

Pierce Alexander Dignam, PhD

REFERENCES

Dr. Deana Rohlinger: drohling@fsu.edu Professor, Associate Dean for Faculty Development and Community Engagement 850-644-2493

Dr. Leslie C. Gates: lgates@binghamton.edu Professor, Undergraduate Director 607-777-2628

Dr. Marina Sitrin: msitrin@binghamton.edu Chair, Graduate Director, Associate Professor 607-777-2628

Dr. Miranda Waggoner: waggoner@rice.edu Associate Professor 713-348-7643

Dr. Annette Christy: achristy@usf.edu Associate Professor (813) 974-7419

EDUCATION

2022: PhD, Sociology, **Florida State University**

Dissertation: “A Digital Liminality Framework: How News Comment Sections Facilitate Identity-Based Liminal Engagement Within Politicized Digital Environments.”

Committee: Dr. Deana Rohlinger (chair), Dr. Koji Ueno, Dr. Miranda Waggoner, Dr. Jennifer Proffitt

2017: M.S, Sociology, **Florida State University**

Thesis: “Activating Political Masculinity: Developing Collective Identity in an Online Community.”

Committee: Dr. Deana Rohlinger (chair), Dr. Miranda Waggoner and Dr. Douglas Schrock

2015: B.A., Sociology & Women’s and Gender Studies, **University of South Florida**

SKILLS

Data Analysis, Qualitative and Quantitative Research, Project Management, Teaching, Mentorship, Recruitment, Public/Media Outreach, Social Science and Political Science Research

AREAS OF SPECIALIZATION

Collective Behavior and New Social Movements, Digital Sociology/Social Media Studies, Gender and Masculinity, Qualitative Research Methods (Interviews, Data Collection, Survey Methodology and Research Design), Collective Identity, Political Sociology

RESEARCH AND ACADEMIC SOFTWARE PROFICIENCY

SPSS, Stata, NVivo, Microsoft Office suite, Canvas, Brightspace

PROFESSIONAL EXPERIENCE

Assistant Professor

2026-Present

University of Central Florida Department of Sociology

Lecturer

2023-2025

Binghamton University Department of Sociology (40 hours per week)

- Full-time lecturer position teaching undergraduate courses
- Designed and teaching the following courses: Introduction to Sociology, Politics Power and Resistance, Political Sociology, Identities: Digital Wonderland, Gender and Masculinities, Social Movements in a Digital Era, and several Independent Studies.
- Digital Wonderland course is designed to investigate collective identity and its intersection with digital sociology, as well as the development of digital culture and its intersectional consequences on social movements, platform capitalism, labor, relationships and surveillance
- Politics courses primarily focus on comparative sociology, new digital social movements, and the role of the United States in maintaining hegemonic political, economic, and cultural structures globally
- Member of the Sociology department's Undergraduate Program Committee
- Member of and active contributor to the Binghamton University committee in charge of creating a multidisciplinary Social Media Studies minor
- Digital Wonderland and Gender and Masculinities courses are designed to teach students qualitative research methods and have them create bespoke research projects using those methods
- Intro to Sociology course is designed to creatively engage students with modern sociological theories, with them creating a "zine" related to a theory as their final project
- Regularly serve as a mentor and supervisor to undergraduate students interested in academic research, particularly through the Independent Study program and for Senior Projects
- Nominated for Undergraduate Teaching Award for the Spring 2025 semester

Research Institute Cofounder

2019-Present

Institute for Research on Male Supremacism (<https://www.theirms.org/founders/> and 5 hours per week)

- Interdisciplinary, non-partisan research effort to increase public awareness and academic effort on challenging terroristic social movements
- Co-founded and working in recruitment, mentoring, contributing to seminars, media outreach, and overall administration
- Chair of mentorship committee, designing program and personally mentoring interns
- Regularly collaborate with scholars from a variety of disciplines across the globe
- Currently working with the organization to produce innovative social media research

Data Analyst/Project Manager

2022-2023

United Vision Project - People's Action (<https://unitedvisionproject.org/> and 20 hours per week)

- Performed a quantitative analysis of a unique dataset, based on voter outreach among politically polarized U.S. citizens
- Analyzed almost 10,000 text-based conversations from survey data across four U.S. states
- Led the quantitative analysis effort through a regression analysis
- Identified key themes and worked with United Vision Project to support future qualitative research
- Connected themes with current political events and sociological theory to guide analysis and create “action plans” for organizational leadership and organization awards

Data Analyst/Project Manager

2021-2022

Project 2050 - Linda Burnham LLC (<https://project2050.org/>) (20 hours per week)

- Innovative qualitative research project concerning the development and goals of current American political leaders and social movements, often related to community policing, criminal justice, health care, mental health and environmental concerns
- Analyzed interviews from over 60 prominent activists and social movement leaders to formulate a political strategy for these movements
- Identified emerging narratives from over 120 hours of interview data
- Served in a leadership role and organized a shift to using advanced software to facilitate analysis
- Worked with a globally-diverse team using digital tools

Graduate Student Instructor/Researcher

2015-2022

Florida State University Department of Sociology (40 hours per week)

- Served as a researcher and instructor of record for undergraduate courses (both in-person and online)
- Designed and taught the following highly-rated courses: Sociology of Politics (x4), Introduction to Sociology (x2), Sex and Gender
- Served as a teaching assistant for the following courses: Sociology of Mass Media, Sociology of Law, Sports and Society, Social Statistics and Data Analysis for Public Health (Graduate), Environmental Sociology
- Participated in the Undergraduate Research Opportunity Program to provide detailed feedback and mentorship for students interested in research (nine students and two separate projects with Dr. Deana Rohlinger and Dr. Douglas Schrock). My role in these projects was to design research plans and mentor the students in both research methods and qualitative data analysis.
- Designed and implemented qualitative projects involving interviews, public outreach, and data-scraping to create datasets capturing emerging political events, and presented research on these topics at many professional conferences
- Served as the Undergraduate Program Committee Representative for the Florida State University Department of Sociology’s Graduate Student Union

PEER-REVIEWED PUBLICATIONS

2021: **Dignam, Pierce**, Douglas Schrock, Kristen Erichsen, and Benjamin Dowd-Arrow. 2021. “Valorizing Trump’s Masculine Self: Constructing Political Allegiance during the 2016 Presidential Election.” *Men and Masculinities*, 24(3): 367-392.

2020: Erichsen, Kristen, Douglas Schrock, **Pierce Dignam**, and Benjamin Dowd-Arrow. 2020. “Bitchifying Hillary: Trump Supporters’ Vilification of Clinton during the 2016 Presidential Election.” *Social Currents*, 7(6):526-542.

2019: **Dignam, Pierce**, and Deana Rohlinger. 2019. “Misogynistic Men Online: How “The Red Pill” Helped Elect Trump.” *Signs: Journal of Women in Culture and Society*, 2019.

2019: Rohlinger, Deana, Jenny Davis, **Pierce Dignam** and Cynthia Williams. 2019. “Dynamic Perspectives on Media and Information Technologies.” *Information, Communication and Society* 22(5) 583-589.

2018: Schrock, Douglas, Alexander Adams, Ryan Bausback, **Pierce Dignam**, Benjamin Dowd-Arrow, Kristen Erichsen and Haley Gentile. 2018. “Trumping the Establishment: Anti-Establishment Theatrics and Resonance in the 2016 U.S. Presidential Election.” *Race, Gender and Class* 25(3/4):7-26.

2017: Schrock, Douglas, Benjamin Dowd-Arrow, Kristen Erichsen, Haley Gentile and **Pierce Dignam**. 2017. “The Emotional Politics of Making America Great Again: Trump’s Working Class Appeals.” *The Journal of Working-Class Studies* 2475-4765. 2. 5-22.

OTHER PUBLICATIONS

2025: Reviewed Emily Carian’s 2024 work “*Good Guys, Bad Guys: The Perils of Men’s Gender Activism*” from NYU Press in *Signs: Journal of Women in Culture and Society* Summer 2025.

2023: Burnham, Linda, Rachel Herzing, Denise Perry, **Pierce Dignam**, Gillian Mason, Margo Okazawa Rey, Denise Korn, and Alyssa Mazer. “Project 2050.” <https://project2050.org/>

2019: Served as an editor for the special issue of *Information, Communication and Society*, “Communication, Information Technologies, and Media Sociology (CITAMS) Special Issue.”

2019: **Dignam, Pierce**. “Research: Trump, Masculinity, and the Presidency.” <https://wicked-solutions.blog/2019/10/21/research-trump-masculinity-and-the-presidency/>
<https://cospp.fsu.edu/misogyny-politics-and-reddit-how-the-red-pill-forum-helped-trump-win/> (alternative link)

2017: Reviewed Robert S. Jansen’s 2017 work “*Revolutionizing Repertoires: The Rise of Populist Mobilization in Peru*.” from University of Chicago Press in *Mobilization* 23(2): 257-257 (2018).

PROFESSIONAL PRESENTATIONS

2020: **Dignam, Pierce** and Julia DeCook. “*IRMS Presents: Webinar on “The Red Pill” Ideology*”. Online Presentations with the Institute for Research on Male Supremacism. <https://www.youtube.com/watch?v=RHTFW4YBess>

2019: **Dignam, Pierce.** “*Valorizing Trump’s Masculine Self: Constructing Political Allegiance during the 2016 Presidential Election.*” University of California, Berkeley: 2019 Inaugural Conference on Right-Wing Studies.

2018: **Dignam, Pierce.** “*Misogynistic Men Online: How “The Red Pill” Helped Trump Win.*” Mobilization 2018 Meeting: Social Movements and Protest: Ethnicity, Race, and Nonviolence.

2017: **Dignam, Pierce.** “*Swallowing The Red Pill: Misogyny and Collective Masculinities in an Online Space.*” American Sociological Association 2017 Meeting: Section on Sex and Gender Refereed Roundtables.

2017: **Dignam, Pierce.** “*Swallowing The Red Pill: Misogyny and Collective Masculinities in an Online Space.*” Southern Sociological Society 2017 Meeting: Studies in Cultural Sociology.

2017: **Dignam, Pierce** and Kristen Erichsen. “*He’s Speaking to Me”: Trumpsters’ Construction of Political Support.*” Southern Sociological Society 2017 Meeting: Bernie, Hillary and The Donald: Making Sense of the 2016 Election Cycle.

2016: **Dignam, Pierce** and Kristen Erichsen. “*From Hookup to Husband: Courtship Attitudes among College Students.*” Southern Sociological Society 2016 Meeting: Gender Dynamics on College Campuses.

2015: **Dignam, Pierce** and Annette Christy. “*Mortality of People Engaged in Mental Health Court.*” Academy of Criminal Justice Sciences 2015 Meeting: Issues of Sports and Courts. Criminology and criminal justice evaluation research presentation.

SERVICE

Served as an ad-hoc reviewer for the following journals: Gender and Society, Men and Masculinities, Mobilization, Journal of Health and Social Behavior.

Member of the Binghamton Sociology Undergraduate Program Committee.

Member of and active contributor to the Binghamton University committee in charge of creating a multidisciplinary Social Media Studies minor.

HONORS AND AWARDS

McKnight Doctoral Fellow, 2015-Present – Florida Education Fund

Binghamton Undergraduate Teaching Award Spring 2025: Nominated

MEDIA COVERAGE

<https://www.sciencetimes.com/articles/20499/20190420/rise-misogynistic-online-forums-increasing-politicization.htm>

<https://www.opendemocracy.net/en/5050/how-angry-mens-rights-activists-online-helped-propel-trump-victory/>

<https://phys.org/news/2019-04-role-digital-technologies-mobilizing-alt-right.html>

<https://www.pinknews.co.uk/2021/12/24/matrix-red-pill-incel/>

<https://medium.com/@oilab/reactionary-wokeness-how-red-pilling-became-a-thing-on-reddit-a5c7e7cdaa4d>

<https://www.huckmag.com/article/how-organised-misogyny-brought-trump-to-power-and-ended-the-right-to-safe-legal-abortion-in-the-us>

Cited by the Southern Poverty Law Center for work on male supremacism
<https://www.splcenter.org/resources/extremist-files/male-supremacy/>