

## CURRICULUM VITAE (Abridged)

### Associate Professor Brett Hutchins

Co-Director, Research Unit in Media Studies  
School of English, Communications and Performance Studies  
Monash University

Phone: 03 9903-2098  
E-mail: Brett.Hutchins@monash.edu

## EDUCATION, EMPLOYMENT AND AWARDS

### i. Academic Qualifications

Graduate Certificate in Higher Education. 2007. Monash University  
Doctor of Philosophy (Sociology). 2001. University of Queensland  
Master of Arts (Humanities). 1997. University of Canberra  
Bachelor of Arts (Media). 1993. University of Canberra

### ii. Current and Previous Academic Positions

2012- Associate Professor in Communications and Media Studies  
Deputy Head of School (Budget and Planning)  
2011- Co-Director of the Research Unit in Media Studies  
2008-2011 Senior Lecturer in Communications and Media Studies  
2005-2007 Lecturer in Communications and Media Studies  
2002-2004 Associate Lecturer in Sociology, School of Sociology and Social Work, University of Tasmania

### iii. Awards

2009 Faculty of Arts Commendation 'For Outstanding Media Engagement', Monash University  
2008 Commendation (Runner-Up) for Faculty of Arts Dean's Award for Excellence in Research by Early Career Researchers, Monash University  
2003 University of Tasmania Teaching Merit Award  
2002 University of Tasmania Teaching Merit Award  
2001 Dean's Commendation for Outstanding Research Higher Degree Thesis (Ph.D.), University of Queensland

## RESEARCH PUBLICATIONS

### i. Research Interests

- Sports media and culture
- Online and digital media
- Environmental media
- Media Studies
- Social Theory

### ii. Books and Edited Collections

B. HUTCHINS & D. Rowe (eds.) (under contract) Digital Media Sport: Technology and Power in the Network Society, New York: Routledge.  
L. Lester & B. HUTCHINS (eds.) (under contract) Environmental Conflict and the Media, New York: Peter Lang.  
B. HUTCHINS & D. Rowe (2012) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport, New York: Routledge.  
B. HUTCHINS (2002, Hardback; 2005, Softback) Don Bradman: Challenging the Myth, Melbourne: Cambridge University Press.

### iii. Text Books

- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, G. Martin & K. Maton (in press) Sociology, 5<sup>th</sup> edition (fully revised and updated), Frenchs Forest: Pearson Education.
- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, G. Martin & K. Maton (2010) Sociology, 4<sup>th</sup> edition (fully revised and updated), Frenchs Forest: Pearson Education.
- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, M. Haralambos & M. Holborn (2006) Sociology: Themes and Perspectives, 3<sup>rd</sup> edition, Frenchs Forest: Pearson Education.

### iv. Journal Articles and Book Chapters

- L. Lester & B. HUTCHINS (in press, 2012) 'Soft Journalism, Politics and Environmental Reporting: An Australian Story,' Journalism: Theory, Practice & Criticism.
- B. HUTCHINS (2011) 'Muddling Through: The Evolving Relationship Between Sport, the Internet and Broadband Media,' Telecommunications Journal of Australia, 61(4): 62.1-62.13.
- B. HUTCHINS & L. Lester (2011) 'Power, Politics and Online Protest in an Age of Environmental Conflict,' in S. Cottle and L. Lester (eds.) Transnational Protests and the Media, New York: Peter Lang, 159-171.
- B. HUTCHINS (2011) 'The Acceleration of Media Sport Culture: Twitter, Telepresence and Online Messaging,' Information, Communication & Society, 14(2): 237-257.
- M. Scibilia & B. HUTCHINS (2011) 'High Stakes Television: Fan Engagement, Market Literacy and the Battle for Sports Content,' Media International Australia, No. 141.
- B. HUTCHINS & J. Mikosza (2010) 'The Web 2.0 Olympics: Athlete Blogging, Social Networking and Policy Contradictions at the 2008 Beijing Games,' Convergence: The International Journal of Research into New Media Technologies, 16(3): 279-297.
- D. Rowe, A. Ruddock & B. HUTCHINS (2010) 'Cultures of Complaint: Online Fan Message Boards and Networked Digital Media Sport Communities,' Convergence: The International Journal of Research into New Media Technologies, 16(3): 298-315.
- A. Ruddock, B. HUTCHINS & D. Rowe (2010) 'Contradictions in Media Sport Culture: The Reinscription of Football Supporter Traditions through Online Media,' European Journal of Cultural Studies, 13(3): 323-339.
- B. HUTCHINS & D. Rowe (2010) 'Reconfiguring Media Sport for the Online World: An Inquiry Into "Sports News and Digital Media"', International Journal of Communication, Vol. 4: 696-718.
- M. Phillips & B. HUTCHINS (2010) 'Losing Control of the Ball: The Political Economy of Football and the Media in Australia,' in R.E. Washington and D. Karen (eds.) Sport Power, and Society: Institutions and Practices – A Reader, New York: Perseus Books. *Reprinted from Journal of Sport and Social Issues 27.3 (2003): 215-232.*
- B. HUTCHINS & D. Rowe (2009) 'From Broadcast Rationing to Digital Plenitude: The Changing Dynamics of the Media Sport Content Economy,' Television & New Media, 10(4): 354-70.
- L. Lester & B. HUTCHINS (2009) 'Power Games: Environmental Protest, News Media and the Internet,' Media, Culture & Society, 31(4): 579-95.
- B. HUTCHINS, D. Rowe & A. Ruddock (2009) "'It's Fantasy Football Made Real": Networked Media Sport, the Internet and the Hybrid Reality of MyFootballClub,' Sociology of Sport Journal, 26(1): 89-106.
- J. Freeman & B. HUTCHINS (2009) 'Balancing the Digital Democratic Deficit: e-Government,' Media International Australia, No. 130: 17-27.
- B. HUTCHINS (2009) '26 January 1981. The Opening of the Australian Institute of Sport: The Government Takes Control of the National Pastime,' in D. Roberts & M. Crotty (eds.) Turning Points in Australian History, Sydney: University of New South Wales Press, 198-210.
- B. HUTCHINS (2008) 'Signs of Meta-Change in Second Modernity: The Growth of e-Sport and the World Cyber Games,' New Media & Society, 10(6): 851-69.
- B. HUTCHINS (2007) 'Public Culture, Independent Online News and the *Tasmanian Times*,' Journalism: Theory, Practice and Criticism, 8(2): 205-25.
- B. HUTCHINS (2007) 'The Problem of Sport and Social Cohesion,' in J. Jupp and J. Nieuwenhuysen with E. Dawson (eds.) Social Cohesion in Australia, Melbourne: Cambridge University Press, 170-81.

- B. HUTCHINS & L. Lester (2006) 'Environmental Protest and Tap-Dancing with the Media in the Information Age,' Media, Culture & Society, 28(3): 433-51.
- B. HUTCHINS (2006) 'The Boy from Bowral: The Role of the Bush in the Legend of Sir Donald Bradman,' Journal of Australian Studies, No. 86: 29-35.
- B. HUTCHINS (2006) 'Sport History Between the Modern and Postmodern,' in M.G. Phillips (ed.) Deconstructing Sport History: A Postmodern Analysis, New York: State University of New York Press, 55-73.
- J. McKay, J. Mikosza & B. HUTCHINS (2005) "'Gentlemen, the Lunchbox has Landed": Representations of Masculinities and Men's Bodies in the Popular Media,' in M.S. Kimmel, J. Hearn and R.W. Connell (eds.) Handbook of Studies on Men and Masculinities, London: Sage Publications, 270-88.
- M.G. Phillips, B. HUTCHINS & R. Stewart (2005) 'The Media Sport Cultural Complex: Football and Fan Resistance in Australia,' in J. Nauright and K. Schimmel (eds.) Political Economy of Sport, London: Palgrave Macmillan, 85-103.
- B. HUTCHINS (2005) 'Unity, Difference and the "National Game": Cricket and Australian National Identity,' in S. Wagg (ed.) Cricket and National Identity in the Postcolonial Age: Following On, London: Routledge, 9-27.
- B. HUTCHINS (2004) 'Castells, Regional News Media and the Information Age,' Continuum: Journal of Media and Cultural Studies, 18(4): 577-90.
- L. Gregory & B. HUTCHINS (2004) 'Everyday Editorial Practices and the Public Sphere,' Media International Australia, No. 112: 186-200.
- M.G. Phillips & B. HUTCHINS (2003) 'Losing Control of the Ball: The Political Economy of Football and the Media in Australia,' Journal of Sport and Social Issues, 27(3): 215-32.
- B. HUTCHINS (2001) 'Social-Conservatism, Australian Politics and Cricket: The Triumvirate of Australian Prime Ministers John Howard, Sir Robert Menzies and Sir Donald Bradman,' Journal of Australian Studies, No.67: 56-66.
- J. McKay, B. HUTCHINS & J. Mikosza (2000) "'Shame and Scandal in the Family": Media Narratives of the IOC/SOCOG Scandal Matrix,' Olympika: The International Journal of Olympic Studies, Vol. IX: 25-48.
- B. HUTCHINS (2000) 'The Uses of Nostalgia: An Analysis of Don Bradman and Australian Cricket,' Social Alternatives, 19(2): 35-39.
- B. HUTCHINS & M.G. Phillips (1999) 'The Global Union: Globalization and the Rugby World Cup,' in J. Nauright and T. Chandler (eds.) Making the Rugby World: Race, Gender, Commerce, London: Frank Cass, 149-64.
- B. HUTCHINS & J. Mikosza (1998) 'Rugby League and Violence 1970 to 1995: A Case Study in the Maintenance of Masculine Hegemony,' Journal of Sociology, 34(3): 246-63.
- M.G. Phillips & B. HUTCHINS (1998) 'From Independence to a Reconstituted Hegemony: A Brief History of Rugby League and Television,' Journal of Australian Studies, No.58: 134-47.
- B. HUTCHINS (1998) 'Global Processes and the Rugby Union World Cup,' Football Studies, 1(2): 34-54.
- B. HUTCHINS (1998) 'Sporting Violence: History, Theory, Context and Figurations,' in D. Hemphill (ed.) Violence and Sport: Australian Perspectives, Melbourne: Walla Walla Press, 19-39.
- B. HUTCHINS & M.G. Phillips (1997) 'Selling Permissible Violence: The Commodification of Australian Rugby League 1970-1995,' International Review for the Sociology of Sport, 32(2): 161-76.
- B. HUTCHINS (1997) 'Mediated Violence: The Case of State of Origin Rugby League,' Sporting Traditions, 13(2): 19-39.

#### **v. Conference Proceedings**

- B. HUTCHINS (2011) "'Robbing the World's Largest Jewellery Store"? Digital Sports Piracy, Industry Hyperbole and Barriers to an Alternative Online Business Model'. 'Communication on the Edge': Refereed Proceedings of the Australian and New Zealand Communication Conference 2011, Australian and New Zealand Communication Association.

- B. HUTCHINS & D. Rowe (2009) "A Battle Between Enraged Bulls": The 2009 Australian Senate Inquiry into Sports News and Digital Media'. Record of the Communications and Policy Research Forum 2009, Network Insight Institute, University of Technology, Sydney, 19-20 November.
- B. HUTCHINS (2007) 'The Pressing Need to Investigate Regional Media in a Global Age,' New Perspectives of Media Studies in a Digital Age, College of Social Sciences, Seoul National University, South Korea.
- B. HUTCHINS (2006) 'Computer Gaming, Media and e-Sport,' The Australian Sociological Association 2006 Annual Conference Proceedings, The Australian Sociological Association.
- B. HUTCHINS (2005) 'Politics, Celebrity and Independent Online News,' The Australian Sociological Association 2005 Annual Conference Proceedings, The Australian Sociological Association.

#### vi. Review and other Non-Refereed Articles

- B. HUTCHINS (in press) 'Sir Donald Bradman,' in J. Nauright (ed.) Sports Around the World: History, Culture and Practice, Santa Barbara, CA: ABC-Clio Encyclopedia.
- B. HUTCHINS & D. Rowe (2009) 'Broadcasters Under Pressure: The Growing Power of Telecommunications and Digital Media Companies in the Sports Market,' Flow TV: A Critical Forum on Television and Media Culture, Special Issue: 'Sports Media: Tensions and Transitions', 10(10) <http://flowtv.org/?p=4418>
- B. HUTCHINS (1996) 'Rugby Wars: The Changing Face of Football,' Sporting Traditions 13(1): 151-62.

### GRANT ACTIVITIES AND RESEARCH SUPERVISION

#### i. Competitive Grants and Research Funding

- 2010-2012 'Changing Landscapes: Online Media and Politics in an Age of Environmental Conflict,' Australian Research Council (ARC) Discovery Project, 2010-2012. Chief Investigator with Associate Professor Libby Libby Lester, University of Tasmania. Partner Investigator: Professor Simon Cottle, Cardiff University. \$182,000.
- 2008-2010 'Struggling for Possession: The Control and Use of Online Media Sport,' Australian Research Council (ARC) Discovery Project, 2008-2010. Chief Investigator with Professor David Rowe, University of Western Sydney. \$181,800.
- 2004 'Tasmanian Media and Regional Identity,' University of Tasmania Internal Research Grant Scheme. \$10,000.

#### ii. Research Supervision

- Nominated for the 2011 Faculty of Arts 'Award for Excellence in Higher Degree by Research Supervision'.

#### Completions

- Julie Freeman (PhD), 'Local E-Government: Politics and Civic Participation,' 2007-2010. (Primary supervisor)
- John Budarick (PhD), 'Seeking Security in an Unstable World: Media and the Iranian-Australian Diaspora,' 2008-2010. (Associate supervisor)
- Ranilo Hermida (PhD), 'Between Discourse and Practice: Constitutional Rhetoric and Political Reality in Philippine Society in Light of the Habermasian Theory of Law and Democracy,' 2007-2010. (Associate supervisor)
- Jens Schröder (PhD), 'Killer Games' Versus 'We Will Fund Violence': The Perception of Digital Games and Mass Media in Germany and Australia,' HFF "Konrad Wolf" University of Film and Television Studies, Potsdam, Germany, 2008-2010. (Second supervisor)

### *Under Examination*

Hans Haupt (MA), 'The Social Experience of Online Console Video Gaming in South Africa,' Monash South Africa, 2008- . (Primary Supervisor)

### *Primary Supervision*

Rufus McEwen (PhD) 'The Impact of the Internet on the New Zealand Radio Market,' 2012- .

Shaun Ratcliff (PhD, part-time), 'Voting Trends in Post-Industrial Democracies,' 2011- .

Candice Jansz (PhD, part-time), 'Growing Up Networked - A Critical Analysis of the Issues and Complexities Surrounding Policy Design in the Area of Youth Cyber-Safety,' 2008- .

### *Associate Supervision*

Hamish Jones (MA, part-time) 'Social Media Sites and Sports Fandom,' 2011- .

Juan Diego Santamaria (PhD) 'Branding Australia: The Reinvention of Australianness,' 2011- .

Shafizan Mohamed (PhD), 'Political Blogging in Malaysia,' 2008- .

Maeva Veerapeen (PhD) 'Performativity and Avatar-User Relations in Second Life – A Performance Studies Approach,' 2008- .

### *Honours*

I have supervised Honours students each year since 2003. All candidates have achieved results of H1 or H2A.

## **COMMUNICATION OF RESEARCH IN THE MEDIA AND COMMUNITY**

### **i. Media Publications**

B. HUTCHINS (2011) 'What's News Ltd's Winning Formula? Cashing in on Our Sport Obsession,' *The Conversation*, 18 July. (<http://theconversation.edu.au/whats-news-ltds-winning-formula-cashing-in-on-our-sport-obsession-2224>)

B. HUTCHINS (2010) 'Winning at All – Costs,' *Online Opinion*, 23 July. (<http://www.onlineopinion.com.au/view.asp?article=10730>)

D. Rowe and B. HUTCHINS (2010) 'Level Playing Field Tilts,' *The Age: Business Day – Opinion and Analysis*, 4 June, p. 8. (<http://www.theage.com.au/business/level-playing-field-tilts-20100603-x6zu.html>)

B. HUTCHINS (2010) 'Taking it One Tweet at a Time,' *The Age* [*The Green Guide – "Livewire" (Cover Story)*], 13 May, p. 17.

B. HUTCHINS (2009) 'Sport as Entertainment and Culture,' *Online Opinion*, 27 November. (<http://www.onlineopinion.com.au/view.asp?article=9745>)

B. HUTCHINS (2009) 'Tackling Unsporting Behaviour,' *Melbourne's Child* magazine, September, pp. 27-28. (Also published in *Sydney's Child* and *Brisbane's Child*)

B. HUTCHINS (2009) 'Victims Always Left on the Sidelines,' *Sydney Morning Herald* [*Opinion Page*], 10 March, p. 11.

(<http://www.smh.com.au/opinion/victims-always-left-on-the-sidelines-20090309-8t9k.html?page=-1>)

B. HUTCHINS (2008) 'The Taxing Business of Going for Gold,' *Sydney Morning Herald* [*Opinion Page*], 7 August, p. 13.

(<http://www.smh.com.au/news/opinion/the-taxing-business-of-going-for-gold/2008/08/06/1217702136152.html>)

B. HUTCHINS and D. Rowe (2007) 'WWW are the Three Letters that Spell the End of a Cosy, 25-Year Relationship,' *The Age: Business – Opinion and Analysis*, 18 May, p. 10.

B. HUTCHINS (2006) 'Fun! (and Games),' *The Age* [*A2: Culture and Life*], 24 June, pp. 18-19. (<http://www.theage.com.au/news/technology/fun-and-games/2006/06/21/1150845236873.html?page=fullpage>)

B. HUTCHINS (2005) 'Is David Beckham a God?' *On Line Opinion: Australia's e-journal of social and political debate*, 26 September.

(<http://www.onlineopinion.com.au/view.asp?article=3658>)

B. HUTCHINS (2001) 'The Media, the Man and the Myth,' *The Australian* [*Media Liftout*], 1 March, p.3.

B. HUTCHINS (2001) 'The Australian Hero,' *Wisden Cricketers' Almanack Australia 2001-02*, South Yarra: Hardie Grant Books, pp. 30-36.

## ii. Public Presentations and Activities

- Invited Participant. 'The Future of Australian Sport' Research Initiative (conducted by the Australian Sports Commission and the CSIRO). Selected as one of 40 'identified experts in their field' to provide their views on emerging trends in the Australian sports sector. October 2011.
- Invited Presenter. 'Sports Media in the Digital Age: Conflicts, Tensions and Technological Transformation', *Law Institute of Victoria (LIV)*, Sports Law Group Seminar Series, 30 June 2010 (<http://www.liv.asn.au/Membership/Interest-Groups/Sports-Law-Group>).
- Invited Public Debate Participant. *Intelligence Squared: The Australian Forum for Live Debate*, City Recital Hall, Sydney. Topic: 'For a Sporting Nation, We're Not Very Sporting' (<http://www.iq2oz.com/events/event-details/08-09-30.php>). Participants: Adam Gilchrist (Australian cricketer), Peter Fitzsimons (journalist and author), Tracey Holmes (broadcaster), Adam Spencer (broadcaster) and Gideon Haigh (journalist and author). Watched by a live audience of 1200, and another 15000 watching live via a webcast on the *Sydney Morning Herald* website. Also replayed on ABC2 television *Fora* program (<http://www.abc.net.au/tv/fora/stories/2008/10/09/2384659.htm>) and Radio National's 'Summer Series' (<http://www.abc.net.au/rn/summer/2008/talk/IQ2/>).
- Invited Presenter and Panel Member. 'Games and Gamers', *Technology and Ideas Forum*, State Library of Victoria, 29 April 2008 ([http://online.slv.vic.gov.au/programs/ltf/forums/tech\\_forums/audio.html](http://online.slv.vic.gov.au/programs/ltf/forums/tech_forums/audio.html)).
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 16-18 November 2007. Panel topic: 'The Rise of Hands-On Video Games'.
- Keynote Speaker. 'Social Inclusion: Sport and Recreation as a Tool for "Good Settlement"', *Refugee Youth Policy Forum and Multicultural Sports Network Meeting*. 4 April 2007 at VicHealth, Carlton, Melbourne. Organised by the Centre for Multicultural Youth Issues, and sponsored by the State Government of Victoria and the Federal Department of Immigration and Citizenship.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 17-19 November 2006. Panel topic: 'Opening up Games to New Players and Expanding the Market'. Speakers included Sony Australia's Michael Ephraim, David McClean of Microsoft Xbox Australia/New Zealand, Nintendo Australia's Rosemary Lappin, and journalist Steve Polak.
- Invited Presenter. *Dissecta: Game Fan / Game Maker Events*. 'FUNDamentals of Cybersports', 16 May 2006. Held at the Australian Games Innovation Centre, Melbourne.
- Invited Presenter. *SBS 'Harmony Day' Forum*, 2006 (United Nations International Day for the Elimination of Racism). 'Sport as a Universal Language'. Australian Centre for the Moving Image (ACMI), 27 February. Hosted by George Negus, opened by Victorian Minister for Sport and Recreation Justin Madden, and featuring the CEO of the AFL, Andrew Demetriou.
- Television and Media Critic, *ABC Radio Hobart*, weekly with Peter Hughes on 'Nights' (Feb.-June 2003).

## iii. Media Interviews

- I regularly accept requests for interview from television, radio, newspaper and magazine media outlets, and have my research cited in media stories. Outlets have included ABC International Television (Australian Network - *News Hour* with Jim Middleton), the ABC Television documentary unit (for the nationally screened 'Don Bradman: Reflections on the Legend'), the *BBC World Service*, *BBC4 Radio*, *BBC History Magazine*, *Channel 31 C News*, *Radio National's Life Matters*, *PM with Mark Colvin*, *Australia Talks* and *The Sports Factor*, *SBS Radio's Worldview*, *Triple J's Hack*, *ABC Local Radio* in Brisbane, Canberra, Hobart, Gippsland and on the Gold Coast, *The Daily Telegraph* (London), *Malaysia's New Straits Times*, *The Bulletin* magazine (cover story), *Inside Sport* magazine, the *Sydney*

*Morning Herald, The Age, Sun-Herald, West Australian, The Mercury and New Zealand Herald.*