mary Beth Oliver, Tehran: elmifarhangi. In press.
- Sim, S.P. & Pudkin, S. (2007). *The Internet, Past, Present and Future*, Published in Hamshahrionline.ir.

**Workshops**

- Data Management Plan Boot Camp, Sherman Center for Digital Scholarship, McMaster University, June 10, 2024
- Queer Digital Humanities, [DHSI] Online Summer School for Literary Studies & Digital Humanities 2022 (20th-23rd of June).
- Race, Social Justice and DH: Applied Theories and Methods, [DHSI] Online Summer School for Literary Studies & Digital Humanities 2022 (20th-23rd of June).
- Digital Storytelling, [DHSI] Online Summer School for Literary Studies & Digital Humanities 2022 (20th-23rd of June).
- Surveillance and the Critical Digital Humanities, [DHSI] Online Summer School for Literary Studies & Digital Humanities 2022 (20th-23rd of June).
- Intersectional Feminism, Feminist Summer School, July, 2020.
- Anti- Oppression, Feminist Summer School, July, 2020.
- Trans-Inclusive Feminism, Feminist Summer School, August, 2020.
- Eco-feminism and Environmental Justice, Feminist Summer School, August, 2020.
- EFACT (Experimental Feminist Ethical Collaboration Tools/Technologies), April, 2018, OCAD University, Toronto.

**Peer Review Summary**

Reviewed manuscripts for the following journals and Organizations:

- NCA: National Communication Association, 110th Annual Convention, 2024
- International Studies Quarterly, Oxford University Press, 2023
- Plos One, 2023
- AOIR: Association of internet Researchers, 2023
- New Media and Society, 2021
- ICA: International Communication Association, 71st Annual ICA Conference, 2021.
- Iranian Journal of Social Problems, 2020.
- Global Media Journal, Persian Edition, 2020.

**Professional Development and Certificates**

- Teaching And Learning Theory and Inquiry, Delivered by Paul R. Macpherson Institute for Leadership, Innovation and Excellence in Teaching, and the School of Graduate Studies, McMaster University, August 2023.
- Completion of EDUCATN 640: Self-Directed Teaching Experience, Spring/Summer 2023
- Completion of EDUCATN 750: Principles of University Teaching, Fall 2022
- McMaster University Certification, Professor Hippo-On-Campus Mental Health Education, Fall 2022

**University-Level Service*****Departmental Service, McMaster University***

- Faculty of Humanities Representative for the Graduate Student Association (GSA), 2024-2025
- CUPE 3906 Women and Gender Rights Committee Member, 2024-2025
- GSJ Research Symposium Committee member, 2022-2023
- GSJ Mentorship Program co-coordinator, 2022
- CNMCS Mentorship Program, Peer Mentor, 2021 and 2022
- Gender and Social Justice Studies Mentorship Program, Peer Mentor, 2021 and 2022



**Referees**

1. Dr. Paula Gardner, Professor, Department of Communication Studies and Media Arts, McMaster University. [gardnerp@mcmaster.ca](mailto:gardnerp@mcmaster.ca).
2. Dr. Claudia Yaghoubi, Professor, Persian Studies, Asian and Middle East Studies, UNC Chapel Hill. [yaghoobi@email.unc.edu](mailto:yaghoobi@email.unc.edu)
3. Dr. Dilyana Mincheva, Associate Professor, Department of Communication Studies and Media Arts, McMaster University. [minchevad@mcmaster.ca](mailto:minchevad@mcmaster.ca)