

Joshua McVeigh-Schultz

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EDUCATION

- PhD, University of Southern California, 2016, *Media Arts & Practices*
- MFA, UC Santa Cruz, 2009, *Digital Arts & New Media*
- MA, UC Berkeley, 2007, *Asian Studies*
- BA, University of Chicago, 1999, *Anthropology and Cinema & Media Studies*

CURRENT POSITION

- Research Lead, Mobile & Environmental Media Lab, USC
- Visiting Researcher, Computational Media, UC Santa Cruz (starting in April 2017)

AWARDS

- Intel PhD Fellowship Award 2013-2014
- Sloan Foundation Production Grant Award 2014-2015
- USC Graduate School Dissertation Completion Fellowship 2015
- Mary Pickford Endowed Scholarship, 2012-2013, 2013-2014
- Games: Mobile, Social, Serious commissioned essay award from Intel Labs, March 2011
- Annenberg Fellowship, USC, 8/2009 – 5/2010, 1/2013 – 5/2013, 8/2014 – 12/2014
- Arts Division Alumni Award for Thesis, UC Santa Cruz, May 2009
- Graduate Research Counsel Fellowship Award for Thesis, UC Santa Cruz, 2009
- Florence French Endowment for the Arts Scholarship, UC Santa Cruz, 2007 & 2008
- Center for Japanese Studies Grant, UC Berkeley, 2006 & 2007
- East Asian Languages and Culture Grant, UC Berkeley, 2006
- Group in Asian Studies Fellowship, UC Berkeley, 2005
- Graduated Phi Beta Kappa with special honors in both degree concentrations, 1999

PORTFOLIO

- joshuamcveighschultz.com/projects

PUBLICATIONS

- McVeigh-Schultz, J., Kreminski, M., Prasad, K., Fisher, S. (in progress) “Immersive Design Fiction: Using VR to Prototype Speculative Interfaces and Interaction Rituals within a Virtual Storyworld.”
- McVeigh-Schultz (forthcoming) “Designing Speculative Rituals, Situations, and other Tangible Imaginaries” in *Unfrozen: Proceedings of the Swiss Design Network’s First Winter Summit*.
- McVeigh-Schultz, J., Prasad, K., Fisher S. (2017) “Immersive Design Fiction: Using VR to Explore Speculative Interfaces & Social Practices within Diegetic Worlds” position paper for Design Fiction for Mixed Reality Performances workshop, *CHI*.
- McVeigh-Schultz, J. & Baym, N. (2015) “Thinking of You: Vernacular Affordance in the Context of the Microsocial Relationship App, Couple” in *Social Media & Society* 1(2).

- McVeigh-Schultz, J. (2014) "Redesigning the Vox Pop: Civic Rituals as Sites of Critical Reimagining" in *DIY Citizenship*. Eds. *Ratto, Matt* and *Boler, Megan*. MIT Press.
- McVeigh-Schultz, J. (2013) "Affordances Out of Place: Reflexive Use and the Designerly Capacities of Users." *Internet Research 14*.
- Van Allen, P. **McVeigh-Schultz, J.** (2013) "AniThings: Animism and Heterogeneous Multiplicities." *CHI*.
- McVeigh-Schultz, J., Stein, J., Watson, J., Fisher, S. (2012) "Extending the Lifelog to Non-human Subjects" in *ACM MM*.
- McVeigh-Schultz, J., Stein, J., Boyle, J. Syam, A., Annetta, M., Watson, J., Fisher, S., (2012) "Vehicular Lifelogging for Ambient Storytelling and Contextually Rich Play" position paper for Car as an Arena for Gaming workshop *Mobile HCI*.
- McVeigh-Schultz, J. (2012) "Movie Tagger Alpha: Critical Tagging in Emerging Methods of Media Scholarship" in *Frames*, British Association of Film, Television and Screen Studies, University of St. Andrews.
- Neff, G., Jordan, T., **McVeigh-Schultz, J.**, and Gillespie, T. (2012) "Affordances, Technical Agency, and the Politics of Technologies of Cultural Production" in *Journal of Broadcasting & Electronic Media* 56(2).
- McVeigh-Schultz, J. Stein, J., Boyle, J., Duff, E., Watson, J., Syam, A., Tasse, A., Wiscombe, S., Fisher, S. (2012) Vehicular Lifelogging: New Contexts and Methodologies for Human-Car Interaction. *CHI*.
- 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. (2011) Making Trouble: redesigning the rituals of civic life. *ISEA*.

UNPUBLISHED WRITING

- McVeigh-Schultz, J. (2016) *Designing Speculative Rituals: Tangible Imaginaries and Fictive Practices from the (Inter)personal to the Political*, PhD Dissertation, USC.
- McVeigh-Schultz, J. (2011) *Redesigning Civic Rituals: social games and new models of participation*. Essay Commissioned by Intel's *IXR Lab*, 2011.
- McVeigh-Schultz, J. (2009) *Synaptic Crowd: Vox Pop Experiments*, Master's Thesis, UC Santa Cruz.
- McVeigh-Schultz, J. (2007) *Uncanny Collisions: Context Clash in Japanese Social Media*, Master's Thesis, UC Berkeley.

PRESENTATIONS & WORKS SHOWN

2017

- "Immersive Design Fiction: Prototyping Speculative Sociotechnical Practices," *Converge* (AIGA Design Educators Conference), Los Angeles, June 2017.
- "Designing Speculative Rituals: tangible imaginaries, fictive practices, and lessons from 'the wild,'" *Speculative Futures*, San Francisco, April 2017.
- "Speculative Ritual Design," *HCI Forum*, UC Santa Cruz, April 2017.
- "Immersive Design Fiction: Using VR to explore speculative interfaces & social practices within diegetic worlds," workshop presentation for Design Fiction for Mixed Reality Performances, *CHI*, Denver, May 2017.
- "Immersive Design Fiction: Using VR to Speculate about the Future of Industrial Design," *Primer: A Conference on Speculative Futures*, San Francisco, (forthcoming) February 2017.

2016

- “Speculative Practices as Critical Making: Designing Rituals, Situations, and other Tangible Imaginaries” *HASTAC*, Phoenix, May 2016.
- KEYNOTE: “Designing Speculative Rituals, Situations, and other Tangible Imaginaries” *Swiss Design Network: Design Research Winter Summit*, Brienz, January 2016.

2015

- “Design Fictions: Imagined Futures,” *Visions and Voices*, USC, Los Angeles, September 2015. (Facilitator)
- “Designing Imaginary Rituals: Speculative Prototypes and Fictive Practices from the (Inter)personal to the Political.” Dissertation defense for PhD in Media Arts and Practice, USC.
- “Audience Bots and Speculative Rituals,” *EYEO*, Minneapolis, June 2015.
- “Imaginary Rituals: A Methodology for Designing Speculative Practices,” *IMAPening* panel on Design Fictions, USC, Los Angeles, May 2015.
- “A Brief History of Telepresence, Audience Participation, and Telematic Art,” Interactive Media & Games Division Seminar, USC, Los Angeles, May 2015.

2014

- Invited Presenter: *Science of Fiction* (5D Conference), USC, Los Angeles, October 2014.
- Participant: Intel Labs prototyping residency, Santa Clara, June & July 2014.
- “Redesigning the Vox Pop: Civic Rituals as Sites of Critical Reimagining” presentation for *DIY Citizenship* book launch, Los Angeles, March 2014.
- Screening: “Moving Day: a short 'design fiction' film exploring speculative forms of romantic conflict in an era of ubiquitous and unlimited memory” *Annenberg Symposium*, USC, Los Angeles, March 2014.
- “Design Fiction and Ritual: an introduction to using ritual as a design provocation” *Annenberg Symposium*, USC, Los Angeles, March 2014.

2013

- “Affordances Out of Place” *Association for Internet Research*, Denver, October 2013.
- “Living Data Objects: Using Representational Animism to Support Audience Engagement” *Intel Fellowship Forum*, Hillsboro, August 2013.
- “Thinking of You: Understanding practice and affordance through the lens of a microsocial relationship app.” Microsoft Research New England, Cambridge MA, August 2013.
- “AniThings: Animism and Heterogeneous Multiplicity,” *CHI*, Paris, May 2013.
- “Animistic Microphones as Living Data Objects: New Rituals of Audience Engagement” *Annenberg Symposium*, USC, Los Angeles, April 2013.
- “Vehicular Lifelogging: Recontextualizing Automotive Sensing,” *Graduate Student Research Symposium*, USC, Los Angeles, 2013.
- “Data Monster Design Hackathon” – invited participant, Intel’s Interaction and Experience Research Lab, Hillsboro, March 2013.
- “Data as a Raw Material for Play” Final Intern Report, Intel Labs, January 2013.

2012

- “Thinking through Rituals in Experience Design,” workshop for the Interaction Experience Research group, Intel Labs, December 2012.

- “Mobile Kids User Experience Analysis” Research Report Phase II, Intel Labs, October 2012.
- “Extending the Lifelog to Non-human Subjects,” *ACM Multimedia*, Nara, Japan, October-November 2012.
- “Redesigning interaction-rituals: reflexive use and the meta-cognition of affordance.” *Internet Research 13*, Manchester UK, October 2012.
- “Elephant in the Relationship” co-presentation of game at *Arse Elektronika*, San Francisco, September 2012.
- “Vehicular Lifelogging for Ambient Storytelling and Contextually Rich Play” Position paper presentation for Car as an Arena for Gaming workshop at *MobileHCI*, September 2012.
- “Mobile Kids User Experience Analysis and Landscaping” Research Report Phase I, Intel, August 2012.
- “Emerging Methods of Time-Based Metadata Tagging in Media Scholarship: revisiting the methodology of close analysis through tagging and data visualization.” *Society for the Cognitive Study of the Moving Image*, June 2012.
- Exhibition: “Vehicular Lifelogging” *iMAPpening*, USC, May 2012.
- Invited Participant: “Intel Hack Day on the Future of Media.” Workshop sponsored by Intel, PIE, and the Oregon Governor's Office of Film & Television, Portland, May 2012.
- Invited Reviewer: “I’ve got something on your mind,” MFA Show for Digital Arts and New Media program UCSC, May 2012.
- “Vehicular Lifelogging: New Contexts and Methodologies for Human-Car Interaction,” *CHI*, May 2012.
- Invited Participant: “New Models of Participation,” *Cultural Production in the Digital Age*, Temple University, Philadelphia, April 2012.
- Invited Participant: “Building the Second Screen,” Annenberg Innovation Lab, USC, February 2012.
- “Rethinking Space and Place in Civic Ritual: New Models, Platforms, and Catalysts.” *Design Principles and Practices*, January 2012.

2011

- Invited Presenter: “Occupy this Seminar!” Workshop on tools of real-time consensus formation, Interactive Media Forum, USC, 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 at *Creativity, Play, and Imagination across the Disciplines* conference, Teachers College Columbia University, May 2011.
- Exhibition: Elephant in the Relationship, in collaboration with Michael Annetta, Casey China, & Andy Uehara, work exhibited at Game Show NYC, Macy Gallery, Teachers College, Columbia NY, May 2011.
- Exhibition: Wild State Interface, 2011 *iMAPpening*, USC, May 2011
- “Deconstructing Privilege: Using Synaptic Crowd as a Tool for Youth Empowerment,” *Annenberg Graduate Symposium*, USC, April 2011.
- Invited Participant: *Cultural Production in the Digital Age*, NSF workshop, Cornell University, March 2011.
- Invited Presenter: “MovieTagger Alpha,” *Interactive Media Forum*, USC, March 2011.

- “Thinking Through Code: DIY data-mining and the politics of off topic forums.” Co-presenter/facilitator for workshop, *DML*, March 2011.

2010

- “MovieTagger Alpha” public presentation of research findings, USC, December 2010.
- “DIY Citizenship as Ritual Design: civic rituals as sites of critical reimagining,” *DIY Citizenship*, U. of Toronto, November 2010.
- “Synaptic Crowd: Collaborative Interview as Real-time Democracy” *Open Video Conference*, NYC, October 2010.
- “Vox Pop Experiments” *International Broadcasting Convention*, Amsterdam, September 2010.
- “Synaptic Crowd” *Annenberg Graduate Symposium*, USC, April 29, 2010.
- Invited Participant: “Time Capsule 2050” IBM (Almaden Lab) Workshop in San Jose, March 2010.
- “From Fan Activism to Political Activism: Participatory Democracy around Popular Media Affinity Groups.” *DML*, February, 2010.

2009

- “The Synaptic Crowd and Hyper-personal Effect: interdisciplinary explorations of a crowd-sourced vox pop platform,” *Association for Integrative Studies*, University of Alabama, October 2009.
- “Vox Pop Experiments: revisiting the camera as provocateur.” *Visible Evidence*, USC, August 2009.
- “Remote Vox Pop” *Graduate Research Symposium*, UC Santa Cruz, May 2009.
- “Synaptic Crowd and Audience Indeterminacy” *HASTAC*, U. of Illinois Champaign Urbana, April 2009.
- Exhibition: “Synaptic Crowd: Vox Pop Experiments,” *InterActivate*, Santa Cruz Museum of Art, May 2009.
- Exhibition: “Call me.” *Batteries Not Included*, Sesnon Gallery, UC Santa Cruz, February 2009.

2008

- Moderator: HASTAC’s Participatory Learning Forum, Interview with Howard Rheingold, August 2008.
- “Control Freaks, Doppelgangers, and Reflexive Wiretaps: Context Clash as a Mode of Interventionist Art,” presentation for Digital Arts and New Media Open House, UCSC, May 2008.

RESEARCH PROJECTS

- RESEARCH LEAD & PROJECT DIRECTOR, **Steelcase & USC (Mobile and Environmental Media Lab)** “Mixed Reality Workspace” (P.I. Scott Fisher) May 2017 – Present.
- RESEARCH LEAD & PROJECT DIRECT, **Steelcase & USC (Mobile and Environmental Media Lab)** “Virtual Design Workspace” (P.I. Scott Fisher) August 2016 – February 2017.
- DIRECTOR, 40+ Crew STEM Film project, *LoveLog*, about a speculative AR app, May 2014 - August 2015. (Currently in post-production.)
- RESEARCHER, **USC World Building Media Lab** Rilao Project: 5D Science of Fiction (P.I. Alex McDowell) January 2014 – August 2014.

- RESEARCHER, **Microsoft Research**: “Thinking of You”: Understanding Practice and Affordance through the Lens of a Microsocial Relationship App (P.I. Nancy Baym), MSR New England, Social Media Collective, resulted in first-author publication, June 2013 – August 2013.
- RESEARCHER, **Intel Labs**: Designing Playful Technology: Open Toolkits and Data as Raw Material for Play, Internship for Intel Lab’s Interaction and Experiences Research group, Santa Clara, July 2012 – January 2013.
- LEAD PHD INVESTIGATOR, **BMW & USC Mobile and Environmental Media Lab** “Vehicular Lifelogging for Mini Cooper Line.” (P.I. Scott Fisher), resulted in first-author publication, 7/2011 – 6/2012.
- LEAD INFORMATION DESIGNER, **USC Mobile and Environmental Media Lab** “6Under60,” Shenzhen Hong Kong Biennale on Architecture and Urbanism, interactive exhibition and website exploring 6 cities that emerged within the past 60 years, 6/2011 – 2/2012.
- LEAD PHD INVESTIGATOR, “MovieTagger Alpha” **Watchwith & USC** (P.I. Steve Anderson & Michael Naimark), resulting in single-author paper, 6/2010 – 12/2010.
- RESEARCHER, **BMW & USC Mobile and Environmental Media Lab** “Ambient Storytelling for Vehicle-Driver Interaction,” (P.I. Scott Fisher), resulted in first-author publication, 7/2011 – 6/2012.
- RESEARCHER, **USC Mobile and Environmental Media Lab** “PUCK: Place-based, Ubiquitous, Connected, and Kinetic Experiences for Interactive Architecture,” (P.I. Jen Stein) 8/2010 – 5/2011.
- RESEARCHER, **USC Civic Paths** case studies: Harry Potter Alliance, Invisible Children, Dream Activists (P.I. Henry Jenkins), resulted in co-authored publication, 10/2009 – 5/2012.
- RESEARCHER AND PEDAGOGICAL DESIGNER, **USC Institute for Multimedia Literacies** “Teaching with Digital Media” online course development (P.I. Matt Williams). 8/2010 – 12/2010.
- LEAD DESIGN RESEARCHER for Synaptic Crowd platform design 2008-2009. Prototype and documentary short, resulted in numerous conference presentations and a single-author publication in the anthology DIY Citizenship, 2014.

RESEARCH GROUPS & PROFESSIONAL MEMBERSHIPS

- Swiss Design Network, Reviewer, 2017.
- Social Media & Society, Graduate Student Advisory Board, 2014 – present.
- Mobile and Environmental Media Lab, USC, Researcher, P.I. Scott Fisher, 9/2010 – Present.
- World Building Media Lab, USC, Design Researcher & Consultant, P.I. Alex McDowell, summer 2014.
- Microsoft Research Social Media Collective, Research Intern, P.I. Nancy Baym, 6/2013 – 8/2013
- Intel Labs, Interaction Experience Research group, Research Intern, Supervisors: Jay Melican, Adam Jordan, P.I. Genevieve Bell, 6/2012 – 1/2013
- Civic Paths, USC, Researcher, P.I. Henry Jenkins, 9/2010 – 2012.
- Culture Digitally: Examining Contemporary Cultural Production, P.I. Tarleton Gillespie & Hector Postigo, 3/2011 – Present.
- Transformative Works and Cultures, Reviewer, 2011.
- Public Interactives, USC, P.I. Anne Balsamo, 1/2010 – 8/2010.
- Annenberg Fellow, USC, 8/2009 – Present.
- HASTAC Scholar, Inaugural member, 2008 – 2009.

GRANTS

- Sloan Foundation Production Grant \$22,000 (05/2014 – present)
- USC Finishing Fellowship \$15,000 (01/2015 – 06/2015)
- Intel PhD Fellowship \$24,000 (08/2013 – 06/2014)
- Co-author on NEH Digital Humanities Start-Up Grant, for project Eternal Flames: Living Memories of the Pacific War \$60,000 (04/2009 – 09/2010)

TEACHING ASSISTANTSHIPS & MENTORSHIP:

University of Southern California:

- Design Research Mentor in *Mobile and Environmental Media Lab*:
 - Mentor of four undergrads designing speculative experiences in VR, 8/2016 - present
 - Mentor of rotating team of undergrads designing AR interface, 6/2015 - present
 - Mentored six MFA students in design research on automotive lifelog 7/2011 – 6/2012
 - Mentored twenty+ undergraduates in information design 8/2011 – 12/2011
- Instructor: Teaching with Digital Media, *Institute for Multimedia Literacy*, 08/2010 – 12/2010

UC Santa Cruz:

- Gender and Global Cinema, Film and Digital Media 03/2009 – 06/2009
- Activist Art since 1960, History of Art and Visual Culture 01/2009 – 03/2009
- American Popular Music, American Studies & Music 09/2008 – 12/2008
- Intro to Film Studies, Film and Digital Media 03/2008 – 06/2008
- Indian Art and Religion, History of Art and Visual Culture 01/2008 – 03/2008
- Intro to Film Studies, Film and Digital Media 09/2007 – 12/2007

UC Berkeley:

- The History of Documentary Film, Film Studies 06/2007 – 08/2007
- Machine Time and the Time Machine, Film Studies, 01/2007 – 06/2007
- History of Ethnographic Film, Anthropology, 09/2006 – 12/2006
- Introduction to Film for Non-majors, Film Studies, 01/2006 – 06/2006

Other Teaching:

- English Instructor for adult language program, Jiaotong Business College, Shanghai, China 09/2002 – 12/2002.
- English Instructor, Japanese Exchange & Teaching (JET), Sendai, Japan 07/2000 – 07/2002.

CODING

- Unity, C#, Processing, Arduino, PHP, SQL, CSS3, Javascript/jQuery, HTML5, Java, Python

LANGUAGES

- Proficient in Japanese (spoken)
- Intermediate in Spanish and Chinese
- Conversational in Swahili