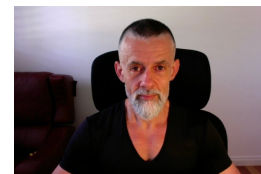


Dr. Andy Ruddock  
Communications & Media Studies  
Email: Andy.Ruddock@monash.edu



## Biography

Andy's work focusses on new ways to conceive how media make social reality. He is particularly interested in violence and aggression as forms of political communication. Andy is author of *Exploring Media Research* (2017), *Youth and Media* (2013) *Investigating Audiences* (2007) and *Understanding Audiences*, (2001). His new book, *Digital Influence*, explores the histories of phenomena such as representations of gender in film and reality TV, violence in political memes, the mainstreaming of populism, gun-control activism and public criticisms of media education. Andy has also published numerous journal articles and book chapters on media violence, reality television, political celebrity, alcohol marketing, rampage murders, terrorism, sport, military applications of social media and Chinese TV.

## Employment

### Senior Lecturer

Communications & Media Studies  
MONASH UNIVERSITY  
8 Jan 2007 → present

## Research output

### Digital Media Influence: A Cultivation Approach

Ruddock, A., 28 Mar 2020, 1 ed. Los Angeles USA: SAGE Publications Ltd. 152 p.

### Social media and intoxication: 'Tweaker nation': Celebrating drug use on tumblr

Ruddock, A., 2020, *Cultures of Intoxication : Key Issues and Debates*. Hutton, F. (ed.). Cham Switzerland: Palgrave Macmillan, p. 263-282 20 p.

### Understanding audiences: television publics as "cultural indicators"

Ruddock, A., 2020, *The Routledge Companion To Global Television*. Shimpach, S. (ed.). 1st ed. Abingdon Oxon UK: Routledge, p. 141-151 11 p.

### The Rap of China: communication versus culture in Chinese media studies

Ruddock, A., 3 Apr 2019, In: *Journal of Multicultural Discourses*. 14, 2, p. 107-114 8 p.

### Qualitative Research in Media Studies

Ruddock, A., 2019, *SAGE Research Methods Foundations*. Atkinson, P. & Delamont, S. (eds.). London UK: SAGE Publications Ltd, 22 p.

### Backstage in the history of media theory: The george gerbner archive and the history of critical media studies

Ruddock, A. D., 1 Jan 2018, In: *KOME*. 6, 2, p. 81-91 11 p.

### Media Audience Research: The perils of participant observation

Ruddock, A. D., 2018, 10 p. SAGE Research Methods Cases.

### Research methods: reasons for making controversial decisions and why these decisions are controversial

Ruddock, A. D., 2018, *Making sense of Research*. Tomaselli, K. G. (ed.). Pretoria South Africa: Van Schaik Publishers, p. 121-132 12 p.

### Researching media reality: Using experience and theory to explain how media make our world

Ruddock, A. D., 2018, In: *Teaching Media Quarterly*. 6, 1, p. 1-27 27 p.

**Audiences and Australian media policy: the relevance of George Gerbner**

Ruddock, A., 22 Feb 2017, *Studying Digital Media Audiences: Perspectives from Australasia*. Hight, C. & Harindranath, R. (eds.). 1st ed. New York NY USA: Routledge, p. 25-38 14 p. (Routledge Studies in New Media and Cyberculture).

**A Cultural Indicators Approach to Media Industries: Using Digital Archives and "Old" Ideas to Ask New Questions**

Ruddock, A. D., 2017, In: *Teaching Media Quarterly*. 5, 1, p. 1-14 14 p., 4.

**Andy Ruddock Exploring Media Research: Theories, Practice, and Purpose**

Ruddock, A. D., 2017, London UK: SAGE Publications Ltd. 303 p.

**Regulating social media: reasons not to ask the audience**

Ruddock, A., 2017, *Youth Drinking Cultures in a Digital World: Alcohol, Social Media and Cultures of Intoxication*. Lyons, A., McCreanor, T., Goodwin, I. & Barnes, H. M. (eds.). 1st ed. Abingdon Oxon UK: Routledge, p. 185-201 17 p. (Routledge Studies in Public Health).

**A fragmented audience: How to remain on target**

Ruddock, A., 2016, In: *Security Challenges*. 12, 2, p. 27-41 15 p.

**Transgression**

Ruddock, A., 2016, *Studying Football*. Cashmore, E. & Dixon, K. (eds.). 1st ed. Abingdon Oxon UK: Routledge, p. 180-196 17 p.

**Cultural industries and a mass communication research: a cultivation analysis view**

Ruddock, A., 2015, *The Routledge Companion to the Cultural Industries*. Oakley, K. & O'Connor, J. (eds.). 1st ed. Abingdon Oxon UK: Routledge, p. 522-534 13 p.

**Pornography and effects studies: What does the research actually say?**

Ruddock, A. D., 2015, *New Views on Pornography: Sexuality, Politics, and the Law*. Comella, L. & Tarrant, S. (eds.). Santa Barbara CA USA: Praeger, p. 297 - 317 21 p.

**Reconciling subculture and effects studies: What do students in Australia want to know about media cultures?**

Ruddock, A. D., 2015, *Youth Cultures and Subcultures: Australian Perspectives*. Baker, S., Robards, B. & Buttigieg, B. (eds.). Surrey UK: Ashgate Publishing Limited, p. 275 - 285 11 p.

**"Born on Swan street, next to the Yarra": Online opinion leaders and inventing commitment**

Ruddock, A. D., 2013, *Digital Media Sport: Technology, Power and Culture in the Network Society*. Hutchins, B. & Rowe, D. (eds.). New York US: Routledge, p. 153 - 165 13 p.

**Youth and Media**

Ruddock, A. D., 2013, London UK: SAGE Publications Ltd. 220 p.

**Busy doing nothing: youth, 'produsage' and the media framing of anti-social behavior**

Ruddock, A. D. & Haley, M. (ed.), 2012, p. 1 - 22. 22 p.

**Cultivated performances: what cultivation analysis says about media and binge drinking**

Ruddock, A. D., 2012, *The 'Social' Media User- European Perspectives on Cultural and Social Scientific Audience Research*. Bilandzic, H., Patriarche, G. & Traudt, P. J. (eds.). Bristol UK: Intellect Books, p. 53 - 68 16 p.

**Cultivation analysis and cultural studies: ritual, performance, and media**

Ruddock, A. D., 2012, *Living with Television Now: Advances in Cultivation Theory and Research*. Morgan, M., Shanahan, J. & Signorielli, N. (eds.). New York: Peter Lang Publishing, p. 366 - 388 23 p.

**Review: Alcohol advertising and young people's drinking**

Ruddock, A. D., 2012, In: *The Social History of Alcohol and Drugs*. 26, 1, p. 94 - 96 3 p.

**School shootings and cultivation analysis: on confrontational media rhetoric and the history of research on the politics of media violence**

Ruddock, A. D., 2012, *School Shootings: Mediatized Violence in a Global Age*. Muschert, G. W. & Sumiala, J. (eds.). 1 ed. Basingstoke UK: Emerald Group Publishing Limited, p. 3-24 22 p.

**Cultivation analysis and cultural studies: Why George Gerbner was right about interpretation**

Ruddock, A. & West, M. J. (ed.), 2011, p. 1 - 7. 7 p.

**Cultivation analysis and media violence**

Ruddock, A., 2011, *The Handbook of Media Audiences*. Nightingale, V. (ed.). Chichester West Sussex UK: Wiley-Blackwell, p. 340 - 359 20 p.

**If you build it online, they won't come: What does MyFootballClub say about the limits of digital fandom?**

Ruddock, A. & Gray, J. (ed.), 2011, p. 1 - 9. 9 p.

**Sport beer and gender: Promotional culture and social life**

Ruddock, A. D., 2011, In: *The Social History of Alcohol and Drugs*. 25, 1-2, p. 180 - 182 3 p.

**"I'd rather be a cat than a poodle": What do celebrity politicians say about political communication?**

Ruddock, A., 2010, *Reel Politics: Reality Television as a Platform for Political Discourse*. Baruh, L. & Park, J. H. (eds.). Newcastle, UK: Cambridge Scholars Publishing, p. 74 - 94 21 p.

**Contradictions in media sport culture: the reinscription of football supporter traditions through online media**

Ruddock, A., Hutchins, B. & Rowe, D., 2010, In: *European Journal of Cultural Studies*. 13, 3, p. 323 - 339 17 p.

**Cultures of complaint. Online fan message boards and networked digital media sport communities**

Rowe, D., Ruddock, A. & Hutchins, B., 2010, In: *Convergence*. 16, 3, p. 298 - 315 18 p.

**"It's fantasy football made real": networked media sport, the internet, and the Hybrid reality of MyFootballClub**

Hutchins, B., Rowe, D. C. & Ruddock, A. D., 2009, In: *Sociology of Sport Journal*. 26, 1, p. 89 - 106 18 p.

**It's the stories you tell: binge drinking, violence and celebrity**

Ruddock, A. D., 2009, *The Tapestry of Health, Illness and Disease*. Kalitzkus, V. & Twohig, P. L. (eds.). Amsterdam, Netherlands: Rodopi, p. 137 - 161 25 p.

**We're glad it's all over: binge-drinking cultures**

Tarasti, E. (ed.), Ruddock, A. D., Forsell, P. (ed.) & Littlefield, R. (ed.), 2009, p. 1561 - 1568. 8 p.

**What's wrong with national identity? A view from youth media studies**

Ruddock, A. D., 2009, *National Image: Asian Communication and Media Studies*. Zhou, X. (ed.). Beijing, China: CUC Press, p. 216 - 226 11 p.

**David Gauntlett Creative Explorations (review)**

Ruddock, A. D., 2008, In: *Media International Australia*. 127, p. 190 - 191 2 p.

**Invisible centres: Boris Johnson, authenticity, cultural citizenship and a centrifugal model of mediapower**

Ruddock, A. D., 2008, *Mediated Citizenship*. Wahl-Jorgensen, K. (ed.). London UK: Routledge, p. 59 - 78 20 p.

**Media Studies 2.0? Binge drinking and why audiences still matter**

Ruddock, A. D., 2008, In: *Sociology Compass*. 2, 1, p. 1 - 15 15 p.

**Media studies on fire: audiences, reception, and the experience of antisocial behaviour**

Ruddock, A. D., 2008, In: *Popular Communication*. 6, 4, p. 248 - 261 14 p.

**Ulla Carlson Regulation, Awareness, Empowerment: Young People and Harmful Media Content in the Digital Age (review)**

Ruddock, A. D., 2008, In: *Global Media Journal: Mediterranean Edition*. 3, 1, p. 60 - 61 2 p.

**What's wrong with national identity? A view from youth media studies**

Ruddock, A. D., 2008, p. 231 - 243. 13 p.

**Distinctively public: young people, fire offending and the creation of citizenship in the UK**

Ruddock, A. D., 2007, p. 3 - 3. 1 p.

**Exploring the Symbolic World of Student Drinkers**

Ruddock, A. D., 2007, Monash University: Monash University Publishing. 76 p.

**Get a Real Job: Authenticity on the Performance, Reception and Study of Celebrity**

Ruddock, A. D., 2007, In: *Participations: Journal of Audience & Reception Studies*. 4, 1, p. 1 - 8 8 p.

**Get a real job: authenticity and the performance, reception, and study of celebrity politicians**

Ruddock, A. D., 2007, p. 1 - 1. 1 p.

**Images / issues / impact: the media and campaign '92**

Lewis, J., Morgan, M. & Ruddock, A. D., 2007, *The Political Communication Reader*. Negrine, R. & Stanyer, J. (eds.). 1 ed. London United Kingdom, New York USA: Routledge, p. 176 - 181 6 p.

**Investigating Audiences**

Ruddock, A. D., 2007, 1 ed. London UK: SAGE Publications Ltd. 185 p.

**We're glad it's all over: binge drinking cultures**

Ruddock, A. D., 2007, p. 380 - 380. 1 p.

**Young People, Alcohol & Advertising in Rural Victoria**

Ruddock, A. D., 2007, Monash University: Monash University Publishing. 60 p.

**Invisible centers: Boris Johnson, authenticity, cultural citizenship and a centrifugal model of media power**

Ruddock, A. D., 2006, In: *Social Semiotics*. 16, 2, p. 263 - 282 20 p.

**Juice FM's "Countdown to Christmas". What do Liverpool's drinkers care about?**

Ruddock, A. D., 2005, Liverpool, United Kingdom: Juice FM. 61 p.

**Let's kick racism out of football - And the lefties too! Responses to Lee Bowyer on a West Ham web site**

Ruddock, A. D., 2005, In: *Journal of Sport and Social Issues*. 29, 4, p. 369 - 385 17 p.

**Uses and gratifications research**

Ruddock, A. D., 2002, *Television Studies*. Miller, T. (ed.). United Kingdom: British Film Institute, p. 70 - 74 5 p.

**Understanding Audiences**

Ruddock, A., 2001, SAGE Publications Ltd. 201 p.

### **Doing it by numbers**

Ruddock, A., 1 Jan 1998, In: Critical Arts. 12, 1-2, p. 115-137 23 p.

## **Projects**

### **Alcohol Education among young people in rural Victoria. What do young people need, and how can media help?**

Ruddock, A.

1/07/07 → 1/02/08

### **Being Philosophical about digital media: applying critical thinking skills to new cultural environments**

Chadha, M., Butchart, S., Howard, M. & Ruddock, A.

15/03/18 → 1/06/19

## **Press / Media**

### **A global abomination: Woolwich and the politics of violent images**

Andy Ruddock

23/05/13

1 Media contribution

### **Born this way? Becoming Bradley Manning in a digital world**

Andy Ruddock

16/08/13

1 Media contribution

### **Call to Christchurch**

Andy Ruddock

16/05/19

1 Media contribution

### **Cruel summer: how Hillsborough brought Britain down to earth**

Andy Ruddock

14/09/12

1 Media contribution

### **Don't these guys ever shut up? How Tony Abbott reignited the gender debate without realising it**

Andy Ruddock

22/08/13

1 Media contribution

### **Eight times the Eurovision Song Contest got political**

Andy Ruddock

15/05/19

1 Media contribution

### **Eurovision**

Andy Ruddock

15/05/19

1 Media contribution

### **Eurovision-Why is Australia in it?**

Andy Ruddock

15/05/19

1 Media contribution

**Focus on Fortnite's violence is masking a deeper problem**

Andy Ruddock

22/06/18

1 Media contribution

**Fortnite and Media Violence**

Andy Ruddock

6/07/18

1 Media contribution

**I am a Girl: 21st-century lessons from 1970s feminism**

Andy Ruddock

5/03/14

1 Media contribution

**Social Media and Politicians**

Andy Ruddock

2/05/19

1 Media contribution

**Telstra, Optus and Vodafone block access to 4chan, LiveLeak and other sites after they refuse to take down sickening footage of the Christchurch mosque massacre**

Andy Ruddock

19/03/19

1 Media contribution

**That's what makes them beautiful: why One Direction fans are smarter than you**

Andy Ruddock

19/08/13

1 Media contribution

**Vale Dexter, the serial killer who changed the face of TV violence**

Andy Ruddock

21/09/13

1 Media contribution

**Violence against media**

Andy Ruddock

29/06/18

1 Media contribution

**Violent videogames should worry us (but shouldn't be banned)**

Andy Ruddock

9/01/13

1 Media contribution

**Virginia TV shootings: murder as a media event**

Andy Ruddock

27/08/15

1 Media contribution