Summary CV - Jill Walker Rettberg, Professor of Digital Culture

Personal information

First name, Surname:	Rettberg, Jill Walker		
Date of birth:	1971	Pronouns:	She/her
Nationality:	Norwegian & Australian		
Researcher unique identifier(s)	ORCID: 0000-0003-2472-3812		
URL for personal website:	https://www.uib.no/en/persons/Jill.Walker.Rettberg http://jilltxt.net		

Education

2003 Dr.art., Humanistic Informatics, University of Bergen, Norway. Supervisor: Espen Aarseth. Fully funded by a competitive Norwegian Research Council grant. Dissertation: Fiction and Interaction: How Clicking a Mouse Can Make You Part of a Fictional World.

1998 Cand philol., Comparative Literature, University of Bergen, Norway. Student stipends from Norwegian Research Council and Meltzer Foundation. Thesis: Hypertextual Criticism: Comparative Readings of Three Web Hypertexts about Literature and Film.

1995 Cand.mag. (four year undergraduate degree) specialising in comparative literature, media studies, art history and theatre studies.

Positions - current and previous
(*Academic sector/research institutes/industrial sector/public sector/other*)

Year	Job title – Employer - Country
2023-	Co-director of Center for Digital Narrative 2023-2028. Will be Director 2028-2033.
2009-	Full Professor of Digital Culture, Dept of Linguistic, Literary and Aesthetic Studies, University of Bergen, Norway.
2003-2009	Associate Professor of Humanistic Informatics, University of Bergen, Norway.

Project management experience
(*Academic sector/research institutes/industrial sector/public sector/other. Please list the most relevant.*)

Year	Project owner - Project - Role - Funder
2023-33	Co-director (with Scott Rettberg) of the *Center for Digital Narrative* (CDN), a Norwegian Centre of Research Excellence. (Norwegian Research Council, 155 million NOK / €15 mill)
2018-2023	Principal Investigator for the ERC project *Machine Vision in Everyday Life: Playful Interactions with Visual Technologies in Digital Art, Games, Narratives and Social Media.* ERC-CoG-2017. Grant agreement No 771800. (€2 mill.)
2019-2022	Project leader for *Machine Vision: Developing Exhibitions and Live Action Roleplaying Games to Explore Ethics and New Technologies* (Norwegian Research Council, 1 mill. NOK)

2018-2020	Founding director of UiB's digital humanities initiative, DHnetwork.
2016-2020	Co-investigator on INDVIL: project funded by the SAMKUL program in the Norwegian Research Council, led by Martin Engebretsen. (9,7 mill. NOK)
2010-2013	Co-investigator on ELMCIP: Electronic Literature as a Model for Creativity and Innovation in Practice. Funded by HERA (€1,000,000).

Supervision of students
(Total number of students)

Master's students	Ph.D. students	University/institution - Country
Ca. 25	7	6 at University of Bergen, Norway; 1 at University of Central Florida, USA. Mentor for 3 post.docs. at UiB.

Other relevant professional experiences
(E.g. institutional responsibilities, organisation of scientific meetings, membership in academic societies, review boards, advisory boards, committees, major research or innovation collaborations, other commissions of trust in public or private sector)

Year	Description - Role
2023-24	Member of expert committee appointed by Norwegian Research Council to advise on Norway's AI research agenda.
2022-	Editorial board member of *Nordic Journal of Media Studies*
2019-23	Member of the Research Council of Norway's Portfolio Steering Committee for Humanities and Social Sciences. (4.5 yrs)
2022	Visiting scholar at the Center for Applied AI, Booth School of Business, University of Chicago. (6 months)
2020-21	Member of *Personvernskommisjonen*, a government-appointed committee of experts tasked with writing an Official Norwegian Report on privacy. (English summary)
2018-19	Member of Arts Council Norway's Research and Development Committee. (2 yrs)
2017-23	Leader of Digital Culture Research Group at UiB (18 members, incl. 3 postdocs, 8 PhDs)
2017	Visiting scholar at MIT, Dept of Comparative Media Studies. Funding: Meltzer Foundation.
2014	Visiting scholar at University of Illinois at Chicago, Communications Dept. January-July. Funding: Norwegian Research Council (Leif Eiriksson grant).
2013-15	Co-founder of Selfie Research Network and Selfie Pedagogy Initiative. http://www.selfieresearchers.com.
2011-12	Member of government-appointed committee to write an Official Norwegian Report on *Hindrances to growth and innovation in digital media and services* (report NOU 2013:2)

Track record

Highlights:
- Co-director of the CDN: The **Center for Digital Narrative**, a **Norwegian Centre of Research Excellence** funded for ten years by the Norwegian Research Council: 155 million NOK ~ **USD 15 million**. Co-director with Scott Rettberg, and will take over as Director in 2028.
- PI of **ERC Consolidator Grant 2018-24**: *Machine Vision in Everyday Life: Playful Interactions with Visual Technologies in Digital Art, Games, Narratives and Social Media*. €2,000,000 from ERC, **total budget of €2.5 million**. Grant agreement No 771800.
- Field builder: consistently first or among **first to research new digital phenomena from a humanities perspective**, with a **special emphasis on narrativity** and self-representation online: blogging (2002), transmedia/distributed narrative (2005), selfies (2005, 2014), self-tracking (2014), AI and machine vision (2017-present).
- Developed a series of **innovative methodologies**: research blogging (http://jilltxt.net established in 2000), Snapchat research stories (select archive available on YouTube), network visualisation and digital methods for analysing digital narrative genres and sociotechnical imaginaries, live action roleplaying as a research methodology.
- Currently developing methods for using machine learning and **AI for qualitative research.**
- Google Scholar citations: **4970, h-index: 27**. For a full list of publications, please see my profiles on Google Scholar or ResearchGate.

Research monographs

Rettberg, Jill Walker. *Machine Vision: How Algorithms are Changing the Way We See the World.* Under contract to Polity Press, forthcoming 2023.

Rettberg, Jill Walker. Seeing Ourselves Through Technology: How We Use Selfies, Blogs and Wearable Devices to See and Shape Ourselves. Basingbroke: Palgrave, October 2014.

Rettberg, Jill Walker. *Blogging*. Cambridge: Polity Press, 2008, 2nd ed. 2014. (1st ed. trans.: Polish, Korean.)

Hilde Corneliussen and Jill Walker Rettberg (eds.). *Digital Culture, Play, and Identity: A World of Warcraft Reader.* Cambridge MA: MIT Press, 2008.

Selected papers in Peer-Reviewed Journals and Conference Proceedings

Rettberg, Jill Walker. "Algorithmic failure as a humanities methodology: using machine learning's mispredictions to identify rich cases for qualitative analysis in big datasets." *Big Data & Society* 9(2) http://doi.org/10.1177/20539517221131290
  Tests a new method for using machine learning in qualitative research.

Gunderson, Marianne, Ragnhild Solberg, Linda Kronman, Gabriele De Seta, og **Jill Walker Rettberg**. «Machine Vision Situations: Tracing Distributed Agency». *Open Research Europe 3* (31. august 2023): 132. https://doi.org/10.12688/openreseurope.16112.1.

  Describes new analytical model developed for analysing distributed agency between human and nonhuman actors across games, artworks, literature and audiovisual media.

Rettberg JW, Kronman L, Solberg R, et al. (2022) Representations of Machine Vision Technologies in Artworks, Games and Narratives: Documentation of a Dataset. Data in Brief 42. DOI: https://doi.org/10.1016/j.dib.2022.108319.

  Data paper documenting a dataset capturing the portrayal of machine vision technologies in 500 creative works: digital artworks, video games and narratives including movies, novels and more.

Rettberg, Jill Walker. "'Nobody Is Ever Alone': The Use of Social Media Narrative to Include the Viewer in SKAM." *Journal of Popular Culture* 54, no. 2 (May 3, 2021): 232–56. https://doi.org/10.1111/jpcu.13015.
  Combines narratology with social media analysis to argue that the popular TV/social media drama SKAM was told using a "we-narrative" voice that enacted collectivity and included the viewer.

Rettberg, Jill Walker. "Situated Data Analysis: A New Method for Analysing Encoded Power Relationships in Social Media Platforms and Apps." Humanities and Social Sciences Communications 7, no. 1 (December 2020): 5. https://doi.org/10.1057/s41599-020-0495-3.

Proposes a new method for analysing data as <u>situated</u>, based on feminist epistemologies and enabling the nuanced analysis of power relationships inherent to digital uses of personal data.

Rettberg, Jill Walker. "Ways of Knowing with Data Visualizations." In *Data Visualization in Society,* edited by Martin Engebretsen and Helen Kennedy. Amsterdam: Amsterdam University Press, 2020. https://doi.org/10.2307/j.ctvzgb8c7.

An epistemologically and historically grounded foundation for understanding the affordances and constraints of data visualisations as communication and mode of thought.

Rettberg, Jill Walker. "Visualising Networks of Electronic Literature: Dissertations and the Creative Works They Cite" in *Electronic Book Review*, June 2014.
http://www.electronicbookreview.com/thread/electropoetics/analyzing

Used network analysis to analyse genres of electronic literature by generating a visualisation where creative works that were referenced by the same dissertation cluster together, creating communities.

Selected Book Chapters

Rettberg, Jill Walker. "Online Diaries and Blogs." In *The Diary*, edited by Batsheva Ben-Amos and Dan Ben-Amos. Bloomington: Indiana University Press, 2020.

An overview of how social media changed diary-writing in a major anthology on research on diaries.

Snapchat." In *Appified*, edited by Jeremy Wade Morris and Sarah Murray. Ann Arbor: University of Michigan Press, 2018.

A discussion of the ephemerality of Snapchat, and how this alters the archival nature of narrative.

2010. "Feral Hypertext: When Hypertext Literature Escapes Control", in Hunsinger, Jeremy et.al. (eds) Internatio*nal Handbook of Internet Research*. Springer, 2010.

Used hypertext theory and Foucault's "Death of the author" to argue that contemporary folksonomies and social media are feral media, lacking a function to limit the "cancerous spread of fiction".

2005. Walker, Jill. "Distributed Narrative: Telling Stories Across Networks." In Consalvo, Mia, Jeremy Hunsinger and Nancy Baym (eds.) *2005 Association of Internet Researchers' Annual* (4). NY: Peter Lang.

Introduced "distributed narrative" to describe narratives told across several media platforms or over a stretch of time. Frequently cited by transmedia scholars; predated transmedia as a term.

Invited keynotes (selected)

I have given around 40 invited scholarly talks, around 30 peer-reviewed conference presentations and more than 100 talks for a general audience.

2023   Keynote Generative Methods - AI as Collaborator and Companion in the Social Sciences and Humanities, Copenhagen 6-8 December 2023.
2023   Keynote ACM Hypertext, Rome.
2023   Keynote NORA 2023 (Norwegian Artificial Intelligence Research Consortium)
2020   Keynote: Norwegian Media Researchers Conference, Oslo, 22-23 September 2020.
2019   Keynote at ECREA TWG Visual Cultures Conference, September 4–6, 2019. Ljubljana, Slovenia.
2016   Keynote Speaker at Nordic Research Conference on Children's Literature, hosted in Stockholm by The Swedish Insitute for Childrens' Books), Stockholm Aug 29-Sept 1 2016.
2016   Keynote at the annual conference of the Danish Association of Media Researchers. Oct 27-28.

AWARDS

2017   John Lovas Award for Scholarly Dissemination in Social Media (Kairos/Computers and Writing Conference, USA). Awarded for my Snapchat Research Stories.
2006   Meltzer Award for excellence in Research Dissemination (100,000 NOK)
1999   Inaugural Ted Nelson Prize for Best Paper by a Newcomer to the ACM Hypertext Conference (for "Piecing together and tearing apart: reading *afternoon, a story*", a narratological analysis of an early work of hypertext fiction)