

Jonalou San Juan Labor, PhD

E-mail Address: jslabor@up.edu.ph / jslabor@cas.au.dk

Website: <https://www.jonaloulabor.com/>

CURRENT APPOINTMENT

- March 2024- present **Postdoctoral Fellow**
Aarhus University
School of Culture and Society
Aarhus, Denmark
- 2019- present **Associate Professor of Communication (on special detail)**
College of Mass Communication, University of the Philippines Diliman
Department of Communication Research

EDUCATION

Ph.D. Communication, 2018 (Best Dissertation)

University of the Philippines Diliman

Dissertation: *“Performance of Online Faces in Mobile Dating Applications among Filipino Millennials”*

M.A. Communication Arts, 2008 (With Highest Honors)

University of the Philippines Los Baños

Thesis: *“Linguistic Politeness between UP Professors and their American Students”*

B.A. Communication Arts, 2002 (Cum Laude)

University of the Philippines Los Baños

PUBLICATIONS

PEER-REVIEWED JOURNAL ISSUES, BOOK CHAPTERS, JOURNAL ARTICLES, and TECHNICAL REPORTS

Editor of SCOPUS-indexed journal issues

- Sanchez, L.J. and Labor, J. (January-June 2024). Issue Editors of “Regional Fabrics in Communication and Media.” <https://www.plarideljournal.org/theme/regional-fabrics-in-communication-and-media/>
- Labor, J. (July- December 2023). Issue Editor of Threads of Troubles and Trajectories in “Asian” Communication and Media Studies. <https://www.plarideljournal.org/theme/threads-and-trajectories-in-asian-communication/>
- Labor, J. (January- June 2023). Issue Editor of Continuing Traditions in Legacy Media. *Plaridel Journal of Communication, Media, and Society*. <https://www.plarideljournal.org/theme/continuing-traditions-in-legacy-media/>
- Labor, J. (July- December 2022). Issue Editor of People, Platform Practices, Performatives. *Plaridel Journal of Communication, Media, and Society*. <https://www.plarideljournal.org/theme/people-platform-practices-performatives/>
- Labor, J. (July- December 2021). Issue Editor of Online Relationships. *Plaridel Journal of Communication, Media, and Society*. <http://www.plarideljournal.org/theme/online-relationships/>

Editor of peer-reviewed Philippine journal issues

- Labor, J. (2024). Editor-in-chief of Communication in the Time of Anxiety, Online Media Affordances, and Advocacy. PCS Review
- Labor, J. (2023). Editor-in-chief of the “Communication in a Transforming Society.” PCS Review. <https://www.philscomsoc.org/pcs-review-2023>
- Labor, J. (2022). Editor-in-chief of the issue “Philippine Politics and Communication.” PCS Review. <https://www.philscomsoc.org/pcs-review-2022>
- Labor, J. (2021). Editor-in-chief of the issue “Science Communication in the time of COVID-19.” PCS Review. <https://www.philscomsoc.org/pcs-review-2021>

WOS and SCOPUS-indexed book chapters

- Labor, J., Sayuno, C.M. (2024). Co-constructing the Young Filipino Gamer: Mobile Gaming and Media Experiences in the Philippines. In: Yee, A.Z.H. (eds) *Mobile Media Use Among Children and Youth in Asia. Mobile Communication in Asia: Local Insights, Global Implications*. Springer, Dordrecht. https://doi.org/10.1007/978-94-024-2282-5_3
- Labor, J. and San Pascual, M.R.S. (2023). Pakikipagkapwa in the LGBTQIA+ movement for the enactment of the SOGIE Equality Bill. In P. Pain (Ed.) *Global LGBTQ activism: Social media, digital technologies, and protest mechanisms* (pp.143-162). Routledge.
- Labor, J. & San Pascual, M. R. (2022). Online discourse framing LGBTQIA+ student activism in the Philippines. In P. Pain (Ed.), *LGBTQ digital cultures: A global perspective* (pp. 24–47). Routledge.
- Labor, J. (2021). Technographic Presentations in Mobile Dating Apps among Metro Manila Young Adults. In *hindi nangyari dahil wala sa social media: Interogasyon ng Kulturang New Media sa Pilipinas* (pp. 168-187). Ateneo de Manila University Press.

WOS and SCOPUS-indexed journal articles

- Labor, J. S., & Agonos, M. J. M. (2025). Queer religiosity through place-making and pakikipagkapwa: an ethnographic study of the LGBTS Christian Church in the Philippines. *Journal of Gender Studies*, 1–19. <https://doi.org/10.1080/09589236.2025.2467880>
- Embate, J. M. L., & Labor, J. S. (2025). Situating queerness in Filipino experience: The bakla, the parlor, and the paglaladlad. *Sexualities*, 0(0). <https://doi.org/10.1177/13634607251323731>
- Alcazaren, H.K. G. & Labor, J.S. (2025). Queering teacher identity: Filipino LGBTQ+ teachers' self-disclosure of their sexual identity in the classroom. *Philippine Humanities Review*, 25(1), 147-164. <https://journals.upd.edu.ph/index.php/phr/article/view/10455/9266>
- Labor, J.S., Samonte, C.J., Guzman, E.J.S. (forthcoming). Engagements and Entanglements in LGBTQ+ Hashtag Activism: The Case of Online Pride Celebrations in the Philippines. *Plaridel*.
- Anonuevo, R., Labor, J.S. & Digo, G. (2024). Lived experiences of gay and bisexual teachers: The case of basic education teachers in rural Philippines. *Kasetsart Journal of Social Sciences*, 45(4), 1217-1228. <https://kasetsartjournal.ku.ac.th/abstractShow.aspx?param=YXJ0aWNsZUIEPTg1NDV8bWVkaWFJRd05MjQ3&from=5>
- Solis, R. J. C., Labor, J. S., Samonte, C. J., & Cox, C. A. R. (2024). Mediatization of care for MSM living with HIV by government and civil society organizations in the Philippines during the COVID-19 pandemic. *Media Asia*, 1–24. <https://doi.org/10.1080/01296612.2024.2429404>
- Alcazaren, H. K. G. & Labor, J.S. (2023). Queered affordances: Gender expressions of Filipino TikTok content creators. *Plaridel*. Advanced online publication. <https://doi.org/10.52518/2023-07aznlbr>
- Labor, J., Aseo, K. & Reyes, M.T.M. (2022). Cohesion and dissociation framing of labor migration in Philippine presidents' Labor Day Speeches (1974 to 2016). *Humanities Diliman*, 19 (2), 65-93.
- Labor, J., Samonte, C.J. & Bana, N. (2022). Othering within the gay dating community? Tensions in gender identity representations between Filipino gays and the bakla in mobile dating applications. *Journal of Asian Pacific Communication*. <https://benjamins.com/catalog/japc.00094.lab>

- Samonte, C.J. & Labor, J. (2022). Are the youth prepared for earthquakes? Subjective knowledge, risk perception, and mitigation behaviors among the youth in Metro Manila, Philippines. *Disaster Advances*, 15(7), 47-54. <https://doi.org/10.25303/1507da047054>
- Labor, J. & Latosa, A.C. (2021). Locked down queer love: Intimate queer online relationships during the COVID-19 pandemic. *Journal of Gender Studies*. 31(6), 770-781. DOI: 10.1080/09589236.2021.1979482
- Labor, J. & Alcazaren, H. K. G. (2021). Queered online pandemic relationships: Mobile expressions of intimacies, care, and emotion work. *Plaridel*, 18(2), 2953. <https://doi.org/10.52518/2021.18.2-02labalc>
- Labor, J. (June, 2020). Mobile Sexuality: Presentations of Young Adults in Dating Apps. *Plaridel: A Journal of Communication and Media*, 17 (1): 259-290. <https://doi.org/10.52518/2020.17.1-09labor>
- Labor, J. (2018). Role of Art Education in Peace Building Efforts among Out-of-School Youth affected by Armed Conflict in Zamboanga City, Philippines. *Journal of International Development*, 30 (7): 1186-1202. DOI: 10.1002/jid.3392
- Labor, J. (2017). Constructs of Development from inside the DevCom syllabi. *International Journal of Asia Pacific Studies*, 13 (2): 23-44. DOI: 10.21315/ijaps2017.13.2.2
- Labor, J. (2017). Filipino College Students' Views on the Value of Physical Appeal to Political Leadership. *The South East Asian Journal of Management*, 11 (1): 25-43 DOI: 10.21002/sea/v11i1.7736

Peer-reviewed international and national journal articles

- Digo, G.S. & Labor, J.S. (2023). Effectiveness of online colloquia in improving the research dissemination skills of graduate students. *ASEAN Journal of Open and Distance Learning*, 14(2), 42-53.
- Labor, J. (2022). Are young adults sensual in mobile dating apps? Constructed sensual scripts among Filipino youth. *Talastasan: A Philippine Journal of Communication and Media Studies*, 1(2), 1-13. <https://talastasan.wixsite.com/talastasan/current-issue>
- Labor, J. (2020). Don't hate me cause I'm beautiful: Attributions of successes and failures in mobile dating application use. *PCS Review*. <https://www.philscomsoc.org/labor-pcs-2020>
- Labor, J, et al. (2018). Book chapters at the *Encyclopedia of Philippine Art*. Manila, Philippines: Cultural Center of the Philippines.
- Labor, J. (2017). Filipino Student Council Heads' Leadership Frames: A Phenomenographic Inquiry. *Journal of Student Leadership*, 1 (1): 25-35.
- Samonte, C.J., Reyes, J.A., & Labor, J. (2016). Motivated Swipes: Influence of Tinder Users' Self-Presentation and Deceptive Presentation to Online Dating Communication Behaviors. *Antorcha*, 3 (2): 99-122.
- Labor, J. (2015). Communicating brand differentiation among city and town OBGYNs. *Luz Y Saber*, 9 (1 & 2): 11-26.
- Labor, J., Macasero, C., & Castelo, J. (2015). Is Entertainment the Key? Creativity and Emotional Engagement as Factors to Buying Behavior for Globe Tattoo's "Defy Expectation" TV Commercial. *Journal of Communication Arts*, 33 (2): 8-18.
- Labor, J., Galace, P., & Pacardo, D. (2013). Gatekeeping PAG-ASA: Communicating Behavior and Process of Weather Bureau Twitter Accountholders. *Luz Y Saber*.
- Labor, J. (2012). College Students' views on the use of Classroom-based PowerPoint presentations." *Luz Y Saber*.
- Labor, J. (2009). Linguistic Politeness Between Filipino Professors and American Students in UPLB during academic consultation sessions. *UPLB Journal*, 7.

**Peer-reviewed book chapter: (Philippine Anvil Awarded Communication Material:
<https://upd.edu.ph/comm-res-wins-anvils/>)**

- Lomibao, M.A.L.L. and Labor, J. (2021). Ethics in Research. In F. Paragas (Ed.) A Primer on Communication and Media Research. UP College of Mass Communication Department of Communication Research.
- Labor, J. (2021). Case Study. In F. Paragas (Ed.) A Primer on Communication and Media Research. UP College of Mass Communication Department of Communication Research.
- Labor, J. (2021). Research Reporting for Academic Audiences. In F. Paragas (Ed.) A Primer on Communication and Media Research. UP College of Mass Communication Department of Communication Research.

PREVIOUS ACADEMIC WORK EXPERIENCE

2021- 2023	University of the Philippines Scientist 1
2020- 2023	Research Fellow University of the Philippines Resilience Institute
2020	Affiliate Professor College of Arts and Sciences, University of the Philippines Los Baños Department of Humanities
2015- 2018	Assistant Professor of Communication College of Mass Communication, University of the Philippines Department of Communication Research
2014-2015	Senior Professorial Lecturer Institute of Arts and Sciences, Far Eastern University Department of Communication
2014-2015	Adjunct Professor Enderun Colleges General Education Section
2010-2014	Assistant Professor College of Liberal Arts and Sciences, Colegio de San Juan de Letran Languages Area
2008-2010	Assistant Professor College of Arts and Sciences, University of the Philippines Los Baños Department of Humanities
2004-2008	Instructor College of Arts and Sciences, University of the Philippines Los Baños Department of Humanities

CONSULTANCY AND RESEARCH MANAGEMENT (2017-present)

- **Co-investigator.** [Social Science Research- Ethnography]. The Social Life of Crypto. Aarhus University School of Culture and Society. March 2024- September 2026.
- **Project Leader.** [Social Science Research- Digital ethnography]. Digital Transactions in Queer Online Sex Work. Personal Project.
- **Project Leader.** [Social Science Research- Message Analysis]. Content and Comparative Analysis of the Department of Science and Technology (DOST) Strategic Communication Plan: A Baseline Study of RD Communication. June-August 2023.
- **Co-project Lead.** [Social Science Research- Ethnography]. Queer Lives on Asian-Pacific Margins. A cross-county project researching marginalized queer experiences in Asia-Pacific, working across a diverse range of contexts, including China, Indonesia, Japan, the Philippines, Taiwan, Thailand, as well as diasporic settings.
- **Project Manager.** [Social Science Research- Communication Evaluation] Communication Audit of the Philippine Department of Science and Technology's Science Education Institute Online Platforms. Partnership between the Philippines Communication Society and the DOST-SEI. September 2022- July 2023.
- **Research Lead.** [Market Communication Research] Perception Study among Internal Stakeholders of the University's TVUP Initiatives. UP Office of the Vice President for Public Affairs and the TVUP. August- October 2022.
- **Research Lead.** [Pedagogical Evaluation Research] Evaluation of the Online Teaching and Learning Capabilities of State Universities and Colleges (SUCs) and their Accreditors. Philippines' Commission on Higher Education, the Accrediting Agency of Chartered Colleges and Universities in the Philippines, Inc. (AACUP), and the University of the Philippines. 2022.
- **Knowledge Management Specialist.** [Action Research Project] Quezon City's Drainage Master Plan, University of the Philippines Resilience Institute and the Local Government of Quezon City, 2021.
- **Research consultant.** [Communication Evaluation Research] UP Diliman Office of the Vice Chancellor for Academic Affairs Office of the Field Activities. 2021.
- **Knowledge Management Specialist.** [Action Research Project]. "PlanMANILA2030." City of Manila, University of the Philippines, University of the Philippines Resilience Institute, 2020.
- **Knowledge Management Specialist.** [Social Science Research- Health Communication] "Communicating COVID-19 in Post-Quarantine Philippines." A collaborative project of the University of the Philippines, the Philippines' Department of Science and Technology (DOST), and the Philippines' Department of Health (DOH), 2020.
- **Senior Communication Specialist.** [Communication Evaluation Research Project] Designing the Communication Campaign for the Increased Awareness of the National Service Reserve Corps and its Mandate at the University of the Philippines Diliman. University of the Philippines Diliman, 2020.

- **Field Research Coordinator** [Ethnography, Health Communication Research Program]. “Dengue Communication: Prevailing Perceptions on Dengue and Dengvaxia.” University of the Philippines, DOST, DOH, 2020
- **Project Manager.** [Ethnography- Research Grant]. “Presentation of Young Adults and Sexual Health Risks in Mobile Dating Apps.” University of the Philippines Diliman, 2019-2020.
- **Project Manager.** [Ethnography- Research Grant]. “Self-presentations among Filipino Young Adults in Mobile Dating Applications.” University of the Philippines Diliman, 2017- 2018
- **Project Manager/ Knowledge Management Specialist.** [Ethnography and Communication Evaluation Research]. “Evaluating the Effectiveness of the Art Program of the United Nations Children’s Fund and the Ateneo de Zamboanga University in Zamboanga City, Philippines.” University of the Philippines Diliman and the Ateneo de Zamboanga University Center for Culture and the Arts, 2017-2018

AWARDS, GRANTS, AND FELLOWSHIPS

- University of the Philippines Diliman Centennial Professorial Chair for 2024
- Best Faculty Paper (with Asst. Prof. John Mervin Embate, UP Los Baños). International Communication Association- LGBTQ Interest Group. ICA Conference. Gold Coast, Australia. June 2024.
- University of the Philippines Diliman Centennial Publication Award for 2023
- Outstanding Senior Faculty, University of the Philippines Diliman College of Mass Communication 2023
- Sheila Cunnison Prize- Most Outstanding Publication Award of the Journal of Gender Studies 2023
- One UP Professorial Chair Award in Communication Research 2022-2024
- University of the Philippines Diliman Centennial Publication Award for 2022
- University of the Philippines International Publication Award (2022)
- Larry Gross Grant (2022)
- Michael Haley Grant (2022)
- University of the Philippines Scientist 1 (2021-2023)
- University of the Philippines Diliman Centennial Professorial Chair Award for 2021
- University of the Philippines Los Baños Distinguished Alumni for 2021
- University of the Philippines International Publication Award (2021)
- University of the Philippines *PhD Incentive Award*, University of the Philippines Diliman, 2021-2022
- *One UP Faculty Grant*, University of the Philippines System, 2019-2021
- University of the Philippines *PhD Incentive Award*, University of the Philippines Diliman, 2019-2020
- University of the Philippines Diliman Centennial Faculty Grant Award for 2019
- University of the Philippines Diliman Centennial Professorial Chair Award for 2018
- University of the Philippines International Publication Award (2018)
- University of the Philippines International Publication Award (2017)
- *Best Dissertation*, “*Performance of Online Faces in Mobile Dating Applications among Filipino Millennials*” College of Mass Communication, University of the Philippines Diliman, 2018
- Research Travel Grant, Philippine Social Science Council (2018)

- University of the Philippines Research Travel Grant, Office of the Vice-President for Academic Affairs of the University of the Philippines System (2018)
- University of the Philippines Dissertation Research Grant, Commission on Higher Education Dissertation of the Republic of the Philippines (2017-2018)
- University of the Philippines Dissertation Research Grant, University of the Philippines Diliman Office of the Vice-Chancellor for Research and Development (2017-2018)
- Action Research Grant, Evaluation of the UNICEF and Ateneo de Zamboanga University's SUGPAT Art Extension Program (2017)

ACADEMIC JOURNAL MANAGEMENT APPOINTMENTS

- Guest Editor, PLOS One (2023)
- Editor-in-chief (2021 to 2025), PCS Review, a peer-reviewed national journal of the Philippine Social Science Council-accredited Philippines Communication Society www.philcomsoc.org
- Associate Editor (2022 to present), Plaridel Journal of Communication, Media, and Society (a Scopus, Clarivate WOS-indexed, and ASEAN-indexed journal) www.plarideljournal.org
- Managing Editor (2020 to 2024), Plaridel Journal of Communication, Media, and Society (a Scopus, Clarivate WOS-indexed, and ASEAN-indexed journal) www.plarideljournal.org
- Member of the Editorial Board, Southeast Asia: A Multidisciplinary Journal
- Member of the Editorial Board, Korean Journal of Communication
- Member of the Editorial Board, Framework: The Asia-Pacific Journal of Communication
- Member of the Editorial Board, Talastasan Journal

PAPER PRESENTATIONS IN REFEREED INTERNATIONAL CONFERENCES

- Labor, J.S. (2025). Navigating queer digital sex work: Motivations, challenges, and platform practices of gay, bisexual, and transgender sex workers. 75th Annual International Communication Association Conference. Denver, Colorado. June 12-16, 2025.
- Labor, J.S., Samonte, C. J., & Solis, R. J. C. (2025). Exploring mobile crypto culture: Evidence from crypto communities in the Philippines. 75th Annual International Communication Association Conference. Denver, Colorado. June 12-16, 2025.
- Labor, J.S., Cox, C.A., & Reman, M. (2025). AI and Identity: Constructing Bakla, Gender, and Sexuality in Large Language Models. 75th Annual International Communication Association Conference. Denver, Colorado. June 12-16, 2025.
- Agonos, M.J., Figueroa, P. & Labor, J.S. (2025). Exploring digital placemaking of queer religiosity: The case of the LGBTS Christian Church in the Philippines. 75th Annual International Communication Association Conference. Denver, Colorado. June 12-16, 2025.
- Figueroa, P., Labor, J.S., & Agonos, M.J. (2025). Sacred pixels and virtual altars: Conceptualizing digital queer religiosity in polymedia. 75th Annual International Communication Association Conference. Denver, Colorado. June 12-16, 2025.
- Labor, J.S. (2024). The Social life of crypto in the Philippines: Initial impressions on actors, acts, and acted social realities. Dialogo: Philippine Studies Goes Global, 2024 International Conference on Philippine Studies. Ramon Magsaysay Center and Diamond Hotel, Manila, Philippines. November 27-29, 2024.
- Labor, J.S., Cox, C. and Reman, M. (2024). The bakla decoded: Exploring constructions and representations of gender and sexuality in AI large language models. 12th ACAS Conference on Asian Studies. Ateneo de Manila University. November 14-15, 2024.

- Agonos, M.J., Figueroa, P., and Labor, J.S. (2024). Extending queer community engagement: Digital communicative practices of the LGBTS Christian church. International Conference on Innovation and Community Engagement. Surabaya, Indonesia. October 31- November 2, 2024.
- Labor, J.S. and Agonos, M.J. (2024). Place-making queerness in the symbolic interactions between the Church and its people. 74th Annual International Communication Association Conference. Gold Coast, Australia. June 20-24, 2024.
- Embate, J.M. and Labor, J. (2024). Situating queerness in Filipino experience: The bakla, the parlor, and the paglaladlad. 74th Annual International Communication Association Conference. Gold Coast, Australia. June 20-24, 2024.
- Labor, J.S. (2024). Transactions and tribulations in queer digital sex work. Digital Transactions in Asia V Conference. International Centre for Interdisciplinary Science and Education Research, Quy Nhon, Vietnam, February 20-22, 2024.
- Labor, J.S. and San Pascual, M.R. (2023). Pakikipagkapwa in the LGBTQIA+ movement for the enactment of the SOGIE Equality Bill. International Association of Media and Communication Research. Lyon, France/ Online Conference 2023. June 26- July 13, 2023.
- Sayuno, C.d. and Labor, J.S. (2023). Co-constructing the Young Filipino Gamer: Mobile Communication and Gaming Experiences in the Philippines. 73rd Annual International Communication Conference. Toronto, Ontario, Canada. May 25-29, 2023.
- Labor, J.S., Samonte, C.J. and Murad, N.S. (2023). Are the fans and the followers gagging? Global receptions of triumphs and tribulations in #DragRacePH. 73rd Annual International Communication Conference. Toronto, Ontario, Canada. May 25-29, 2023.
- Embate, J.M. L. and Labor, J.S. (2023). Reclaiming the parlorista from the bakla: Negotiating and constructing identities through stories of becoming. Research symposium on Queer Lives on Asian-Pacific Margins. University of York Department of Sociology. April 20, 2023.
- Labor, J.S. and Alcazaren, H.K. (2022). Queering social media platforms: TikTok's social media affordances to queer expressions. 1st FRAMEwork Asia-Pacific Communication Conference. Far Eastern University, Manila, Philippines. November 24-25, 2022.
- Labor, J.S. (2022). Tweeting LGBTQ+ Activism: The Case of the Philippines' Online Pride March. 2022 International Conference on Mediated Realities: Challenges & Opportunities. Asian Congress for Media Communication. University of Kelaniya, Sri Lanka. October 27-29, 2022.
- Labor, J.S. and Alcazaren, H.K. (2022). TikTok as an LGBTQ+ space: Exploring queer online identities and social media affordances. 72nd Annual International Communication Conference. Paris, France. May 26-30, 2022.
- Solis, R.J., Labor, J.S., Cox, C. & Samonte, C.J. (2021). Mediatization of care for gay PLHIV by government and civil society organizations in the Philippines during the COVID-19 pandemic. 28th AMIC Annual Conference. Asia Media Information and Communication Centre. November 20 and 27, December 4, 2021.
- Labor, J.S. (November 25-27, 2021). Lockdown Love: Computer-mediated romantic intimacies among select gay Filipino couples. Asian Congress for Media and Communication and the Auckland University of Technology, New Zealand.
- Labor, J.S. (September 22, 2021). Struggles that are real: Researching about COVID-19 related musings of Filipinos via online conversations. NVivo Virtual Conference.
- Labor, J.S. (May 27-30, 2021). Mediated and imagined intimacies among male-to-male romantic partners in the time of COVID-19. 71st Annual International Communication Conference. (Virtual Conference). May 27-31, 2021.
- Labor, J.S. and San Pascual, M.R. (2021). Online Discourse Framing of LGBTQ Student Activism in the Philippines. LGBTQ Use of Digital Spaces in the International Context. Ozmen Institute for Global Studies, University of Nevada Reno. March 17, 2021

- Labor, J.S. (2020). Othered Sensual Identities: Presented selves of gay men in mobile dating apps in Manila, Philippines. International Conference on Gender, Language, and Education. The Education University of Hong Kong, Hong Kong, China. December 2-4, 2020.
- Labor, J.S. (2020). Sensual social media identities: Mobile dating app presentations and attributions among young adults in Manila, Philippines. 11th Asian Conference on Media, Communication, and Film (MediAsia2020 Virtual Conference). International Academic Forum and the Osaka School of International Public Policy, Osaka University, Kyoto, Japan. November 13-14, 2020.
- Labor, J.S. (2020). Digitally performed sensual selves: Young adults' sexual scripts in mobile dating apps. Global Fusion 2020 Virtual Conference. Southern Illinois University Carbondale & Edwardsville. October 9-11, 2020.
- Labor, J.S. (2020). Mobile sexual expressions and presentations: The case of queer young adults in Manila, Philippines." 70th Annual International Communication Association. Online Conference, originally to be held on the Gold Coast, Australia, May 21-25, 2020.
- Labor, J.S. (2019). Digitally performed sensual selves: Young adults' sexual scripts in mobile dating apps. 27th Asia Media Information and Communication Centre Conference. Chulalongkorn University, Bangkok, Thailand. June 17-19, 2019.
- Labor, J.S. (2018). "Technographic profile and self-presentations among young adult Filipinos in mobile dating apps." 3rd International Conference on Communication and Media Studies. Common Ground Research Networks, University of California Berkeley, USA, October 18-19, 2018.
- Labor, J.S. (2016). "Effects of self-presentation and deception motives to online dating communication behaviors among young adult Filipino Tinder users." International Conference on Culture, Communication, and Transnational Societies, Faculty of Communication Arts, Chulalongkorn University, Bangkok, Thailand, February 12-13, 2016.
- Labor, J.S. & Cox, C. (2015). "Earthquake Preparedness Literacy of Bgy. Barangka, Marikina residents." 11th Association of Pacific Rim Universities Research Symposium on Multi-Hazards around the Pacific Rim (APRU MH 2015), October 7-10, 2015, Microtel by Wyndham, UP-Ayala Land Technohub, Commonwealth Avenue, Diliman, Quezon City
- Labor, J.S. (2015). "Is Entertainment the Key? Creativity and Emotional Engagement as Factors to Buying Behavior for Globe Tattoo's 'Defy Expectation' TV Commercial" International Conference on Integrated Marketing Communications, Chulalongkorn University, Bangkok, Thailand, January 29-30, 2015

PAPER PRESENTATIONS IN REFEREED NATIONAL CONFERENCES

- Figueroa, P.D., Agonos, M.J. and Labor, J. (2024). Exploring digital placemaking of queer religiosity: The case of the LGBTS Christian church in the Philippines. Philippine Queer Studies Conference. University of the Philippines Diliman. October 25-27, 2024.
- Labor, J.S., Samonte, C.J., Guzman, E.J.S. (2024). Engagements and Entanglements in LGBTQ+ Hashtag Activism: The Case of Online Pride Celebrations in the Philippines. Philippine Queer Studies Conference. University of the Philippines Diliman. October 25-27, 2024.
- Alcazaren, H. K. and Labor, J.S. (2023). Queering the classrooms: Integrating queer perspectives into teaching practice and pedagogy. Speech Communication Conference 2023: Freedoms of Speech in Asia. Malcolm Hall, UP Diliman, Quezon City, Philippines. October 26-27, 2023.
- Labor, J.S. (2023). Queer(ed) Care in Post-pandemic Philippines. National Social Science Congress 10. Silliman University, Dumaguete City, Philippines. July 27-29, 2023.
- Labor, J.S. and Digo, G.S. (2022). Role of online colloquia in improving the research dissemination skills of postgraduate students during the pandemic." Communication and Media Studies Conference (CMSC) 2022. Philippine Association for Communication Educators, Inc. Centro Escolar University, October 22-23, 2022.

- Labor, J.S. (2021). Queering mediated intimate romance in the time of the COVID-19 pandemic. Communication and Media Studies Conference (CMSC) 2021. Philippine Association for Communication Educators, Inc. March 19-20, 2021.
- Labor, J.S. (2016). "Communicating devjour: Constructs of development inside the Development Communication classroom." 2016 UP CMC Graduate Student Conference on Communication and Media Studies, UP CMC Graduate Studies Department, Plaridel Hall, College of Mass Communication, University of the Philippines-Diliman, Quezon City, April 25, 2016.
- Labor, J.S. (2016). "Communicating Filipino student leader's reality frames: A phenomenographic inquiry." 4th Likhang Arriba Research Colloquia Series. Colegio de San Juan de Letran Manila, March 14-18, 2016.
- Labor, J.S. (2016). "Effects of self-presentation and deception motives to online dating communication behaviors among young adult Filipino Tinder users." 4th Likhang Arriba Research Colloquia Series. Colegio de San Juan de Letran Manila, March 14-18, 2016.

INVITED SPEAKER IN INTERNATIONAL EVENTS

- Plenary Speaker. Research symposium on Queer Lives on Asian-Pacific Margins. University of York Department of Sociology. April 20, 2023.
- *Keynote Speaker.* "Academic Publishing" Global Alternative Technologies in Education (GATE) Conference, Bicol University and American University of Sovereign Nations, Legazpi City, Albay, Philippines, October 28, 2016.
- *Keynote Speaker.* "Theorizing on the Filipino Communicative Perceptions and Behaviors" ASEAN Speakers Project, Faculty of Liberal Arts, Ubon Ratchathani University, Ratchathani, Thailand, February 15, 2016.

PUBLICATIONS IN POPULAR FORMS

- Labor, J.S. "Free online art that frees the mind." Published in the Philippine Daily Inquirer, September 30, 2021 https://lifestyle.inquirer.net/390235/free-online-art-that-frees-the-mind/?fbclid=IwAR3pxjqWi9PQ2fQr68a8uW-_gD8eBe4DRVsLvOSiZOR3Ta8OGEMJQYsbMkg
- Labor, J.S. "The Brilliance of ArTECHtic theater expressions during the pandemic." Published in the Philippine Daily Inquirer, June 27, 2021. <https://entertainment.inquirer.net/414158/the-brilliance-of-artechtic-theater-expressions-during-the-pandemic?fbclid=IwAR2OJCA7JDI94wbT99CKgYgiTyVmMjCbr2MC4Jm0USiNyhD1jIFcOq1x4>
- Labor, J.S. "Information Sharing Heroes" Published at the Philippine Star, July 2020. <https://star34.philstarlife.com/article/750732-information-sharing-heroes>
- Labor, J.S. "Dina Tantoco: Devoted Dina" Published in the Allure Section of the Philippine Star, June 11, 2017
- Labor, J.S.. "Maria Parsons: Modern Elegance" Published in the Allure Section of the Philippine Star, June 4, 2017
- Labor, J.S. "Beautiful Transformation" Published in the Allure Section of the Philippine Star, August 23, 2015
- Labor, J.S.. "Authentic Leadership" Published in the Allure Section of the Philippine Star, September 6, 2015
- Labor, J.S.. "The Permanent Caliber of Juan Ponce Enrile" Published in People Asia Magazine, 2013
- Labor, J.S. "Silent Force" published in the Allure Section of the Philippine Star, June, 2013
- Labor, J.S.. "A Taste of Magic" published in the Allure Section of the Philippine Star, June, 2013
- Labor, J.S. "Rachelle Gerodias: The Harmony of Splendor" Published in the Allure Section of the Philippine Star, March 13, 2011
- Labor, J.S. "Atty. Mela Bengzon: The Highs of Law" Published in the Allure Section of the Philippine Star, March 13, 2011

PANEL CHAIR

- Session Chair. 75th International Communication Association Conference, Denver, Colorado, USA

- Session Chair. 73rd International Communication Association Conference, Toronto, Ontario, Canada
- Session Chair. 72nd International Communication Association Conference, Paris, France
- Session Chair. 71st International Communication Association Conference (Online)
- Asian Media Information and Communication Centre Conference 2021
- Communication Research International Conference
- National Communication Research Conference- Philippines

ADMINISTRATIVE APPOINTMENTS

University of the Philippines (UP) System

- **Special Assistant to the Vice-President (SAVP) for Public Affairs (2021-2022)**
(System Official for External Communication and Government Relations)
Office of the Vice President for Public Affairs
 - *Work with the various offices of the OVPPA to strategize, design, and execute programs and projects about UP and for various stakeholders.*
 - *Assist the VPPA in organizing various projects of the Office*
 - *Represent the VPPA in official functions*
- **Research Fellow, UP Resilience Institute (UPRI) (2020-present)**
Knowledge Management Specialist
 - *Create communication plans, strategies, and evaluations for various clients (local governments and private institutions)*
 - *Work with various scientists and experts about resilience in the country*

University of the Philippines Diliman

Office of the Vice Chancellor for Academic Affairs

- **Director (2020-2021)**
National Service and Training Program
 - *Lead the Office in attaining the goals of the program*
 - *Develop academic policies about the program*
- **Deputy Director (2019-2020)**
National Service Reserve Corps
 - *Lead the Office in achieving the goals of the project*
 - *Develop academic policies for the project*

College of Mass Communication

- **Director (2020-2024)**
Office of Research and Publication
 - *Plan and prepare consolidated short and medium-term research and creative work agenda for the College.*
 - *Plan, prepare, and execute the UP CMC-led research and creative work dissemination activities*
 - *Keep track of CMC departments' and institutes' research and creative work goals.*
 - *Recommend the approval of CMC Grants*
 - *Prepare and approve the ORP reports*
 - *Direct the internal operations of the Office*
 - *Budget the annual financial operations of the Office and the Plaridel Journal*
 - *Monitor and evaluate the outputs of the ORP staff*
 - *Coordinate with the research plans of the UP Diliman OVCRD*
 - *Plan and execute ORP activities*

- *Approve payments for COS and JOs*
- *Serve as the managing editor of the Plaridel Journal*
- *Serve as an associate editor of the Plaridel Journal*

Department of Communication Research

- Co-Lead, Filipino Communication Experience Laboratory
- Member, Extension Committee

TEACHING

ACADEMIC ADVISING (2016 to present)

- BA Communication Research
 - 20 thesis advising
 - 3 Best Thesis awards
- MA Communication (as adviser/ reader or critic/ member of the committee)
 - 15 MA Thesis in Communication
 - 1 MA Thesis in Media Studies
 - 1 MA Communication Best Thesis
- PhD Communication (as adviser/ reader or critic/ member of the committee)
 - 3 dissertation advising

ACADEMIC COURSES TAUGHT

Undergraduate courses

- CRes 100. Introduction to Communication and Media
- CRes 101. Introduction to Communication Research (Quantitative and Qualitative)
- Comm 130. Introduction to Communication and Media Theories
- CRes 110. Introduction to Qualitative Communication Research
- COMA 197. Communication Arts Research
- Comm Res 170. Communication Management
- CRes 140. Research Laboratory on Communication Behaviors
- CRES 199. Research Designs
- CRES 200. Thesis

Master courses

- COMM 230. Communication Theory
- COMA 210. Critical theories in communication and the arts
- COMM 210. Communication Research
- COMM 212. Qualitative Communication Research
- COMM 270. Researching Communication Technologies
- COMM 300. Thesis

PhD Communication courses

- COMM 301. Theorizing in Communication and Media
- COMM 303. Researching Communication Behaviors
- COMM 400. Dissertation

PUBLIC SERVICE/ EXTENSION WORK

INVITED SPEAKER/ JUDGE/ MODERATOR (2016 to present)

- Labor, J. and Sanqui, DC. (2023). Crisis Communication. National Irrigation Administration. December 10-11, 2023.
- Labor, J. (22-24 November 2023). Trainer. Research Proposal/ Grant Writing. Development Academy of the Philippines. Tagaytay City, Philippines.
- Labor, J. (13 September 2023). Trainer. Journal Publication 101: How to get published in Scopus-indexed journals." Polytechnic University of the Philippines, Sta. Mesa, Manila. September 13, 2023.
- Labor, J. (2023). Trainer. How to publish in Scopus and WOS-indexed Journals: A National Social Science Congress Pre-conference. Silliman University, Dumaguete City, Philippines. July 26, 2023.
- Labor, J. (22-24 May, 2023). Trainer. Pathways for International Refereed Journal. Polytechnic University of the Philippines. May 22-24, 2023.
- Labor, J. (9-15, May 2023). Trainer. Business Communication. 1CISP
- Labor, J. (2022). Trainer. Corporate Communication. The Philippine House of Representatives. November 22 and December 5, 2022.
- Labor, J. (2022, September 5-6). Trainer. Reaping for the ReAP3- Training Series. Office of the Vice President for Research, Extension, Planning, and Development. Polytechnic University of the Philippines.
- Labor, J. (2022, July 16). Resource Speaker. Reflections on Experiences and Best Practices in Teaching Communication during the Pandemic. Speech Communication Organization of the Philippines.
- Labor, J. (2022, June 3). Resource Person. CASalo sa Singkwenta, Huntahan Alumni: Dangal at Husay. CAS 50th Founding Anniversary. University of the Philippines Los Banos
- Labor, J. (2022, May 26-30). Session Chair on Platformization. Communication and Technology Division. 72nd Annual International Communication Conference. Paris, France. May 26-30, 2022.
- Labor, J. (2022, April 1). Speaker. 11th Uknighted Speaker Series: Leadership Beyond. Colegio de San Juan de Letran Manila.
- Labor, J. (2022, March 14). Trainer. Public Speaking Seminar. University of the Philippines Office of International Linkages.
- Labor, J. (2022, February 10). Panelist. Communication Research Student Colloquium. Far Eastern University Institute of Arts and Sciences.
- Labor, J. (2022, January 19). Speaker. Health Communication Forum: Achieving an AIDS-Free Generation through Media Education. University of San Agustin, Iloilo City, Philippines.
- Labor, J. (2021, November 25-27). Parallel Session Chair. Asian Congress for Media and Communication 2021 International Virtual Conference.
- Labor, J. (2021, November 13). Special Session Speaker. National Communication Research Conference. University of the Philippines Diliman.
- Labor, J. (2021, November 8). Resource Speaker. Transforming the Youth into Fact-finding Detectives. The Central Bicol State University of Agriculture.
- Labor, J. (2021, September 20). Resource Person. Publishing in Top Tier Journals. Calamba Community College.
- Labor, J. (2021, September 10). Resource Person. Ethics in Researching LGBTQ. Calamba Community College.
- Labor, J. (2021 September 3). Resource Person. Training on Enhancing the Capacity of PIOs in their roles in COVID-19 Vaccination Awareness and Campaign. Department of Interior and Local Government: Local Government Academy.
- Labor, J. (2021, August 30). Master of Ceremonies, e-ASEAN Youth Volunteer Programme Philippines. University of the Philippines ugnayan ng Pahinungod.

- Labor, J. (2021 August 26-27). Trainer. Online Training on Technical Writing and Editing. Asian Institute of Journalism and Communication.
- Labor, J. (2021 August 10-12). Trainer. Equipped Teachers for Gearing Up Students of the new normal education. Manila Central University
- Labor, J. (2021 August 4-25). Trainer. Online Training Workshop on Publishing Social Science Research. Philippine Social Science Council.
- Labor, J. (2021 July 21). Discussant. Let's Talk about Gender. UP CMC Department of Communication Research and the IABC Philippines.
- Labor, J. (2021 July 9). Resource Person. Tuburan Journal Online Workshop. University of the Philippines Visayas College of Arts and Sciences.
- Labor, J. (2021 April 29-30). Resource Person. Online Training on Technical Writing and Editing. Asian Institute of Journalism and Communication.
- Labor, J. (2021 April 26). Resource Person. Teacher Training Course on Conducting Research. UST Angelicum College Inc.
- Labor, J. (2021, April 15). Trainer. OBE and Curriculum Mapping. Far Eastern University Institute of Arts and Sciences.
- Labor, J. (2021 April 12). Panelist. Webinar on Publishing: Discussion with Editors. University of the Philippines Los Banos CAS Department of Humanities.
- Labor, J. (2021, January 28-29). Trainer. Online Training on Technical Writing and Editing. Asian Institute of Journalism and Communication.
- Labor, J. (2021, April 15). Resource Person. Seminar on Curriculum Mapping and Outcomes-based Education. Far Eastern University Institute of Arts and Sciences.
- Labor, J. (2021 March 10). Facilitator. Qualitative Research Meetup. Philippine Association for Communication and Media Research, Inc.
- Labor, J. (2020, December 14-15). Trainer. Online Training on Technical Writing and Editing. Asian Institute of Journalism and Communication.
- Labor, J. (2020 December 7). Reimagining Community Engagement: A Webinar on NSTP Community Engagement Projects. UP Diliman OVCAA National Service Training Program.
- Labor, J. (2020, November 28). Session Discussant/ Plenary Speaker. Researching the Researchers for the 21st Century: Needs, Challenges, Productivity. University of Santo Tomas.
- Labor, J. (2020, November 27). Plenary Speaker. Localizing Crisis Communication: Strategies in Enhancing the Role of the Public Information Officers of Local Government Units in the Philippines. DILG- Local Government Academy.
- Labor, J. (2020 June 26). Keynote Speaker. "Ensuring Literacy through the Remote Learning Mode" Southern Luzon State University.
- Labor, J. (2020, March 7). Keynote Speaker. "UP ROTC Month 2020: Opening Parade and Review." University of the Philippines.
- Labor, J. (2019, November 27). Resource Person. "Communication Research Training" Task Us Philippines. Bonifacio Global City, Philippines.
- Labor, J. (2019, September 18.) Moderator. 2018 National Migration Survey: Data Dissemination Survey. Philippine Statistics Office.
- Labor, J. (2019, September 10). Keynote Speaker. "Wikang Katutubo: Tungo sa isang Bansa Filipino." Dalubhasaan ng Lungsod ng Calamba.
- Labor, J. (2019, September 2). Guest Speaker. National Service Training Program Common Module. UP College of Fine Arts.
- Labor, J. (2019, August 20). Judge. "38th National Book Awards (Humor, Sports, and Lifestyle Category)." National Commission for Culture and the Arts Building, Intramuros, Manila.
- Labor, J. (2019, April 16). Resource Speaker. "Policy Dialogue on the Role of Media in DRR." Office of Civil Defense. Asian Disaster Preparedness Center.
- Labor, J. (2018, December 15). Judge. Department of Communication Thesis Colloquium. Far Eastern University.
- Labor, J. (2018, November 27). Trainer. Communication Research. DOST Media Core National Convention. DOST Science and Technology Information Institute.

- Labor, J. (2018, November 9). Trainer. Effective Business Writing Workshop. Children International.
- Labor, J. (2018, November 23). Plenary Speaker. 6th National Communication Research Conference. University of the Philippines Diliman.
- Labor, J. (2018, November 23). Moderator. 6th National Communication Research Conference. University of the Philippines Diliman.
- Labor, J. (2018, July 18-20). Resource Person. "Personal Uses of Social Media." Training Workshop on Personal and Professional Uses of Social Media for Libraries and Archives. Asosasyon ng Aklatan at Sinupan ng Diliman, Inc. University Library, University of the Philippines Diliman, Philippines.
- Labor, J. (2018, January 25). Resource Person. "Communicating Effectively in the Workplace: Communication Protocols and Barriers to Communication" for the Philippine government's Commission on Audit (COA). Professional and Institutional Development Sector. Professional Development Center, COA Compound, Commonwealth Avenue, Quezon City, Philippines. January 25, 2018.
- Labor, J. (2018, March 8-9). Trainer. "GAD in the Workplace: Promoting Gender, Equality, Working for Women's Empowerment" University of Eastern Philippines. Plenary Hall, Center for Advanced Studies, University of Eastern Philippines.
- Labor, J. (2018, March 7). Resource Person. Lecture on New Media. Catarman National High School, Catarman, Samar.
- Labor, J. (2018, February 22). Resource Person. CRS Talk: RRL-ing in the Deep. UP Communication Research Society, UP College of Mass Communication.
- Labor, J. (2018, January 8). Judge. The 3rd Quisumbing-Escandor Film Festival for Health. University of the Philippines College of Medicine, Manila, Philippines.
- Labor, J. (2017, December 14-15). Trainer. "Training of Trainers in Communicating the Freedom of Information (FOI)" Presidential Communications Office and the Philippine Information Agency. Rizal Park Hotel, Manila, Philippines.
- Labor, J. (2017, September 25). Resource Person. "Performed and Presented: Notes on the Self during Popularized Research Presentations" University of the Philippines Los Banos: College of Arts and Sciences.
- Labor, J. Judge. (2017 September 22). Speech Choir Competition. Colegio de San Lorenzo.
- Labor, J. (2017 August 11). Guest Lecturer. "Effective Public Speaking." Philippine Air Force Air Education, Training, and Doctrine Command. Air Force Officer School. Fernando Air Base, Lipa City.
- Labor, J. (2017 May 2-3). The Effective Educator: Communication Techniques for Teachers. Resource for Educators and Academic Professionals. St. Paul Center for Renewal, Alfonso Cavite.
- Labor, J. (2017 April 5). Trainer. "Training on Business English Essentials and Guide to Writing Performance Objective" Children International, Quezon City.
- Labor, J. (2017, March 29). Resource Person. Online Propaganda and the Language of Politics in Social Media." UP Lingua Franca, Benitez Theater, College of Education, UP Diliman.
- Labor, J. (2016 December 8-9, 12-13). Trainer. "Effective Communication Skills Training for UP Diliman Administrative Personnel," Human Resources and Development Office- UP Diliman, Bulwagang Bonifacio, SOLAIR, University of the Philippines-Diliman, Quezon City,
- Labor, J. (2016 July 26-28). Resource Person. "Capacity Building for Proposal Development," National Commission for Filipino Muslims, NAPOLCOM Office,
- Labor, J. (2016, July 11-16). Trainer. Teacher-Training Course on Disseminating Research. Bicol University, Legazpi City.

- Labor, J. (2016 April 9). Resource Person. National Seminar-Workshop in Teaching English, Reading, and Literature. Philippine Association of English Language, Linguistics and Literature Teachers. Institute of Social Order, Ateneo de Manila University.

PROFESSIONAL MEMBERSHIPS

- **Member**, International Communication Association (2017- present)
 - Member, Early Career Scholar Award Committee (2021-2023)
 - Social Events Planning Committee, Mobile Communication Interest Group (2021)
- **Member**, International Association for Media and Communication Research (2023- present)
- **Member**, Association of Internet Researchers (2022- present)
- **Member**, Philippine Social Science Council- Social Science Ethics Review Board (2022-2024)
- **Associate Member**, National Research Council of the Philippines (2020- present)
- **Member**, Asian Congress for Media and Communication (2021- present)
- **Member**, Asian Media Information and Communication Centre, Inc. (2019- present)
- **Incorporator/ Founding Member**, Philippine Communication and Media Research Association
- **Life Member**, Speech Communication Organization of the Philippines
 - Director for Research, 2015-2017*
 - Vice-President, 2012-2015*
- **Member**, Philippine Association of Communication Educators (2013-present)
- **Member**, Philippines Communication Society (2018 to present)
 - Treasurer, 2021- 2023
 - Treasurer, 2023- 2025
- **Life Member**, Pi Gamma Mu Honor Society

REFERENCES

(Available upon request)