
▶[Victoria McArthur]

PhD Student, Communication & Culture, York University
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Research Interests

Human-Computer Interaction (HCI), Gender and Representation in Virtual Environments, Augmented Reality, Tangible Audio Interfaces, Digital Culture, Game Design, and Social Inclusion.

Education

Doctor of Philosophy (2010 - present) York University, Toronto, Canada

- ▶ PhD Student, Graduate Program in Communication & Culture
- ▶ Research funded by Social Sciences and Humanities Research Council of Canada and Elia Scholarship

Master of Arts (2008 - 2010) York University, Toronto, Canada

- ▶ MA Thesis Title: Professional Second Lives: An Analysis of Virtual World Professionals and Avatar Appearance Codes (August, 2010)
- ▶ Areas of specialization: Communications & Culture, Computer Science, and History
- ▶ Research funded by Social Sciences and Humanities Research Council of Canada

Bachelor of Arts (Honours) (2000 - 2007) Brock University, St. Catharines, Canada

- ▶ Completed Honours BA in Music
- ▶ Member of Brock University Woodwind Ensemble, Women's Chorus and Mixed Chorus
- ▶ Honours Thesis investigated various music software tools in post-secondary music education

Certificate in Japanese Area Studies (2010 - present) Nagoya Gakuin University, Seto, Japan

- ▶ Completed 1 year program in Japanese language and cultural studies
- ▶ Recipient of Japan Student Services Organization Scholarship

Awards, Scholarships, and Honours

- ▶ Social Science and Humanities Research Council of Canada Joseph-Armand Bombardier CGS Doctorial Scholarship 2011 - 2014, \$35,000 per year
- ▶ Vanier Canada Graduate Scholarship (National) Nominated by the Graduate Program in Communication & Culture for 2011 - 2012.
- ▶ Elia Scholars Program (Institutional – York University) 2010 – 2014, \$30,000 per year.
- ▶ Graduate Entrance Scholarship (Institutional – York University) 2010, \$3,000.
- ▶ Ontario Graduate Scholarship (Provincial) 2010 (Declined in favour of Elia Scholars Program).
- ▶ Vanier Canada Graduate Scholarship (National) Nominated by the York University Faculty of Graduate Studies and the Department of Interdisciplinary Studies for 2010 - 2011.

- ▶ Social Science and Humanities Research Council of Canada (National) Joseph-Armand Bombardier Canada Graduate Scholarship (CGS) 2009 – 2010, \$17,500.
- ▶ Ontario Graduate Scholarship (Provincial) 2009 - 2010 (Declined in favour of SSHRC)
- ▶ Brock University President's Enhancement Fund (Institutional – Brock University) Received \$1550 for travel to academic conference in 2008.
- ▶ Brock University President's Enhancement Fund (Institutional – Brock University) Received \$700 for travel to academic conference in 2007.
- ▶ Japan Student Services Organization (JASSO) Scholarship (formerly AIEJ) (International) 2003 – 2004 - The scholarship provides for an economy class round-trip air ticket to Japan, a settling-in allowance of 25,000 yen, and a cash stipend of 80,000 yen per month over the course of the study period. Total approximate value: \$10,000 CAD.
- ▶ Thorold Scholar's Award (Regional) Recipient of bursary upon completion of high school.

Publications and Presentations

Master's Thesis

- ▶ McArthur, V., (2010) Professional Second Lives: An Analysis of Virtual World Professionals and Avatar Appearance Codes, York University, August 2010.

Publications in Books and Journals

- ▶ McArthur, V., (2011) Virtual World Professionals and the Interloper Effect in 3D Virtual Worlds, in *Virtual Worlds, Second Life and Metaverse Platforms: New Communication and Identity Paradigms*, eds. Zagalo, N., Morgado, L., and Boa-Ventura, A. IGI Global, USA, 321 - 336.
- ▶ McArthur, V., Teather, R., and Stuerzlinger, W. (2010) Examining 3D Content Creation Interfaces in Virtual Worlds, *Journal of Gaming & Virtual Worlds*, 2(3), ISSN 1757-191X, 239-258.
- ▶ T. Pace, A. Houssian, and V. McArthur, (2009) Are Socially Exclusive Values Embedded in the Avatar Creation Interfaces of MMORPGs? *Journal of Information, Communication and Ethics in Society*, 7(2/3), 192 – 210. ***winner of the outstanding paper award in 2010**

Publications in Refereed Conferences

- ▶ Bergstrom, K., McArthur, V., Jensen, J., and Peyton, T., All in a Day's Work: A study of World of Warcraft NPCs comparing gender to professions, In *Proceedings of the 2011 ACM SIGGRAPH Symposium on Video Games (Sandbox '11)*. ACM, New York, NY, USA, 31-35.
- ▶ McArthur, V., *Virtual World Professionals and Avatar Appearance Codes*, ACM Futureplay 2010, pp. 231-234, New York: ACM.
- ▶ McArthur, V., and Baljko, M., *Outsiders, Interlopers, and Employee-Identified Avatars*, Presence 2009: The 12th Annual International Workshop on Presence.
- ▶ McArthur, V., *Communication Technologies and Cultural Identity: A Critical Discussion of ICTs for Development*, IEEE Toronto International Conference - Symposium on Social Implications of Technology – TIC STH 2009, pp. 910 – 914, New York: IEEE.
- ▶ McArthur, V., Castellucci, S. J., and MacKenzie, I. S., *An Empirical Comparison of "Wiimote" Gun Attachments for Pointing Tasks*, *Proceedings of the ACM Symposium on Engineering Interactive Computing Systems – EICS 2009*, pp. 203-208. New York: ACM.
- ▶ McArthur, V., Pace, T. and Houssian, A., *Construction of Cybertypes in Lineage II: An Analysis of Game Interfaces and Support Documentation*, ACM Futureplay 2008, pp. 264-265, New York: ACM.

- ▶ McArthur, V., World of Warcraft as a Ludic Cyborg, ACM Futureplay 2008, pp. 266-267, New York: ACM.
- ▶ McArthur, V., Real Ethics in a Virtual World, Extended Abstracts of the ACM Conference on Human Factors in Computing Systems – CHI 2008, pp. 3315-3320. New York: ACM.

Peer-Reviewed and Invited Presentations

- ▶ Bergstrom, K. and McArthur, V. (forthcoming). “Too Pretty to be a man: Policing masculinities in World of Warcraft”. Paper to be presented at Gender, Bodies, and Technology, Roanoke, VA: April 26-28, 2012.
- ▶ McArthur, V., (2011) Gender and Representation in MMORPGs, Lecture at the University of Massachusetts, Amherst, October 2011 (invited lecture)
- ▶ McArthur, V., and Bergstrom, K., (2011) Gaymers LFG? World of Warcraft as heteronormative play, Presentation at Interacting with Immersive Worlds, Brock University, June 2011 (peer-reviewed presentation).
- ▶ McArthur, V., (2011) Damsel in this dress: An evaluation of gender and representation in the work of female game design students, Graduate Student Symposium on Qualitative Research, York University, May 2011. (presentation)
- ▶ McArthur, V., (2009) Ludic Cyborg: Facilitating Ludus in World of Warcraft, Presentation at Interacting with Immersive Worlds, Brock University, June 2009 (peer-reviewed presentation).
- ▶ McArthur, V., (2009) Motivation and Design Considerations for Tangible Audio Compositions, New Stories for New Screens, York University, May 2009 (invited presentation).

Teaching Experience

Part-Time Instructor (2008 – present)

Brock University (500 Glenridge Avenue, St. Catharines, Ontario, Canada, L2S 3A1)

Courses taught:

- ▶ Survey of Humanities Computing (IASC3F90) 12 students, Fall/Winter 2010-2011; 11 students, Fall/Winter 2011-2012
- ▶ Web Media Production (IASC1P02) 25 students, Fall 2010
- ▶ Introduction to Media Computation (APCO1P00) 55 students, Spring 2008; 20 students, Spring 2010
- ▶ Web 2.0 Content, Construction, Collaboration (IASC2P60) 43 students, Fall 2008

Part-Time Instructor (2011)

University of Ontario Institute of Technology (2000 Simcoe Street North, Oshawa, Ontario, Canada, L1H 7K4)

Courses taught:

- ▶ Game Design & Production II (INFR 3330U) 44 students, Winter 2011

Part-Time Instructor (2009 – present)

Ryerson University (350 Victoria Street, Toronto, Ontario, Canada, M5B 2K3)

Courses taught:

- ▶ Adobe Creative Suite for the Web (CXCP185) 29 students, Spring 2009; 9 students, Fall 2009; 22 students, Winter 2010; 11 students, Spring 2010; 11 students, Fall 2010

- ▶ HTML and Cascading Style Sheets (CXCP663) 18 students, Winter 2009; 17 students, Fall 2009; 30 students, Winter 2010

Part-Time Professor (2009 - 2010)

Humber College (205 Humber College Blvd., Toronto, Ontario, Canada M9W 5L7)

Courses taught:

- ▶ Internet Game Development (GAME 231) 2 sections of 25 students, Winter 2010
- ▶ Web Programming & Design (CPAN 240) 32 students, Fall 2009
- ▶ Web Programming & Design (ITS 513) 28 students, Fall 2009

Part-Time Professor (2007 - 2009)

Niagara College (300 Woodlawn Road, Welland, Ontario, Canada, L3C 7L3)

Courses taught:

- ▶ Web Authoring Languages (WEBD1115) 2 sections of 15 students, Winter 2008; 24 students, Winter 2009
- ▶ Integrated Rich Media Projects (WEBD1113) 24 students, Winter 2009
- ▶ Designing for Interactive Interfaces (WEBD1108) 25 students, Fall 2008
- ▶ Society and the Digital Age (SOCL1108) 105 students, Fall 2008
- ▶ Web Authoring Fundamentals (WEBD1102) 2 sections of 20 students, Fall 2007

Teaching Assistantships

Teaching Assistant, Marker/Grader, Lab Demonstrator (2005 - 2010)

Brock University (500 Glenridge Avenue, St. Catharines, Ontario, Canada, L2S 3A1)

- ▶ APCO IP01 (Fluency with Technology) - 2008
- ▶ APCO IP00 (Introduction to Media Computation) - 2007, 2008, 2010
- ▶ MUSI/PCUL IF00 (Music in Popular Culture) - 2007, 2008
- ▶ IASC IF00 (Introduction to Interactive Arts & Science) - 2007
- ▶ COSC IP95 (Computers and Application Software) - 2005, 2006
- ▶ JAPA IF00 (Introductory Japanese) - 2005

Professional Activities

Board of Directors

- ▶ International Society for Presence Research (ISPR): Student Officer (2010 - 2012)

Organizing Committee

- ▶ ACM SIGCHI Conference on Human Factors in Computing Systems (CHI): Student Volunteer Co-chair (2011, 2012)

Program Committee

- ▶ Associate Chair for the GRAND Student Work In Progress Committee (2011)
- ▶ Member of the Technical Program Committee - ACM FuturePlay (2009 & 2010)

- ▶ Member of the Program Committee ACM ACE 2009 (Advances in Computer Entertainment)

Reviewer

- ▶ ACM FuturePlay 2009 & 2010
- ▶ ACM alt.CHI 2009 & 2010
- ▶ ACM ACE 2008 & 2009 (Advances in Computer Entertainment)

Student Volunteer

- ▶ ACM SIGCHI Conference on Human Factors in Computing Systems (CHI): 2007, 2008, 2009, 2010
- ▶ ACM SIGCHI Symposium on Engineering Interactive Computing Systems (EICS): 2009
- ▶ IEEE International Symposium on Mixed and Augmented Reality (ISMAR): 2009
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Professional Associations

- ▶ ACM SIGCHI (Association of Computing Machinery Special Interest Group in Computer-Human Interaction)
- ▶ ISPR (International Society of Presence Researchers)
- ▶ AoIR (Association of Internet Researchers)
- ▶ GRAND (Graphics, Animation, and New Media)

Other Achievements

- ▶ Japanese Language Proficiency Test (JLPT)
 - ▶ Achieved language proficiency level 3 in December, 2005
- ▶ Ontario Japanese Speech Contest (OJSC)
 - ▶ Competed at the beginner level in March 2002
 - ▶ Competed in the intermediate level in March 2003. Speech topic discussed effects of North American culture on Japanese popular culture. Received Yamaha Music Award.
 - ▶ Competed in the advanced level in March 2007. Speech topic discussed Hiroshima and weapons of mass destruction. Received Noritake Canada Award.
- ▶ Certified blue shorts level in Muay Thai (traditional kickboxing from Thailand)