

**Sara K. Rabon**  
**CURRICULUM VITAE**

Department of Communication Arts  
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**EDUCATION**

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- Expected 2030      PhD, Communication Arts: Rhetoric, Politics, and Culture  
Minor: Science and Technology Studies  
*Advisor: Robert Glenn Howard*  
*University of Wisconsin – Madison*
- 2026                MA, Communication Arts: Rhetoric, Politics, and Culture  
*Thesis Title: “Ask Me Anything!” How GenAI Chatbots Engage Social Habitus*  
*Committee: Robert Glenn Howard (Chair), Jenell Johnson, Robert Asen*  
*University of Wisconsin – Madison*
- 2020                BS, Computer Science, Communication Arts: Communication Science and Rhetorical Studies  
*University of Wisconsin – Madison*

**PUBLICATIONS**

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- 2026    (*under review*) Rabon, Sara. “Technoliberalism on BeastMode: The MrBeast Persona and Content for the Attention Economy”
- 2026    (*under review*) Rabon, Sara. “User Habitus and The Social Dynamics of GenAI Chatbot Interfaces.”
- 2026    Rabon, Sara. “Expectations Shape Reality: The Limits of Personification Metaphor on Generative Artificial Intelligence Development and Technological Closure.” *The Midwest Quarterly* 67, no. 2 (2026): 80-94.

**CONFERENCE PARTICIPATION**

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- 2026    ““Ask Me Anything!”: How GenAI Chatbots Engage User Habitus”, Human Communication and Technology Division, *National Communication Association Conference*

- 2026 “At the Virtual Table with Luna Bright, Mochi Ming, and Tatanka Rising: Racist Personality Construction in Meta AI Studio Chatbots”, Critical and Cultural Studies Division, *National Communication Association Conference*
- 2026 “AI in Education and Society” Panel Chair, Student Section, *National Communication Association Conference*
- 2026 “Five Days At the “Epicenter of the Global AI Industry”: An Interdisciplinary Analysis of Discursive Practice in the Private Sector”, Association for Rhetoric of Science, Technology, and Medicine Pre-Conference, *National Communication Association Conference*
- 2026 “[Position Map: the AI4 2026 Conference](#)” AI’s Impact on the Creative World, *Creative Futures Lab Conference*
- 2026 “‘It’s Our Water and Our Energy!’: Negotiating Opposing Discursive Realities within AI Data Center Debates in Rural Wisconsin”, Association for Rhetoric of Science, Technology, and Medicine Pre-Conference, *Rhetoric Society of America Conference*
- 2026 “(Dis)Rupture: Rhetoric of Response and Ability” Event Co-Organizer and Panel Chair, *Rhetoric Society of America Madison Student Spring Symposium*
- 2025 “Parasociality and the Constituted Rhetorical Audience: Donald Trump on the Adin Ross Livestream,” Public Address Division, *National Communication Association Conference*
- 2025 “The Art of Maximizing Attention: Digital Neoliberalism and MrBeast,” *Association of Internet Researchers Conference*  
Extended abstract published in *AoIR Selected Papers of Internet Research* (2025)
- 2025 “Trump in the Manosphere - How to Rhetorically Capture Young Men in the Digital Audience,” *Rhetoric Society of Europe Conference*
- 2025 “MrBeast and Digital Neoliberal Achievement,” *Rhetoric Society of America Madison Student Spring Symposium*
- 2025 “Rhetorical Affordances of the Live Stream Enacted: A Rhetorical Analysis of Trump’s Adin Stream Appearance,” *School of Journalism and Mass Communication Communication Crossroads*

## **AWARDS, HONORS, AND GRANTS**

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- 2026 Lloyd Bitzer Essay Award, Department of Communication Arts, University of Wisconsin-Madison
- 2026 Charles Chester Pearce Scholarship Award, Department of Communication Arts, University of Wisconsin-Madison

- 2026 Baxter Research Grant Award, Department of Communication Arts, University of Wisconsin-Madison
- 2025 Student Research Grants Competition, Graduate School, University of Wisconsin-Madison
- 2025 McCarthy Travel Scholarship Award, Department of Communication Arts, University of Wisconsin-Madison

## **TEACHING**

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### Instructor of Record

Communication Arts 100: Introduction to Speech Composition, University of Wisconsin-Madison (1 semester)

### Teaching Assistant

Communication Arts 200: Introduction to Digital Communication, University of Wisconsin-Madison (2 semesters)

Communication Arts 262: Theory and Practice of Argumentation and Debate, University of Wisconsin-Madison (1 semester)

Library and Information Sciences 500: Code & Power, Intersectionality and the Internet (1 semester)

### Guest Lectures

2026 “Algorithms and Artificial Intelligence” Communication Arts 200: Introduction to Digital Communication. University of Wisconsin-Madison

2025 “The History of the Internet” Communication Arts 200: Introduction to Digital Communication, University of Wisconsin-Madison

### Grading

Communication Arts 371: Communication and Conflict, University of Wisconsin-Madison (1 semester)

Communication Arts 343: Communication in the Age of AI, University of Wisconsin-Madison (1 semester)

### Other Teaching

- 2026 Educational Staff Supervisor, Badger Precollege Middle School Summer Program, Division of Continuing Studies, University of Wisconsin-Madison
- 2025 Lead Instructor, Digital Storytelling Major, UW Grandparents University, Wisconsin Alumni Association

## **SERVICE**

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- 2026-2027 President, Rhetoric Society of America Student Chapter, University of Wisconsin-Madison
- 2026-2028 Steering Committee Graduate Student Representative, Robert F. and Jean E. Holtz Center for Science and Technology Studies, University of Wisconsin-Madison
- 2025-2026 Vice President, Rhetoric Society of America Student Chapter, University of Wisconsin-Madison
- 2025-2027 Graduate Student Representative, Communication Arts Graduate Student Organization, University of Wisconsin-Madison
- 2022-2024 Communications Chair, Quorum Young Professionals Steering Committee, Quorum: Twin Cities GLBT and Allied Chamber of Commerce
- 2022-2024 Communications Committee Member, Twin Cities Democratic Socialists of America

## Speech and Debate

- 2026- Advisor and Head Coach, Wisconsin Speech and Debate Society, University of Wisconsin-Madison
- 2024-2026 British Parliamentary Debate Coach, Wisconsin Speech and Debate Society, University of Wisconsin-Madison
- 2023-2024 Congressional Debate Coach, Lakeville Debate Team, ISD 194 School District
- 2015 - Judge and Tournament Volunteer  
 National Speech and Debate Association  
 National Catholic Forensics League  
 Association of Practical and Professional Ethics  
 American Forensic Association  
*Debate Categories:* Big Questions, British Parliamentary, Congressional, Ethics Bowl, Lincoln Douglas, Policy, Public Forum, World Schools  
*Speech Events:* After Dinner Speaking, Communication Analysis, Dramatic Interpretation, Duo, Extemporaneous, Impromptu, Informative, Persuasive, Poetry, Program Oral Interpretation, Prose

### Conference Reviewing

Association of Internet Researchers Conference (2026)

Rhetoric Society of America Conference (2026)

National Communication Association:

Argumentation and Forensics Division (2026), Critical and Cultural Studies Division (2026), Human Communication and Technology Division (2026), Public Address Division (2025), Student Section (2026)

### **WORKSHOPS AND SEMINARS**

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2026 The Discussion Project, University of Wisconsin-Madison

2026 Digital IDEAS Summer Institute, University of Michigan

2026 Holtz Center Science and Technology Studies Symposium, University of Wisconsin-Madison

2026 Midwest Winter Workshop, Indiana University Bloomington

### **PUBLIC SCHOLARSHIP**

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2026 “Data Center Debates & Knowledge Production” *Water & Data Center Workshop*, Water@UW-Madison (Lecture)

2026 “Algorithms, Attention, and Online Influence” *Cultivate Talk* (Podcast Interview)

### **PROFESSIONAL EXPERIENCE**

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2026-2027 Project Assistant, Civics and Democracy Collective under Political Science Professor Jeffrey Church, University of Wisconsin-Madison

2026 Graduate Advisor, College of Agriculture and Life Sciences, University of Wisconsin-Madison

2025 Summer Orientation Graduate Advisor, Wisconsin School of Business, University of Wisconsin-Madison

### **PROFESSIONAL ASSOCIATION MEMBERSHIP**

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2026- The Association for Rhetoric of Science, Technology, and Medicine

- 2026- Rhetoric Society of America
- 2025- National Communication Association
- 2025- Association of Internet Researchers
- 2012- National Speech and Debate Association

## TECHNICAL EXPERIENCE

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- 2020-2024 Information Technology (IT) Analyst, 3M, St. Paul, Minnesota  
*Professional Development Activities*  
3M IT Internship Program Mentor (2021, 2022, 2023)  
3M IT New Employee Resource & Development (NERD) Engagement Committee Lead (2023), Engagement Committee Member (2021, 2022)  
3M IT Women's Group Outreach Board Member (2022, 2023)  
3M New Employee Opportunity Network (NEON) Analytics Committee Lead (2022), Mentorship Committee Member (2021)  
3M Scrum Master & Product Owner Certified (2021)  
3M Women Leadership Forum (WLF) Member (2021, 2022, 2023)  
3M Tartan Toastmasters Member (2019)

- 2019 Information Technology (IT) Intern, 3M, St. Paul, Minnesota

- 2018-2020 Service Desk Technician, Nelson Institute for Environmental Studies, University of Wisconsin-Madison

- 2018-2020 Undergraduate Research Assistant: Data Engineer, Center for Healthy Minds, University of Wisconsin-Madison

*Applications:* Adobe Creative Cloud, Google Drive, Hootsuite, IBM Sterling Integrator, JIRA, MATLAB, Microsoft Office Suite, Jupyter Notebooks, Power BI, RStudio, SAP, SharePoint, Simon (SIA)

*Programming languages:* Bash, Command Line, C, C++, HTML/CSS, Java, JavaScript, Python, R, SQL, VBA

## REFERENCES

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### **Robert Glenn Howard**

Graduate Advisor

Professor

Department of Communication Arts

University of Wisconsin-Madison

[rghoward2@wisc.edu](mailto:rghoward2@wisc.edu)

**Jackson Kennedy**

Undergraduate Advising Supervisor

Wisconsin School of Business

University of Wisconsin-Madison

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**Austin Thoma**

Former Wisconsin Speech and Debate Society Director

Student Academic Affairs

University of Wisconsin-Madison

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