

## Curriculum Vitae

**Dr Emma Baulch**  
**Associate Professor of Media and Communications**  
**School of Arts and Social Science**  
**Building 2, Level 6, Room 2-6-33**  
**Monash University Malaysia**  
**Jalan Lagoon Selatan**  
**47500 Bandar Sunway**  
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## Education

**2004**

**PhD**

Department of Politics

Monash University

Thesis title: “**Making Scenes: reggae, punk and death metal in 1990s’ Bali**”

Summary: The thesis was a longitudinal study of three amateur music scenes in Denpasar in the late-1990s (1996-9). Closely engaging scholarship on media globalization, the thesis sketched in detail how the electrification of amateur music scenes, coupled with the deregulation of key industries (television and recording) impacted upon the subcultural life of Balinese youth. These processes, I argued, enabled young Balinese men to explore and articulate oppositional political identities that were alternate to conventional activism. The thesis was published as a book in 2007.

**1990**

**Bachelor of Arts (Honors)**

Department of Indonesian and Malayan Studies

University of Sydney

## Employment

### ***Current***

#### **Associate Professor**

School of Arts and Social Sciences  
Monash University Malaysia

### ***Jul-Dec 2017***

#### **Senior Lecturer**

School of Communication  
Faculty of Creative Industries, QUT

Course taught:

**'Media in a Globalised World'** (B.Comms)  
Sole course developer and co-ordinator

This is a foundational first year unit (cohort = approx 300) that aims to introduce students to theories of media globalisation, as well as to key concepts through which the effects of media globalisation can be analysed.

### ***2014-17***

#### **Vice Chancellor's Research Fellow**

School of Communication, Creative Industries Faculty, QUT

Project title: **"Digital Indonesians: Digital cultures, consumerism and publicity in contemporary Indonesia"**

The fellowship executed a program of research that enquired into: the specific historical conditions shaping digital uptake, its role in shaping the new modes of political engagement emerging in digital society, and opportunities for developing digital interventions addressing major social (specifically public health) challenges.

### ***Jul 2013-Jun2014***

#### **Lecturer**

Gender and Cultural Studies Unit  
School of Culture, History and Language  
The Australian National University

Courses taught:

**'Media, Language and Social Change'** (B.Asian Studies and M.Asian Studies)  
Sole course developer and co-ordinator

This compulsory unit (cohort = approx. 20) was taught to a combination of second year B.Asian Studies and first year M. Asian Studies students. It aimed to provide students with a basic media and cultural studies toolkit, and an alternate framework for analyzing contemporary Indonesia that complemented the political economy framework predominating in other units within the B.Asian Studies and M.Asian Studies degrees at the ANU.

**'Advanced Readings in Southeast Asia' (B.Asian Studies)**

Sole course developer and lecturer

The elective unit (cohort = approx. 7) aimed to enhance the proficiency of advanced students in reading, writing and speaking Indonesian. All readings were Indonesian language sources, and all discussion and written assessment proceeded in Indonesian.

**2012, March-July**

**Lecturer**

Gender and Cultural Studies Unit  
School of Culture, History and Language  
The Australian National University

Courses taught:

**'Popular Cultures in Southeast Asia' (B.Asian Studies)**

Sole course developer and co-ordinator

This elective third year unit (cohort = approx. 15) introduced students to critical work on Southeast Asia emerging from cultural studies frameworks.

**'Language, Media and Social Change' (B.Asian Studies and M.Asian Studies)**

Co-developed and delivered with Ross Tapsell

Summary: see above

**'Advanced Readings in Southeast Asia' (B.Asian Studies)**

Summary: see above

**2009 - 2012**

**ARC Post-doctoral Fellow**

Project title: **"Middle Classes, New Media and Indie Networks in Post-Authoritarian Indonesia"**

ARC Discovery Project led by Prof Ariel Heryanto  
School of Culture, History and Language  
The Australian National University

The fellowship executed a project that enquired into the role of digital technologies in reshaping pop music genres and their classed dimensions.

**2006 – 2008**

**Senior Research Associate**

Project title: “**Finding a Voice: Making Technological Change Socially Effective and Culturally Empowering**”

ARC Linkage Project led by Prof. Jo Tacchi

ARC Centre of Excellence for Creative Industries and Innovation

Queensland University of Technology

A multinational research project in partnership with UNESCO and UNDP. It employed action research methods to develop sustainable, easy-to-use applications for poverty eradication. I was solely responsible for managing the execution of the project in Indonesia.

**2003 –2005**

**Post-doctoral Fellow**

Project title: “**MTV Indonesia and the making of a post-New Order public culture**”

Hosted by the ‘Indonesian Mediations’ program led by Prof. Patricia Spyer and Prof. Ben Arps

Department of Anthropology

University of Leiden, The Netherlands

The project studied of MTV Indonesia to understand the political economic and cultural developments implicated in Indonesia’s booming pop music industry at the dawn of the 21<sup>st</sup> century.

## **External Research Funding**

**2017-2018**

**Collaborating Investigator**

Project title: “**Celebrating Everyday Life in Australia-Indonesia Neighbourhood**”

Amount awarded: \$25000

Project leaders: Prof Ariel Heryanto (Monash Asia Institute), Dr Inaya Rakhmani (Communications Studies Centre, Universitas Indonesia)

Funding scheme: Australia-Indonesia Centre, Tactical Research Projects

The project investigated and imagined a possible scenario where an increasing number of people of Australia and Indonesia enjoy significantly intimate and productive engagements. A team of three investigators worked in three cities across the archipelago to interview Indonesians with experience of living in Australia. The project produced recommendations for specific steps to be taken for strengthening Australia-Indonesia friendship.

### **2013-2017**

#### **Lead Investigator**

Project title: “**Mobile Indonesians: social differentiation and digital literacies in the 21<sup>st</sup> century**” (DP130102990)

Team: A/Prof Jeremy Watkins CI 2, Prof Ariel Heryanto CI 3

Amount awarded: \$220,000

Funding scheme: Australia Research Council Discovery Award DP130102990

FOR Coding: 200101 - Communication Studies/200202 - Asian Cultural Studies

‘Mobile Indonesians’ was a multi-sited ethnographic study of the role of mobile telephony in cultural change. Its execution has been enfolded into a broader research program of my VC Research Fellowship at QUT. The research team created detailed qualitative maps of the changing social networks and communication behaviours of two user groups: pop fans and community health workers. This innovative research method allowed us to understand the complexity of mobile telephony’s impact on rapidly evolving digital literacies and patterns of social differentiation.

### **2009-2012**

#### **Australian Research Council Post-Doctoral Fellow**

Project title: “**Middle Classes, New Media and Indie Networks in Post-Authoritarian Indonesia**” (DP0984681)

Project leader: Prof Ariel Heryanto

Amount awarded: \$300,406

Funding scheme: Australia Research Council Discovery Award (DP0984681)

Research fields, courses and disciplines coding: 420399 – Cultural Studies, 370302 – Social and Cultural Anthropology, 420114 – Indonesian language

This project documented and critically analysed the activities of a digitally-equipped generation of urban middle class Indonesians in shaping public culture. It focused on ‘indie’ (for independent) networks, sites of the production and consumption of films and music that make intensive use of new media technologies. The project was the first in depth study of the wider socio-political significance of the boom in self-produced media in Indonesia at a time when post-authoritarianism and the digital age coincided.

## Publications

### Scholarly books

**Under review** Genre publics: technologies, pop and class in Indonesia 1965-2010s Wesleyan University Press, Music and Culture Series

**2007a** Making scenes: reggae, death metal and punk in 1990s' Bali Durham: Duke University Press

**2007b** Poverty and Digital Inclusion with Andrew Skuse, Joann Fildes, Jo Ann Tacchi, Kirsty Martin. New Delhi: United Nations Scientific and Cultural Organisation (UNESCO)

### Edited collections

**In press** (with Adrian Athique) Digital Transactions in Asia London, Routledge

**Forthcoming** (with Terry Flew and Nina Li) Communication, Culture and Governance in East Asia special themed issue of International Journal of Communication

**2017** mHealth in Asia: challenges and interventions with Jerry Watkins and Amina Tariq. Singapore: Springer

**2013** 'Media/politics in Indonesia' With Julian Millie. special issue of the International Journal of Cultural Studies 16(3)

### Peer reviewed journal articles

**2018** 'Hijabers on Instagram: Using visual social media to construct the ideal Muslim woman' Social Media + Society October-December:1-15  
<https://doi.org/10.1177/20563051188003><https://doi.org/10.1177/20563051188003>

**2017** 'The everyman and the dung beetle: new media infrastructures for lower class cultural politics' Cultural Politics 13 (2): 202-226

- 2016** 'Genre publics: Aktuil magazine and its role in shaping critical middle class youth in 1970s Indonesia' *Indonesia* October: 85-113
- 2013a** 'Studying Indonesian media worlds at the intersections of area and cultural studies' (with Julian Millie) in Emma Baulch and Julian Millie (eds) 'Media/politics in Indonesia', special issue of *International Journal of Cultural Studies* 16(3): 227-40
- 2013b** 'Longing Band play at Beautiful Hope' in Emma Baulch and Julian Millie (eds) *Media/politics in Indonesia*, special issue of *International Journal of Cultural Studies* 16(3): 289-302
- 2011** 'God Bless Come Back: New experiments with nostalgia in Indonesian pop' *Perfect Beat* 12(2): 129-46
- 2010** 'Music for the pria dewasa: Rolling Stone Indonesia and the evolution of pop and class' *Journal of Indonesian Social Sciences and Humanities* 3, 2010: 99-130
- 2008** 'Terbangunnya Sebuah Scene: Kemunculan Punk Bali' in *Wacana* 24 (VII): 13-37
- 2004** 'Reggae borderzones, reggae graveyards: Bob Marley fandom in Bali' in *Perfect Beat*, 6 (4), January: 3-27
- 2003** 'Gesturing elsewhere: the identity politics of the Balinese death/thrash metal scene', *Popular Music* 22 (2): 195-215 (Q1 Cultural Studies 2003-5)
- 2002a** 'Alternative Music and Mediation in Late New Order Indonesia', *Inter-Asia Cultural Studies*, 3 (2): 219-234
- 2002b** 'Creating a Scene: Balinese Punk's Beginnings', *International Journal of Cultural Studies* Volume 5(2): 281-305

### **Scholarly book chapters**

- 2017a** 'Social and cultural futures: the everyday use and shifting discourse of mHealth' with Jerry Watkins and Amina Tariq in Emma Baulch, Jerry

Watkins and Amina Tariq (eds) mHealth in Asia: challenges and interventions  
Singapore: Springer

**2017b** (with Jerry Watkins) "I believe in the Internet": barriers to  
mHealth adoption by Indonesian community health workers' in Emma Baulch, Jerry  
Watkins and Amina Tariq (eds) mHealth in Asia: challenges and interventions  
Singapore: Springer

**2017c** 'Mobile phones: advertising, consumerism and class' in Ross  
Tapsell and Edwin Jurriens Digital Indonesia: Connectivity and Divergence  
Singapore and Canberra: ISEAS and ANU Press, pp 38-55

**2014.** 'Pop Melayu vs. Pop Indonesia: Marketeers, producers and new  
interpretations of a genre into the 2000s' in Bart Barendregt (ed) Sonic Modernities in  
Southeast Asia Leiden: Brill , pp: 187-216

**2011** 'Creating a Scene: Balinese Punk's Beginnings' in Chris Rojek  
ed. Popular Music (Sage Benchmarks in Culture and Society) London, Sage:  
184-204

**2008a** with Jerry Watkins. 'Creating content in Indonesia' in Jerry  
Watkins and Jo Ann Tacchi (eds) Participatory Content Creation for Development:  
Principles and Practices New Delhi: United Nations Scientific and Cultural  
Organisation (UNESCO): 35-44

**2008b** 'Sustainability' in Jo Ann Tacchi (ed.) Finding a Voice: Final  
Report, New Delhi: United Nations Scientific and Cultural Organisation (UNESCO)

**2007** 'Cosmopatriatism in Indonesian pop music imagings' in Jeroen  
de Kloet and Edwin Jurriens (eds) Cosmopatriots: Globalization, Patriotism,  
Cosmopolitanism in Contemporary Asian Culture/s Amsterdam, Rodopi: 177-204

### **Comissioned book reviews**

**2016** 'Book review: Networked Affect' (Ken Hillis, Susanna Paasonen,  
Michael Petit eds. Cambridge: MIT Press 2015) Mobile Media and Communications  
1-4

**2016** 'Book Review: In Search of Middle Indonesia: Middle Classes in  
Provincial Towns (Gerry van Klinken ed, Leiden: Brill).' Pacific Affairs June 2016  
(Volume 89, No. 2)



**2015** 'Book review: Metal Rules the Globe: Heavy Metal Music Around the World' (Jeremy Wallach, Harris M Berger and Paul D Greene, eds 2011 Durham: Duke University Press) Journal of World Popular Music

**2013** 'Book review: Babylon East: Performing, Dancehall, Roots Reggae, and Rastafari in Japan.' (Marvin D Sterling, Durham: Duke University Press, 2010) New West Indian Guide 87-1&2

**2011** 'Book review: Politics and the Media in Twenty-First Century Indonesia: Decade of Democracy' (Krishna Sen and David T. Hill [eds], Oxford and New York: Routledge, 2010) Bulletin of Indonesian Economic Studies 47(1): 136-7

**2010.** 'Book review: Javanese Performances on an Indonesian Stage: Contesting Culture, Embracing Change' (Barbara Hatley, Singapore: NUS Press, 2008) Inside Indonesia August 2010 edition  
[www.insideindonesia.org/stories/a-rare-view-19091346](http://www.insideindonesia.org/stories/a-rare-view-19091346)

**2009** 'Book review: Hip hop Japan: rap and the paths of cultural globalization' (Ian Condry, Durham: Duke University Press, 2006) The Asia Pacific Journal of Anthropology vol 10 No 1: 54-56

**2008** 'Review: State Terrorism and Political Identity in Indonesia: Fatally Belonging' in Inside Indonesia 92, April-July

### **Recent media outputs**

**2017** (with Alila Pramiyanti) Hijabers of Instagram: The Muslim women challenging stereotypes The Conversation

**2015** T-shirt cosmopolitanism, Inside Indonesia special issue on contemporary Indonesian writing <http://www.insideindonesia.org/t-shirt-cosmopolitanism>

**2014** Pop musicians, soft power and Indonesian democracy, Asia Pacific Landing Pad  
<http://www.creativetransformations.asia/2014/09/pop-musicians-soft-power-and-indonesian-democracy/>

**2012** 'Southeast Asia Closeup: Indonesian Punk Rock' Interview with Waleed Aly on Radio National Drive, 9 February

**1994** 'The McDonaldisation of Bali', Inside Indonesia, Dec, pp9-10

**1993** 'East Timor update' Asian Human Rights Commission, April

**1992** 'The woman who would be president' (with Christina Blade), Inside Indonesia, September, pp7-9

**1992** 'The human rights debate', Inside Indonesia, Sept, pp 5-6

## **Higher Degree Students**

**Completed 2017** **Sonam Tobgye (30%)**

Topic: Digital Transformation in Bhutan: Culture, Workforce and Training

**Completed 2018** **Ridho Panjaitan ( external 50%)**

Topic: Media and Government: Participation Using New Media in Indonesia'

**2014-** **Alila Pramiyanti (external 70%)**

Topic: Hijabers on Instagram: Islamic modernity and cultures of communication

## **Esteem measures**

### **Awards and Prizes**

**2015** Annual Publication Prize, International Association for the Study of Popular Music (awarded for: 2014. 'Pop Melayu vs. Pop Indonesia: Marketeers, producers and new interpretations of a genre into the 2000s' in Sonic Modernities in Southeast Asia Leiden: Brill , pp 187-216

**2012** Annual Publication Prize, International Association for the Study of Popular Music (awarded for: 2011. 'God Bless Come Back: New experiments with nostalgia in Indonesian pop' Perfect Beat 12(2): 129-46)

**2002** Annual Publication Prize, School of Political and Social Enquiry, Monash University (prize for the best publication in 2002, awarded for: 'Balinese Punk's Beginnings', International Journal of Cultural Studies 5 (2), 2002: 281 –305)

**2002** Annual John Legge Prize for Research Excellence , Centre of Southeast Asian Studies, Monash University

## **Membership**

**2016-17** Member, Digital Media Research Centre, QUT Executive Committee

**Current** Board member, Monash University Publishing, Vernacular Indonesia series

**Current** Editorial group member, Inside Indonesia  
<http://www.insideindonesia.org/>

## **Conference and seminar activity by invitation**

**2016, 16-17 Sept** 'Mobile telephony', Communications Infrastructure panel, Indonesia Update, Crawford School of Public Policy, ANU

**2014, August 7-9** Plenary speaker, Inter-Asia Pop Music Studies, University of Chiang Mai, Thailand.

**August 7-9, 2014** Taking hold of words: motorbikes, tee shirts and mobile phones in the case of Baduda, Bali' Inter-Asia Pop Music Studies, University of Chiang Mai, Thailand

**May 2, 2012** 'Longing Band Play at Beautiful Hope' Indonesia Study Group, College of Asia and the Pacific, The Australian National University

**January 10, 2013** 'Following songs' at 'Participatory Pop: Audiences, Life Styles and Fan Culture in 20th Century Southeast Asia'. 10-11 January 2013, closed workshop KITLV-Jakarta.

**January 11, 2011** 'God Bless Come Back: New experiments with nostalgia in Indonesian pop', at 'The beat goes on: Popular music in twentieth century Southeast Asia', closed workshop at KITLV-Jakarta January 10-11, 2011

**March 4, 2010** 'Writing Popular Culture: Indonesia's music press' Centre of Southeast Asian Studies seminar, Monash University, Melbourne, Australia

**November 3, 2009** 'Pergeseran dalam dinamika lokal-global musik pop Indonesia sejak awal Orde Baru' (Shifts in local-global dynamics in Indonesian pop since the early New Order), International Seminar on Media, Culture and Society - "Localising

the Global: Media, Culture and Identities in Indonesia”, Communications Faculty, Airlangga University, Surabaya, East Java,

**August 28, 2009** ‘God Bless yang keren, Pop Melayu yang norak’ (God Bless is cool, Pop Melayu is vulgar), International Cultural Studies Symposium, Universitas Udayana, Bali, August 27-8

**August 8, 2009** ‘The cool and the uncool of longing: class struggles in Indonesian popular music’, Inter-Asia Pop Music Studies panel, International Convention of Asian Studies, Daejeon, Korea, August 6-9

**July 16, 2009** ‘The cool and the uncool of longing: class struggles in Indonesian popular music’, Indonesia Council Open Conference 2009, University of Sydney, July 15-17

**April 29, 2005** ‘Biographies, rupture and recovery in Indonesian pop music imagings’ at ‘Inadvertant Documents’ Workshop, Signs of Crisis in South and Southeast Asia Project, Harvard University, Cambridge, MA, USA, April 29-30

**March 17, 2005** ‘Images of the Face in Indonesian pop: the case of punk glam’s thick face’ at ‘Faces of Crisis Workshop’, Signs of Crisis in South and Southeast Asia Project, Leiden University, Leiden, The Netherlands, March 17-18

**January 13, 2005** ‘Gue banget: Keseragaman dan keanekaragaman dalam penyusunan program MTV Indonesia’ (Gue Banget: uniformity and fragmentation in MTV programming), Java Workshop, CRCS, Universitas Gajah Mada, Yogyakarta, Indonesia, January 12-16

**Dec 10, 2004** ‘Local history and bourgeois politics of consumption: the case of Sony’s Ian Antono tribute album’, Media and the Making of History in Indonesia, closed workshop, Leiden University, The Netherlands, December 10-11

**Dec 9, 2003** ‘MTV Indonesia’s role in the development of rock fandom in post-New Order Indonesia’ at Southeast Asian Pop Music in Comparative Perspective, KITLV, Leiden, the Netherlands, December 8-10

## **Knowledge transfer and engagement**

### **Conferences organized**

**10-12 October** Digital Transactions in Asia, organizer (with Adrian Athique, Sun Sun Lim, Cheryl Soriano, Jozon Lorenzana)

**1 June 2018** Digital Inequality in Asia, QUT, sole organizer

**8-10 August 2017** Digital Transactions in Asia, QUT, organizer (with Adrian Athique)

**1-2 Sep 2016** Digital Publics in Asia Pacific, QUT, Organiser (with Terry Flew),

**31 August, 2016** mHealth in Asia: collaborating for sustainability. Roundtable, QUT 31 August, Sole organizer

**14-15 Apr, 2011** 'Voices in Post-authoritarian Indonesia', Southeast Asia Centre, and the National Film and Sound Archive, Canberra. Organiser (with Amrih Widodo)

**17-18 Mar, 2005** 'Faces of Crisis', Department of Anthropology, Leiden University, March 17-18, 2005. Organiser (with Patricia Spyer),

### **Engagement**

**2017** Australia-Indonesia Centre, "Celebrating Everyday Life in Australia-Indonesia Neighbourhood"

**2016** TRUE Relationships Queensland, Australia Federation of AIDS Organisations. mHealth in Asia: collaborating for sustainability. Roundtable, QUT 31 August

**2011** National Film and Sound Archive, Canberra and Ford Foundation Media Policy Unit, Jakarta. Collaboration, in organizing the workshop 'Voices in Post-Authoritarian Indonesia'

**2006** Indonesian National Development Planning Board. ARC-Linkage project, Finding a Voice

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