

# Summary CV - Jill Walker Rettberg, Professor of Digital Culture

## Personal information

First name, Surname:	Rettberg, Jill Walker		
Date of birth:	24.09.1971	Sex:	Female
Nationality:	Norwegian/Australian		
Researcher unique identifier(s) (ORCID, ResearcherID, etc.):	ORCID: 0000-0003-2472-3812		
URL for personal website:	<a href="https://www.uib.no/en/persons/Jill.Walker.Rettberg">https://www.uib.no/en/persons/Jill.Walker.Rettberg</a>		

## Education

Year	Faculty/department - University/institution - Country
2003	<i>Dr.art.</i> , Humanistic Informatics, University of Bergen, Norway. Supervisor: Espen Aarseth. Fully funded by a competitive Norwegian Research Council grant. Dissertation: <i>Fiction and Interaction: How Clicking a Mouse Can Make You Part of a Fictional World</i> .
1998	<i>Cand philol.</i> , Comparative Literature, University of Bergen, Norway. Student stipends from Norwegian Research Council and Meltzer Foundation. Thesis: <i>Hypertextual Criticism: Comparative Readings of Three Web Hypertexts about Literature and Film</i> .

## Positions - current and previous

(Academic sector/research institutes/industrial sector/public sector/other)

Year	Job title – Employer - Country
2009-present	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.

## Career breaks

Year	Reason
1996-1997	Maternity leave, first child. 18 months.
2008-2009	Maternity leave, second child. 10 months
2010-2011	Maternity leave, third child. 10 months.

## Project management experience

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

Year	Project owner - Project - Role - Funder
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2018-2023	Project leader for the ERC project <i>Machine Vision in Everyday Life: Playful Interactions with Visual Technologies in Digital Art, Games, Narratives and Social Media</i> . ERC-CoG-2017. Grant agreement No 771800. (€2 mill.)
2019-2022	Project leader for <i>Machine Vision: Developing Exhibitions and Live Action Roleplaying Games to Explore Ethics and New Technologies</i> (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
2020-21	Member of <i>Personvernkommissjonen</i> , a government-appointed committee of experts tasked with writing an Official Norwegian Report on privacy.
2019-23	Member of the Research Council of Norway's Portfolio Steering Committee for Humanities and Social Sciences. (4 yrs)
2018-19	Member of Arts Council Norway's Research and Development Committee. (2 yrs)
2017-	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. <a href="http://www.selfieresearchers.com">http://www.selfieresearchers.com</a> . Theresa Senft (New York University), Elizabeth Losh (College of William and Mary), Radhika Gajjala (Bowling Green State University), Alice Marwick (Fordham University), Kath Albury (University of New South Wales).
2011-12	Member of government-appointed committee to write an Official Norwegian Report on <i>Hindrances to growth and innovation in digital media and services</i> (report NOU 2013:2)

## Track record

### Highlights:

- PI of **ERC Consolidator Grant 2018-23: *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).
- Author of the first academic paper on blogging (“Blogging thoughts: personal publication as an online research tool”, with Torill Mortensen, in A. Morrison (ed.). *Researching ICTs in Context*. Oslo: InterMedia Report, 2002. Google Scholar: 451 citations.), and of the most cited book on blogging (*Blogging*, Polity Press 2008, 2014. GS: 799). Pioneering research blogger: started blogging at jilltxt.net in October 2000, and still active.
- Developed a series of **innovative methodologies**: research blogging, Snapchat research stories (select archive available on YouTube), network visualisation and digital methods, currently testing out live action roleplaying’s potential as a research methodology.
- Google Scholar citations: **4102, h-index: 24**. For a full list of publications, please see my profiles on Google Scholar, Academia.edu or ResearchGate.

### Research monographs and translations thereof:

Rettberg, Jill Walker. *Machine Vision: How Algorithms are Changing the Way We See the World*. Under contract to Polity Press, forthcoming 2022.

*A theoretical analysis of the cultural effects of digital and algorithmic visual technologies.*

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

*A central text for understanding the relationship between self and self-representational technology, this was the first scholarly monograph to thoroughly discuss selfies, and one of first to discuss self-tracking. Compares different modes of digital self-representation: visual (e.g. selfies) written (e.g. blogs and online diaries), and quantitative, as generated by self-tracking apps, and relation to narrative. Open access.*

Rettberg, Jill Walker. *Blogging*. Cambridge: Polity Press, 2008, 2<sup>nd</sup> ed. 2014. (1<sup>st</sup> ed. trans.: Polish, Korean.)  
*The most cited book on blogging, offering historical and theoretical context to understand blogs, and specific analyses of narrative blogs, journalism and blogs and commercial blogs.*

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

*The first scholarly book on the extremely popular multi-player game World of Warcraft, and one of the first on MMOGs in general.*

### Selected papers in Peer-Reviewed Journals and Conference Proceedings

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 situated, 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 Engbretsen 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. “Apps as Companions: How Quantified Self Apps Become Our Audience and Our Companions.” In *Self-Tracking: Empirical and Philosophical Investigations*, edited by Btihaj Ajana, 27–42. Basingbroke: Palgrave Macmillan, 2018. [https://doi.org/10.1007/978-3-319-65379-2\\_3](https://doi.org/10.1007/978-3-319-65379-2_3).

*Analyses self-tracking apps as interactive, personified diaries, co-narrating a life story with users.*  
Rettberg, Jill Walker and Radhika Gajjala. "Terrorists or Cowards: Negative Portrayals of Male Syrian Refugees." *Feminist Media Studies* 16.1. 2016. [10.1080/14680777.2016.1120493](https://doi.org/10.1080/14680777.2016.1120493)

*Analyses representations of male Syrian refugees in social media using post-colonial theory and semiotics.*

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>

*This paper uses network analysis to analyse genres of electronic literature by generating a visualisation where creative works that were referenced by the same dissertation cluster together, thus creating communities. Used ELMCIP Knowledge Base.*

### **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 new anthology 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) *International Handbook of Internet Research*. Springer, 2010.

*This paper uses 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" that Foucault argued was held in check by the author function.*

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). New York: Peter Lang.

*Introduced the term "distributed narrative" to describe narratives that are told across several media platforms, or over a stretch of time. Frequently cited by transmedia scholars and written before transmedia was an established term.*

### **Invited keynotes (selected)**

In addition to these invited keynote presentations, I have given around 30 invited scholarly talks, and many peer-reviewed conference presentations and talks for a general audience.

2020 Keynote: Norwegian Media Researchers Conference, Oslo, 22-23 September 2020.

2020 Invited to give keynote at NORA (Norwegian Norwegian Artificial Intelligence Research Consortium) conference 23 April 2020 – changed to podcast due to COVID-19.

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 Institute for Children's Books, Stockholm Aug 29-Sept 1 2016.

2016 Keynote: Mobile Learning in Teacher Education, at Bergen University College. Sept 21-22.

2016 Keynote at the seminar *Reflecting ourselves through digital media*. University of Copenhagen, Nov 2.

2016 Keynote at the annual conference of the Danish Association of Media Researchers. Oct 27-28.

2014 Life Poetry Told by Sensors. Opening Keynote. Electronic Literature Organization: ELO 2014, Milwaukee, 18/6-21/6/2014.

### **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*", an analysis of an early work of hypertext fiction)