Matthew Bernius – Curriculum Vita

Independent Consultant

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Visiting Professor

School of Print Media.
Rochester Institute of Technology
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research focus

I study the complex, reflexive relationships formed between people and the technologies that they use to communicate. I explore how those technologies alter the way in which people interrelate and, in turn, how those behavioral alterations influence the evolution of said technologies. My research has both academic and industrial relevancy. Academically, it involves analyzing and modeling cultural transformations, which in turn offers insight to various social phenomena. My research also provides valuable information about the effects these transformations have on their related industries, delivering valuable data to assist in business decision-making.

education

University of Chicago, Chicago, IL

M.A. Social Sciences, December 2005

Thesis: "How Chatterbots Commodify Online Discourse and Interactions."

Course of study focused on cultural anthropology. Relevant classes included Ethnographic Methods, Language in Culture, and Social Psychology

Rochester Institute of Technology, Rochester, NY

B.S. Print Management, June 1996

Course of study focused on new media publishing.

thesis

24x7 Chatwalkers – How A.I. Prostitutes commodify interaction and identity in Yahoo!Chat rooms

The thesis examines how bots, computer programs written to interact as if they were humans, are used to persuade individuals in online chat rooms to visit adult websites. The thesis explores how social assumptions about presence, identity, interaction, and gender within online chatrooms are undermined by the presence of these bots. It also examines the socio-ethical implications of these machines that "pretend" to be human. Through ethnographic interviews conducted with bot creators and chatters who interact with bots, the paper explores how individuals in chat rooms react to bots and to the chatters who mistake them for humans. Finally, the thesis demonstrates how these dialogs can be viewed as part of a larger discourse on the ever expanding role of technology in our public and private lives.

Advisors: Michael Silverstein and Alexander Dent

presentations

"24 Hour Chat-walkers: How Chatterbots Commodify Online Discourse and Interactions." *Science, Technology, and the State Workshop*, University of Chicago, Chicago, IL, June 2005

"A Semiotic Analysis of Human/Bot Interactions in Chatrooms," *Michicago Conference*, University of Michigan, Ann Arbor, MI, May 2005

"Learning Theatre in the Digital Age" (presented with Dr. Peter Ferran, RIT), *Why Theatre: Choices for the new century*, Toronto, CA, October 1995

work submitted

"24x7 Chatwalkers – How A.I. Prostitutes commodify interaction and identity in Yahoo!Chat rooms", submitted to *Anthropological Quarterly*, George Washington University, Institute for Ethnographic Research

teaching experience

Visiting Professor, January 2006 to present
School of Print Media, Rochester Institute of Technology, Rochester, NY

Developed and taught four undergraduate classes:

- *Principles of Printing* – An overview of the printing industry designed for New Media and Packaging Science students. The course covers the cultural history of printing, the evolution of modern printing and publishing technologies, and explores industry trends.

- *Web Design for Graphic Media* – This course approached web design from a cross media perspective. It explored how, through the use of XML and CSS documents could be driven to print, web, and a variety of networked portable media devices. Functional design and usability was stressed in lab work.

- *Workflow II* – This course continues concepts introduced in Workflow I. The goal is to get students to think about the wide variety of steps involved in the publishing process. Through a variety of labs, students gain proficiency in a variety of software packages and publishing production processes.

- *Database Publishing* – A combined lecture and lab course that introduces students to a wide range of data-driven publishing formats. The course focuses on using a range of emerging publishing technologies to implement relationship marketing theories.

Trainer, January 2004 to September 2004
kodak.com, Eastman Kodak Company, Rochester, NY

Developed the teaching materials for and conducted five, half-day workshops, on new kodak.com globalization strategy and production tools.

Lab Assistant, December 1995 to June 1996

College of Applied Science and Technology, Rochester Institute of Technology, Rochester, NY

Taught the lab component of the *New Media Perspectives* undergraduate course.

Assisted in the grading of lab work.

professional experience

Associate Content Manager, August 2001 to September 2004
kodak.com, Eastman Kodak Company, Rochester, NY

Created the business case and content plan for a consumer photographic education site (http://www.kodak.com/go/takegreatpictures) that helped significantly increase overall kodak.com user satisfaction scores.

Managed four qualitative research projects related to the site's educational content that significantly improved site usability.

Assisted in planning and executing a three-city focus-group testing of educational content which led to an increase in content quality.

Performed statistical analysis on data gathered through a variety of web surveys and presented the results to the kodak.com leadership team.

Analyzed web logs and other server data in order to optimize site information architecture and content offerings improving sales leads.

Community Production Manager, October 2000 to August 2001
kodak.com, Eastman Kodak Company, Rochester, NY

Gathered and analyzed qualitative and quantitative business and customer research to develop a development plan for the community service offerings.

Led the development of a series photo enabled community tools, two of which were awarded US Patents.

Analyzed web logs and other server data to monitor community traffic and make strategic content recommendations.

Internet Product Manager, February 2000 to October 2000
Digital and Applied Imaging, Eastman Kodak Company, Rochester, NY

Researched, wrote, and presented the business case and content plans for a Gen-Y community to support the launch of the Kodak MC3 Portable Multimedia Device, a digital still and video camera that also played MP3 files.

Lead Web Developer, November 1996 to February 2000
Digital and Applied Imaging, Eastman Kodak Company, Rochester, NY

Assisted in the heuristic and usability tests of various kodak.com websites which led to overall site improvements.

Conducted a competitive benchmarking analysis of competitor offerings and presented results to the Digital and Applied Imaging marketing team.

Led the implementation and maintenance of the Kodak Digital Camera site.

professional accolades

2 registered patents (2004), Eastman Kodak

Eight outstanding performance awards, Eastman Kodak

Profiled web developer, C-Net's Builder.com, December 1998