

JAIME LEE KIRTZ

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EDUCATION

PhD in Media Research and Practice

2019

University of Colorado, Boulder

Dissertation Title: *Encoded Inequality: Hacking the Gender Bias in Media Technology*

Committee: Andrew Calabrese, Janice Peck, Stewart Hoover, Lori Emerson, Nabil Echchaibi (Chair)

Description: Utilizing a case study of video game systems, my dissertation interrogates the gendered and racial biases and assumptions opaquely embedded within technoculture. It includes: an investigation into gendered discourses of technology; a delineation of feedback loops of gendered cultural-consumer practices of play; a critical examination of sociohistorical and material practices, such as the connection between weaving, feminized labor, and women's bodies; and articulates challenges to digital inequalities through subversive practices from artistic, making and hacking communities.

MA in English and Creative Writing

2014

Concordia University, Montréal, QC

Thesis Title: *We(s)t Coast*

Committee: Darren Wershler, Bina Freiwald, Sina Queyras (Chair)

Dual BSc & BA in Physics and English Literature

2010

University of British Columbia, Vancouver, BC

TEACHING INTERESTS

Developing interdisciplinary courses and courses in media and communication disciplines that examine, integrate, and question new media technology using critical thinking. Specific sub-genres include: social media, new media theory, rhetorical criticism, communication technology, platform studies and policy, research methods and communication history.

TEACHING EXPERIENCE

Primary Instructor Positions

Instructor

2022-

School of Communication, Simon Fraser University

- Teaching CMNS 210-3 D100 (Media History)

Instructor

2018- 2019

Program for Writing and Rhetoric, University of Colorado, Boulder

- Designed, developed and taught new upper division course, Topics in Writing: Comics & the Graphic Novel (2019, 2 sections; 2018, 1 section; 2016, 1 section)

- Designed and taught lower division honors course, Advanced First Year Writing & Rhetoric (2018, 1 section)

Instructor **2018**

College of Communication, Media and Information, University of Colorado, Boulder

- Designed and taught upper division course, Strategic Communication Research Methods (2018, 1 section)
- Utilized and instructed students on research technology (Qualtrics, SPSS, Excel) and qualitative and quantitative methods
- Helped students develop communication strategy documents for clients

Instructor **2014-2016**

Program for Writing and Rhetoric, University of Colorado, Boulder

- Designed and taught upper division course, Topics in Writing: New Media & Civic Engagement (2016, 2 sections; 2015, 1 section)
- Integrated digital media technologies into assignments and readings
- Adapted and revised the course for the Technology, Arts and Media program

Instructor **2014-2015**

Program for Writing and Rhetoric, University of Colorado, Boulder

- Designed and taught first year composition course, First Year Writing & Rhetoric (2014, 1 section; 2015, 3 sections)
- Integrated new media technologies with composition pedagogies

Teaching Assistant Positions

Teaching Assistant **2018**

Department of Communication, University of Colorado, Boulder

- Teaching Assistant to Dr. Ruth Hickerson (Perspectives on Human Communication)
- Lead once-a-week recitations and guest lectures
- Communicated with students as well as grading assignments

Lead Teaching Assistant **2017**

Department of Media Studies, University of Colorado, Boulder

- Lead Assistant to Dr. Janice Peck in (Media and Communication History)
- Responsible for all TAs, created weekly lesson plans for TAs, guest lectured, and established grading consistency
- Lead once-a-week recitations, worked one-on-one with students and graded assignments

Teaching Assistant **2017**

Advertising, Public Relations and Media Design, University of Colorado, Boulder

- Prepared and composed all course tests and study guides (Creative Industries)
- Communicated with students and aided with course content

Teaching Assistant **2012-2014**

Department of English, Concordia University

- Led weekly seminars on English Literature from 600-1600 AD and 1660-1900AD
- Graded all student assignments and gave student feedback on essays

RESEARCH INTERESTS

Engaging with social, cultural and political aspects of algorithmic culture, new media and infrastructure with a particular focus on issues of gender and race. Specific areas of focus include: gendered and racial labor in global media industries, social justice and technology, algorithmic culture, media policy, critical infrastructure studies, media archaeology, democracy and civic participation, international media and technological circulation.

RESEARCH EXPERIENCE

Professional Appointments

Visiting Researcher

Present (Nov 2021)

Algorithmic Media Observatory, Concordia University

- Conducting research for the Online Harms and AI project

Postdoctoral Fellow

2019-2021

School of Communication, Simon Fraser University

- Research fellow for Digital Democracies Institute led by Dr. Wendy H.K. Chun
- Lead comparative case study research on abusive language and toxicity online within political and gaming communities
- Developed interdisciplinary methods and theory around issues of toxicity and counterspeech in media environments and sociotechnical systems
- Lead cross-disciplinary, collaborative study on algorithmic content moderation, user experience and platform policy
- Supervised graduate and undergraduate student researchers on ethnographic study
- Collaborated on building of NLP tools (natural language processing) and responsible AI
- Coding schema development and operationalization of concepts

Research Assistant

2016-2017

Department of Media Studies, University of Colorado, Boulder

- Assistant to Dr. Andrew Calabrese
- Contributor to study on the media ethics and social-political issues arising from the predatory double bind of food corporations and regulations
- Conducted primary and secondary research on food politics and social justice through digital archives and collections
- Employed new editing technologies and assembling materials for upcoming publications

Research Fellowships

Research Fellow

2015-2019

Center for Media, Religion and Culture, University of Colorado, Boulder

- Presented talks on a variety of topics including: misinformation, big data, affect, algorithms
- Conducted interviews for the Media Ambivalence Project
- Constructing the digital aspect of the hypermediation and public scholarship project
- Participating in weekly meetings and discussions

- Contributing entries for the keywords media project

McLuhan Residency Fellow

2017

McLuhan Center, University of Toronto

- Conducted research on labor ethics and standards within modern information communities
- Participated in weekly workshops with fellow graduate students
- Attended weekly meetings to discuss future collaborative projects and development of the McLuhan Center for Culture and Technology during the summer semester

CURRENT RESEARCH PROJECTS

Remaking in the Revolution: Platforms, Precarious Labor and Intersectional Design

My current book project interrogates the problem of opacity, inequality and labor precarity in modern technology through examining practices that involve reuse, through recycled materials or upcycle practices and which intersect with contemporary digital culture through platforms and the gig economy. I examine case studies wherein objects or materials have gone through material, commodity and digital remediations and interrogate issues of platformization through the concept of algorithmic personalization. Focusing on both discourse and data practices, I critique the problematic idealizations in common and journalistic representations of hackers and crafters and articulate the recoding of inequality in information cultures. Thus, I investigate the ways in which past assumptions, norms, and social characteristics are embedded, transformed, reiterated, and re-purposed in present context. In doing so, I engage with the gendering of precarious labour, not only within the media, but through the materials and practices themselves.

From Hate to Agonism: Fostering Democratic Exchange Online

My work for the Digital Democracies Institute project includes:

- A study (lead author) that examines the ways in which abusive language and toxicity is conceptualized and moderated on social media platforms and resulting racial discrimination.
- A series of workshops and probe kits that draw from critical design practices on the topic of abuse and counter-speech. This process involves hiring, supervising and mentoring graduate and undergraduate students as well as being lead author on a publication from results.

AWARDS AND GRANTS

Doctoral Fellowship

2015-2019

Social Sciences and Humanities Research Council of Canada, \$80,000

Graduate WACC Summer School Scholarship

2017

German Academic Exchange Service, \$2000

Graduate Summer Research Fellowship

2017

Department of Media Studies, \$2150

Travel Grant

2015

United Government of Graduate Students, \$300

PUBLICATIONS

Kirtz, Jaime Lee. "Textiles and Technology: Needlework in Networked Spaces as Feminist Praxis." *Feminist Digital Humanities*. Eds. Susan Schreibman and Lisa Rhody. University of Illinois Press. (2022)

Matviyenko, Svitlana and Jaime Lee Kirtz. "Echo Chambers of Paranoid Knowledge: On Cyberwar Epistemology," *Discourse* 44, no.3 (2022).

Kirtz, Jaime Lee, Zeerak Waseem, Christine Tomlinson, and Wendy Chun. "Succeeding to Fail: The Impact of the Specificity of Ambiguity in Content Moderation," *First Monday*. (Under Review).

Kirtz, Jaime Lee. *Remaking in the Revolution: Platforms, Precarious Labor and Intersectional Design*. (In progress).

Kirtz, Jaime Lee. "Breaking the blackbox: Recovering female labor through circuit bending ROM chips," *Ada: A Journal of Gender, New Media, and Technology*, no. 13 (2018).

Kirtz, Jaime Lee. "Gaga over Google: Problematizing Democratization of Information in Capitalist Communication," *Media Development* 12, no. 3 (2017): 16-20.

Kirtz, Jaime Lee. "Computers, Comics and Cult Status: A Forensics of Digital Graphic Novels," *Digital Humanities Quarterly* 8, no. 3 (2014).
<http://www.digitalhumanities.org/dhq/vol/8/3/000185/000185.html>

CONFERENCE PRESENTATIONS

Peer-Reviewed Conferences

"Glimpsing Gender: Interrogating Embedded Gender Bias in Plugs, Sockets, and Electronic Ephemera." *European Network for Cinema and Media Studies* Conference 2021. (delayed)

"Run, Don't Walk: The FitBit, Health Discourse and User Deep Mining." *Society for Cinema and Media Studies* Conference, 2020. (cancelled)

"Discrimination and Data." *Modern Language Association* Annual Convention, Seattle, WA, Jan 9-12, 2020. Special Session for the Association For Computers and the Humanities.

"Imagining Feminist Media Through Hacking." *International Communication Association* Conference, Prague, CZ, May 24-28, 2018.

"All about Algorithms: Bias and Fake News in Social Media." *Media Research and Practice* 2017 Colloquium, Boulder, CO, Dec 6, 2017.

"Electrical Extensions: Applying Media Archaeology to Communication History." *International Communication Association: Communication History Division* Conference, San Diego, CA, May 25-29, 2017.

“Plugging into Gender: Hidden Histories of Electric Media Outlets, Gender and Media Infrastructure.” *Society for Cinema and Media Studies* Annual Conference, Chicago, IL, March 22-26, 2017.

“Scanning as Global Media.” *Modern Language Association* Annual Convention, Austin, TX, Jan 7-10, 2016.

“To Download or Not to Download? An Examination of Academic Publishing and Knowledge Dissemination in an Internet Era.” HASTAC 2015 Conference, East Lansing, MI, May 27-30, 2015.

“Digital Paratextuality as Subversion: How New Technology Alters Traditional Processes of Textual Production and Reading.” American Comparative Literature Association Annual Conference, Seattle, WA, March 26-29, 2015.

“Anonymity and Authorship in Modern Graphic Novels.” University of British Columbia, Graduate Conference, Vancouver, BC, May 10-11, 2013.

“Computers, Comics and Cult Status.” University of Maryland, At the Mercy of the Masses: Popular Culture and Academia Graduate Conference, College Park, MD, April 12-13, 2013.

“Collaborative (de)reconstruction.” Simon Fraser University Graduate Conference, Vancouver, BC, May 21-23, 2013.

INVITED TALKS

Panelist. “The 2020 U.S. Election, A View from Canada.” Jackman Humanities Institute, University of Toronto, ON, Oct 29, 2020.

“Archives as Processes of Production: Interrogating Archival Infrastructure, Labor and History” Ischool, University of Toronto, Toronto, ON, Nov 28, 2016.

“Interrogating the Standard.” Input/Output Symposium, Montreal, QC, Nov 24-25, 2016. (Plenary Speaker)

“What is Media Archaeology?” 300 Level Media Theory Course, Boulder, CO, Nov 15, 2016.

UNIVERSITY SERVICE AND ADMINISTRATIVE EXPERIENCE

Reviewer **2019-Present**

New Media and Society Journal

- Reviewed submissions for articles about critical infrastructure studies and games

Curator **2014-2019**

Media Archaeology Lab, University of Colorado, Boulder

- Educating visiting student groups and faculty
- Collecting, re-animating, and organizing collections of media technologies
- Working with visiting researchers and artists

Digital Historian and Archivist **2017**
Graduate Student Association, Department of Media Studies, University of Colorado, Boulder

- Creating digital databases for archival purposes
- Assisting the association with IT and communication support

Outside Productions Coordinator **2011**
Creative Writing and Publishing Department, Simon Fraser University

- Co-ordinated the annual department anthology and employed specialized publishing software to produce final drafts

PROFESSIONAL DEVELOPMENT

Summer School Participant **2017**
Friedrich-Alexander University Erlangen-Nürnberg

- Attended and contributed to a week-long workshop and summer school on communication rights in the global digital society

Summer School Participant **2016**
Residual Media Depot, TAG Lab, Concordia University

- Attended and participated in a collaborative course on media archaeology led by Dr. Darren Wershler, Dr. Stephanie Boluk, and Dr. Patrick Lemieux
- Produced hacked video games through reprogramming vintage Nintendo cartridges
- Published daily blog entries on theoretical and practical readings

HASTAC Scholar **2015-2016**
HASTAC Scholars Program

- Contributed blog posts about digital media and materialism
- Attended yearly conference

Workshop Participant **2015**
Digital Humanities Summer Institute, University of Victoria, BC

- Collected research from special archives at the University of Victoria
- Conducted research on connections between pre-digital and digital interfaces
- Completed the Pre-Digital Book Workshop

Discussion Leader and Participant **2010-2012**
Lacan Salon, Simon Fraser University

- Attended biweekly meetings to discuss and translate the works of Jacques Lacan
- Prepared presentations, seminars, and papers for group discussion

PROFESSIONAL ACTIVITIES

Editor **2013-2014**
Lemon Hound Literary Journal, Concordia University

- Composed articles on creative writing and rhetoric
- Selected and edited poetry submissions electronically

Federal Intern**2010***House of Commons, Government of Canada*

- Conducted research on ecological literature and policies
- Helped write proposed bills for the ecological preservation of BC coastlines from oil tankers

Academic Archivist**2010***City of Vancouver, BC*

- Appointed by the poet laureate, Brad Cran, for the Vancouver 125 Poetry Conference
- Conducted research through interviews, observations, and pre-reading of text with contemporary poets
- Assimilated research and interviews for the digital City Archives

PROFESSIONAL ASSOCIATIONS

- Society of Cinema and Media Studies
- International Communication Association
- International Association for Media and Communication Research
- Modern Language Association
- Association of Writers and Writing Programs
- Alliance of Digital Humanities Organizations

TECHNICAL SKILLS

- Data Collection: Qualtrics, Twitter Analytics, YouTube Reporting, Google Trends, Facebook Page Insights
- Data analysis: SPSS, Excel, Gnuplot
- Data Visualization: Piktochart, SPSS
- Word Processing: Office Suite

LANGUAGES

English: Fluent

French: Proficient at writing and reading