Biography
Andy's work focuses 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
Social Media and Intoxication: 'Tweaker Nation': Celebrating Drug Use on Tumblr

Understanding Audiences: Television Publics as "Cultural Indicators"

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

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

Media Audience Research: The perils of participant observation
Ruddock, A. D., 2018, 10 p. SAGE Research Method Cases.

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

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

Audiences and Australian Media Policy: The Relevance of George Gerbner

A Cultural Indicators Approach to Media Industries: Using Digital Archives and "Old" Ideas to Ask New Questions
Andy Ruddock Exploring Media Research: Theories, Practice, and Purpose

Regulating social media: Reasons not to ask the audience

A fragmented audience: How to remain on target

Transgression

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

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

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

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

Youth and Media

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

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

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

Review: Alcohol advertising and young people's drinking

School shootings and cultivation analysis: on confrontational media rhetoric and the history of research on the politics of media violence
Cultivation analysis and cultural studies: Why George Gerbner was right about interpretation

Cultivation analysis and media violence

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

Sport beer and gender: Promotional culture and social life

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

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

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

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

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

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

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

David Gauntlett Creative Explorations (review)

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

Media Studies 2.0? Binge drinking and why audiences still matter

Media studies on fire: audiences, reception, and the experience of antisocial behaviour
Ulla Carlson Regulation, Awareness, Empowerment: Young People and Harmful Media Content in the Digital Age (review)

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

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

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

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

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

Investigating Audiences

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

Young People, Alcohol & Advertising in Rural Victoria

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

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

Uses and gratifications research

Understanding Audiences

Doing it by numbers

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
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Violent videogames should worry us (but shouldn't be banned)
Andy Ruddock
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Virginia TV shootings: murder as a media event
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