

Curriculum Vitae
DENEL REHBERG SEDO

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ACADEMIC/PROFESSIONAL CREDENTIALS

UNIVERSITY EDUCATION

Ph.D. in Communication, School of Communication (May 2004)
Simon Fraser University (SFU)
Burnaby, BC

Dissertation: *Badges of Wisdom, Spaces for Being: A Study of Contemporary Women's Book Clubs*

Supervisory committee: senior supervisor Catherine Murray, Alison Beale and Janet Giltrow. External examiners: Kathy Mezei (SFU English Dept.) and Catherine Ross (Dean, Faculty of Information & Media Studies, University of Western Ontario)

Master of Mass Communication, Walter Cronkite School of Journalism & Telecommunication (May 1992)
Arizona State University
Tempe, AZ

Thesis: *Environmental Issue Management in the Cruise Industry*

Senior supervisor: Dr. Fran Matera

Bachelor of Arts, Journalism & Spanish (May 1987)
University of North Dakota
Grand Forks, ND

PROFESSIONAL DEVELOPMENT

Simon Fraser University/MSVU (Sept. 1998-present)
Burnaby, BC/Halifax, NS

Helping Students Become Self-Directed Learners; Moodle Classroom Management workshops; Blogging in Education; Basic WebCT; Creating a Class of Critical Thinkers; Facilitating Small Group Discussion; Film and Discussion Series—Multi-cultural Classroom Teaching; Innovative Teaching Symposium; Instructional Skills Three-day Workshop; Testing Critical Readings and Issues; Teaching Large Classes; Using Films in Interpersonal Communication Classes; Voice Projection and Effective Speaking Techniques

TEACHING EXPERIENCE

Full Professor (July 2001-present)
Promoted May 2014

*Department of Communication Studies, Mount Saint Vincent University
Halifax, NS*

Courses

Communication Theory (first-year core; graduate core)*
Co-operative Education Work Experience (first-, third-year core)
Education in Communication Graduate Seminar (graduate elective)
Employee Relations (fourth-year core)*
Gender and Communication (graduate elective)
Graduate Project Seminar (graduate core)*
Managing Organizational Public Relations (third-year core)
Mass Media & Public Opinion (third-year core)
Media, Culture and Society (fourth-year required course; graduate required)*
Reading in/as Revolution (graduate elective)*
Relational Communication (second-year core)
Research Methods (fourth-year core course; graduate core*)
Social Media in Public Communication and Introduction to Social Media (first- and fourth-year elective*; graduate elective)

*Represents courses I designed and developed, for distance and/or face-to-face delivery. In addition, I reviewed for the department the following graduate courses: Communication and Social Change; Education in Communication Seminar; Media, Culture, and Society; Communication and Social Change; and, Social Media in Public Communication.

Graduate student supervision:

PhD

- Allana Bartlett: *Reading that Disrupts: A Phenomenological Exploration of Transformative Learning in Settler Readers of Lee Maracle's Celia's Song* (in progress)

MA

- Esrick Atkinson: *Affective Democratic Discourse and Lisa Hanna: The Representation and Treatment of a Jamaican Woman Politician on Social Media* (defended August 2023)
- Ricardo Horridge: *Evaluating Mental Health Discourse via Young Adults on TikTok* (defended August 2023)
- Charlotte Grace (SMU/MSVU): *"Build-A-Betch": An Analysis and Critique of Popular Feminism on Instagram* (defended April 2022)
- Anthony Rino: *Projecting Signals and Drama: Environmental, Social and Governance (ESG) Reporting in the Canadian Oil and Gas Industry* (defended November 2021)
- Jodi Cooper: *Collaborative Filmmaker-Audience Relationships: The Experience of Engaging, Co-Creating, and Building Community* (defended June 2018)
- Allana Bartlett: *The Link Between Literature and Empathy: Exploring the Capacity for Indigenous-Authored Literature to Foster Change* (defended October 2018)
- Lindsay Falt: *Best Communication Practices of INGOs in Developing Countries* (defended December 2017)
- William Hiscock: *Paradigm Lost (and Found). A Historiographical Review of the Application of Systems Theory to Public Relations Since 1975* (defended July 2017)
- Stacey de Molitor: *Policy and Perception: Cyberbullying in the Nova Scotian Context* (defended April 2017)
- Jaclyn Obie: *Changing the Discourse: The Fight for Gender Equality in Pop Culture Blogs* (defended August 2016)

- Allan Gates: *Evolution of the Public Sphere as Considered in the Anonymous and the Rebeah Parsons' Case* (defended August 2016)
- David Nielsen (Faculty of Education): *Spaces to Call Home: Exploring Affinity Spaces, Settlement Experiences and a Participatory Photography Project with Refugees and Immigrants in Halifax, NS* (defended September 2015)
- Helen Dolan: *Student Experiences of Cognitive, Social and Teaching Presence in Online Graduate-Level Communications Courses: A Mixed Methods Study* (defended December 2015)
- Kerrilynn Manning: *Pathways to a Program: An Examination of Public Relations Education Programs in Canada* (defended October 2014)
- Lana Rostenberg: *Marketing Romantic Relationships Through Digital Media* (defended July 2014)
- Lori Errington: *The Experiences of Female Members of the Legislative Assembly in Nova Scotia* (defended September 2011)
- Janine Basha: *Social Media, Public Relations, and the Government of Canada: An Analysis of Internal Organizational Discourse* (defended June 2011)
- Gerald Bartels: *The Creative Small Group – Towards a Framework of Collaborative Creativity within the Creative Sphere* (defended August 2010; MSVU Best Thesis Award)

Thesis committee member for:

Interdisciplinary PhD, Dalhousie University student Alison Brown: *Bound together: Understanding the relational wellbeing potential of participation in shared reading groups* (in progress); SMU/MSVU students Alo Greening: *Queering Romance: Consumption of Queer Romance* (in progress), Sue Goyette: *Anthesis* (defended May 2021) and Lyndsay Anderson: *Reporting or Reinforcing Rape Culture? A Discourse Analysis of Media Coverage of the Saint Mary's Rape Chant* (defended January 2018); MSVU Students Jessica Gillis: *Jessica Gillis: Having (a piece of) It All: Examining Canadian Mothers' Perception of Organizational Behaviour After Maternity Leave and Desires for Alternative Professional Employment Opportunities* (defended April 2017); Fabiana Gonzalez Manzo: *Talking Big about Small Talk: Theoretical Model for Phatic Communication in a Social Media Era* (defended October 2014); Jolene Titus: *Nova Scotia Burning: Exploring Racial Discourse in Nova Scotia Media* (defended November 2012); Dalhousie Master of Library and Information Studies Graduate Students Melissa Goertzen: [*Homeless Bound: A Search for Digital Literacy within the Realm of Social Media*](#) (defended July 2012) & Melanie Parlette: *Personal Growth, Habits, and Understandings: Pleasure Reading Among First Year University Students* (defended March 2010).

Graduate student support: Supervised two part-time students for *Reading Bestsellers*; four part-time students for *Grief Memoir*, *Community Libraries* and *Novel Ideas*. Supervised one full-time and two part-time research assistants, and co-supervised post-doctoral fellow on research project, *Beyond the Book: Contemporary Cultures of Reading*. Co-supervised research assistant for *Reading for Life, An App*. Supervised two part-time research assistants for edited collection, *Reading Communities from Salons to Cyberspace*.

Cultural Studies Program, Mount Saint Vincent University

Courses

- Critical Debates in Cultural Studies: Problemetizing the Popular (second-year core)*
- Pop! Goes Culture (third-year senior seminar core course)*
- TV Theory and Criticism (directed study for three students)*

Faculty of Education, Mount Saint Vincent University

Courses:

- Critical Media Literacy (graduate core course in Literacy Program)
- Critical Digital Media Literacy (graduate course in same)*

Women and Gender Studies Graduate Program, Mount Saint Vincent University and Saint Mary's University

Courses:

- Graduate Studies Seminar*

Women's Studies North American Mobility Project: Women's Human Rights, Citizenships and Identities in a North American Context, Universidad de las Americas (three-week seminar)
Puebla, Mexico (June 2007)
Session: Cross-cutting Identities: national/regional/local/religious*

Sessional Instructor (Sept. 1996–May 2001)
The School of Communication, Simon Fraser University
Burnaby, BC

Directed Studies* (Sept. 1996–present)
The School of Communication, Simon Fraser University
The Department of Communication Studies, Cultural Studies Program, and the Faculty of Education
Mount Saint Vincent University

Individual student projects include: A critical discourse analysis of social media text targeted to primary and secondary school educators; An analysis of social media in communication contexts at the graduate level; An International Association of Business Communicators award based on the student's work term experience; An exploration of gender roles in the communication professions; An investigation of new technology's role in changing distribution of communicators' messages; A qualitative research project for Health Canada's employee communication; An investigation of social norms marketing to university students; An Internet marketing feasibility study; An exploration of interactive, virtual public relations: the theoretical foundations, the practical approaches to implementation, and the potential effects on users and the community; Writing for and communicating with small and mass media. Assisted student in the production of curricula for professional workshops.

Co-op Education Co-ordinator (Dec. 1994–Sept. 2000)
School of Communication, Simon Fraser University

Facilitated:

- Interactive workshops for students admitted into the program, including: transferable skills recognition, workplace preparation, résumé, cover letter, interviewing and job search strategies; prepared and delivered workshops for students returning from work experiences

Advised:

- Students on an individual basis; counseled on personal, educational and professional issues
- The Triple C Team, a volunteer student organization that acts as a communication consultancy for the Communication Co-op program. Taught students to create and implement strategic communication plans to promote the program, both internally and externally. (I created this successful student group.)

Teaching Assistant Workshop Facilitator
Centre for University Teaching, Simon Fraser University
Burnaby, BC

Facilitated:

- Essential Interpersonal Skills In and Out of the Classroom (Sept. 1999)
- Audio-visual Techniques for Successful Learning (Jan. 1998)
- Working with Students in a Multi-cultural Classroom (Sept. 1997)

Assistant Residence Hall Director (Sept. 1989-May 1992)
Student Life, Arizona State University
Tempe, AZ

Facilitated:

- Para-professional training sessions in the areas of cultural diversity, environmental awareness, personal wellness and time management

SCHOLARLY ACTIVITY

BOOKS AND MONOGRAPHS (Refereed)

(2023). With Fuller, D. *Reading Bestsellers: Recommendation Culture and the Multimodal Reader*. Cambridge University Press Elements.

(2013). With Fuller, D. *Reading Beyond the Book: The Social Practices of Contemporary Literary Culture*. Routledge Research in Cultural and Media Studies.

(2011). Editor. *Reading Communities from Salons to Cyberspace*. Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave Macmillan.

BOOK CHAPTERS (Refereed)

(2020). With Fuller, D. 'Shared Reading and Mass Reading Events in North America and the UK in the Twenty-First Century'. Adapted extract from Chapter 1 of *Reading Beyond the Book* translated into French for *Lire en Europe*, Textes, formes, lectures (XVIIIe-XXIe siècle), sous la direction de Lodovica Braida et Brigitte Ouvry-Vial, Presses Universitaires de Rennes (PUR).

(2020). With Rideout, S. Novel Ideas: The Promotion of North American Book Club Books and the Creation of Their Readers. In M. Hammond & J. Rose (Eds.), *The Edinburgh History of Reading, Volume 2: Common and Subversive Readers*. Edinburgh: Edinburgh University Press.

(2016). With Fuller, D. "Fun... and other reasons for sharing reading with strangers: "Mass Reading Events and the Possibilities of Pleasure. In Lynne (E.F.) McKechnie, Knut Oterholm, Paulette M. Rothbauer and Kjell Ivar Skjerdingsstad, eds. *Plotting the Reading Experience: Theory/Practice/Politics* (pp. 133-147). Waterloo, ON: Wilfrid Laurier University Press.

(2012). With Fuller, D. "Mixing it Up: Using Mixed Methods Research to Investigate Contemporary Cultures of Reading." In Anouk Lang (Ed.), *From Codex to Hypertext: Reading at the Turn of the Twenty-First Century* (pp. 234-251). Amherst: University of Massachusetts Press.

(2011). "Introduction to Reading Communities." In D. Rehberg Sedo (Ed.), *Reading Communities from Salons to Cyberspace* (pp. 1-24). Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave Macmillan.

(2011). "I Used to Read Anything That Caught My Eye, but...": Cultural Authority and Intermediaries in a Virtual Young Adult Book Club." In *Reading Communities from Salons to Cyberspace* (pp. 101-122). Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave Macmillan.

(2011). With Fuller, D. & Squires, C. "Marionettes and Puppeteers?: The Relationship Between Book Club Readers and Publishers" In *Reading Communities From Salons To Cyberspace* (pp. 181-199). Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave Macmillan.

(2011). "Twentieth- and Twenty-First Century Literary Communities." In Leonard Cassuto, Claire Virginia Eby, Benjamin Reiss (Eds.), *The Cambridge History of the American Novel* (pp. 1154-1167). New York: Cambridge University Press.

(2011). With Fuller, D. "Suspicious Minds: Richard & Judy's Book Club and its Resistant Readers." In Jenni Ramone and Helen Cousins (Eds.), *The Richard and Judy Book Club Reader* (pp. 21-42). Farnham, England and Burlington, VT: Ashgate.

(2007). Reading and Study Groups. In Carole Gerson & Jacques Michon (Eds.), *History of the Book in Canada* (Vol. III) (pp. 509-513). Toronto: University of Toronto Press.

(2005). Case Study: A Victoria Immigrant's Reading--Introducing Margaret McMicking. In Fiona Black, Patricia Lockhart Fleming & Yvan Lamonde (Eds.), *History of the Book in Canada* (Vol. II) (pp. 470-481). Toronto: University of Toronto Press.

SCHOLARLY JOURNAL ARTICLES (Refereed)

(2023). With Fuller, D. "Young Adult Readers and the Genres of Online Book Reviewing." Post45. Edited by Susanna Sacks and Sarah Brouillette, December. <https://post45.org/2023/12/it-was-plastered-all-over-my-instagram-last-year-at-least-for-my-algorithm-young-adult-readers-and-the-genres-of-online-book-reviewing/>.

(2021). With Bartlett, A., Den Elzin, K., and Moniz, T. Two Sides of the Coin: A Grief Memoir and Its Readers. *Life Writing*. <https://doi.org/10.1080/14484528.2021.1949673>.

(2020). With Driscoll, B. The Transnational Reception of Bestselling Books Between Canada and Australia. *Global Media & Communication*, 16(2), 243-258. <https://doi.org/10.1177/1742766520921910>

(2020). With Carlyle, C., and Rydbeck, K. The Cultural Work and Workers of Libros Para Pueblos. *Partnership: The Canadian Journal of Library and Information Practice and Research*, 15 (1). <http://www.participations.org/Volume%2016/Issue%201/29.pdf>

(2019). With Side, K. *Fallen* and Cross-Border Literary Commemoration, 1916. *Etudes Irlandaises*, 44(2), 27-41. <http://journals.openedition.org/etudesirlandaises/8127>

(2019). With Fuller, D. Edited "Readers, Reading and Digital Media. Special Themed Section Participations: International Journal of Audience Research," Special Themed Section. *Participations: Journal of Audience & Reception Studies* 16 (1). <http://www.participations.org/Volume%2016/Issue%201/contents.htm>

(2019). With Fuller, D. Read This! Why Reading about Readers in an Age of Digital Media Makes Sense. Introduction to Special Themed Section. *Participations: Journal of Audience & Reception Studies* 16 (1). <http://www.participations.org/Volume%2016/Issue%201/8.pdf>.

(2019). With Fuller, D. "Boring, frustrating, impossible": Tracing the Negative Affects of Reading From Interviews to Story Circles. *Participations: Journal of Audience & Reception Studies*. <https://www.participations.org/Volume%2016/Issue%201/29.pdf>

(2018). With Driscoll, B., Faraway, So Close: Seeing the Intimacy in Goodreads Reviews. *Qualitative Inquiry*, 25(3), 248–259. <https://doi.org/10.1177/1077800418801375>

(2015). With Harder, A. and Howard, V. 'Creating Cohesive Community Through Shared Reading: A Case Study of One Book Nova Scotia.' *Partnerships: The Canadian Journal of Library and Information Practice and Research* 10(1).

(2014). With Fuller, D. 'Reproducing "the Wow Factor"?: Negotiating the Values of Reading Through One Book, One Community Events.' In Patrick Spedding and Anna Poletti (eds.) 'Revealing the Reader'. Special issue of *Australian Humanities Review* 56 (May 2014): 163-186.

(2014). With Fuller, D. "'[And then we went to the brewery](#)": Reading as a Social Activity in a Digital Era.' Popular feature commissioned for *World Literature Today* 88.3: 14-18.

(2012) With Gruzd, A. '#1b1t: Investigating Reading Practices at the Turn of the Twenty-first Century.' *Mémoires du livre / Studies in Book Culture*, 3(2).

(2010). 'Cultural Capital and Community in Contemporary City-wide Reading Programs.' *Mémoires du Livre / Studies in Book Culture*, 2(1).

(2009, copyright 2010). With Fuller, D. & Thurlow, A. '[More than "Just a Little Library Program": Discourses of Power in One Book, One Community Programming Committees](#).' *Logos*, 20(1-4), pp. 228-240.

(2008). With Rodrigues, D. 'Experiencing Information Literacy in Second Life.' *Partnership: the Canadian Journal of Library and Information Practice and Research*, 3(1).

(2008). 'Richard & Judy's Book Club' and 'Canada Reads': Readers, Books and Cultural Programming in a Digital Era.' *Information, Communication and Society* 11(2), pp. 188 – 206.

(2006). With Fuller, D. 'A Reading Spectacle for the Nation: The CBC and "Canada Reads."' *Journal of Canadian Studies*, 40(1), pp. 5-36.

(2003). 'Readers in Reading Groups: An On-Line Survey of Face-To-Face and Virtual Book Clubs.' *Convergence: The Journal of Research into New Media Technologies*, 9(1), pp. 66-90.

BOOK REVIEWS FOR SCHOLARLY JOURNALS (Non-refereed)

(2017). Book Review: *Reading Across Worlds: Transnational Book Groups and the Reception of Difference* by James Procter and Bethan Benwell. *SHARP Newsletter*.

(2012). Book Review: *Reading the 21st Century: Books of the Decade, 2000–2009* by S. Persky. *Papers of the Bibliographical Society of Canada*, 50(2), pp. 282-85.

(2005). Book Review: *Treasures: The Stories Women Tell About the Things They Keep* by K. V. Cairns and E. Leslau Silverman. *Atlantis*, 29.3(Fall), pp. 90-91.

(2002). Book review: *Fiction and the American Literary Marketplace: The Role of Newspaper Syndicates, 1860-1900* by C. Johanningsmeier. JHISTORY@H-NET.MSU.EDU, List for discussion of history of journalism and mass communication. December 2, 2002, from <http://www.h-net.msu.edu/~jhistory>.

(2002). Book review: *A Heretic in American Journalism Education and Research: Malcolm S. MacLean, Jr., Revisited* edited by L. Manca and G. W. Pieper. *Journal of Communication Inquiry*, 26(4), pp. 109-112.

(2001). Book review: *Global Infatuation: Explorations in Transnational Publishing and Texts, the Case of Harlequin Enterprises and Sweden* by E. Hemmungs Wirtén. *LOGOS*, 12(3), pp. 156-165.

ENCYCLOPEDIA ENTRIES (Refereed)

(2017). [Reading Reception in the Digital Era](#). *Oxford Research Encyclopaedia of Literature*. New York, NY.

(2013, 2004). Measures/measuring. In R. Heath (Ed.), *Encyclopaedia of Public Relations, Vols. 1 & 2*. Thousand Oakes, CA: Sage Publications.

(2013, 2004). Symbolic Interactionism Theory. In R. Heath (Ed.), *Encyclopaedia of Public Relations, Vols. 1 & 2*. Thousand Oakes, CA: Sage Publications.

(2013, 2004). Revised edition with Wah, J. International Association of Business Communicators. In R. Heath (Ed.), *Encyclopaedia of Public Relations, Vols. 1 & 2*. Thousand Oakes, CA: Sage Publications.

(2003). Book Clubs and Reading Groups. In K. Christensen & D. Levinson (Eds.), *Encyclopaedia of Community: From the Village to the Virtual World* (pp. 97-99). Thousand Oakes, CA: Sage.

MULTI-MEDIA PRODUCTIONS AND MATERIALS (Non-refereed)

(Various). With Fuller, D. Video and audio resources for cultural workers and the general public. [Beyond the Book project web site](#).

RESEARCH REPORTS (Non-refereed)

(2018). With Fuller, D., Gerbrandt, E., Kaler, A., Poletti, A., Rak, J., & Selsky, D. (2018). *You don't really need a reason to do good in the world, you just do it*': Report on Volunteer Engagement. *WUSC International Forum (Ottawa) January 2018*.

(2004). With Fuller, D. [White paper: Report on One Book, One Community](#), Kitchener/Cambridge/Waterloo, ON, Canada. *Beyond the Book project web site*.

OTHER PUBLICATIONS (Non-refereed)

(2023). With Carlyle, C. (2023). Social Reading in Sweden and Beyond. In A. Hedemark & I. Huvila (Eds.), *Bibliotek, bildning och läsning som arena och praktik: En festskrift till Kerstin Rydbeck* (pp. 93–106). University of Uppsala.

(2006). Taking Responsible Risks. *ESC: English Studies in Canada* 32(4), 21-24.

(2004). With Richards, T. Journalists and Official Sources. *Media Magazine*, 10(4), 18-19.

(2002). Predictions of Life after Oprah: A Glimpse at the Power of Book Club Readers. *Publishing Research Quarterly*, 18(3), 11-22.

(1998). Gathering in the Name of Literature. *The New Reader*, 3(1), 46-48.

CONFERENCE PROCEEDINGS (Refereed)

(2009). With Richards, T. “From Watchdogs to Guard Dogs: The Media and Official Sources.” In Pasadeos, Y. (Ed.), *Variety in Mass Communication Research*. Athens, Greece: Athens Institute for Education and Research.

CONFERENCE POSTER PRESENTATIONS (Refereed)

September 2014. *What Role has Reading Played in your Life? Affect and the Reading Lives App*. Social Media and Society 2014. Ryerson University, Toronto.

CONFERENCE PRESENTATIONS (non-refereed)

June 2023. With Fuller, D. *Creating Personae for Reading Bestsellers* and with Rak, J., Kaby, Yaghma. *Memoir Matters Online: Getting Serious About Genre in Reading Studies*. SHARP 2023. Online.

October 2022. With Fuller, D. *Around the World in and Insta(nt): A New Method for Researching Reading Practices with Young Adult Readers*. YASA2022. Online.

June 2021. With Fuller, D. *#whatthecrawdadsing: Discovering and Distributing Bestsellers in an Era of Transmedia Engagement*. SHARP 2022. Online.

July 2018. With Carlyle, C. and Rydbeck, K. *Libros Para Pueblos: A Oaxacan Case Study of Cultivating Readers*. IGEL, Stavanger, Norway.

June 2018. With Side, K. *Fallen: A Literary, Spatial and Commemorative Bridge?* The 2018 Annual Meeting of the American Conference for Irish Studies, Cork, Ireland.

June 2017. With Rideout, S. *Novel Ideas* SHARP 2017. Victoria, British Columbia.

June 2014. “*What is Social Reading?*” Roundtable participation. Digital Reading Symposium in Bournemouth, UK.

June 2013. With Fuller, D. *Fun... and Other Reasons for Sharing Reading with Strangers: Mass Reading Events and the Possibilities of Sharing Reading with Others*. Researching the Reading Experience. Oslo, Norway.

May 2011. *Hierarchies of Trust in an Era of Broadcast and City-Wide Book Programs*. Paper presented at the Canadian Association for the Study of Book Culture annual conference at Congress in Fredericton, NB.

September 2010. “*The Library Recommends This. It Must Be A Good Book, I’m Going To Read It*”: *Hierarchies of Trust in an Era of Broadcast and City-Wide Book Programs*. Paper presented at the bi-annual conference of the Center for the History of Print & Digital Culture at the University of Wisconsin, Madison.

May 2009. *Book Networks and Cultural Capital: Space, Society & the Nation*. Paper presented at the Canadian Association for the Study of Book Culture annual conference at Congress in Ottawa, ON.

July 2008. ‘*Richard & Judy’s Book Club*’ and ‘*Canada Reads*.’ *Readers, Books and Cultural Programming in a Digital Era*. Paper presented at the Reading Experience Database conference in London, England.

June 2008. *Close Encounters of a Mediated Kind: Rethinking Book Audience through ‘Richard & Judy’s Book Club’ and ‘Canada Reads.’* Paper presented at annual conference of the Society for the History of Authorship, Reading & Publishing in Oxford, England.

October 2007a. *The Librarian and Professor as Learners: Doing Participant Observation in Second Life*. Paper co-presented with D. Rodrigues at the Association for Internet Researchers annual conference in Vancouver, BC.

- October 2007b. *Richard & Judy's Book Club' and 'Canada Reads': Readers, Books and Cultural Programming in a Digital Era.* Paper presented at the Association for Internet Researchers annual conference in Vancouver, BC.
- October 2007c. *Searching for Good News about American Literary Culture: Questioning Enclosure and Emancipation in a Nationwide Reading Program.* Paper presented at the Union for Democratic Communication annual conference in Vancouver, BC.
- July 2006a. *City Pride & Literary Prejudice: Reading & Re-evaluating Jane Austen in Chicago.* Paper co-presented with D. Fuller at the 13th annual conference of the Society for the History of Authorship, Reading & Publishing (SHARP) in The Hague/Leiden, Netherlands.
- July 2006b. *Puppeteers and Marionettes?: The Business of Book Clubs.* Paper presented at Crossroads in Cultural Studies 2006, Sixth International Conference, Biligi University, Istanbul, Turkey.
- May 2006. *"One Book, One Chicago": Reading Matters in the 'City that Works.'* Paper co-presented with D. Fuller at the annual meeting of the Canadian Association for the Study of Book Culture (Congress of the Humanities and Social Sciences), North York, Ontario.
- July 2005a. *Whose Rules?: Cultural Authority in a Virtual Reading Community.* Paper presented at the 12th annual SHARP meeting, Halifax, NS.
- July 2005b. *Mass Reading, New Knowledge?: Reading for Community in Contemporary Southern Ontario.* Paper co-presented with D. Fuller at Material Cultures and the Production of Knowledge Conference, Edinburgh, Scotland.
- June 2004. *Experiences of a YA Virtual Book Club Neophyte (or, More than "I really liked that book!").* Paper presented at Crossroads in Cultural Studies 2004, Fifth International Conference, University of Illinois at Urbana-Champaign.
- May 2003. *Reading the Nation: An Analysis of CBC's Canada Reads.* Paper presented at the Symposium on Book History & Print Culture (Congress of the Humanities and Social Sciences, Dalhousie University), Halifax.
- July 2002. *The Business of Book Clubs.* Paper presented at the 10th annual SHARP Conference, London, England.
- November 2001. *Contemporary Women's Book Clubs as Badges of Wisdom, Spaces for Being.* Paper presented at the History of the Book in Canada, V. III Conference, Vancouver, BC.
- July 2001. *I Can't Get No Satisfaction, or Can I?: A Study of On-line Interpretive Communities.* Paper presented at the 9th Annual SHARP Conference, Williamsburg, PA.
- July 2000a. *Maggie McMicking, The National Home Reading Union and Reading on Canada's West Coast at the End of the Nineteenth Century.* Paper presented at the 8th Annual SHARP Conference, Mainz, Germany.
- July 2000b. *Women's Reading (and Being) on Canada's West Coast at the End of the Nineteenth Century.* Paper presented at the Fifth Women's West Conference, Pullman, WA.
- April 2000. *Maggie McMicking and the National Home Reading Union at the End of the Nineteenth Century.* Paper presented at the Annual Popular Culture Association Conference, New Orleans.
- April 1999. *A Glimpse at Reading Groups: Looking at Reading in a Societal Context.* Paper presented at the Annual Popular Culture Association Conference, San Diego, CA.
- February 1999. *Using Novels as Primary Research Tools: Looking to Fanny Fern's 'Ruth Hall' for Answers.* Paper presented at the Pressing Matters: The Politics of Print, Burnaby, BC.

INTERNATIONAL, NATIONAL & LOCAL PRESENTATIONS (Non-refereed)

INVITED

- *PhD Discussant for Claire Parnell.* University of Melbourne. February 8, 2022.
- *Online Summer School: Literary Studies and Digital Humanities.* Online Literary Communities: Towards a Framework for Investigating Readers in a Transmedia Environment. Universiteit Leiden. June 20-23, 2022.
- *Border-Crossing Books Workshop.* Canadian Scholar Representative. Portland State University. June 24-25, 2020.
- *Canadian and Australian Book Industries Conversation.* Canadian Scholar Representative. RMIT, Melbourne, Australia. February 15-16, 2018.
- *Panel participation: One Book, Many Communities and Graduate Research Workshop: Reading Readers on Paper, on Screen and In-between.* Western University. September 2017.
- *Panel participation: Publishing and Being Public: Social Media and Academic Work.* University of Birmingham. May 2016.
- *Workshop for early-career researchers and graduate students: "Big Data' and Reading Research: New Era, New Possibilities"* at the University of Birmingham, England with Driscoll, B. May 2016.
- *Workshop for early-career researchers and graduate students: "Better Together? Beginning Research Collaboration: at the University of" Birmingham, England with Fuller, D. May 2016.*

- *Keynote Address: "Reading Beyond the Border"*. With Fuller, D. Culture and the Canada-US Border Conference on Cross-border Cultural Production, Consumption, and Reception in Nottingham, England with Fuller, D. June 2014.
- *Entangled Print Cultures, Canada in the British World*. Guest lecture to Sydney Shep's Text and Technologies School of Information Management graduate class at Victoria University Wellington (New Zealand). November 2013.
- *A Week-long Workshop Series on Researching Reading, Social Reading and Reading Communities*. Lecture/workshop series at the Uppsala University, Sweden. September 2013.
- *Editing an Anthology*. Guest lecture to Clare Goulet's MSVU ENG2222 Introduction to editing course. March 2013.
- *Understanding Contemporary Readers*. Guest lecture to Vivian Howard's Dalhousie Faculty of Information Management Reading and Reading Practice course. Also guest to Danielle Fuller's University of Birmingham's Reading and Popular Culture course. February 2012.
- [*The Role of Community in Transformational Literacy*](#). OCLC Keynote. Halifax, NS. May 2011.
- *Finding Credible Information on Blogs, Twitter and FaceBook*. Guest lecture in Human Nutrition Professional Practice course. November 2010.
- *The Uses and Gratifications of Twitter and Tweeting*. Co-presenter MSVU Celebrating Writing Week. November 2010.
- *Social Change: Reading from Below in Contemporary Urban Centres*. BookCamp Halifax 2010. June 2010.
- *Social Media 101*. Presenter at the annual conference of the Canadian Association of Anglican Editors. June 2010.
- *Cool Culture*. Panel member for the Halifax Chamber of Commerce's *Imagine Halifax* series. May 2010.
- *Exploring Research Methods for Contemporary Book Cultures*. Workshop for graduate students working in post-1945 book history. SHARP pre-conference. Oxford-Brooks University. Oxford, England. June 2008.
- *The Role & Responsibility of the Public Library to Promote Reading Culture as a Key to Sustainability*. Presentation to members of the Canadian Library Association annual conference. Presented with Janice Douglas, Vancouver Public Librarian. May 2007.
- *Bookclubs & Beyond*. Keynote Presentation to Reader Advisory Members, Toronto Public Library. Presented with D. Fuller. October 2005.
- *Genres? What Genres? We don't Need no Stinkin' Genres: Book Clubs and New Genre Theory*, Presentation to the English Department, MSVU. September 2005.
- *Reading for Community?: Book Clubs and Adventures in Mass Reading*. Public presentation at University of Birmingham (UK). Presented with Fuller. April 2005.
- *Book Clubs and the Readers who Read in Them*. Guest lecture to Lorri Neilsen's MSVU Faculty of Education graduate course in literacy education. February 2004, 2003.
- *Badges of Wisdom*. Paper presented to the Once-in-a-While Study Group. Sackville, NB. November 2003.
- *I Can't get no Satisfaction, or can I?: A Study of On-line Interpretive Communities*. Public presentation to the Dalhousie University Library and Information Services, Dalhousie University. October 2001.
- *Getting your Word in the Right Ear: Effective Communication and Networking (with those who count) in Your Parent Organization*. Workshop presented for the Special Librarians Association, Vancouver, BC. April 2001.

VOLUNTEER

- *What Role has Reading Played in your Life? Affect and the Reading Lives App*. Presentation for Cross Campus Conversations and Centre for Arts-Informed Research and Teaching. November 2014.
- *Fifty Shades of Investigating Reading Practices Online*. Presentation for Cross Campus Conversations. (Organized session.) November 2013. Adapted for K. Side's first-year gender studies students at Memorial University November 2016.
- *The Librarian and Professor as Learners: Doing Participant Observation in Second Life*. Presentation for MSVU Teaching and Learning Showcase. April 2007.
- *Beyond the Book International Research Project: Cultures of Reading*. Poster & slide presentation for MSVU Research open house. February 2006.
- *Cultures of Reading*. Poster & slide presentation for MSVU Research open house. February 2005.
- *Critical Readings and Issues Tests*. Paper presented at the Faculty Teaching Day: A Teaching Showcase, MSVU. August 2003.
- *Women's Reading Communities*. Paper presented at the MSVU Showcase of Research on Women. March 2003.
- *Book Clubs*. Presentation for the Symbolic Day of Free Education, MSVU Women's Studies Student Society. February 2003.

GRANT AWARDS

- SSHRC Insight Grant with J. Rak, A. Poletti, and D. Fuller. *Reading for Our Lives: Readers, Memoir, Social Media*: \$179,086 April 2022.
- MSVU Internal Grant. Rapid-Response Internal Grant for COVID-19 Research. *Reading as Shelter: Lockdown Books and the Social, Cultural, and Commercial Costs of COVID-19*: \$5,000 May 2020.
- SSHRC Partnership Engage Grant with J. Rak, A. Poletti, D. Fuller and A. Kaler. *Making the Move: Reading Memoirs of Migration*: \$21,535 November 2017. Partners: World University Service Canada.
- Grant for the Arts with D. Fuller, R. Goddard and J. Sear. *Babbling Beasts: Telling Stories, Building Digital Games. Exploring Creative Reading and Writing For Life*: £15,000 (approx. \$25,000) July 2017. Partners: Old Hill School, Sandwell, BMAG, U of Birmingham.
- Being Human Festival small grants award with the above for *Babbling Beasts* workshops in partnership with Birmingham Museums and Art Galleries: £900 (approx. \$1,500) November 2017.
- KIAS grant, U of Alberta, Canada (seed funding for project planning with (PI) Prof Julie Rak (UoA), CIs: Danielle Fuller (U of Birmingham), Amy Kaler (UoA), Anna Poletti (Utrecht). *Making the Move: Reading Memoirs of Migration*: \$7,300 July 2016.
- Internal grant. *Community Libraries: A Case Study of Libros para Pueblos*: \$4,062. December 2016.
- University of Birmingham College of Arts and Law Impact Fund with D. Fuller, J. Sear, and R. Goddard. *Reading Lives – Reading for Life*: £1,832 (approx. \$2,900) October 2016 and £2,154 (approx. \$4,029) May 2016.
- Grant for the Arts with D. Fuller and T. Hodson and Writing Westmidlands. *Reading Lives* at Birmingham Literature Festival (*a mobile research app*): £4,160 (approx. \$7,545). May 2014.
- Internal grant. *Novel Ideas*: \$4,392. February 2014.
- CATH (Collaborative Arts Triple Helix) with D. Fuller and T. Hodson for *Reading Lives: Exploring-Connecting-Sharing (a mobile research app)*: £4,000 (approx. \$6,600). September 2013.
- The Arts and Humanities Research Council (UK) with D. Fuller for *Beyond the Book: Mass Reading Events and Contemporary Cultures of Reading in the UK, USA and Canada*: £239,005 (approx. \$525,000 CDN). June 2005.
- MSVU Internal Research Grant for portion of *Beyond the Book*: \$12,202. October 2004.
- Nova Scotia Research Innovation Trust for *Atlantic Canada Communication Issues Research Lab (ACCIRL)*: \$91,812. January 2004.
- MSUV, Contributing Support for *ACCIRL*: \$45,906. Jan. 2004.
- British Academy UK, Grant for International Joint Activities with Danielle Fuller for *Beyond the Book*: \$15,436. December 2003.
- Canadian Foundation for Innovation, New Opportunities Fund for *ACCIRL*: \$91,813. June 2003.
- MSVU Internal Research Grants for *Reading and Study Clubs*: \$498, and with Trudie Richards *The Impact of Corporate Convergence on the Relationship between Official Sources and the Media*: \$4,215. April 2003.
- MSVU Internal Research Grant for *The Business of Book Clubs*: \$1,200, and Aid to Scholarly Publishing for *Women's Reading on the West Coast of Canada*: \$500. November 2002.
- History of the Book in Canada Travel Grant, History of the Book in Canada, V. III Conference – Vancouver, BC: \$700. Nov. 2002.
- MSVU Aid to Scholarly Publishing for *I Can't Get No Satisfaction, or Can I?: A Study of On-line Interpretive Communities*: \$500. Nov. 2001.

SELECTED PRESS / MEDIA COMMENTARY (since 2006)

- Ayala, S. (December 2023). Construcción del conocimiento, prácticas de lectura y usos de las tecnologías digitales/Knowledge construction, reading practices and usages of digital technologies (Interview with DeNel Rehberg Sedo). *InMediaciones De La Comunicación*, 19(1), 343–355. <https://doi.org/10.18861/ic.2024.19.1.3704>
- May 2023. Guest on [BookNet Canada podcast. Reading Bestsellers](#).
- July 2018. Guest on C. Reid's [Episode 22 - Book Clubs: Revolution & Politics \(and Wine & Cheese\)](#).
- February 2013. Guest blog post: [Considering Virtual Focus Groups](#). *ThinkWell Reserch*.
- November 2008. Interview. *Room* (Vol. 30.4), on Canadian print culture and women's reading practices.
- May 2007. Interview. *Daily News* (May 13, 2007), on virtual and face-to-face book clubs.

INTERNAL AND EXTERNAL COLLEGIAL SERVICE

DEPARTMENT ACTIVITIES

- Chair, Department Ethics Research Board (September 2023-present)
- Member, Graduate Studies Committee (July 2018-present)
- Library Liaison (2001-2007; 2008-2011)
- Department Chair (July-December 2014 & 2015)
- *Creating our Own Research Node (Pod)*, presentation to colleagues and students (October 2013)
- Graduate Studies Committee Member (2004- 2011); Co-coordinator (2009-2010); Coordinator (2008-2009)
- Co-ordinator, Professional Development Sessions for Full- and Part-time Faculty (2013-2016)
- Guest presenter, *Using Moodle in the Classroom*, Professional Development for Part-time Faculty (2012)
- Undergraduate and MA Curriculum Committee (2002 – present);
 - Co-producer, Department Curriculum Guidelines (Summer 2012)
- Academic Advising (2003-present)
- Member, Hiring Committee for Co-operative Education Manager (2005)
- Contributor/Secondary Advisor to the student newsletter (2004-2005)
- International Student Exchange Liaison (2004)
- Teaching Development Committee (2002-2004)

UNIVERSITY ACTIVITIES

- Graduate Studies Program and Policy Committee (July 2022-present)
- Research 150 committee member (July-December 2023)
- Senate Committee on Information and Technology Services Committee Member (July 2019-2021)
- Graduate Studies Scholarships and Awards Committee Member (2007-2011; July 2019-January 2022)
- Centre for the Arts in Research and Teaching: A Scholartistry Connective Committee Member (March 2012-2015)
- Library Volunteer Researcher (September-October 2008)
- MSVU Senate Library Committee (2004-2007)
- North American Mobility Grant Committee (2004-2007) (Acting Program Director 2006-2007)
- *All Rights Reserved* Literary Journal Student Advisor (2004-2007)
- Art Gallery Advisory Board (2004-2007)
- Benefit Users Committee (2004-2006)
- Inter-university Film Studies Minor Committee (2004-2006)
- Integrated Marketing and Communication Committee member (2003- 2004)
- MSVU Alumnae Award for Teaching Committee member (March-April 2003)
- Cultural Studies Program Committee member (2002-2007)
- Gender & Women's Studies Colloquia Committee member (2002-2004)
- MSVU Web Advisory Group member (September – December 2002)

FACULTY ASSOCIATION ACTIVITIES

Wrote an article for association newsletter. Represented MSVU Faculty Association at CAUT Status of Women Conference. Wrote a response for newsletter and reported activities at monthly meeting, October 2002.

INTERNATIONAL & NATIONAL SCHOLARLY AND PROFESSIONAL ORGANISATION ACTIVITIES

REVIEWS and PEER REVIEWING

- 2023. Review of article for *The New Americanist*; Review of *Moving Books: Space, Place and Bestsellers* Cambridge Elements Publishing and Book Culture series.

- 2022. Review of article for American Literary History; Review of article for Memoir du Livre; Pre-publication review of Palgrave's *Bookshelves in the Age of the Covid-19 Pandemic* by Corinna Norrick-Rühl and Shafquod Towheed, eds.
- 2021. Manuscript proposal review for Palgrave Macmillan's New Directions in Book History series; Review of Associate Professor Tenure & Promotion file for Portland State University.
- 2020. Peer review of article submitted to *Canadian Literature*; Wrote book blurb for *Reading, Wanting and Broken Economics* by Simon Frost; External Reviewer for Swiss National Science Foundation Eccellenza Professorial Fellowship application; Peer Review of Pearson Canada's proposed text, *Messages: Building Interpersonal Communication Skills: An Indigenized Digital Guide*. This project is a re-imagined new edition of *Messages: Building Interpersonal Communication Skills*, Fifth Canadian Edition.
- 2018. Promotion file review for the College of Education at the University of Northern Iowa.
- 2017. Project review for Palgrave publishers; Article review for *Book History*; SHARP 2017 Annual Conference paper proposals.
- 2014. Peer review for *Continuum*; Peer review of article submitted to *Colloquy; Poetics*.
- 2013. Guest reviewer for Clare Goulet's MSVU ENG2222 Introduction to Editing course project. *What A Shame: The Humiliation Memoirs*.
- 2007 and 2011. Peer Review of four articles submitted to *The Papers/Cahiers of the Bibliographical Society of Canada*.
- 2010. Peer Review of article submitted to *Book History*.
- 2008. Peer Review of chapter submitted to *Reading the Readers: Communities, Practices, Transformations*.
- 2007. Assessment of SSHRC Community-University Research Alliance project proposal; Peer Review of article submitted to *Contemporary Sociology*.
- 2006. Peer Review of article submitted to *Convergence*; Peer Review of *The Oprah Effect*, an edited collection submitted to SUNY Press.
- 2005. Peer Review: *Understanding human communication, 8th ed.* Toronto: Oxford University Press.
- 2004. Peer Review of chapters submitted to C. Gerson & J. Michon (Eds.), *History of the book in Canada* (Vol. III). Toronto: University of Toronto Press.
- 1999. Peer Review of history of public relations article submitted for *Journal for Journalism Studies*.

COMMUNITY/EXTENSION/PUBLIC SERVICE ACTIVITIES

EXAMINATIONS

(2009). External examiner for Pecoskie, Jen (J.L.). *The solitary, social, and 'grafted spaces' of pleasure reading: exploring reading practices from the experiences of adult, self-identified lesbian, gay, bisexual, and queer readers and book club members*. PhD diss., The University of Western Ontario, London, Ontario, Canada.

EDITORIAL BOARD MEMBER

- Journal of Canadian Studies (September 2007-2015)
- Papers of the *Bibliographical Society of Canada / Cahiers de la Société bibliographique du Canada* (July 2010-2012)

SCHOLARLY AND PROFESSIONAL ORGANISATION ACTIVITIES

- Chief Tweeter; Member, *Bibliographical Society of Canada / Cahiers de la Société bibliographique du Canada* (March 2013-2016); Awards and Communication committee member (July 2014-2016).
- Member, The Canadian Association for the Study of Book Culture / L'Association Canadienne pour l'étude de l'histoire du livre (Nov. 2012-2015)
- Public Affairs Director, Society for the History of Authorship, Reading, and Publishing (July 2001-2005); Member, SHARP (Jan. 1998-present)
- Member, Popular Culture Association (Jan. 1999-July 2001)
- International Association of Business Communicators (Oct. 1992-July 2001)
 - Invited member, International Association of Business Communication Research Foundation Think Tank Feb. 2003 (ad-hoc committee); Member of the 2000 International Conference Committee, Deputy-chair of Volunteer committee; Member of the Board: Co-chair of 1996-1997 Membership Committee; Co-chair of 1995-1996 Professional Events Committee; Co-chair of the 1994 National Student Conference; Member of 1993 Annual Awards Committee

- Member of Communication Committee and Member of 1996 Provincial Conference Planning Committee, Association for Co-operative Education (Dec. 1995-May 1999)
- Member of Professional Development Committee, Canadian Public Relations Society (Oct.1992-Sept. 1998)

Advisory and volunteer positions

- Membership Maven, Route Enhancement Committee of the Aspotogan Peninsula (March 2010-2016)
- Member, Hubbards Barn & Community Park Communication Committee (Nov. 2004-Jan. 2006)
- Member, Communications Advisory to The Confederacy of Mainland Mi'kmaq (April-July 2004)
- Member of the Board, Word on the Street Festival (Jan. 1999-June 2001)
- Member of the Provincial Public Education Committee, MS Society (May 1998-June 2001)
- Member of Steering Committee, Adult Literature Roundtable, Vancouver Public Library (Jan. 1999-Jan. 2001)
- Member of the Centennial Public Relations Committee, SPCA (June-Dec. 1994)
- Member of Provincial Communications Committee, Scouts Canada (Oct. 1993-Dec. 1994)
- Member of the Board, Valley Family Planning (Aug. 1987-Aug. 1988)