

## Curriculum Vitae

Joshua McVeigh-Schultz

### Contact:

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### Bio:

Joshua McVeigh-Schultz is a designer, scholar, and media maker in the Media Arts and Practice PhD program in USC's School of Cinematic Arts. His research explores the intersection between interactivity design and rituals of public life. He completed an MA in Asian Studies at UC Berkeley and an MFA in UC Santa Cruz's Digital Arts and New Media program. He is a designer in Scott Fisher's Mobile and Environmental Research Lab, where he develops speculative experiences for: built environments, mobile interaction, and networked vehicles. He has also worked as a researcher for the Institute for Multimedia Literacy and is a member of Henry Jenkins's Civic Paths research group, studying new models of political engagement at the intersection of civics and pop-culture.

### Education:

- 9/2009 – Present: University of Southern California  
*PhD Researcher in [Media Arts and Practice](#)*
  - Annenberg Fellow
  - Mobile and Environmental Media Lab (P.I. Scott Fisher)
  - Civic Paths Research Group (P.I. Henry Jenkins)
  - Dissertation research: *Redesigning Rituals of Civic Participation*
- 9/2007 – 6/2009: University of California, Santa Cruz  
*MFA in [Digital Arts and New Media](#)*
  - Social Computing Research Group (P.I. Warren Sack)
  - Thesis: *Synaptic Crowd: Vox Pop Experiments*, online interview tool that enables remote participants to conduct collaborative vox pop ("on the street") interviews through an intermediary carrying a phone and a live streaming camera.
- 8/2004 – 6/2007: University of California, Berkeley  
*MA, [Asian Studies](#)*
  - Thesis: *Uncanny Collisions: Context Clash in Japanese Social Media*
- 8/2002 – 12/2002 Jiaotong University, Shanghai, China  
*Intensive Chinese Language Program*
- 7/1998 – 1/1999 University of Dar es Salaam, Tanzania  
*[ACM Tanzania Program](#)*
  - Intensive Swahili language instruction

- Conducted research on vervet monkey visual communication in the Serengeti Wildlife Preserve (Advisor: Russell Tuttle)
- 1995 – 1999: University of Chicago  
*BA, Anthropology and Cinema & Media Studies*
  - Graduated with honors in both concentrations

### **Awards and Grants:**

- Games: Mobile, Social Serious, commissioned essay award from Intel Lab's Interaction and Experiences Research group, March 2011
- Recipient of the Annenberg Fellowship, USC, August 2009
- Arts Division Alumni Award, UC Santa Cruz, May 2009
- Graduate Research Counsel Fellowship, UC Santa Cruz, 2009
- HASTAC Scholar in its inaugural year, 2008-2009
- Florence French Endowment for the Arts, UC Santa Cruz, 2008
- Florence French Endowment for the Arts, UC Santa Cruz, 2007
- Center for Japanese Studies Grant, UC Berkeley, 2007
- Center of Japanese Studies Grant, UC Berkeley, 2006
- East Asian Languages and Culture Grant, UC Berkeley, 2006
- Group in Asian Studies Fellowship, UC Berkeley, 2005
- Film *Goodbye Hello* (Co-writer and Assistant Director) won Best Foreign Film at the *San Francisco World Film Festival* and Spirit Award at the *Boston International Festival*, 2005

### **Collaborative Research:**

- 6/2011 – 2/2012: [\*6Under60\*](#), *Shenzhen Hong Kong Biennale on Architecture and Urbanism*, interactive exhibition (and website) exploring 6 cities that emerged within the past 60 years
  - Coordinated outreach with participants local to the 6 cities
  - Designed and managed media repository website.
  - Collaborated with web developer and supervised architectural student contributions
  - Co-designed data structure of media assets for touch screen application, as team liaison with application developer
  - Managed 12 architectural students in metadata authoring and asset transfer
  - Collaborated with interactive team on design of installation (involving 6 networked touch-table interfaces connected to 7 projectors)
- 7/2011 – Present: *Vehicular Lifelogging for Mini Cooper Line*, Research Assistantship sponsored by BMW
  - Project leader
  - Led team in design of narrative drive demo
  - Authored sensor-driven iDrive notifications in collaboration with developer
    - Emphasized rethinking relationship between sensors and context
  - Collaborated with storyboard illustrator
  - First author on related research paper for alt.chi (2012)
- 6/2010 – 12/2010: *MovieTagger Alpha*, Summer 2010
  - Lead PhD Investigator

- Interviewed 12 film scholars about their research in effort to design novel data collection and visualization strategies
  - Supervised 3 undergraduate metadata coders
  - Presented research in 3 separate public forums.
- 6/2010 – 6/2011: *Ambient Storytelling for Vehicle-Driver Interaction*, Research Assistantship funded by BMW
  - Collaborated with MEML team to develop design for automotive lifelog
  - Prototyped car-to-car games
  - Prototyped automotive sensor-driven soundscape (experience design)
  - Co-author of storyboards for narrative ecosystem and designed animated presentation
  - Video editing and supervision
- 8/2010 – Present: PUCK: Place-based, Ubiquitous, Connected, and Kinetic Experiences for Interactive Architecture
  - Collaborator on Jennifer Stein’s dissertation project
  - Co-developer on building data-visualization application (Processing)
  - Assisted writing of scenario storyboards and collaboration with illustrator
- 10/2009 – Present: *Civic Paths* case studies: Harry Potter Alliance, Invisible Children, Dream Activists
  - Ethnographic research and weekly think tank
  - Co-authored paper for *Transformative Works and Culture*
- 8/2010 – 12/2010: *Teaching with Digital Media* online course development
  - Research assistantship with the Institute for Multimedia Literacies
- Designer for Synaptic Crowd platform, 2008-2009

**Research Groups and Professional Memberships:**

- [Mobile and Environmental Media Lab](#)  
(9/2010 – Present)  
P.I. Scott Fisher
- [Civic Paths](#)  
(9/2010 – Present)  
P.I. Henry Jenkins
- [Culture Digitally: Examining Contemporary Cultural Production](#)  
(3/2011 – Present)  
P.I. Tarleton Gillespie & Hector Postigo
- [Transformative Works and Cultures](#)  
(Fall 2011)  
Reviewer
- [Public Interactives](#)  
(1/2010 – 8/2010)  
P.I. Anne Balsamo
- [Annenberg Scholar](#)  
(8/2009 – Present)

- [HASTAC Scholar](#)  
(2008 - 2009)

## **Presentations, Conference Proceedings, and Work Shown:**

### **2012**

- *Emerging Methods of Time-Based Metadata Tagging in Media Scholarship: revisiting the methodology of close analysis through tagging and data visualization.* Proposal accepted for Society for the Cognitive Study of the Moving Image, June 2012
- *Rethinking Space and Place in Civic Ritual: New Models, Platforms, and Catalysts.* 6<sup>th</sup> International Conference on Design Principles and Practices, January 2012

### **2011**

- *Occupy this Seminar!* Workshop on tools of real-time consensus formation using backchannel to support rituals of audience intervention. Presented for the Interactive Media Division Seminar at University of the Southern California, November 2011.
- *Making Trouble: Redesigning the Rituals of Civic Life.* Panel presentation at the International Symposium of Electronic Arts, Istanbul, September 2011
- *Teaching Creativity and Meaningful Play through Game Design.* Workshop presentation at Creativity, Play, and Imagination across the Disciplines conference, Teachers College Columbia University, May 2011
- *Elephant in the Relationship,* work exhibited at Game Show NYC, Macy Gallery, Teachers College, Columbia NY, May 2011
- *Wild State Interface,* work exhibited at the 2011 iMAPening, USC, May 2011
- *Deconstructing Privilege: Using Synaptic Crowd as a Tool for Youth Empowerment.* Panel presentation at the 2011 Annenberg Graduate Symposium at USC, April 5, 2011
- Invited participant in Cultural Production in the Digital Age, NSF workshop, Cornell University and Temple University, (collaboration ongoing from March 2011 to March 2012)
- *MovieTagger Alpha,* Invited speaker for Interactive Media Division Forum, University of Southern California, March 2011.
- *Thinking Through Code: DIY datamining and the politics of off topic forums.* Workshop presentation at 2011 Digital Media and Learning conference, March 2011

### **2010**

- Public presentation of MovieTagger research findings, USC, December 2010

- Salon presentation of MovieTagger research findings, USC, November 2010
- *DIY Citizenship as Ritual Design: civic rituals as sites of critical reimagining*, panel presentation at DIY Citizenship conference, University of Toronto, November 2010
- *Synaptic Crowd: Collaborative Interview as Real-time Democracy*. Panel presentation at the 2011 Open Video Conference, NYC, October 2010
- Panel presentation at the International Broadcasting Convention, September 2010
- Demo presentation of *Synaptic Crowd* at the 2010 Annenberg Graduate Symposium at USC, April 29, 2010
- Invited presenter, Introduction to Digital Culture course, UC Santa Cruz, April 10, 2010
- Invited Participant at the IBM (Almaden Lab) Workshop "Time Capsule 2050" in San Jose, March 2010
- *From Fan Activism to Political Activism: Participatory Democracy around Popular Media Affinity Groups*. Presentation at the Digital Media and Learning conference, February, 2010

## 2009

- *The Synaptic Crowd and Hyper-personal Effect: interdisciplinary explorations of a crowd-sourced vox pop platform*, Presentation at the Association for Integrative Studies, University of Alabama, October 2009
- Invited presenter, Introduction to Digital Culture course, October 2010
- *Vox Pop Experiments: revisiting the camera as provocateur*. Presentation at the 2009 Visible Evidence conference, USC, August 2009
- Demo presentation of *Synaptic Crowd* at the Graduate Research Symposium, UC Santa Cruz, May 2009
- Live demo of Synaptic Crowd tool at the HASTAC III conference, U. of Illinois Champaign Urbana, April 2009
- *Synaptic Crowd: Vox Pop Experiments*, work exhibited at InterActivate, Santa Cruz Museum of Art, May 2009
- Work exhibited at Batteries Not Included, Sesnon Gallery, UC Santa Cruz, February 2009

## 2008

- *Control Freaks, Doppelgangers, and Reflexive Wiretaps: Context Clash as a Mode of Interventionist Art*, Digital Arts and New Media Open House
- Moderator of HASTAC's Participatory Learning Forum, Interview with Howard Rheingold, August 2008

- Invited speaker, Information Spaces (taught by Warren Sack), UC Santa Cruz, April 2008

#### **2007**

- Work screened at the Pacific Film Archive, Berkeley, 2007

#### **2006**

- Multimedia performance at the Kitty Klub Performance Art Showcase, UC Berkeley, December 2006

### **Publications and Writing:**

McVeigh-Schultz, J. (2012) Vehicular Lifelogging: New Contexts and Methodologies for Human-Car Interaction. *CHI* (Submitted for review)

Kligler-Vilenchik N., **McVeigh-Schultz J.**, Weitbrecht C., Tokuhama C. (2012, March) Experiencing Fan Activism: Understanding the Power of Fan Activist Organizations through Members' Narratives. [\*Journal of Transformative Works and Culture\*](#).

McVeigh-Schultz, J. *DIY Citizenship as Ritual Design: civic rituals as sites of critical reimagining* in *DIY Citizenship* (submitted for review).

McVeigh-Schultz, J. *Emerging Methods of Time-Based Metadata Tagging in Media Scholarship: revisiting the methodology of close analysis through tagging and visualization*. Society for the Cognitive Study of the Moving Image (pre-submission).

McVeigh-Schultz, J. (2011) Making Trouble: redesigning the rituals of civic life. [\*ISEA 2011\*](#)

McVeigh-Schultz, Joshua. Redesigning Civic Rituals: social games and new models of participation. Essay Commissioned by Intel's *IXR Lab*, 2011 (pre-submission).

McVeigh-Schultz, Joshua and Eddie Elliot. MovieTagger Alpha: Visualizing Scholarship with Rich Metadata. Sponsored research report by Related Content Databases, 2010.

McVeigh-Schultz, Joshua. (2009) *Synaptic Crowd: Vox Pop Experiments*, Master's Thesis, UC Santa Cruz

McVeigh-Schultz, Joshua. (2007) *Uncanny Collisions: Context Clash in Japanese Social Media*, Master's Thesis, UC Berkeley

### **Grant Writing:**

- Co-writer on NEH Digital Humanities Start-Up Grant, for project Eternal Flames: Living Memories of the Pacific War, 10/08, resulting in \$60,000 Digital Start-up Grant

### **Liaison and Leadership Positions**

- Program Liaison for Digital Arts and New Media program in the Graduate Student Association, 2008-2009
- Graduate Student Representative for Digital Arts and New Media faculty meetings, 2007-2008
- Student liaison for Art, Technology, Culture (ATC) visiting lecturer series, UC Santa Cruz, 2008

### **Teaching:**

#### UC Santa Cruz:

- 03/09 – 06/09: UC Santa Cruz, Film and Digital Media.  
TA for Film 20A, The Film Experience
- 01/09 – 03/09: UC Santa Cruz, History of Art and Visual Culture.  
TA for History of Art and Visual Culture 142, Activist Art From 1960 On
- 09/08 – 12/08: UC Santa Cruz, American Studies and Music  
TA for American Studies 80F, U.S. Popular Cultures, Introduction to Popular Music, Instructor Benjamin Carson
- 03/08 – 06/08: UC Santa Cruz, Film and Digital Media  
TA for Film 132C, Gender and Global Cinema, Instructor: Yiman Wang
- 01/08 – 03/08 UC Santa Cruz, Film and Digital Media  
TA for History of Art and Visual Culture 106A, History of Art in Indian Religion, Instructor: Nicolas Morrissey
- 09/07 – 12/07 UC Santa Cruz, Film and Digital Media  
TA for Film 20A, The Film Experience, Instructor: Peter Limbrick

#### UC Berkeley:

- 06/07 – 08/07: UC Berkeley, Film Studies  
Graduate Student Instructor for Film 28A, The History of Documentary Film
- 01/07 – 06/07: UC Berkeley, Film Studies  
Graduate Student Instructor for Rhetoric R1B, Machine Time and the Time Machine
- 09/06 – 12/06: UC Berkeley, Anthropology  
Reader for 138A, History of Ethnographic Film
- 01/06 – 06/06: UC Berkeley, Film Studies  
Graduate Student Instructor for Film 50, Introduction to Film for Non-majors, instructor: Russell Merritt

#### Teaching Abroad:

- 09/02 – 12/02: Jiaotong Business College, Shanghai, China  
English Instructor for adult language program
- 07/00 – 07/02: Japanese Exchange, Teaching Program (JET), Sendai, Japan  
English Teacher at a Japanese Public School

### **Media Work and Event Coordination:**

- Singularities, USC Interactive Media Division, MFA Show, 05/10
  - Assistant to Art Director
- Intervene, Interrupt, Rethinking Art as Social Practice, 12/07 – 04/08 (UC Santa Cruz)
  - Organizer of Digital Arts and New Media Open Studio events
  - Visiting Artist Liaison and Event Coordinator
  - Technological Coordinator
  - Performance Art Documentation Coordinator

- Art, Technology, Culture (ATC) visiting lecturer series student liaison 09/07-12/07 (UC Santa Cruz)
  - Videographer
  - Event Coordinator
- Bureau of Disruptions, Digital Arts and New Media program MFA Show, 06/08
  - Assisted installation director
  - Videographer
- Documentary Cinematographer and Editor on *A Different Self?*, 05/05 – 12/05, funded in part by: UC Berkeley, Center for Japanese Studies
  - Produced, edited, directed short documentary about identity and language (shot in Tokyo, Osaka, and Sendai)
- Assistant Director, Writer, Researcher on *Goodbye Hello*, 2004-2005, Black Sea Films, San Francisco and Sophia, Bulgaria
  - Won San Francisco World Film Festival: Best Foreign Film, 2005
  - Won Boston International Film Festival: Spirit Award, 2005
- Intern for POOR News Network/POOR Magazine, San Francisco, CA, 07/03 – 08/04
- Radio Programmer, KFJC (89.7 FM) The Foothill College Station, Los Altos, CA, 07/03 – 07/04

**Languages:**

Proficient in Japanese

Intermediate in Chinese and Spanish

Studied Korean and Bulgarian

**Coding Experience:**

Actionscript 3.0

Processing

Arduino (and NetLabToolkit)

Some Python and Java

PHP/SQL/CSS/Javascript