

SHANE TILTON



DIGITAL CULTURE SCHOLAR

Dr. Tilton studies how memes, platforms, and online narratives impact digital communication and Internet communities.

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Dr. Shane Tilton was the former Irene Casteel Endowed Chair of Education, Professional, and Social Sciences and is currently an Associate Professor of Writing and Multimedia Studies at the Ohio Northern University. His work on social media and its connection to university life earned him the 2013 Harwood Dissertation award from the Broadcast Education Association. His book "Meme Life" was awarded the 2023 Top Book Award from the National Communication Association's Human Communication and Technology interest division. Tilton's latest work, "Digital Culture in the Platform Era," explains how developing one's online personality, content and reach becomes how the average Internet user gains meaningful connections within digital spaces.

SUGGESTED DISCUSSION FRAMEWORKS

Memetic Layers – a model for analyzing how memes produce meaning across cultural and contextual levels.

Nanocelebrities – how academics and experts shape their online personas so their professional content adopts the aesthetics and rhythms of celebrity culture, allowing their knowledge and insight to reach broader audiences.

Platform Persona Dynamics – a paradigm that explores how individuals shift identities across social platforms to navigate audiences and algorithms to define who they are online.

RECENT MEDIA CONVERSATIONS

The Atlantic – how people get to explore different roles when playing games with others.

Spectrum News – why Gen Z/Gen Alpha use "Ohio" and other terms to express weirdness and how those terms spread quickly throughout society.

NBC News – multiple news stories addressing why memes have saturated online culture and how Internet communities use memes as form of communication and connection.

SUGGESTED INTERVIEW TOPICS

- Memes are the new political cartoons.
- Memes help generate collective emotions.
- Academics are adopting celebrity strategies to share knowledge.
- The "scholar influencer" is reshaping how we learn online.
- Digital identity is no longer singular but multi-layered.
- Shifting online personas help people navigate online conflict and community.

SUGGESTED INTERVIEW QUESTIONS

- What do memes reveal about how we make meaning in today's digital culture?
- How do different "memetic layers" affect the way audiences interpret the same meme?
- What makes someone a "nanocelebrity," and why are more academics and experts becoming one?
- How are experts adopting celebrity-style communication strategies to reach larger audiences?
- Why do people present different versions of themselves on platforms like TikTok, Instagram, and LinkedIn?
- What should we understand about the future of digital culture as platforms, personas, and memes continue to evolve?