

## AARON SHAPIRO

Assistant Professor of Technology Studies  
Department of Communication  
The University of North Carolina at Chapel Hill

### PERSONAL

I study media technologies and infrastructure as conduits for social, economic, and cultural-political power.

### EDUCATION

University of Pennsylvania | Annenberg School for Communication  
**PhD, Communication** 2018

University of Pennsylvania | School of Arts & Sciences  
**Graduate Certificate, Urban Studies** 2016

University of Pennsylvania | Annenberg School for Communication  
**MA, Communication** 2016

University of Pennsylvania | Department of Anthropology  
**MA, Anthropology** 2009

University of Pennsylvania | Department of Anthropology  
**BA, Anthropology** 2008

### PROFESSIONAL EXPERIENCE

The University of North Carolina at Chapel Hill | Department of Communication  
**Assistant Professor of Technology Studies** Jul 2020 – present

New York University | Information Law Institute  
**Postdoctoral Research Fellow** Jul 2019 – Jun 2020

University of Pennsylvania | Media, Inequality, Change (MIC) Center  
**Postdoctoral Research Fellow** Jul 2018 – Jun 2019

Microsoft | Microsoft Research New York City  
**PhD Research Intern** Feb 2017 – Jun 2017

University of Pennsylvania | Annenberg School for Communication  
**Research and Teaching Fellow** Aug 2012 – Jul 2017

NO/AIDS Task Force | Prevention and Research Division  
**Researcher and Field Supervisor, National HIV Behavioral Surveillance** Apr 2010 – Jul 2012

## BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

### BOOKS

**Aaron Shapiro.** *Design, Control, Predict: Logistical Governance in the Smart City.* University of Minnesota Press: Minneapolis, MN. **2020**

Reviewed in *Journal of Urban Affairs: Journal of Urban Design; Information, Communication & Society; International Journal of Urban & Regional Research; Regional Studies*

Book talk: Flyleaf Books, Chapel Hill, NC. "[Tech and the City: How the Internet Affects our Urban Societies](#)," Sep. 9, 2021.

Interview: *New Books in Sociology* (part of the *New Books* podcast network): "[Design, Control, Predict](#)."

### BOOK CHAPTERS

**Aaron Shapiro.** "Optimizing the Immeasurable: On the Techno-Ethical Limits of Predictive Policing," in *AI Urbanism*, eds. Federico Cugurullo, Simon Marvin, Pauline McGuirk, et al. Routledge: New York, NY. **Forthcoming**

**Aaron Shapiro.** "Platform Urbanism and Infrastructural Surplus," in *Platform Economy Puzzles: A Multidisciplinary Perspective on Gig Work*, eds. Jeroen Meijerink, Giedo Jansen, & Victoria Daskalova. Edward Elgar: Cheltenham, UK. **2021**

**Aaron Shapiro.** "Accountability and Indeterminacy in Predictive Policing," in *Policing & Artificial Intelligence*, ed. John McDaniel & Ken Pease. Routledge: New York, NY **2021**

**Aaron Shapiro.** "The Urban Stack: A Topology for Urban Data Infrastructures," in *Urban Platforms and the Future City*, eds. Michael Hodson, John Stehlin, Kevin Ward, et al., pp. 25–39. Routledge: New York, NY **2020**

**Aaron Shapiro.** "Urban Transport and/as Communications," in *The Routledge Companion to Urban Media and Communication*, eds. Zlatan Krajina and Deborah Stevenson, pp. 165–173. Routledge: New York, NY **2020**

**Aaron Shapiro.** "Google Street View and Representational Ubiquity," in *Mobile and Ubiquitous Media*, eds. Michael S. Daubs and Vincent R. Manzerolle, pp. 77–92. Peter Lang: New York, NY **2018**

### REFEREED ARTICLES

**Aaron Shapiro.** "Platform Urbanism in a Pandemic: Dark Stores, Ghost Kitchens, and the Logistical-Urban Frontier." *Journal of Consumer Culture*. [online preprint] **2022**

Gabriel Nicholas & **Aaron Shapiro.** "Failed Hybrids: The Death and Life of Bluetooth Proximity Marketing." *Mobile Media & Communication*, 9 (3), pp. 465–487. **2021**

**Aaron Shapiro.** "'Embodiments of the Invention': Patents and Urban Diagrammatics in the Smart City." *Convergence*, 26 (4), pp. 751–774. **2020**

- Aaron Shapiro.** "Dynamic Exploits: Calculative Asymmetries in the On-Demand Economy." *New Technology, Work & Employment*, 35 (2), pp. 162–177. **2020**
- Aaron Shapiro.** "Predictive Policing for Reform?: Indeterminacy and Intervention in Big Data Policing." *Surveillance & Society*, 17 (3/4), pp. 456–472. **2019**
- Aaron Shapiro.** "Between Autonomy and Control: Strategies of Arbitrage in the On-Demand Economy." *New Media & Society*, 20 (8), pp. 2954–2971. **2018**
- Aaron Shapiro.** "Street-Level: Google Street View's Abstraction by Datafication." *New Media & Society*, 20 (3), pp. 1201–1219. **2018**
- Aaron Shapiro.** "The Urban Stack: A Topology for Urban Data Structures." *Tecnoscienza: Italian Journal of Science & Technology Studies*, 8 (2), pp. 61–80. **2018**
- Aaron Shapiro.** "The Medium is the Mob." *Media, Culture & Society*, 39 (6), pp. 930–941. **2017**
- Aaron Shapiro.** "The Mezzanine." *Space & Culture*, 19 (4), pp. 292–307. **2016**

#### PAPERS IN PROGRESS

- Aaron Shapiro.** "Platform Sabotage." *Journal of Cultural Economy*. **Under Review**
- Bridget Barret, Lee McGuigan, & **Aaron Shapiro.** "Making an Impression." **Research in Progress**  
[Planned venue: *Television & New Media*]
- Aaron Shapiro.** "From graffiti to greeting cards: Failed media imaginaries of the ad-funded smart city." **In Development**  
[Planned venue: *International Journal of Communication*]

#### BOOK REVIEWS

- Aaron Shapiro.** "Review of Josh Lauer & Kenneth Lipartito (eds.), *Surveillance Capitalism in America*." *Surveillance & Society* **Forthcoming**
- Aaron Shapiro.** "Review of Sandra Ristovska, *Seeing Human Rights: Video Activism as a Proxy Profession*." *International Journal of Communication*, 15: 3860–3863. **2021**
- Aaron Shapiro.** "Review of Andrew Ferguson, *The Rise of Big Data Policing: Surveillance, Race, and the Future of Law Enforcement*." *Surveillance & Society*, 16 (1), pp. 123–126. **2018**

#### COMMENTARY [\*by invitation]

- Aaron Shapiro.** "[The True Cost of Free LinkPHL Wi-Fi Might be Privacy](#)" *The Philadelphia Inquirer*. **Jan 9, 2018**
- \***Aaron Shapiro.** "[Predictive Policing: Auf Streife mit Big Data](#)" (in German) *Bauwelt*, 213, pp. 48–53. **June 2017**

**\*Aaron Shapiro.** [“Reform Predictive Policing”](#)  
*Nature*, 541(7638), pp. 458–460.

Jan 25, 2017

**Aaron Shapiro.** [“The Tactics That Be: Contesting Tactical Urbanism in New Orleans”](#)  
*Urban Fringe: The Berkeley Planning Journal*.

May 4, 2013

CONFERENCE PRESENTATIONS [\*by invitation; \*\*panel chair; \*\*\*discussant; (upcoming)]

**\*\*Diogo Pereira Henriques, Jessa Lingel & Aaron Shapiro.** Templates / plantillas / modelos. Society for the Social Study of Science (4S). Cholula, México. (2022)

**\*\*\*Aaron Shapiro.** “The logistical costs of flexibility.” Cultural Studies Association (CSA). Chicago, IL. (2022)

Bridget Barrett, Lee McGuigan & **Aaron Shapiro.** “Making an impression.” International Communication Association (ICA). Paris, France. (2022)

**Aaron Shapiro.** “Sabotage, on-demand.” 4S. Toronto, ON, Canada. 2021

Gabriel Nicholas & **Aaron Shapiro.** “Failed hybrids: The death and life of Bluetooth proximity marketing.” Privacy Law Scholars Conference. Northeastern University, Boston, MA. 2020

**Aaron Shapiro.** “Dynamic exploits.” 4S. New Orleans, LA. 2019

**\*\*Aaron Shapiro.** “The infrastructural condition.” ICA. Washington, DC. 2019

**Aaron Shapiro.** “Infrastructures of inference.” ICA. Washington, DC. 2019

**Aaron Shapiro.** “Dynamic exploits: The science of worker control in the on-demand economy.” ICA. Washington, DC. 2019

**\*Aaron Shapiro.** “Locational data and trade secrets: The case of LinkNYC.” Symposium: Algorithms and Trade Secrets. New York University School of Law. 2018

**\*Aaron Shapiro.** “Surveillance and the future city.” Van Alen Institute, New York, NY. 2018

**\*Aaron Shapiro.** “Performance and performativity in predictive policing.” Andrea Mitchell Center for the Study of Democracy, University of Pennsylvania. 2018

Solon Barocas, Kate Crawford, **Aaron Shapiro** & Hanna Wallach. “The problem with bias: From allocative to representational harms.” Society for the History of Technology (SHOT), Special Interest Group: Computers, Information and Society (SIGCIS). Philadelphia, PA. 2017

**Aaron Shapiro.** “Interface, infrastructure, and the future of public space.” 4S. Boston, MA. 2017

**Aaron Shapiro.** “Predictive policing and the performativity of data.” Data Power. Carleton University, Ottawa, ON. 2017

**Aaron Shapiro.** “The ‘mezzanine’ and politics of verticality.” American Association of Geographers (AAG). Boston, MA. 2017

**Aaron Shapiro.** “Crime as data.” 4S. Barcelona, Spain. 2016

**Aaron Shapiro.** “The medium is the mob.” ICA. Fukuoka, Japan. 2016

- \*\*Aaron Shapiro & Anne Kaun.** "Mobs and Media." ICA. Fukuoka, Japan. **2016**
- \*Aaron Shapiro.** "Street-level: Google Street View, geovisuality, and broken windows theory." Urban Studies Colloquium. University of Pennsylvania, Philadelphia PA. **2016**
- Aaron Shapiro.** "Red lines on the digital map: Geovisuality and broken windows theory." AAG. San Francisco, CA. **2016**
- Aaron Shapiro.** "Flash mobs, vicious and virtuous." International Association of Mass Communication Researchers (IAMCR). Montreal, Quebec. **2015**
- Aaron Shapiro.** "Google Street View and slow surveillance." Geomedia: Spaces and Mobilities in Mediatized Worlds. Karlstad University. Karlstad, Sweden. **2015**
- Aaron Shapiro.** "The user-generated city." Social Media and the Transformation of the Public Sphere. University of Amsterdam, Netherlands. **2014**

#### MEDIA APPEARANCES

- Dish City*, "[Gig Work: The Fine Print of Food Delivery](#)." WAMU [DC NPR affiliate] **2021**
- Kate Kaye. "[COVID-19 could end privacy as we know it](#)." *FastCompany*, March 26. **2020**

#### TEACHING EXPERIENCE

##### UNIVERSITY OF NORTH CAROLINA | DEPARTMENT OF COMUNICATION

###### *Advising*

###### **Dissertation supervisor**

Ian Williams (co-chair with Michael Palm)

###### **Dissertation committee member**

Nicholas Gerstner, Max Plumpton, Zari Taylor, Rebekah Vaisey

###### *Courses*

- COMM 850: Materialism, Materiality, & Material Culture** **Spring 2022**  
(6 students in section)
- COMM 390: Algorithms & Society** (data science minor) **Fall 2021**  
(44 students in section)
- COMM 490: Sound Studies** **Fall 2021**  
(12 students in section)
- COMM 901: Directed Research** **Fall 2021**  
(2 students in section)
- COMM 490: Sound Studies** **Spring 2021**  
(24 students in section)
- COMM 856: Urban Technologies** **Spring 2021**  
(4 students in section)

**COMM 490: Sound Studies** **Fall 2020**  
(28 students in section)

**COMM 850: Algorithms: Culture, Politics, Power** **Fall 2020**  
(5 students in section)

UNIVERSITY OF PENNSYLVANIA | ANNENBERG SCHOOL FOR COMMUNICATION

**COMM 317: Podcasting and the Politics of Sound** **Spring 2019**  
(12 students in section)

**COMM 382: Media and the Social Construction of Class** **Fall 2018**  
(25 students in section)

PROFESSIONAL SERVICE

**Reviewer**

*Journals*

*Big Data & Society; Convergence; Communication & the Public; Crime, Media, Culture; Environment & Planning A: Economy & Space; Environment & Planning F: Philosophy, Theory, Models, Methods and Practice; Information, Communication & Society; International Journal of Communication; Internet Histories; Journal of Urban Technology; Media & Communication; Mobile Media & Communication; New Media & Society; Political Research Quarterly; Proceedings of the National Academy of Sciences (PNAS); Social Media & Society; Socio-Economic Review; Television & New Media; Urban Geography*

*Conferences*

ACM Conference on Fairness Accountability & Transparency (FAcCT) in Machine Learning; Conference on Neural Information Processing Systems (NeurIPS); International Communication Association (ICA)

*Book Publishers*

Emerald Press; Policy Press; SAGE Press

*Grants*

National Science Foundation (NSF)

**Departmental Service**

Executive Committee (three-year term)	<b>2022 –</b>
Unit Coordinator, Media & Technology Studies	<b>2021 –</b>
Communication Committee	<b>2020 –</b>

PROFESSIONAL ASSOCIATION MEMBERSHIPS

FACULTY AFFILIATIONS

<i>Program for Public Discourse</i>	Jul 2021–
<i>Center for Information Technology and Public Life (CITAP)</i>	Jul 2021–

PROFESSIONAL ASSOCIATIONS

Society for the Social Study of Science (4S); Association of American Geographers (AAG); Society for Cinema and Media Studies (SCMS); International Communication Association (ICA); International Association of Media & Communication Researchers (IAMCR)