

# GANAELE LANGLOIS

## Curriculum Vitae

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**Citizenships:** French and Canadian

**Languages:** English and French

## EDUCATION

Ph.D. York/Ryerson Universities, Joint Programme in Communication and Culture (2008).

Dissertation title: *The Technocultural Dimensions of Meaning: Towards a Mixed Semiotics of the World Wide Web.*

Committee: Barbara Crow (supervisor, Communication and Culture), Steve Bailey (Communication and Culture), Greg Elmer (Communication and Culture).

M.A., York/Ryerson Universities, Joint Programme in Communication and Culture (2003).

Thesis Title: *Online Journalism and the Public Sphere - A Discourse Analysis of Three Newspaper Websites.*

Maîtrise, Paris IV-Sorbonne, Langues, Littératures et Civilisations Étrangères - Anglais (1999).

Thesis title: *Silence in Sherwood Anderson's Winesburg, Ohio and in William Faulkner's The Sound and the Fury.*

Licence, Paris IV-Sorbonne. Langues, Littératures et Civilisations Étrangères - Anglais. (1998).

## EMPLOYMENT HISTORY

### Current Appointment

Assistant Professor, Faculty of Social Science and Humanities, Communication Program, University of Ontario Institute of Technology. 2009-present.

### Research Experience

SSHRC Post-Doctoral Fellow, Infoscape Research Lab, Ryerson University. 2008-2009.

Research Assistant. *Mobile Digital Commons Network*. York University. 2005-2006.

Research Assistant. *Timescapes of Media Culture*. York University. Summer 2005.

## Teaching Experience

### Courses Taught – UOIT (2009-present)

COMM 2110. Foundations of Communication Theory.

COMM 2220. Media and Communication in Canada.

COMM 1410. Computer-mediated Communication.

COMM 2410. Communication and Technology.

### Teaching Assistantships:

AS/SOSC 2314. “Media, Culture and Society”. Communication Studies. York University, Toronto. 2007-2008.

AS/SOSC1310. “Introduction to Communications”. Communication Studies. York University, Toronto. 2004-2007.

AS/SOSC 2080. “Information and Technology”. Communication Studies. York University, Toronto. 2003-2004.

### Guest Lectures:

2006. *Info-Visualization*. AS/SOSC 4801. “Selected Topics in Mass Communication: Resistance and Subversion on the Internet”. Toronto: York University.

2005. *Code*. AS/SOSC 4801. “Selected Topics in Mass Communication: Resistance and Subversion on the Internet”. Toronto: York University.

## PUBLICATIONS

### Books

*Semiotكنولوجies: Participatory Media and the New Politics of Meaning*. Proposal and sample chapters submitted.

With Greg Elmer and Fenwick McKelvey. *The Permanent Campaign: New Media, New Politics*. Under contract with Peter Lang.

### Peer-Reviewed Journal Articles

Langlois, G., McKelvey, F., Elmer, G. and Werbin, K. 2009. Mapping Commercial Web 2.0 Worlds: Towards a New Critical Ontogenesis. *Fibreculture* 14.  
[http://journal.fibreculture.org/issue14/issue14\\_langlois\\_et\\_al.html](http://journal.fibreculture.org/issue14/issue14_langlois_et_al.html).

Langlois, G., McKelvey, F., Elmer, G., Devereaux, Z. and Ryan, P. 2009. Networked Publics: the Double Articulation of Code and Politics on Facebook. *Canadian Journal of Communication* 34(3), pp. 415-434.

Langlois, G. and Elmer, G. 2009. Wikipedia Leeches? The Promotion of Traffic through a Collaborative Web Format. *New Media & Society* 11(5).pp. 773-794.

Elmer, G., Ryan, P.M., Devereaux, Z., Langlois, G. McKelvey, F. 2009. Blogs I Read: Partisanship in the Canadian Blogosphere. *Journal of Information, Politics and Technology* 6(2).

Elmer, G.; Ryan, P.M.; Devereaux, Z.; Langlois, G.; Redden, J. and McKelvey, F. 2007. Election Bloggers: Methods for Determining Political Influence. *First Monday* 12(4).

Langlois, G. 2005. Networks and Layers: Technocultural Encodings of the World Wide Web. *Canadian Journal of Communication* 30(4), pp. 565-584.

(Under Review). Elmer, G. and Langlois, G. 2010. Networked Campaigns: Traffic Tags and Cross-Platform Analysis on the Web. *Convergence: International Journal of Research into New Media Technologies*.

(Under Review). Langlois, G. 2010. Meaning, Semiotologies and Participatory Media. *Culture Machine*.

(Under Review). Langlois, G. 2010. The New Governance of Participatory Culture. *Journal of Communication Inquiry*.

(Under Review) Langlois, G. 2010. Modulating the Communication Continuum: Reflections on *Native Land – Stop Eject. Space and Culture*.

## Book Reviews

Langlois, G. 2008. Review of Heather A. Horst and Daniel Miller's *The Cell Phone: An Anthropology of Communication*. *Atlantis - A Women's Studies Journal* 32(2), p. 164-165.

## Other Publications

As a member of the Infoscape Lab at Ryerson University, I have participated in the publication of weekly research reports for four projects on online political campaigns:

- September 12 – October 10, 2008. *Code Politics: Canada Federal Election*. 29 reports.  
<http://www.cbc.ca/news/canadavotes/campaign2/ormiston/>
- August 31 - October 10, 2007. *Code Politics: Ontario Election 2007*. Six reports.  
<http://infoscapelab.ca/ontarioelection2007>
- March 23 - June 1, 2007. *Code Politics: Party Leaders and Partisans on Youtube*. 10 reports.  
<http://infoscapelab.ca/videopolitics>
- August 28-Dec 1, 2006: *Code Politics: The Liberal Leadership Race*. 13 reports.  
<http://infoscapelab.ca/gritrace>

## CONFERENCES, WORKSHOPS, ROUNDTABLES, LECTURES

### Conference Presentations

#### Refereed

Langlois, G. 2010. Towards a New Critique of Online Participatory Culture: User-Generated Content and the Assembling of Software and Users. *International Communication Association Conference*. Singapore. \*Ranked Top 3rd Paper in the Philosophy of Communication Division\*.

Langlois, G. 2007. Technology, Language, Media: Toward a Mixed Semiotics Framework. *International Communication Association Conference*. San Francisco: California.

(Under Review). Langlois, G. 2011. Semiotologies: Meaning, Power and Participatory Media. *International Communication Association Conference*. Boston.

#### Abstract-refereed

Langlois, G. 2010. Online Participatory Culture, Power and Differentiability. *Canadian Communication*

*Association*. Montreal: Concordia University.

- Langlois, G. 2010. Tracking Networks: Notes on Developing a Semio-Technical Approach. *Thinking Network Politics: Methods, Epistemology, Process*. Anglia Ruskin University: UK.
- Langlois, G., Elmer, G., McKelvey, F., Werbin, K. 2009. User, Software, and Content on Commercial Web 2.0 Spaces: Towards a Political Economy of Heterogeneous Articulations. *The State of Things: Towards a Political Economy of Artifice and Artifacts*. University of Leicester: UK.
- Langlois, G. and McKelvey, F. 2008. Political Subjectivation on Web 2.0 Platforms: The Case of Facebook in Canada. *Politics: Web 2.0 - An International Conference*. Royal Holloway University: UK.
- Langlois, G. 2007. Mixed Semiotics and the Case of Amazon.com. *Association of Internet Researchers Conference*. Vancouver: British Columbia.
- Devereaux, Z.; Langlois, G.; Ryan, P.; Redden, J.; McKelvey, F. 2007. Code Politics: The Canadian Blogosphere Speaks to the Liberal Leadership Race. *International Communication Association Conference*. San Francisco: California.
- Langlois, G. 2006. The Economies of Wikipedia: Open Source as Promotional Traffic. *Canadian Communication Association Conference*. Toronto: Ontario.
- Langlois, G. 2005. Beyond the Hype: Understanding the (Dis)Junctures in Hypertext and Hypermedia. *Canadian Communication Association Conference*. London: Ontario.
- Langlois, G. 2004. From Print to Online: The Hybrid Roles of Journalism in the Online Public Sphere. *Canadian Communication Association Conference*. Winnipeg: Saskatchewan.
- Langlois, G. 2004. Political Practices and Discursive Strategies: The U.S. Presidential Campaign and the Appropriation of Blogging. *Crossroads in Cultural Studies Conference*. Urbana-Champaign: Illinois.

## Workshops

- Thelwall, M., Langlois, G., Elmer, G., McKelvey, F. 2009. Web Analysis of Politics, Online Ideas, Discussions and Trends. *Fifth International Conference on e-Social Sciences*. Cologne: Germany.
- Thelwall, M., Langlois, G., Elmer, G., McKelvey, F. 2009. Software to Aid Politics and Social Science Web Research. *Fifth International Conference on e-Social Sciences*. Cologne: Germany.
- Langlois, G., Elmer, G., McKelvey, F. 2009. Politics Web 2.0: Research Methods and Tools. *Web 2.0 and Politics Research Method Workshop*. Manchester: University of Manchester. 19-20 Feb. 2009.
- Workshop Participant. *Govcom.org Jubilee Workshop*. Amsterdam: University of Amsterdam. Aug. 11-15, 2008.

## Roundtables

- Participant. 2010. Prospects for Communication and Culture in Canada. *Intersections 2010: Graduate Conference in Communication and Culture*. Toronto: Ryerson University.

## Guest Lectures

- Langlois, G. 2010. Online Politics 2.0. American Centre and WCU Webometrics Project, Yeungnam University (South Korea).
- Langlois, G. and Elmer, G. 2009. Researching the Cultural Impact of Digital Code: Software and other Media Tool Development, Code Mapping, Interface Design, and New Media Content Analysis. Statistical Cybermetrics Research Group. Wolverhampton (UK): University of Wolverhampton.
- Elmer, G. and Langlois, G. 2008. Code Politics: Networking through Traffic and Tags. *Amsterdam New*

*Media Summer Talks: Networked Content.* Amsterdam: University of Amsterdam.

## SOFTWARE DEVELOPMENT

As part of the Infoscape Research Lab ([www.infoscapelab.ca](http://www.infoscapelab.ca)) I have been involved in the development of open-source methodological tools to analyze Web 2.0 content:

Data collection tools: Blog RSS scraper, Facebook wall scraper, Facebook group search results, Facebook group members sampler, Facebook network scraper, Twitter scraper, Youtube scraper

Analytical tools: Blog link ripper to collect hyperlinks from blog posts, Blogometer to measure activity in a blog sample.

## FUNDING

### External Research Funding

Co-Principal Investigator. SSHRC Standard Research Grant.

Principal Investigator: Thierry Giasson (Universite Laval). Co-Principal Investigator: Harold Jensen (University of Lethbridge), Ganaele Langlois (UOIT). Collaborators: Greg Elmer (Ryerson University), Royce Koop (Memorial University of Newfoundland).

*Cartographie de la blogosphere canadienne: participants, messages et intentions.* 2010-2011. (\$56,000).

Collaborator. SSHRC Standard Research Grant.

Principal investigator: Greg Elmer (Ryerson University). Collaborators: Rachel Gibson (University of Manchester, UK), Nick Jankowski (Virtual Knowledge Studio, Netherlands), Ganaele Langlois (UOIT), Maurice Vergeer (Radboud University, Netherlands), Andy Williamson (Hansard Society, UK), Kenneth C. Werbin (Ryerson University).

*Politics 2.0: Tracking Internet Traffic, Tags, and User-Generated Content.* 2009-2011 (Budget: \$80,000).

Collaborator. World Class University Project. Government of Korea. 2009-2012. Principal researchers: Han-Woo Park (YeungNam University), Maurice Vergeer (Radboud University), Greg Elmer (Ryerson University).

*Investigating Internet-Based Politics with e-Research Tools.* 2009-2012. (Budget for the entire project: 5 Million USD).

Honorary Visiting Fellow. National Centre for e-Social Science, University of Manchester, UK. 2009 (two months, 2,000 GBP).

Co-Applicant. SSHRC Image, Text, Sound and Technology Research Grant.

*Traffic Tags: New Methodologies for Examining Political Communication within and across Web Platforms.* Recommended but not funded. 2009.

Co-Applicant. SSHRC Image, Text, Sound and Technology Conference Grant.

*First-Person Networking.* Recommended but not funded. 2009.

### Academic Honours

Ontario Graduate Scholarship. Provincial. 2007-2008.

Social Sciences and Humanities Research Council Doctoral Fellowship. Federal. 2006-2007.

Ontario Graduate Scholarship. Provincial. 2006-2007. (Declined).

Bell Globemedia Scholarship. Private sector. 2002-2003.

## SERVICE

### University Service

#### UOIT

Committee Member. Undergraduate Curriculum Committee. 2010-2011.

Committee Member. Sessional Course Review. 2010-2011.

Committee Member. Post-doctoral and Visiting Professor Guidelines. 2010-2011.

Committee Member. Ontario Graduate Scholarship Applications. 2010.

Committee Member. Hiring Committee. Faculty of Criminology, Justice and Policy Studies. 2010.

Committee Member. Visiting and Post-Doctoral Committee. Faculty of Criminology, Justice and Policy Studies. 2009-2010.

Committee Member. Sessional Hiring Committee. Faculty of Criminology, Justice and Policy Studies. 2010.

Committee Member. M.A. in Professional Communication Committee. Faculty of Criminology, Justice and Policy Studies. 2009-2010.

#### York University

Ph.D. Representative to the Executive Committee, Graduate Programme in Communication and Culture. York University. 2004-2006.

### Service to the Profession

#### Service to Research

Associate Director, Infoscape Research Lab, Ryerson University. 2008-present.

Research Associate. *Infoscape Research Lab*. Ryerson University. 2005-2008.

#### Publishing and Translation

Reviewer. *Fibreculture*. 2010.

Reviewer. *Canadian Journal of Communication*. 2009.

Reviewer and Editor. *Intersections – Graduate Journal of Communication and Culture*. York University. 2005-2007.

Translator English/French. *Canadian Internet Project*. 2008.

Translator English/French. *Topia – Canadian Journal of Cultural Studies*. 2004-2006.

Translator English/French, *Mobile Digital Commons Network*, 2004-2005.

## Conferences, Workshops, Roundtables

- Symposium Programming Committee Member. *Network Politics: Objects, Subjects and New Political Affects*. October 22-23, 2010. Toronto, Canada.
- Organizer. Infoscape Centre for the Study of Social Media Guest Speaker Series: Ian Roderick on the "Dromoeconomics of Visual Attention". September 24, 2010. Toronto, Canada.
- Programme Committee Member. *Conference on e-Democracy, Equity and Social Justice*. 2010.
- Organizer. *Blog Research Roundtable*. Participants: Stuart Schulman (University of Massachusetts), Rachel Gibson (University of Manchester), Greg Elmer (Ryerson University), Isabel Pedersen (Ryerson University), Fenwick McKelvey (Ryerson University). 3 September 2009.
- Member of the Programme Committee. *Fifth International Conference on e-Social Sciences*. Cologne: Germany. 24-26 June 2009.
- Workshop Organizer. *Web 2.0 and Politics Research Method Workshop*. Manchester: University of Manchester. Co-hosted by the Infoscape Research Lab (Ryerson University) and the National Centre for e-Social Sciences (University of Manchester). 19-20 Feb. 2009.
- Chair of the Adjudication Committee. *Intersections – Graduate Conference in Communication and Culture*. York University. 2005-2007.
- Program Organizer. *Intersections - Graduate Conference in Communication and Culture*. York University. 2004.
- Program Organizer. *Intersections - Graduate Conference in Communication and Culture*. York University. 2004.

## **Service to the Community - Media Interviews**

- April 8, 2009. Interview on Radio-Canada Ontario on politicians' use of Twitter.
- September 26, 2008. Radio-Canada Montreal. Interview on the use of Web 2.0 platforms during the campaign for the 2008 Canadian Federal Election.
- September 8 – October 14, 2008. During the Canadian federal election campaign, the Infoscape Lab delivered analyses three times weekly to the Canadian Broadcasting Corporation. Our research results were showcased on the "Ormiston Online" as part of the "Canada Votes" CBC portal, and on CBC news "The National".
- September 14 - October 8, 2007. I was interviewed weekly on CBC Radio-Canada as a TV and radio commentator on the influence of Internet technologies during the 2007 Ontario provincial election campaign.
- August 21, 2007. CBC Radio-Canada, Première Chaîne. *L'Ontario aujourd'hui*. A five-minute interview on the role played by blogs and YouTube in electoral campaigns in Canada.
- Please see the Infoscape Lab for a current list of media coverage:  
<http://www.infoscapelab.ca/mediacoverage>.

## **Awards**

- As part of the Infoscape Research Lab and in collaboration with CBC-Ormiston Online: 2009 Gemini Award for Best Cross-Platform Project.