

Curriculum Vitae

Professor Axel Bruns
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Career Summary

Bruns was awarded his PhD in Media and Cultural Studies from the University of Queensland 18 years ago, in 2002.

He is currently Professor of Media and Communication in the QUT Digital Media Research Centre, where he leads the Digital Publics programme. In 2015, Bruns was elected to a six-year leadership role in the Association of Internet Researchers: he served as Vice-President of AoIR during 2015-17; he was the President of the Association of Internet Researchers for the 2017-19 term; and he served on the AoIR Executive for a further two years as Past President (2019-21).

Not including the funding awarded to the ARC Centre of Excellence for Creative Industries and Innovation, in which he served as a Chief Investigator (CI) during 2010-2013, or the current ARC Centre of Excellence for Automated Decision-Making and Society, in which he also serves as a CI, he has been awarded a total of over A\$12,500,000 in research funding to date. He is Lead CI on the ARC Discovery project *DP200101317 Evaluating the Challenge of 'Fake News' and Other Malinformation* (2020-23). Other recent projects include the ARC Future Fellowship *FT130100703 Understanding Intermedia Information Flows in the Australian Online Public Sphere* (2014-18), ARC Linkage project *LP160100205 Amplifying Public Value: Scholarly Contributions' Impact on Public Debate*, and ARC Discovery project *DP160101211 Journalism beyond the Crisis: Emerging Forms, Practices and Uses*. He has also participated in various major research projects funded by European Union, German, Norwegian, Canadian, Taiwanese, British, Brazilian, and United States schemes.

In 2022, Bruns commences the Australian Laureate Fellowship project *FL210100051 Determining the Drivers and Dynamics of Partisanship and Polarisation in Online Public Debate*. This career-defining five-year, A\$3.5m research project is the first Laureate Fellowship ever to be awarded to a researcher from the field of media and communication by the Australian Research Council. By introducing an analytical framework that distinguishes four key dimensions of polarisation, the Fellowship will conduct the first-ever assessment of the extent and dynamics of polarisation in the contemporary online and social media environments of six nations, including Australia. The evidence will enable an urgently needed, robust defence of our society and democracy against the challenges of polarisation.

Contributions to the Field

Bruns is an internationally leading innovator in the fields of media and communication studies, journalism, and Internet studies. In particular, he is a globally recognised expert in analysing the dynamics of the online publics that engage with news and political content, and is one of Australia's most prominent researchers facilitating the transition to large-scale, innovative, computationally enhanced digital humanities research. Bruns's methodological innovations, especially in the area of online and social media analytics, have been widely recognised in the field.

His major publications are extensively cited by other researchers, and have often been field-defining publications on their topics: [Google Scholar](#) lists over 25,000 citations for his works, and calculates an h-index of 71 for his career output to date. His first monographs alone have been cited over 1,800 times (*Gatewatching*, 2005) and 4,900 times (*Blogs, Wikipedia, Second Life, and Beyond*, 2008), respectively, and have introduced concepts like gatewatching and produsage that are now widely used

across the relevant scholarly literature. Indeed, according to Scopus, Bruns is the second most cited social media scholar in the world in the past five years; he also ranks as the most cited Australian author in media and journalism in the world in the past ten years.

Over the past ten years, Bruns has authored two monographs, co-edited four major edited collections, and published 73 book chapters, 52 refereed journal articles, 24 refereed conference papers, and 7 research reports – a total of 156 publications. 32 (62%) of his refereed journal articles since 2009 have been in SJR Q1 journals, indicating the very high quality of his work. He also serves on the editorial boards of Q1 journals *Information, Communication & Society*, *Digital Journalism*, and *Social Media + Society*. He has twice been named as one of Australia's 40 most cited scholarly researchers, across all disciplines, by *The Australian* newspaper.

Bruns has generated outstanding graduate outcomes for the 12 PhD and one Masters research students he has supervised and mentored. Many of his graduates are now themselves in high-profile research and teaching positions in Australia, Europe, and South America. Others have built on the data analytics expertise they developed under CI Bruns's mentorship by embarking on significant careers in industry.

Bruns also has a substantial media profile in Australia and elsewhere; he is frequently featured as a commentator in TV, radio, print, and online news stories, and was part of ABC TV's federal and Queensland election coverage in 2013 and 2017. He also ranks amongst the top 20 QUT authors contributing to *The Conversation*. Through this public engagement work he has been able to communicate the outcomes of his research to a non-specialist audience and to develop further, critical connections with media, industry, and policy-makers, leading to a number of further research and consultancy opportunities.

Relevant Publications (selected and recent)

Books

Bruns, A. (2019). *Are Filter Bubbles Real?* Cambridge: Polity.

Bruns, A. (2018). *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere*. New York: Peter Lang.

Bruns, A., Enli, G., Skogerbø, E., Larsson, A. O., & Christensen, C. (Eds.). (2016). *The Routledge Companion to Social Media and Politics*. New York: Routledge.

Journal Articles

Bruns, A., Angus, D., & Graham, T. (2021). Twitter Campaigning Strategies in Australian Federal Elections 2013–2019. *Social Media + Society*, 7(4). <https://doi.org/10.1177/20563051211063462>

Bruns, A., Hurcombe, E., & Harrington, S. (2021). Covering Conspiracy: Approaches to Reporting the COVID/5G Conspiracy Theory. *Digital Journalism*. <https://doi.org/10.1080/21670811.2021.1968921>

Bruns, A., Harrington, S., & Hurcombe, E. (2020). 'Corona? 5G? Or Both?': The Dynamics of COVID-19/5G Conspiracy Theories on Facebook. *Media International Australia*, 177, 12–29. <https://doi.org/10.1177/1329878X20946113>

Bruns, A., & Nuernbergk, C. (2019). Political Journalists and Their Social Media Audiences: New Power Relations. *Media and Communication*, 7(1), 198–212. <https://doi.org/10.17645/mac.v7i1.1759>

Bruns, A., & Moon, B. (2019). One Day in the Life of a National Twittersphere. *Nordicom Review*, 40(s1), 11–30. <https://doi.org/10.2478/nor-2019-0011>

Bruns, A., & Moon, B. (2018). Social Media in Australian Federal Elections: Comparing the 2013 and 2016 Campaigns. *Journalism & Mass Communication Quarterly*, 95(2), 425–448. <https://doi.org/10.1177/1077699018766505>

Bruns, A., & Enli, G. (2018). The Norwegian Twittersphere: Structure and Dynamics. *Nordicom Review*, 39(1), 129–148. <https://doi.org/10.2478/nor-2018-0006>

- Bruns, A., & Hanusch, F. (2017). Conflict Imagery in a Connective Environment: Audiovisual Content on Twitter Following the 2015/2016 Terror Attacks in Paris and Brussels. *Media, Culture & Society*, 39(8), 1122–1141. <https://doi.org/10.1177/0163443717725574>
- Bruns, A., Moon, B., Münch, F., & Sadkowsky, T. (2017). The Australian Twittersphere in 2016: Mapping the Follower/Followee Network. *Social Media + Society*, 3(4), 1–15. <https://doi.org/10.1177/2056305117748162>
- Hanusch, F., & Bruns, A. (2017). Journalistic Branding on Twitter: A Representative Study of Australian Journalists' Profile Descriptions. *Digital Journalism*, 5(1), 26–43. <https://doi.org/10.1080/21670811.2016.1152161>
- Bruns, A. (2017). Tweeting to Save the Furniture: The 2013 Australian Election Campaign on Twitter. *Media International Australia*, (162), 49–64. <https://doi.org/10.1177/1329878X16669001>

Book Chapters

- Bruns, A. (2022). Gatewatching and News Curation. In J. Morrison, J. Birks, & M. Berry (Eds.), *The Routledge Companion to Political Journalism*. Routledge. <https://doi.org/10.4324/9780429284571-23>
- Bruns, A. (2022). Echo Chambers? Filter Bubbles? The Misleading Metaphors That Obscure the Real Problem. In M. Pérez-Escobar & J. M. Noguera-Vivo (Eds.), *Hate Speech and Polarization in Participatory Society* (pp. 33–48). Routledge. <https://doi.org/10.4324/9781003109891-4>
- Bruns, A., Harrington, S., & Hurcombe, E. (2021). Coronavirus Conspiracy Theories: Tracing Misinformation Trajectories from the Fringes to the Mainstream. In M. Lewis, E. Govender, & K. Holland (Eds.), *Communicating COVID-19: Interdisciplinary Perspectives* (pp. 229–249). Springer. https://doi.org/10.1007/978-3-030-79735-5_12
- Dehghan, E., Bruns, A., Mitchell, P., & Moon, B. (2020). Discourse-Analytical Studies on Social Media Platforms: A Data-Driven Mixed-Methods Approach. In R. A. Lind (Ed.), *Producing Theory in a Digital World 3.0* (Vol. 3, pp. 159–177). Peter Lang. <https://doi.org/10.3726/b13192/20>
- Bruns, A. (2019). Digital Public Spheres in Australia. In A. K. Schapals, A. Bruns, & B. McNair (Eds.), *Digitizing Democracy* (pp. 133–146). Routledge.
- Bruns, A. (2018). Big Social Data Approaches in Internet Studies: The Case of Twitter. In J. Hunsinger, L. Klastrup, & M. M. Allen (Eds.), *Second International Handbook of Internet Research* (pp. 1–17). Springer. https://doi.org/10.1007/978-94-024-1202-4_3-1
- Bruns, A. (2017). Making Audience Engagement Visible: Publics for Journalism on Social Media Platforms. In B. Franklin & S. A. Eldridge II (Eds.), *The Routledge Companion to Digital Journalism Studies* (pp. 325–334). Routledge.