

## Jesse L. Couture, PhD

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**Citizenship:** Canadian (US Visa Holder - H1B)  
**Languages:** English, French (Conversational/Advanced)

### Professional Experience:

2023 – Present **Teaching Assistant Professor**, Kinesiology and Community Health  
University of Illinois Urbana-Champaign, Urbana, IL.

2021 – 2022 **Postdoctoral Research Fellow**, School of Social Work  
University of Ottawa (Remote)

2020 – 2022 **Adjunct Instructor**, School of Kinesiology  
University of British Columbia, Vancouver, B.C.

2020 – 2022 **Adjunct Instructor**, Sport Science  
Douglas College, New Westminster, B.C.

2017 – 2020 **Research Coordinator**, Centre for Sport and Sustainability  
University of British Columbia, Vancouver, B.C.

### Education:

2021 **Ph.D., Kinesiology (Sociology of Sport)** Vancouver, B.C.  
University of British Columbia

**Dissertation:** 'Running together, even when we're apart: seeking community, being 'connected', and consuming together'  
**Supervisor:** Dr. Brian Wilson, Kinesiology

2015 **MA, Kinesiology (Sociology of Sport)** Lethbridge, AB.  
University of Lethbridge

**Thesis:** "'Forging the future of fitness": 'Consuming' children, late-capitalism, and CrossFit Kids Magazine'  
**Supervisor:** Dr. Carly Adams, Kinesiology & Physical Education

2013 **BA, Social Sciences (with Great Distinction)** Lethbridge, AB.  
University of Lethbridge

2010 **Diploma, Exercise Science (Honors)** Lethbridge, AB.  
Lethbridge College

### Areas of Research & Teaching:

sociology of sport, community, running cultures, digital health technologies, child & youth sport

## RESEARCH

### Peer-reviewed publications:

- Couture, J., Millington, B., & Wilson, B. (2023). Who is the city for? Sports facilities and the case of Vancouver's public golf courses. *International Journal of Sport Policy and Politics*, 1-18.
- Couture, J. (2021). Reflections from the 'Strava-sphere': Kudos, community, and (self-)surveillance on a social network for athletes. *Qualitative Research in Sport, Exercise and Health*. 13(1). 184-200.
- Couture, J. & Laurendeau, J. (2020). Youth Sport and Physical Culture. In B. Wilson & J. Scherer (Eds.) *Sport and Physical Culture in Canadian Society* (2<sup>nd</sup> e.). Toronto: Pearson. pp. 145-166.
- Couture, J. (2019). "Protecting the Gift": Risk, Parental (Ir)Responsibility, and CrossFit Kids Magazine. *Sociology of Sport Journal*, 36(1), 77-86.
- Couture, J. (2016). *Triathlon Magazine Canada* and the (Re-)Construction of Female Sporting Bodies. *Sociology of Sport Journal*. 33(2). 124-134.
- Couture, J. (2014). Review of Wheaton (2013), *The Cultural Politics of Lifestyle Sports*. *Sociology of Sport Journal*. 31(3). 381-386

### Publications in press:

- Couture, J. (2025). 'The Girls', the boys, and 'The Heroes': Reading Gender in CrossFit Kids Magazine. M. Dawson and S. Jackson (Eds.), *CrossFit: Commodity, Community, Contested Terrain*. University of Otago Press.
- Couture, J. & Laurendeau, J. (2025). Youth Sport and Physical Culture. In B. Wilson & J. Scherer (Eds.) *Sport and Physical Culture in Canadian Society* (3<sup>rd</sup> e.). Toronto: Pearson.

### Publications under review:

- Couture, J. & Dean, N. A. Connection, communication, and cross-promotion: Reflections on the technological affordances of Instagram in the lives of sport participants. A. Bundon & V. Goodyear (Eds.) *Routledge Handbook of Digital Technologies in Sport, Exercise and Physical Education*. Routledge.

### Publications in preparation:

- Couture, J. Seeking community and consuming together: An ethnographic study of the urban run crew movement in Vancouver, B.C. To be submitted to *Sociology of Sport Journal*.
- Couture, J. "Stay active, stay safe!": Social running groups and mandated social distancing during the COVID-19 pandemic. To be submitted to *Communication and Sport*.
- Clarke, C., Couture, J. & Cuthbertson, C. Place and belonging as faculty: A collective autoethnographic account of an attempt to preserve the University of Illinois Ice Arena. To be submitted to *Health and Place*.
- Clarke, C., Couture, J. & Rubin, E. State of the field: Autoethnography within the sociology of sport. To be submitted to *Qualitative Research in Sport, Exercise, and Health*.

### Non-peer-reviewed publications:

Couture, J., Adams, C. and Laurendeau, J. (2015). Roads worth traveling: Liberal education and embodied teaching & learning. *A Light on Teaching*. University of Lethbridge Teaching Centre. 9-13.

### Invited Research Talks

2020 Digital Qualitative Methods Symposium – Invited Expert Panelist  
*Qualitative Research in Sport and Exercise Conference, Durham, UK*. [Cancelled – COVID-19]

### Peer-reviewed Conference Presentations (Selected):

2024 with C. Clarke. “State of the field: Autoethnography within the sociology of sport”. Paper presented at the 44<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Chicago, IL. November 1, 2024

with C. Clarke. “Place and belonging as faculty: A collective autoethnographic account of an attempt to preserve the University of Illinois Ice Arena”. Paper presented at the 44<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Chicago, IL. November 2, 2024

2023 “Creating community, seeking camaraderie, and consuming together: An ethnographic study of the urban run crew movement in Vancouver, B.C.” Paper presented at the 43<sup>rd</sup> Annual Meetings of the North American Society for the Sociology of Sport, New Orleans, LA. November 3, 2023.

2019 “Reflections from the ‘Strava-sphere’: Self-tracking, surveillance, and the social network for athletes.” Paper presented at the 40<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Virginia Beach, VA. November 7, 2019.

2019 “Community, connectivity, and ‘kudos’: Social self-tracking and the lived experience of digitized leisure.” Paper presented at the Canadian Association of Leisure Studies Conference, Vancouver, BC. June 6, 2019.

2018 “Get Active, Save Lives”: Self-tracking, kids, and the commodification of play.” Paper presented at the 39<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Vancouver, BC. November 1, 2018.

2017 with J. Laurendeau. “Growing up CrossFit”: (CrossFit) Kids, ‘inter-generagency’, and physical activity. Paper presented at the 38<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Windsor, ON. November 2, 2017.

2015 “‘The Girls’, the Boys, and ‘The Heroes’: Exploring gender in *CrossFit Kids Magazine*.” Paper presented at the 50<sup>th</sup> Annual International Sociology of Sport Association World Congress, Paris, France. June 10, 2015.

2014 “Consuming CrossFit: ‘The Sport of Fitness’ and Implicit (Post-)Feminism.” Paper presented at the 35<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Portland, OR. November 9, 2014.

2013 “*Triathlon Magazine Canada* and the (Re-)Construction of Gendered Sporting Bodies.” Paper presented at the 34<sup>th</sup> Annual Meetings of the North American Society for the Sociology of Sport, Quebec City, QE. November 8, 2013.  
*Runner-up for the 2015 Barbara Brown Student Paper Award*

2012 with J. Laurendeau and C. Adams. “Roads worth traveling: a multi-vocal (auto-)ethnography of

embodied critical pedagogy.” Paper presented at the 33<sup>rd</sup> Annual Meetings of the North American Society for the Sociology of Sport, New Orleans, LA. November 8, 2012.

#### **Other Academic Conference Presentations:**

- 2019 “Situating Strava: Reflections on surveillance and social self-tracking.” Paper presented at Kinesiology Graduate Research Day (University of British Columbia). Vancouver, BC. May 6, 2019.
- 2014 “*Triathlon Magazine Canada* and the (Re-)Construction of Gendered Sporting Bodies.” Paper presented at 8<sup>th</sup> Annual Meeting of the Minds Graduate Student Conference, Lethbridge, AB. March 15, 2014.
- 2014 with K. Patton, B. Adams, & A. Perrotta. “(Dis)Embodied Feminism and the Complexities of Authoritative Voice” in “We Are Not the Only Feminists in Lethbridge’: Spreading the Word about Feminist Activism and Research in Lethbridge”. Panel presented at 8<sup>th</sup> Annual Meeting of the Minds Graduate Student Conference, Lethbridge, AB. March 15, 2014.

#### **Other Academic Presentations:**

- 2014 with K. Patton, B. Adams, & A. Sereda. “(Dis)Embodied Feminism and the Complexities of Authoritative Voice” in “We Are Not the Only Feminists in Lethbridge’’: Spreading the Word about Feminist Activism and Research in Lethbridge”. Panel presented at University of Lethbridge Women’s Speaker Series. October 10, 2014.

#### **Other Research Experience**

- 2018 – 2021 **Research Assistant**  
Project: ‘*Real Utopian’ Experiments in Environmental Sport: A Focus on Golf*’ (SSHRC)  
PI: Dr. Brian Wilson, University of British Columbia, & Dr. Brad Millington, Brock University
- 2019 – 2021 **Research Assistant**  
*Centre for Sport and Sustainability*, University of British Columbia  
Project: CSS Monitor Project – Sport and Environmental Journalism  
PI: Dr. Brian Wilson, University of British Columbia
- 2018 – 2020 **Research & Information Coordinator**  
*Centre for Sport and Sustainability*, University of British Columbia
- 2016 – 2017 **Research Assistant**  
Project: ‘*Cycling Against Poverty? Researching a Sport for Development Movement and an ‘Object’ in/for Development*’ (SSHRC)  
PI: Dr. Lyndsay Hayhurst, York University  
COI: Dr. Brian Wilson, University of British Columbia; Dr. Brad Millington, Brock University; Dr. Robert VanWynsberghe, University of British Columbia
- 2017 **Seminar Facilitator**  
Project: *Mobile Methods for Researching Bodies in Motion – ‘Virtual’ Seminar Series*  
PI: Dr. Andrea Bundon, University of British Columbia, & Dr. Brian Wilson, University of British Columbia
- 2013 – 2015 **Research Assistant**

Project: 'Imagining Community: Women's Ice Hockey, High Performance Sport and Rural Survival in Southern Alberta' (SSHRC)

PI: Dr. Carly Adams, University of Lethbridge, & Dr. Hart Cantelon, University of Lethbridge

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## **FUNDING, AWARDS, & SCHOLARSHIPS** **Value**

2024 Humanities Research Institute, University of Illinois Urbana-Champaign \$3000

### **Graduate Awards**

2020	Killam Graduate Teaching Assistant Award	\$1000
2017	Sport Participation Research Initiative Supplement (SSHRC/Sport Canada)	\$10,000
2017	Joseph Bombardier Graduate Scholarship – Doctoral (SSHRC)	\$105,000
2016	University of British Columbia Four-Year Doctoral Fellowship	\$72,800
2016	UBC Faculty of Education Entrance Scholarship	\$7,125
2016	UBC Faculty of Education PhD Award	\$4,200
2015	University of Lethbridge School of Graduate Studies Profiling Award	\$1,750
2013	Joseph Bombardier Graduate Scholarship – Master's (SSHRC)	\$35,000
2013	Queen Elizabeth II Graduate Scholarship	\$10,800

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## **TEACHING**

### *Instructor of Record*

2024	<b>Social Science of Human Movement (HK 140)</b> Health and Kinesiology, University of Illinois Urbana-Champaign <i>140 students</i>
	<b>Physical Cultural Studies, Media &amp; Representation (KIN 494)</b> Kinesiology & Community Health, University of Illinois Urbana-Champaign <i>4 students, Graduate-Level</i>
	<b>Sport &amp; Modern Society (KIN 249)</b> Kinesiology & Community Health, University of Illinois Urbana-Champaign <i>Online (395 students)</i>
2023	<b>'Contemporary Issues in Sport' (KIN 142)</b> Kinesiology & Community Health, University of Illinois Urbana-Champaign <i>Online (~100 students per term)</i>
	<b>'Physical Activity and Health' (KIN 122)</b> Kinesiology & Community Health, University of Illinois Urbana-Champaign <i>Online (370 students)</i>
2022	<b>'Leisure, Sport, and Popular Culture' (KIN 363)</b> School of Kinesiology, University of British Columbia

**‘Introduction to the Study of Sport and Leisure’ (SPSC 1105)**  
Sport Science, Douglas College

**‘Health Promotion’ (SPSC 3205)**  
Sport Science Program, Douglas College

2021 **‘Leisure, Sport, and Popular Culture’ (KIN 381)**  
School of Kinesiology, University of British Columbia, Vancouver, B.C.  
\**Online* [in response to the COVID-19 pandemic]

2020 **‘Leisure, Sport, and Popular Culture’ (KIN 381)**  
School of Kinesiology, University of British Columbia, Vancouver, B.C.

### Teaching Assistantships

2020 Course: **Sport, Peace, and Conflict (KIN 360)**  
Instructor: Dr. Brian Wilson, University of British Columbia

2019 Course: **Leisure, Sport, and Popular Culture (KIN 381)**  
Instructors: Liv Yoon & Devra Waldman, University of British Columbia

2018 Course: **Leisure, Sport, and Popular Culture (KIN 381)**  
Instructors: Liv Yoon & Devra Waldman, University of British Columbia

2017 Course: **Leisure, Sport, and Popular Culture (KIN 381)**  
Instructor: Dr. Brian Wilson, University of British Columbia

2015 Course: **Social Constructions of the Body (KNES 3100)**  
Instructor: Dr. Sean Brayton, University of Lethbridge

2014 Course: **Sociological Dimensions of Physical Activity Involvement (KNES 2150)**  
Instructor: Dr. Michelle Helstein, University of Lethbridge

2013 Course: **Humanities Dimensions of Physical Activity Involvement (KNES 2130)**  
Instructor: Dr. Carly Adams, University of Lethbridge

### Invited Guest Lectures

2024 **“Sociohistorical Methods in Kinesiology”**  
Course: HK 550– Research Methods  
University of Illinois Urbana-Champaign, Urbana, IL., October 21, 2024

***Sociocultural Studies in Kinesiology: “What does that even mean?”***  
Course: HK 160 – Foundations and Careers in Kinesiology  
University of Illinois Urbana-Champaign, Urbana, IL., October 8, 2024

2023 ***Sociocultural Studies in Kinesiology: “What does that even mean?”***  
Course: KIN 160 – Foundations and Careers in Kinesiology  
University of Illinois Urbana-Champaign, Urbana, IL., October 5, 2023

2020 **“(Auto)Ethnography as Method” (with Nikolaus Dean)**

ARQ Lab Speaker Series (Online)  
Anglia Ruskin University, Cambridge, UK, November 26, 2020

- 2019      ***“Health(sim), fitness technologies, and the body”***  
Course: SPSC 2252 – Contemporary Health Issues  
Douglas College, New Westminster, B.C., June 19, 2019
- “Research(er) in Progress: Stories from a Kin Student in Grade 21”***  
Course: KIN 161 – Leisure & Sport in Society  
University of British Columbia, Vancouver, B.C. June 13, 2019
- “Thinking about (con)textual analysis”***  
Course: SOCI 3120 – Qualitative Research Methods  
University of Lethbridge, Lethbridge, AB. March 21, 2019
- 2018      ***“Thinking about (con)textual analysis”***  
Course: SOCI 3120 – Qualitative Research Methods  
University of Lethbridge, Lethbridge, AB. March 29, 2018
- 2017      ***“Research(er) in Progress”***  
Course: KIN 381 – Leisure, Sport, and Popular Culture  
University of British Columbia, Vancouver, B.C. March 15, 2017

## Supervisory Experience

### **Graduate Student Supervision**

- 2024      Leslie Dixon (advisor)  
MSc. student, Health and Kinesiology, University of Illinois Urbana-Champaign
- 2023      Jihoon Choi (co-advisor)  
PhD candidate, Health and Kinesiology, University of Illinois Urbana-Champaign

### **Directed Studies (Undergraduate)**

- 2022      **‘Critical Perspectives on Coaching, Identify, and Athlete Experience’**  
School of Kinesiology, University of British Columbia  
Student: Quincy Brozo
- 2021      **‘Creative Qual. Methods in Cultural Studies of Sport & PA’ (Directed Study)**  
School of Kinesiology, University of British Columbia  
Student: Christine Sourial
- ‘Race, Sport, and Media’**  
School of Kinesiology, University of British Columbia  
Student: Shalom Brown
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## PROFESSIONAL DEVELOPMENT (Selected)

### Teaching-Related Workshops:

- 2023      Teaching Case Study Writing (Webinar)  
*Interdisciplinary and Impactful Sport Research Initiatives*  
Brock University, March 7, 2023
- “The Value of Reflection: True Stories from the Classroom” (2023 Faculty Retreat)  
*College of Applied Health Sciences*  
University of Illinois at Urbana-Champaign, March 3, 2023
- Campus Assessment of Teaching Excellence: Self-Evaluation Component  
*AHS Teaching Academy*  
University of Illinois at Urbana-Champaign, February 10, 2023
- 2019      Responding to Disclosures of Sexual Assault  
*AMS Sexual Assault Support Centre*  
University of British Columbia, January 7, 2019
- 2017      Promoting Transliterations  
*Centre for Teaching, Learning, & Technology*  
University of British Columbia, January 11, 2017
- 2016      Instructional Skills Workshop (ISW)  
*University of Lethbridge Teaching Centre*  
University of Lethbridge, May 9-12, 2016
- 2014      The Multicultural Classroom  
*University of Lethbridge Teaching Centre*  
University of Lethbridge, March 27, 2014
- 2013      Teaching as a Professional Responsibility  
*University of Lethbridge Teaching Centre*  
University of Lethbridge, September 16, 2013

### Research-Related Workshops:

- 2023      Introduction to Qualtrics  
*Center for Innovation in Teaching & Learning*  
University of Illinois at Urbana-Champaign, February 28, 2023

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## SERVICE TO THE ACADEMIC COMMUNITY

*North American Society for the Sociology of Sport (NASSS)*

### Elected Positions:

- Member at Large (2024 – Present)  
Graduate Student Representative (2018-2020)



### **Volunteer Positions:**

Diversity and Conference Climate Committee (2023 – Present)  
Outstanding Book of the Year Committee (April – September 2024)  
SSJ Article of the Year Committee (April – September 2022)  
Elections Committee (2020 – 2021)  
Web and Communications Committee (2017 – 2019)

### *The University of British Columbia*

**Graduate Student Representative, School of Kinesiology  
2017 – 2018**

### **Academic Conference Organizing Committees**

6<sup>th</sup> Annual Qualitative Research in Sport and Exercise Conference  
University of British Columbia, Vancouver, B.C., June 6-9, 2018  
***Graduate Student Engagement Advisor***

School of Kinesiology Graduate Student Research Day  
University of British Columbia, Vancouver, B.C., May 11, 2018  
***Conference Co-Chair***

9<sup>th</sup> Annual GSA Meeting of the Minds Student Research Conference  
University of Lethbridge, Lethbridge, AB., March 20-21, 2015  
***Conference Co-Chair***

### **Reviewer – Scholarly Journals**

*(Note: Number of manuscripts reviewed is listed in parentheses after the year in question)*

Sociology of Sport Journal – 2017 (1), 2018 (1), 2019 (1), 2023 (1)  
Communication and Sport – 2017 (1), 2018 (1), 2019 (2), 2020 (1), 2023 (1), 2024 (1)  
Qualitative Research for Sport, Exercise, and Health – 2020 (4), 2021 (1), 2022 (1), 2023 (1)  
Administrative Theory & Praxis – 2023 (1)  
Psychology of Sport & Exercise – 2021 (1)  
International Journal of Sport Policy and Politics – 2023 (1)  
International Journal of the History of Sport – 2019 (2), 2023 (1)  
Leisure Studies – 2016 (1)  
Somatechnics – 2020 (1)

### **Reviewer – Academic Book Chapters**

Wilson, B. & Millington, B. (2020). *Sport and the Environment: Politics and Preferred Futures*. Emerald Publishing.

### **Reviewer – Academic Conference Abstracts**

2019	CALS Scientific Review Committee Canadian Association of Leisure Studies (CALs) Conference / Congress 2019 University of British Columbia, Vancouver, B.C
2018	6 <sup>th</sup> Annual Qualitative Research in Sport and Exercise Conference University of British Columbia, Vancouver, B.C

### **Memberships on Other Scholarly Committees**

- 2011 – 2015    Exercise Science Program Advisory Committee  
*Centre for Applied Arts & Sciences*  
Lethbridge College, Lethbridge, AB.
- 2014 – 2015    Graduate Students Association - Elected Board Member  
University of Lethbridge, Lethbridge, AB.

### **Memberships in Scholarly Societies**

- 2012 – Pres.    North American Society for the Sociology of Sport (NASSS)
- 2017 – 2020    Leisure Studies Association (LSA)
- 2019 – 2020    Canadian Association of Leisure Studies (CALS)
- 2015 – 2017    International Sport Sociology Association (ISSA)