

Neal Thomas – Curriculum Vitae

Department of Communication Studies
CB #3285, Bingham 111
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina 27599

ngthomas@email.unc.edu
neal@hivemedia.ca
<http://www.hivemedia.ca/>
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Academic Background

2005-2011 Ph.D – McGill University
Dissertation Title: Social Computing as Social Rationality
(Departmental Nominee, 2012 Arts Dissertation Award)
Communication Studies

1999-2001: MFA Design – Digital Communication Design
Thesis Title: A Peer-to-Peer Model for Interactive Television
Nova Scotia College of Art and Design

1991-1995: BA English / Film Studies
University of Manitoba

Academic Interests

Critical informatics, science and technology studies, philosophy of technology, new media, metaphysics.

Work Experience

August 2012 – : **UNC Chapel Hill – Dept. of Communication Studies**
Assistant Professor, tenure track

Teaching, marking and research duties as required. Technology Studies focus

September 2011 – December 2011: **Wilfrid Laurier University, Brantford campus**
Part-time Instructor

Teach Contemporary Studies 222: Navigating the Information Environment Marking duties as required

September 2007 – present: **Media@McGill research hub - CMS Coordinator**

Administer Drupal-based CMS, updating content as necessary Maintain Media@McGill presence on social networking and media sharing sites

May 2007 – March 2010: **International Institute for Sustainable Development**
Research Associate

Write reports and proposals developing web strategies for programs at IISD Design and help to implement information architecture and visual interface for a site overhaul

January 2006 – June 2008:

**McGill University – Communication Studies
Research Assistant**

Manage CRC Tech. & Citizenship research lab
Compile research for MIX-ARRT augmented
reality research team

Produce new media material as necessary to
communicate research results

September 2004 – April 2005:

**Alberta College of Art & Design – Media Arts
Instructor – Media Arts & Digital Technologies**

Teach 2000 level Web Based Media
Teach 3000 level History of New Media
Teach 3000 level Graphic Design

Teach 4000 level Studio Seminar
Committee, lecturing, marking, research and
writing duties as required

July 2001 – July 2004:

**University of Lethbridge – Faculty of Fine Arts
Assistant Professor, Department of New Media**

Acting Department Chair, April-August 2003
Teach 1000 level Introduction to New Media
Teach 2000 level Moving Image Processing
Teach 3000 level Net.Art

Teach 4000 level The Cyborg Gaze
Teach 4000 level Graphic Design
Committee, lecturing, marking, research and
writing duties as required

Scholarly Work

Book Chapters

- 2013 “Folk Mechanology” (forthcoming). *Peter Flemming*. Montreal: DAGAFO.
2011 “Fielding Networked Marketing: Technology and Authenticity in the Monetization of Malaysian Blogs”, with Julian Hopkins. Published January 2011 in *Nexus: New Directions in Internet Research*. New York: Peter Lang. p.139-156.

Articles & Reviews

- 2013 Bendor, R. and N. Thomas (forthcoming). ‘Edgerank’, in K. Harvey and J. G. Golson (eds.) *Encyclopedia of Social Media and Politics*. Thousand Oaks, CA: Sage.
2009 *New Media & Society*, Volume 11, Issue 6, p.1069-1071. Review: *Small Tech: The Culture of Digital Tools*. London: Sage.
2007 *Information, Communication & Society*, Volume 10, Issue 2, p.265-272. Review: *Cornucopia, Ltd*. London: Routledge.
2004 TOPIA - Canadian Journal of Cultural Studies: Number 11, Spring 2004, Technology and Culture Special Issue, pp 101-116, Videogames as Moral Universes. Waterloo: Wilfred Laurier Press. (Refereed)
2000 *Arts Atlantic* #69. “Tactical Media.”

Symposia / Seminar presentations

- 2012 “The algorithmic representation of need”, 2012 CCA conference – Waterloo, ON
“Have digital files ever been modern?”, 2012 DOCAM conference – London, ON
“Social computing as industrial memory”, 2012 SSA conference panel – Toronto, ON
2011 “Information Systems as Technics for Social Becoming”, “Slow Down, You Move Too Fast”:
Rethinking the Culture of Busyness and IT – Seattle, WA
2009 “Productive Differences in Social Computing”, 5th Annual SIG Social Informatics Research
Symposium – Vancouver, BC
Presenter, “Semantic Web, Semiotic Web”, oxford internet institute Summer Doctoral
Program – Brisbane, QLD Australia
2005 Lightning round presenter, “The Pokémon Parable”, DIGRA Conference – Vancouver, BC

- 2003 Poster presenter, "Videogames as Moral Universes", Level Up Conference, University of Utrecht – Utrecht, the Netherlands
- 2002 Presenter, "A Conceptual Model for Peer-to-Peer Interactive Television", Future TV Workshop at the 6th International Conference on Intelligent Tutoring Systems – San Sebastian, Spain

Awards, Grants and Designations

August 2012	Woody Durham Fellow	
September 2009	Media @ McGill Completion Scholarship	\$5 000
May 2008	Media @ McGill Merit Scholarship	\$5 000
September 2005	Max Sterne Recruitment Fellowship	\$10 000
September 2005	AHCS Entrance Scholarship	\$5 000
September 2000	Maritime Telephone & Telecommunications New Media Award	\$500
September 2000	Telecom Applications Research Alliance New Media Scholarship	\$10 000
September 1999	Nova Scotia College of Art & Design MFA Scholarship	\$5 000

Community Service & Affiliations

2012-	Member, Semiotic Society of America
2011-	Member, 4Humanities@McGill
2011-	Member, CCA
2011-	Member, 4S
2011-	Operations Assistant, <i>Dancecult: Journal of Electronic Dance Music Culture</i>
2008-	Member, SFU Communications ACT-LAB
2009-	Manuscript reviewer, New Media & Society
2008-09	Working group member, SFU Communications Digital Literacies Project
2008-09	Student member, ICA
2007	Vice President, Communication Studies – AHCS Graduate Student Association
2006	Managing Editor, avenue journal – AHCS student-run journal project
2003	Board Member, Lethbridge Film Society
2001	Southern Alberta New Media Association, Lethbridge.
2000	Founding Board Member, Khyber Digital Arts Centre, Halifax.

Software Expertise

Adobe CS5 Creative Suite
 Drupal 7 CMS setup + management
 WordPress setup + management
 OJS 2.1.1 setup + mangement
 XHTML + CSS