

CURRENT POSITION/ROLES: 2020-

Associate Professor of Digital Communication

School of Communication, Loyola University Chicago, USA

Program Director (Leadership role since 2020)

Center for Digital Ethics & Policy (CDEP), Chicago, USA

Founding Director (Leadership role since 2013)

Social & Interactive Media Lab (SIMLab), Chicago, USA

EXPERIENCE

Academic Appointments

May 2023 – May 2024

Visiting Professor/Gastdocent

Rotterdam School of Management, Erasmus University,
Netherlands

August 2013 – June 2020

Assistant Professor of Digital Communication

School of Communication, Loyola University Chicago, USA

June 2016 - July 2016

Visiting Professor

Centre for Digital Media (CDM), Vancouver, Canada

June 2014

Visiting Scholar

Department of History and Ethnology, University of
Jyväskylä, Finland

January 2013 – February 2013

Postdoctoral Research Fellow

Advisory Committee on Research Ethics (ACRE),
International Development Research Centre (IDRC), Ottawa,
Canada

September 2003 – December 2012

Researcher

Centre for Policy Research on Science and Technology
(CPROST) and Applied Communication and Technology Lab
(ACT), Simon Fraser University, Vancouver, Canada

January 2011 – April 2011

Research Fellow

Institute for Advanced Studies on Science, Technology, and
Society (IAS-STs), Graz, Austria

November 2009 – January 2011

Senior Researcher

Multimodal Analysis of Real/Virtual Environments Laboratory
(MARVEL) at Simon Fraser University, and Play in Computer
Environments Studio (Play:CES) at York University.

September 2010 – December 2010

Visiting Scholar

Policy, Organization, Law and Games
Delft University of Technology (TU Delft), Delft, Netherlands

August 2008 – March 2009

Visiting Researcher

Department of Communication, Seoul National University
Seoul, Republic of Korea

DR. FLORENCE M. CHEE

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August 2004 – December 2004

Visiting Researcher

Institute for Technological Innovation,
Department of Business Administration
Sejong University, Seoul, Republic of Korea

May 2002 – November 2003

Research Assistant

Social Science Research Cluster
New Media Innovation Centre (NewMIC)

Industry

August 2003 – *Present*

Research Analyst/Consultant

International client history includes public/private sector organizations including games development and research, civic technologies, and mobile platforms.

August 2001 – August 2008

Professional Actor

Represented by MUSE Artist Management for Film,
Television, Commercials, Print

December 2000 – September 2001

Instructional Designer

Microsoft Corp./NCompass Labs Inc.

EDUCATION

October 2012

Simon Fraser University,
Vancouver, Canada
School of Communication,
Faculty of Communication,
Art and Technology

PhD

Dissertation: Online games as a medium of
cultural communication: an ethnographic study of
sociotechnical transformation

June 2006

Simon Fraser University,
Vancouver, Canada
School of Communication,
Faculty of Applied Sciences

MA

Thesis: An Ethnography of Korean Online Game
Communities

2005

University of British Columbia,
Vancouver, Canada
Centre for Cross-Faculty
Inquiry, Faculty of Education

Western Dean's Visiting Graduate Student

Graduate coursework

June 2003

Simon Fraser University,
Vancouver, Canada
Honours Communication and
Anthropology Double Major

BA (Hons.), with Co-operative Education

Honours Thesis: Addiction as Community in Sony
Online Entertainment's EverQuest
Co-operative Education Diploma in Communication
Certificate in Liberal Arts

January 2001

Royal Conservatory of Music,
Toronto, Canada
Associateship of the Royal
Conservatory of Music (ARCT)

ARCT Diploma

Piano Performer, with Honours
Internationally certified to teach piano

PUBLICATIONS

Books

- Chee, Florence (2023) *Digital Game Culture in Korea: The Social at Play*. Lanham, MD: Lexington Books.
- Chee, Florence (Ed). (2011). *Media and Audiences: Custom Courseware for CMNS 221*. Burnaby, Simon Fraser University
- Chee, Florence (Ed). (2007). *Location-based awareness: research on local systems of innovation in the Greater Vancouver Regional District*. Centre for Policy Research on Science and Technology, Simon Fraser University.
- Kim, S. D., and Florence Chee (Eds.). (2004). *Mobile Communication and Social Change: 2004 International Conference on Mobile Communication*. Seoul, Korea: Institute for Communication Arts & Technology. Hallym University.

Journal Articles

- Chee, Florence (2022) "Communication as Conscience," *communication +1*: Vol. 9: Issue. 2, Article 7. DOI: <https://doi.org/10.7275/8v86-2k35>
- Florence M. Chee, Larissa Hjorth & Hugh Davies (2021): An ethnographic co-design approach to promoting diversity in the games industry, *Feminist Media Studies*, DOI:10.1080/14680777.2021.1905680
- Chee, Florence, and Karhulahti, Veli-Matti (2020). "The ethical and political contours of Institutional Promotion in Esports: from precariat models to sustainable practices," *Human Technology*, Open Science Centre, Vol. 16(2), DOI: <https://doi.org/10.17011/ht/urn.202008245642>
- Suomela, Todd, Chee, Florence, Berendt, Bettina, and Rockwell, Geoffrey. (2019). "Applying an Ethics of Care to Internet Research: Gamergate and Digital Humanities." *Digital Studies*. Open Library of Humanities. Vol. 9(1), 4. DOI: <http://doi.org/10.16995/dscn.302>
- Chee, Florence. (2018) "An Uber ethical dilemma: examining the social issues at stake." *Journal of Information, Communication and Ethics in Society*. Emerald Publishing. Vol. 16 Issue: 3, pp. 261-274.
- Jin, Dal Yong, Chee, Florence, and Kim, Seah. (2015). "Transformative Mobile Game Culture: A sociocultural analysis of Korean mobile gaming in the era of smartphones." *International Journal of Cultural Studies*. Sage Publications. Vol. 18(4), pp. 413-429.
- Chee, Florence, Taylor, Nicholas, and de Castell, Suzanne. (2012). "Re-Mediating Research Ethics: End-User License Agreements (EULAs) in Online Games." *Bulletin of Science, Technology & Society*. Sage Publications. Vol. 32(6), pp. 497-506.

- Hira, Anil, Morfopolous, James, and Chee, Florence. (2012). "Evolution of the South Korean wireless industry: from state guidance to global competition." *International Journal of Technology and Globalisation*. Inderscience Enterprises Limited. Vol. 6(1-2), pp. 65-86.
- Jin, Dal Yong, and Chee, Florence. (2008). "Age of New Media Empires: a critical interpretation of the Korean online game industry." *Games and Culture: A Journal of Interactive Media*. Thousand Oaks, Ca: Sage Publications. Vol. 3(1), pp. 38-58.
- Chee, Florence. (2006). "The games we play online and offline: making Wang-tta in Korea." *Popular Communication: The International Journal of Media and Culture*. Mahwah, NJ: Lawrence Erlbaum Associates Inc. Vol. 4(3), pp. 225-239.
- Chee, Florence. (2002). "Different Strokes – Moving to the beat of just one drummer: The Acoustic Dimensions of the Sport of Dragonboating." *Soundscape: The Journal of Acoustic Ecology*. Vol. 3(2), pp. 10-14.

Book Chapters

- Chee, Florence, Suomela, Todd, Berendt, Bettina, and Rockwell, Geoffrey. (2023) "Applying a Feminist Ethics of Care in Conducting Internet-based Archival Gender Research: The Case of Studying Gamergate Reactions. In Trauth, Eileen and Quesenberry, Jeria (Eds.), *Handbook of Gender and Technology: Environment, Identity, Individual*. Edward Elgar Publishing
- Chee, Florence. (2016). "A game industry beyond diversity: systemic barriers to participation in South Korea." In Kafai, Y., Richard, G., and Tynes, B. (Eds). *Diversifying Barbie and Mortal Kombat: Intersectional Perspectives and Inclusive Designs in Gaming*. Carnegie Mellon University ETC Press, pp. 159-170.
- Busch, T., Chee, F., and Harvey, A. (2016). "Corporate Responsibility and Gender in Digital Games." In Grosser, K., McCarthy, L., and Kilgour, M. (Eds.), *Gender Equality and Responsible Business: Expanding CSR Horizons*. Sheffield, UK: Greenleaf Publishing, pp.31-45.
- Chee, Florence (2015) "Online Games and Digital Ethnography." In Mansell, R. and Ang, P. (Eds.), *International Encyclopedia of Digital Communication & Society*. Wiley-Blackwell. DOI: 10.1002/9781118290743.wbiedcs086
- Chee, Florence. (2014). "Cultural Affordances and Changing Social Dynamics in Asian and European Contexts." In Bammé, A., Getzinger, G., and Berger, T.(Eds.) *Yearbook of the Institute for Advanced Studies on Science, Technology and Society (IAS-STs)*, Graz, Austria, Profil, pp.217-238.
- Jin, Dal Yong, and Chee, Florence. (2009). "The Politics of Online Gaming." In L. Hjorth and D. Chan (Eds.), *Gaming Cultures in the Asia-Pacific Region*. Routledge, Taylor & Francis Group, pp. 19-38.

- Chee, Florence, and Smith, Richard. (2007). "Online gamers and the ambiguity of community: Korean definitions of togetherness for a new generation." In M. Consalvo and C. Haythornthwaite (Eds.), *AOIR Internet Annual*. Volume 4, New York: Peter Lang Publishers, pp. 165-184.
- Chee, F., Vieta, M., and Smith, R. (2006). "Online gaming and the interactional self: Identity interplay in situated practice." In J. P. Williams, S. Q. Hendricks & W. K. Winkler (Eds.), *Gaming as Culture: Essays on Reality, Identity, and Experience in Fantasy Games*. Jefferson, NC: McFarland Publishing, pp.154-174.
- Chee, Florence. (2005). "Understanding Korean experiences of online game hype and identity and the menace of the "Wang-tta."" *Selected Papers of Changing Views: Worlds at Play, Digital Games Research Association*. (DIGRA), pp. 111-122.
- Chee, F., and Smith, R. (2005). "Is electronic community an addictive substance? An ethnographic offering from the EverQuest community." In S. Schaffer & M. Price (Eds.), *Interactive Convergence in Multimedia – Probing the boundaries*. Volume 10, The Inter-Disciplinary Press, pp. 137-156.

Other Published Work

- Berendt, B., M. Chee, F., & Rockwell, G. (2022). Introduction to Ethics in the Age of Smart Systems. *The International Review of Information Ethics*, 31(1).
- Rockwell, G., Berendt, B., & Chee, F. (2022). On Dialogue and Artificial Intelligence. *The International Review of Information Ethics*, 31(1).
- Rockwell, Geoffrey, Berendt, Bettina, Chee, Florence, Matthews, Jeanna, Gambis, Sébastien, and Renso, Chiara. (2022 January 27). Ottawa's use of location data raises big surveillance and privacy concerns. *The Conversation*.<https://theconversation.com/ottawas-use-of-our-location-data-raises-big-surveillance-and-privacy-concerns-17531>
- Chee, Florence. (2019) "Introduction to the Special Issue of *Human Technology: Games and Play at the Margins: Between visibilities and invisibilities*," *Human Technology*, Open Science Centre, University of Jyväskylä, Vol. 15(3), pp. 300-303.
- Chee, Florence, de Castell, Suzanne, and Taylor, Nick. (2011) "Public Virtual World Gaming in Asia: Preparatory Fieldwork for Site Selection, Protocol Testing and Research Instrument Development." *Technical Report*. Multimodal Analysis of Real/Virtual Environments Laboratory (MARVEL) at Simon Fraser University, and Play in Computer Environments Studio (Play:CES) at York University, Faculty of Education, Simon Fraser University.
- Chow-White, P. A., Chee, F. and Smith, R. K. (2011) "Data Mining User Generated Content: Transforming Play and Leisure in Online Social Gaming into Business Analytics." Available at SSRN: <http://ssrn.com/abstract=1926437>

Holbrook, J. A. D., Wixted, B., Chee, F., Klingbeil, M., and Shaw-Garlock, G. (2009) "Measuring the Return on Investment in Research in Universities: The Value of the Human Capital Produced by these Programs." CPROST Report. The Centre for Policy Research on Science and Technology (CPROST) at Simon Fraser University.

Chee, Florence. (2008) "Online games and Korea as Figure and Ground: An application of Canadian Communication theory to the sociotechnical transformation in Korea." *Printed Proceedings of the Fourth World Congress of Korean Studies*. The Academy of Korean Studies. pp. 1453-1465.

Chee, Florence. (2007) "What Innovation is not." *The Banff Consensus: Integrating the Creative Capabilities of Western Canada into the Global Innovation System*. The Centre for Innovation Studies, Calgary, Canada. p.12.

Chee, Florence. (2005) "Embracing the Jungian Archetype in Massively Multiplayer Online Role Playing Games." *The Digest: Innovations in New Media*. Volume 4(2), 3.

Chee, Florence. (2003) "The Ology of Anthros in Tech." *The Digest: Innovations in New Media*. Vol. 2(1), 5.

SELECTED HONORS/AWARDS/GRANTS

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| April 2023 | St. Ignatius of Loyola Award for Teaching Excellence (Nomination), Faculty Center for Ignatian Pedagogy, Loyola University Chicago |
| July 2022 | Named a Fellow of The Grefenstette Center for Ethics in Science, Technology, and Law, Duquesne University, Pittsburgh, USA |
| May 2022 | Faculty Member of the Year Award (Nomination), Faculty Council, Loyola University Chicago |
| August 2021 | Named "Community-Engaged Experiential Learning Scholar," by the Faculty Certificate Program in Experiential Learning, Center for Engaged Learning, Teaching, and Scholarship (CELTS), Loyola University Chicago. |
| March 2021 | AI Ethics and Privacy Collaboratory Funded Project, AI4Society, External Collaborator (Project Co-Leads: Nidhi Hegde and Geoffrey Rockwell), University of Alberta, Canada |
| October 2019 | Emerald Literati Award for Outstanding Paper 2019 for "An Uber Ethical Dilemma: Examining the social issues at stake," <i>Journal of Information, Communication, and Ethics in Society</i> , Emerald Publishing. |
| March 2017 | Project Grant (\$20,000 USD), "The Future of Game Cultures: Developing Models for Game Industry Best Practice," Co-Investigator with Larissa Hjorth, Royal Melbourne Institute of Technology (RMIT), Australia. |
| April 2016 | Research Fellow Stipend for SIMLab Funded Student (\$1000 + \$1000), "Ethics of Biometric Data in a Digital Age," LURP and CTSDH, Loyola University Chicago. |

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- April 2015 International Partnership Grant (\$2.5 million CAD) awarded for 5-year project "Re-figuring Innovation in Games," Collaborator and Co-Applicant (P.I. Jennifer Jenson), Social Sciences & Humanities Research Council of Canada (SSHRC), Ottawa, Canada.
- May 2014 Summer Research Stipend awarded for project (\$7000 USD): "Asian and European contexts of social and mobile gaming industries: the global dynamics of big data and micro practices in flux," Loyola University Chicago, Chicago, USA
- January 2013 IDRC Research Award Recipient 2013, Advisory Committee on Research Ethics, International Development Research Centre, Ottawa, Canada
- January 2011 Ernst-Mach Stipendien (Ernst-Mach Grant Worldwide), awarded by the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH), Centre for International Cooperation & Mobility (ICM), financed by the Austrian Federal Ministry of Science and Research (BMWF)
- January 2011 Research Fellowship Award, Institute for Advanced Studies on Science, Technology, and Society (IAS-STs), Graz, Austria
- September 2010 Erasmus Mundus Visiting Scholarship Award, Economics and Management of Network Industries (EMIN) Consortium, European Commission Erasmus Mundus Programme
- May 2009 President's PhD Research Stipend, Simon Fraser University
- January 2009 Graduate Research Fellowship (PhD), Faculty of Applied Sciences, Simon Fraser University
- September 2008 Korean Government Research Scholarship, National Institute for International Education Development (NIIED) Korea/Foreign Government Award, Department of Foreign Affairs and International Trade (DFAIT) Canada
- September 2008 Graduate International Scholarship, Simon Fraser University
- July 2008 Faculty of Applied Sciences Dean's Fund Graduate Fellowship (PhD), Simon Fraser University
- January 2008 COGECO Graduate Scholarship in Communication
- July 2007 PhD Research Fellowship, Faculty of Applied Sciences, Simon Fraser University
- July 2006 Graduate Research Fellowship (PhD), Faculty of Applied Sciences, Simon Fraser University
- June 2006 Graduate Fellowship (PhD), Dean of Graduate Studies, Simon Fraser University
- May 2006 Winner of competition: selected to represent SFU Applied Science and present at the Technology, Management, and Policy Consortium in Lisbon, Portugal. Faculty of Applied Sciences, Simon Fraser University
- May 2006 Admission into the Leonardo Summer Institute for Doctoral Studies Program 2006 interdisciplinary cohort, Faculty of Applied Sciences, Simon Fraser University (Course admission, bursary, plus travel expenses)

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| January 2006 | Graduate Entrance Fellowship (PhD), Dean of Graduate Studies, Simon Fraser University |
| July 2005 | Nomination and early admission into PhD program, School of Communication, Faculty of Applied Sciences, Simon Fraser University |
| June 2005 | Faculty Award for Best Masters Research Presentation, Technology and Policy Program, Massachusetts Institute of Technology (MIT), Cambridge, USA |
| May 2005 | Honorary Membership, Leonardo Summer Institute for Doctoral Studies, Faculty of Applied Sciences, Simon Fraser University, Vancouver, Canada |
| July 2004 | Graduate Research Fellowship (MA), Faculty of Applied Sciences, Simon Fraser University |
| June 2004 | Graduate Fellowship (MA), Dean of Graduate Studies, Simon Fraser University |

SPEAKING ENGAGEMENTS: INVITED TALKS, PEER-REVIEWED CONFERENCE PRESENTATIONS, AND WORKSHOPS

Sponsored/Invited Talks

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| February 2024 | Distinguished Keynote Speaker, "The Future is Unauthorized: Reclaiming our rights in an overdatafied world," Unauthorized: Media Piracy, Digital Forgery, and Generative AI: The 25 th Cinema Conference, School of Cinema, San Francisco State University, USA |
| December 2023 | Invited External Consultee, "TFAIR: Workshop on Artificial Intelligence and Human Rights," Berlin, Germany, German Federal Foreign Office and the International Center for Not-For-Profit Law (ICNL), Freedom Online Coalition |
| November 2023 | Invited Panelist, "AI: Compliance and Challenges," Regulatory and Compliance Committee Seminar, Chicago Bar Association, USA |
| November 2023 | Invited Guest Speaker, "Datafication and its Discontents: Coming to terms with predatory play," Weizenbaum Institute for the Networked Society, Berlin, Germany |
| September- November 2023 | Author Book Tour, "Understanding the Social at Play: critique, connection, and community in digital game culture," UNIL Switzerland, Maastricht University Netherlands, Hochschule Macromedia Germany |
| November 2023 | Featured Speaker, "Ethical decision-making in multidisciplinary contexts: outliers and multistakeholder research," Scientific meeting of the Erasmus Initiative: Dynamics of Inclusive Prosperity, Erasmus University Rotterdam, Netherlands |
| September 2023 | Invited Speaker, "A Call for Pasteurizing AI: Current Challenges in Artificial Intelligence for Information Accessibility (AI4IA)," Artificial Intelligence for Information Accessibility Conference, UNESCO International Day for Universal Access to Information |

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| June 2023 | Featured Speaker, "Games as Lifelines to the Social," SALON '23: Data Science for Social Thinkers, The Parkinson School of Health Sciences and Public Health and Center for Health Outcomes and Informatics Research (CHOIR), MATTER Chicago, USA |
| April 2023 | Featured Panelist, "Working in the Metaverse: A New Frontier," American Bar Association National Symposium on Technology in Labor & Employment Law, Chicago Kent College of Law, Illinois Institute of Technology, USA |
| April 2023 | Fireside Chat with Sister Jean, 12 th Annual International Symposium on Digital Ethics (as Director of the Center for Digital Ethics and Policy and host), Loyola University Chicago, USA |
| March 2023 | Guest Speaker, Girls Who Code, Loyola University Chicago Chapter, Loyola University Chicago, USA |
| December 2022 | Invited Featured Speaker, "The ethical turn in AI Games research: a call to Pasteurize Play," Scholars and Fellows Workshop, Grefenstette Center for Ethics in Science, Technology, and Law, Duquesne University, USA |
| November 2022 | Invited Panelist, "AI Inputs and the Public Commons," Creative Commons Public Webinar. |
| October 2022 | Invited Speaker, "How can social institutions work toward ethical outcomes in tech? The needs and hopes for better tech governance, policy, and transparency," 2022 Tech Ethics Symposium, Grefenstette Center for Ethics in Science, Technology, and Law, Duquesne University, USA |
| October 2022 | Invited Speaker, "Pedagogy and Promise of Tech Ethics in Catholic Higher Education," Workshop on Catholic Tech Ethics, Grefenstette Center for Ethics in Science, Technology, and Law, Duquesne University, USA |
| September 2022 | Invited Panelist, "Wellness in the Digital Era: Building a Healthy Relationship with Technology," Tsukuba Global Science Week, Japan |
| January 2022 | Invited Speaker, Dagstuhl Seminar 2022 - Mobility Data Analysis: From Technical to Ethical, Schloss Dagstuhl Leibniz Center for Informatics, Wadern, Germany |
| November 2021 | Featured Invited Speaker, Games and Cybermedia practices in Seoul, South Korea, Academy of Korean Studies, Korea Foundation, and the Department of East Asian Studies, Brown University, USA |
| October 2021 | Featured Invited Speaker, Annenberg Conversations on Gender: Gender, Ethics, and Play in Video Game Communities and Industry, Annenberg School for Communication, University of Pennsylvania, USA |
| April 2021 | Invited speaker, "Designing Surveillance: the critical role of ethical frameworks in AI Games research," Machine Learning Day, Arizona State University, USA |
| March 2020 | Sponsored Public Talk and First Monday Speaker, UH SEED IDEAS, and Department of Communications, University of Hawaii Mānoa, USA. |
| November 2019 | Keynote Speaker, Celebrities of Gaming, Autumn Seminar, Centre of Excellence in Game Culture Studies, University of Jyväskylä, Finland. |

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| November 2019 | Invited speaker, "Ethics in theory, justice in practice," OASIS Lab, Tampere University, Finland. |
| February 2019 | Keynote Speaker, InGame Symposium, The Media School and The School of Informatics, Computing and Engineering, Indiana University, USA |
| February 2018 | Featured Invited Speaker, "MsUnderstanding Media: The Extensions of Woman," McLuhan Centre for Culture and Technology, University of Toronto, Canada |
| October 2016 | "The Future of Games – best practices for diversity and inclusion," Keynote Speaker, Games Industry Workshop, South Korea |
| May 2016 | "Diversity is not a skin—it's a practice: starting and maintaining the conversation," Invited Speaker, Women and Diversity Panel, IGDA Chicago, USA |
| November 2015 | "Not a Feminist? In playful pursuit of interventions and counternarratives," Invited Speaker, Re-Figuring Innovation in Games Workshop, TIFF Lightbox, Toronto, Canada |
| October 2015 | "Social Media for Social Justice: Working with Digital Media to Communicate Change," Featured Fall Workshop Guest Speaker, Gannon Center for Women and Leadership, Loyola University Chicago, USA |
| September 2015 | "Social Media Ethics and Democracy in the Digital Age," Invited Panelist, Media & Ethics Forum 2015: Democracy and Censorship in the Digital Age, Niagara Foundation, Chicago, USA |
| September 2015 | "Beyond Screens and Spectacle: Ethnographic Reflections on Game Culture," Invited Symposium Speaker, Illinois Institute of Technology, Chicago, USA |
| June 2015 | "Digital Games, Ethnography, and the Goopy Stuff in between," Invited Guest Speaker, School of Justice Studies Critical Gaming Lab, Eastern Kentucky University, USA |
| May 2015 | "Playing under pressure: Revisiting the concept of Wang-tta in games, social nudges, and pushy notifications," Invited Speaker, Japanese and Korean Youth Culture Conference, University of Oregon, Eugene, USA. |
| April 2015 | "A game industry beyond diversity: systemic barriers to participation," Invited Workshop Speaker, National Science Foundation (NSF) Workshop: Diversifying Barbie and Mortal Kombat, University of Pennsylvania, Philadelphia, USA. |
| April 2015 | "The F-Word: Debunking the myths of Feminism" Invited Faculty Panelist, Feminist Forum, Loyola University Chicago, USA |
| March 2015 | "Ethics in Videogame Journalism." Invited Speaker, Chicago Video Game Law Summit, John Marshall Law School, Chicago, USA. |
| October 2014 | "Games as social mobility in Korea: an analysis of the interplay between gender, military service, and educational policy," Featured Guest Speaker, Ulsan National Institute of Science and Technology, Ulsan, South Korea. |
| June 2014 | "Sociocultural factors in online gaming contexts: Fieldnotes from the edge," Invited Guest Lecture, Department of History and Ethnology, University of Jyväskylä, Jyväskylä, Finland. |

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- September 2012 "Gangnam Style: The Cultural Politics of Globalization," Guest Lecturer, CMNS 348, Globalization and the Media. School of Communication, Simon Fraser University, Vancouver, Canada.
- July 2012 Invited Workshop Speaker by the Swiss National Science Foundation, Institute for Business Ethics (IWE-HSG), University of St. Gallen, Switzerland.
- May 2012 Invited Speaker, Massachusetts Digital Games Institute (MassDiGI), Boston, USA.
- March 2012 "Communicating games globally: Media Ecologies, Contextual Inquiry," Guest Lecturer, CMNS 443 – Comparative Asian Media Systems. School of Communication, Simon Fraser University, Vancouver, Canada.
- September 2011 "Leveraging cross-disciplinary approaches for contextual investigations of technology," Invited Guest Speaker, Netherlands Organization for Applied Scientific Research/Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek (TNO), Delft, Netherlands.
- September 2011 Invited Guest Lecturer on Games Research, Blekinge Institute of Technology, Karlskrona, Sweden.
- February 2011 "Cultural contingencies in online games: issues in context," Invited Lecturer, Austrian Institute of Technology (AIT), Vienna, Austria.
- October 2010 "Online games as a medium of cultural communication," Guest Lecturer, Cross-Cultural Management, Engineering and Policy Analysis Program, Delft University of Technology, Netherlands.
- May 2010 "Globalizing online games: understanding the virtual, contextual, and liminal," Featured Guest Speaker, Centre for Advanced Research on Logic and Sensibility, The Global Centers of Excellence Program, Keio University, Tokyo, Japan.
- May 2010 "Through the screen, on the ground: online games in global contexts," Guest Speaker at Zayed University, Dubai, United Arab Emirates.
- May 2010 "Online games as a medium of communication," Guest Speaker at Microsoft Research India, Bangalore, India.
- May 2010 "Gaming environments and Global Development: A cross-cultural exploration," Invited Speaker at hackerspace.sg Virtual Worlds Event, Singapore.
- November 2009 "Practising Ethical Ethnography," Guest Lecturer, Qualitative Research Methods in Communications, Capilano University, North Vancouver, Canada.
- June 2008 "Opportunities in Context: Ethnographic Praxis in Industry," Featured Guest Speaker, Saskatchewan Telecom, Regina, Canada.
- May 2007 Online Game Development Conference 2007, Invited Participant, Seattle, USA.
- February 2007 "Unintended consequences: Four moments in social technology from cases of the French Minitel and Korean online game culture," Invited Panellist, (Re)Inventing the Internet Workshop, Segal Graduate School of Business SFU, Vancouver, Canada.

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- October 2006 "Games studies and methods of examination," Guest Lecturer, CMNS 253 – Introduction to Information Technology: The New Media. School of Communication, Simon Fraser University, Vancouver, Canada.
- September 2006 "What innovation is not," Invited Doctoral Representative, The Centre for Innovation Studies, First Banff Innovation Summit, Banff, Canada.
- October 2005 "Everyday lives and games in Korea: finding communities with new media ethnography," Invited Presentation, Faculty of Education, University of British Columbia, Vancouver, Canada.
- May 2005 "Proposing and preparing a research project – experiences from Korea," Invited Lecturer, School of Communication, Simon Fraser University, Vancouver, Canada.
- October 2004 "Identity and addiction: looking at online game play in Korea," Invited Lecturer, Hallym University, Department of Communication, Chuncheon, Korea.

Peer-Reviewed Conference Papers Accepted for Presentation

- July 2024 "Gaming Data: digital urban twins, open data platforms and the ethics surrounding governing data," with Fran Meissner and Michael Nagenborg, Data for Policy 2024, Imperial College, London, England.
- June 2024 "'Accept or Reject?' Ethical Implications in the Design of Cookie Settings for the Acquisition of AI Training Data," with Wenqi Zhou and Nathan Colaner, Canadian Communication Association (CCA), Montreal, Canada
- June 2024 "Sustenance for whom, and how? Sustainability challenges in the games industry," with Thorsten Busch and Tanja Sihvonen, Canadian Games Research Association (CGSA), Montreal, Canada
- June 2023 "Margins to Mainstream: Contextual contingencies of esports spectatorship as vehicles for gambling," Digital Games Research Association (DIGRA), Seville, Spain
- June 2023 "Extremes of Gaming Addiction: International Perspectives," Panelist. Digital Games Research Association (DIGRA), Seville, Spain
- May 2023 "Algorithmic Manipulation for Fun and Profit: Reckoning with and Re-imagining our Technocultural Constituencies," Canadian Communication Association (CCA), Toronto, Canada
- July 2022 "Surviving Whiteness in Videogames" Panelist. Digital Games Research Association (DIGRA), Krakow, Poland.
- July 2020 "Gamergate: Predicting the Present," with Geoffrey Rockwell, Todd Suomela, and Bettina Berendt, and Robert Budac, DH2020, Alliance of Digital Humanities Organizations (ADHO), Ottawa, Canada

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| June 2020 | Game Studies and Race, Digital Games Research Association (DiGRA), Tampere, Finland (CANCELLED) |
| June 2019 | "Cognitive Dissonances in Ridesharing App Use, Sexual Harassment, and Strategic Boundaries," Canadian Communication Association (CCA), Vancouver, Canada |
| May 2019 | "Between Quarantine and Yellow Fever: Whose game culture gets to be canon?" International Communication Association (ICA), Washington DC, USA |
| November 2018 | "Reclaiming my time: Games spaces as self-care places," National Communication Association (NCA), Salt Lake City, USA |
| March 2018 | "Digital Representation Today," Transformative Digital Humanities Conference: Feminist Interventions in Structure, Representation, and Practice, Loyola University Chicago, USA |
| October 2017 | "Institutional Promotion in Esports: Ethical and Political Contours," with Veli-Matti Karhulahti, Association of Internet Researchers Conference (AoIR), Tartu, Estonia |
| June 2017 | "Virtual Socioeconomics: Public Engagement as Marketing," with Veli-Matti Karhulahti, Research Institute for Digital Culture and Humanities (RIDDC), Hong Kong |
| May 2017 | "GamerGate and Digital Humanities: Applying an Ethics of Care to Internet Research," with Geoffrey Rockwell, Todd Suomela and Bettina Berendt, Canadian Society for Digital Humanities (CSDH), Toronto, Canada |
| October 2016 | "Virtual Community and Anonymity as Utopian Dialectic: Tensions in Lived Context," Society for Utopian Studies, St. Petersburg, USA |
| June 2016 | "Esports as emergent transcultural and paratextual community," with Veli-Matti Karhulahti, Canadian Game Studies Association (CGSA), Calgary, Canada |
| May 2016 | "Ethics and Web Archiving: Informed Consent and Archiving Harassment," with Geoffrey Rockwell and Todd Suomela, Canadian Society for Digital Humanities (CSDH), Calgary, Canada |
| April 2016 | "A room of one's own? Explorations of Korean and Japanese networked play in public spaces," Association for Asian Studies (AAS) Annual Conference, Seattle, USA |
| October 2015 | "An UBER Ethical Dilemma: Working Through the Social Issues of App-Driven Economies," Partnership for Progress on the Digital Divide 2015 International Conference (PPDD), Phoenix, USA |
| July 2015 | "Diversifying Resistance Against the Hegemony of Play: Gender, Harassment, and Corporate Responsibility in Digital Games," with Thorsten Busch and Alison Harvey, International Association for Media and Communication Research (IAMCR) Conference, Montreal, Canada |
| April 2015 | "Deconstructing Gamergate," Featured Panelist, GenderIT Conference, University of Pennsylvania, Philadelphia, USA |

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- October 2014 "En-gendering mobility through games: an examination of geopolitical nuance and Korea's Social Network Society," Association of Internet Researchers Conference (AOIR), Daegu, South Korea
- October 2014 "Ethics beyond Methods" Workshop Chair and Organizer. Association of Internet Researchers Conference (AOIR), Daegu, South Korea
- August 2014 "The Playful is Political: A Fishbowl Conversation on Identity and Diversity in Game Culture," Panelist. Digital Games Research Association (DiGRA), Snowbird, USA
- August 2014 "Gorean Communities of Emergent Digital Practices in Second Life," with Donald Heider. Digital Games Research Association (DiGRA), Snowbird, USA
- August 2014 "Corporate Responsibility and the Governance of Harassment in Online Game Spaces," with Thorsten Busch and Alison Harvey. Academy of Management (AOM) Annual Meeting, Philadelphia, USA.
- May 2014 "Problematizing the framings of the Arab Uprisings in Social Media," with Dania El-Khechen. Canadian Communication (CCA) Conference, St. Catharines, Canada.
- May 2014 "Sweetheart, This Ain't Gender Studies," Featured Panelist. Canadian Game Studies Association (CGSA) Conference, St. Catharines, Canada.
- May 2014 "Who gets to be a part of the Good Life? Gendered discourses in defining the imagined community of gamer," with Kelly Bergstrom. International Communication Association (ICA) Conference, Seattle, USA.
- April 2014 "Nuance between binaries: conversations about empowerment, consciousness, and emergent digital practices in Second Life," with Donald Heider. Popular Culture Association/American Culture Association Conference (PCA/ACA), Chicago, USA.
- April 2014 "Deviant and defiant: narratives of empowerment and submission at play in Second Life," with Donald Heider. Console-ing Passions International Conference on Television, Video, Audio, New Media and Feminism, Columbia, USA.
- June 2013 "Creating Mobile Game Culture: a sociocultural analysis of Korean mobile gaming in the era of smartphones," with Dal Yong Jin and Seah Kim. International Association for Media and Communication Research (IAMCR) Conference, Dublin, Ireland.
- June 2013 "On Playing "Like a Girl": a comparative analysis of quasi-affirmative (re)action," with Kelly Bergstrom. Canadian Communication Association (CCA) Conference, Victoria, Canada.
- June 2013 "Fixing a reality that isn't broken: women's participation in video game communities, industry, and beyond," with Kelly Bergstrom. Canadian Games Studies Association (CGSA) 2013 Conference, Victoria, Canada.
- October 2012 "Data-driven design in social gaming: Community perceptions in a shifting landscape of code and information," with Peter Chow-White and Richard K. Smith. Meaningful Play 2012, Michigan State University, East Lansing, USA.

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- July 2012 "Sociotechnical transformation between paradigms: Togetherness in the liminal spaces of Korea's Information Society," with Stuart Poyntz. International Association for Media and Communication Research (IAMCR) Conference, Durban, South Africa.
- July 2012 "The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform," with Dal Yong Jin. International Association for Media and Communication Research (IAMCR) Conference, Durban, South Africa.
- June 2012 "Informatingville: the social games that we define through our own data," with Peter Chow-White and Richard K. Smith. Canadian Communication Association (CCA) Conference, Waterloo, Canada.
- June 2012 "Communicating the Implications of End-User License agreements (EULAs) in Online Games as Ethical Play," with Nick Taylor and Suzanne de Castell. Canadian Communication Association (CCA) Conference, Waterloo, Canada.
- May 2012 "Outside Bedroom Culture and Beyond Bowling Alone: Gaming spaces and the crossroads of culture in Korea," with Stuart Poyntz. Canadian Games Studies Association (CGSA) 2012 Conference, Waterloo, Canada.
- May 2012 "Researching in disguise: Exploring the ethics of consent in online games," with Nick Taylor and Suzanne de Castell. Canadian Games Studies Association (CGSA) 2012 Conference, Waterloo, Canada.
- May 2012 "Transforming Play and Practice in Social Gaming through Data Mining," with Peter Chow-White and Richard K. Smith. International Communication Association (ICA) Conference 2012, Phoenix, USA.
- October 2011 "In the (gaming) space between us: the social outcomes of gendered media ecologies, culture, and embodiment," Association of Internet Researchers Conference IR12, Seattle, USA.
- September 2011 "Data Mining User Generated Content: Transforming Play and Leisure in Online Social Gaming into Business Analytics," with Peter Chow-White and Richard K. Smith. A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society, Oxford, UK.
- September 2011 "Playing in Public: A Latitudinal Look at LANS," with Nick Taylor, Suzanne de Castell, and Jennifer Jenson. Digital Games Research Association (DIGRA): Think Design Play, Hilversum, Netherlands.
- June 2011 "Where are the gamer girls? An international and cross-cultural perspective," Canadian Communication Association (CCA) Conference, Fredericton, Canada.
- May 2011 "Local Girls in a Global World: Public and Private Discourses," Canadian Games Studies Association (CGSA) 2011 Conference, Fredericton, Canada.
- February 2011 "Localizations of global games: cross-cultural lessons," Lift11 Conference: What can the future do for you? Geneva, Switzerland.
- October 2010 "Is virtually consenting informed consent? Internet research and the ethics of third-party access," with Suzanne de Castell. Association of Internet Researchers Conference, Gothenburg, Sweden.

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- June 2010 "Politicizing games, imagined mobilities: implications for global development," Canadian Communication Association (CCA) Conference, Montreal, Canada.
- May 2010 "'I AGREE": Internet research, informed consent, and the ethics of third-party access," with Suzanne de Castell. Canadian Games Studies Association (CGSA) 2010 Conference, Montreal, Canada.
- June 2009 "Cultural Contexts of Online Gaming," Poster presented at the Technology, Management, and Policy Graduate Consortium, Simon Fraser University, Vancouver, Canada.
- September 2008 "Online games and Korea as Figure and Ground: An application of Canadian Communication theory to the sociotechnical transformation in Korea," International Conference on Korean Studies (AKS), Seoul, Korea.
- June 2008 "Counter-irritants win: online game addiction and McLuhan's Narcissus as narcosis," Canadian Communication Association (CCA) Conference, Vancouver, Canada.
- October 2007 "Age of Korean Empires in the New Media: A Critical Interpretation of the Online Game Industry," with Dal Yong Jin. Association of Internet Researchers (AOIR): Let's Play 8.0, Vancouver, Canada.
- July 2007 "Mobilizing Methodology: The application of Techno-Experiential Design Assessment (TEDA) to global modes of communication," with Roman Onufrijchuk. Mobile Media Conference 2007, Sydney, Australia.
- June 2006 "France's videotex and Korean online games: two case studies of technology policy as myth, modernity and mess," Technology and Policy Program Graduate Consortium, Instituto Superior Técnico (IST), Lisbon, Portugal.
- June 2006 "Apollo and Dionysus Meet Korean Online Game Communities," Canadian Communication Association (CCA) Conference, Toronto, Canada.
- March 2006 "The role of Korean cultural industries in excessive game play," Western Canadian Communication Graduate Conference, Nelson, Canada.
- October 2005 "Online gamers and the ambiguity of community: Korean definitions of togetherness for a new generation," with Richard K. Smith. Association of Internet Researchers (AOIR): Internet Generations 6.0, Chicago, USA.
- June 2005 "Questioning the future of policy on addiction to online games: an ethnography of the visible, invisible, and transparent in Korea," Technology and Policy Program Graduate Consortium, Massachusetts Institute of Technology (MIT) Cambridge, USA. * **Faculty award winner: "Best Masters Research Presentation"**
- June 2005 "Game play at work: media and motivation in a Korean context," Canadian Communication Association (CCA) Conference, London, Canada.
- March 2005 "The social club redefined: an ethnographic analysis of online game addiction in Korea," Western Canadian Communication Graduate Conference, Nelson, Canada.

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- June 2004 "Online Game Communities and the Interactional Self: Modes of Mediation and the possibility of integrated personhood," with Marcelo Vieta. Canadian Communication Association (CCA) Conference, Winnipeg, Canada.
- November 2003 "Moral Panic, Ideology, and the Online Game EverQuest," with Richard K. Smith. Digital Games Research Association (DIGRA): Level Up, Utrecht, The Netherlands.
- October 2003 "EverQuest and its implications for addiction policy," with Richard K. Smith. Association of Internet Researchers Conference (AOIR): Broadening the Band, Toronto, Canada.
- August 2003 "Is Electronic Community an Addictive Substance? An ethnographic offering from the EverQuest Community," with Richard K. Smith. First Global Conference on Interactive Convergence: Research in Multimedia, Prague, Czech Republic.
- June 2003 "Is Electronic Community an Addictive Substance?" with Richard K. Smith. Canadian Communication Association (CCA) Conference Halifax, Canada.

SERVICE TO THE PROFESSION

- April 2022 – *Present* Associate Editor, Communications of the ACM (CACM), Opinions/Viewpoints
- November 2020 - *Present* Editorial Board, Journal of Sociotechnical Critique
- August 2020 – *Present* Editorial Team, "Surviving Whiteness in Games," Special Issue: Journal of Games Criticism
- June 2018 - *Present* Editorial Board, Human Technology Journal
- November 2014 - *Present* Editorial Board, Journal of Contemporary Eastern Asia
- 2007 - *Present* Peer-Reviewer (Ad-Hoc) for academic research journals incl. New Media and Society (NMS), Games and Culture (G&C), American Journal of Play (AJP), and International Journal of Cultural Studies (IJCS).
- 2004 - *Present* Peer-Reviewer (Ad-Hoc) for research conference submissions incl. International Communication Association (ICA), Digital Games Research Association (DiGRA), Canadian Communication Association (CCA), Canadian Game Studies Association (CGSA) and Association of Internet Researchers (AoIR).
- December 2020 – August 2022 Guest Co-Editor, "Ethics in the Age of Smart Systems," Special Issue: International Review of Information Ethics (IRIE Journal)
- July 2014 - 2016 Program Committee, Meaningful Play Conference, East Lansing, USA
- October 2015 - 2016 International Communication Association (ICA) Sponsorship Taskforce (Ethical considerations and policy report)

**SERVICE TO
THE
INSTITUTION**

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|------------------------------------|---|
| August 2022 - <i>Present</i> | Faculty Development Review Committee (FDRC), 3-year elected position, Office of the Provost, Faculty Affairs, Loyola University Chicago |
| August 2021 - <i>Present</i> | Senior Faculty Mentor, LUC Peer Mentoring Circles Program, Center for Faculty Excellence, Loyola University Chicago |
| September 2019 - <i>Present</i> | Advisory Board of the Ricci Scholars Program, Loyola University Chicago |
| September 2015 - <i>Present</i> | Advisory Board and Steering Committee, Center for Textual Studies and Digital Humanities (CTSDH), Loyola University Chicago |
| August 2013 - <i>Present</i> | Program/Organizing Committee and Advisory Board Member, Ex-Officio, Center for Digital Ethics & Policy (CDEP), Chicago, USA |
| January 2023 - May 2023 | Chair, Search Committee for Instructor of Game Design, School of Communication, Loyola University Chicago |
| August 2021 - December 2021 | Search Committee, Research and Learning Librarian: Subject Specialist in Business and Communication, LUC Libraries, Loyola University Chicago |
| October 2021 - June 2022 | Co-Chair, CAS-SOC Artificial Intelligence and Communication Task Force, College of Arts & Sciences/School of Communication, Loyola University Chicago |
| May 2020 - February 2021 | Task Force on SOC Professional Communication Program Minor, School of Communication, Loyola University Chicago |
| September 2019 - May 2021 | Strategic Plan Task Force VISION 2025, School of Communication, Loyola University Chicago |
| September 2019 - May 2020 | Joint Programs Task Force, School of Communication, Loyola University Chicago |
| September 2015 - 2016 | School of Communication Awards Committee, Loyola University Chicago |
| August 2014 - February 2015 | Search Committee, Tenure-Track Assistant Professor in Advocacy and Social Change, School of Communication, Loyola University Chicago |
| August 2013 - October 2013 | Fulbright Committee, Fellowship Office, Loyola University Chicago |
| August 2013 - April 2014 | Teaching Award Committee, School of Communication, Loyola University Chicago |

**PROFESSIONAL
ACTIVITY AND
PUBLIC
SERVICE**

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|---------------------------------|---|
| November 2022 - <i>Present</i> | Digital Games Research Association (DIGRA), Program Committee, Reviewer, Track Chair (Game Design, Production, Distribution) |
| February 2022 - <i>Present</i> | Advisory Council Member, Truth and Documentary, Chicago |
| August 2020 - <i>Present</i> | External Consultee, Taskforce on Artificial Intelligence and Human Rights (T-FAIR), Freedom Online Coalition |
| June 2020 - <i>Present</i> | Key Constituent, 3C UN Roundtable for Artificial Intelligence, United Nations Secretary-General Roadmap for Digital Cooperation |
| September 2018 - <i>Present</i> | National Communication Association (NCA) |
| July 2017 - <i>Present</i> | Association for Education in Journalism and Mass Communication (AEJMC), Media Ethics Division |
| January 2012 - <i>Present</i> | International Communication Association (ICA) |
| May 2010 - <i>Present</i> | Canadian Games Studies Association (CGSA) |
| October 2003 - <i>Present</i> | Digital Games Research Association (DiGRA) |
| July 2003 - <i>Present</i> | Lifetime Member, Association of Internet Researchers (AoIR) |
| June 2003 - <i>Present</i> | Canadian Communication Association (CCA) |
| July 2014 - 2021 | Centre for Policy Research on Science and Technology (CPROST) Associate Member |
| June 2004 - June 2010 | Innovation Systems Research Network (ISRN) |

LANGUAGE COMPETENCIES

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|---------------------|---|
| Fluent | English, Hokkien (widely spoken in Singapore, Malaysia, and Taiwan) |
| Intermediate | French, Korean, Cantonese, Taishanese |
| Basic | German, Dutch, Spanish, Japanese, Mandarin |

TEACHING & GRADUATE SUPERVISION

| | |
|------------------------------|---|
| August 2013 - <i>Present</i> | Intro to Digital Media LUC COMM 400 (Graduate Level) |
| | Social Issues in Digital Culture LUC COMM 388/381 (Capstone/Directed Study) |
| | Ethnographic Research Methods in Communication LUC COMM 368 |
| | Naturalistic Methods in Communication Research LUC COMM 365 |

New Media Criticism

LUC COMM 361

Digital Media Ethics

LUC COMM 360

Game Studies

LUC COMM 258

New Media and Communication

LUC COMM 200

Public Speaking & Critical Thinking

LUC COMM 101

School of Communication Seminar

LUC COMM 100

May 2011 – August 2011

Media and Audiences

SFU CMNS 221, Instructor

January 2010 – April 2010

Social Contexts of Information Technology

SFU CMNS 353, Teaching Assistant

May 2004 – August 2004

Methods for Applied Communications Research

SFU CMNS 362, Teaching Assistant

January 2004 – April 2004

Quantitative Methods in Communication Research

SFU CMNS 260, Teaching Assistant

September 2003 – December 2003

The Publishing Process (Distance Learning)

SFU CMNS 372, Tutor Marker

May 2003 – August 2003

Online Games, Directed Readings

SFU CMNS 486, Teaching Assistant

April 2000 – September 2000

Computer Science Instructor

Mini-University, Simon Fraser University

Graduate Student Supervisions and Committees

PhD Dissertation Committees

- Nicole Stewart, School of Communication, Simon Fraser University, "Platforms and Everyday Life," Defense: July 2023. External Examiner.
- Sarah Christina Ganzon, Communication Studies, Concordia University, "Playing at Romance: Otome Games, Globalization and Postfeminist Media Cultures," Defense August 2022. External Examiner.
- Maria Ruotsalainen, Department of Music, Art and Culture Studies, University of Jyväskylä, "Overwatch Esports and the (Re)Configurations of Gender and Nationality," Defense August 2022. Preliminary External Examiner
- Aiden Buckland, Communication and Culture, University of Calgary, "The Argonauts of Esports Practice," Defense: December 2018. External Examiner