

- 2018 Bachelor of Arts and Social Sciences (Honours Class 1)
Media, Culture and Technology (BA Hons 1)
University of New South Wales (UNSW)
- Thesis: *Understanding the Values Enacted in the Design of Blockchain Technologies by Applying Social Semiotics and the Walkthrough Method*
- Supervisor: Associate Professor Michele Zappavigna
- Thesis mark: 92%
Overall WAM: 90.125
- 2014 – 2017 Bachelor of Arts/Bachelor of Fine Arts (BA/BFA)
University of New South Wales (UNSW)
- Dual Degree – Graduated in 2017 with Distinction
- BA – Media, Culture and Technology | English Literature
- BFA – Sculpture | Graphic Design | Art Theory

RESEARCH GRANTS, SCHOLARSHIPS AND AWARDS

- 2019 – 2022 Australian Research Training Programme (RTP) Scholarship
~ \$94 000
Issued by Commonwealth of Australia
- 2019 – 2022 DST Group Research Grant
~ \$70 000
Issued by Commonwealth of Australia
- 2021 UNSW Faculty of Arts, Design and Architecture HDR
Research Output Award
\$650
Awarded for PhD research publication in a Q1 journal
- 2021 UNSW Graduate Research School
Research Development and Training Grant
\$200
Awarded for acceptance into one domestic conference and one international conference

JOURNAL ARTICLES

(Peer-reviewed)

Q1 Journal

Inwood, O. & Zappavigna, M. (2021). Ambient affiliation, misinformation, and moral panic: Negotiating social bonds in a YouTube internet hoax. *Discourse & Communication*. 15(3). <https://journals.sagepub.com/doi/full/10.1177/1750481321989838>

Q1 Journal

Inwood, O. & Zappavigna, M. (2021). Ideology, attitudinal positioning, and the blockchain: A social semiotic approach to understanding the values construed in the whitepapers of blockchain start-ups. *Social Semiotics*. <https://www.tandfonline.com/doi/full/10.1080/10350330.2021.1877995>

BOOK CHAPTERS

(Peer-reviewed)

Inwood, O. & Zappavigna, M. (under review). The ID2020 Conspiracy Theory in YouTube Video Comments during COVID-19: Bonding Around Religious, Political, and Technological Discourses. *Discourses of and about Conspiracy Theories*. Edited by Ruth Breeze, Massimiliano Demata, Virginia Zorzi and Angela Zottola. John Benjamins Publishing. (Expected publication 2022).

Inwood, O. & Zappavigna, M. (under review). The Marriages of Celebrity Politicians: A Social Semiotic Approach to How Commenters Affiliate around YouTube Gossip Videos. *A Gossip Politic*. Edited by Andrea McDonnell and Adam Silver. Palgrave Macmillan - Rhetoric, Politics and Society Series. (Expected publication late 2022).

Inwood, O. & Zappavigna, M. (in preparation). Attitudes about Propaganda and Disinformation: Identifying Discursive Personae in YouTube Comment Sections. *Routledge Handbook of Discourse and Disinformation*. Edited by Stefania Maci, Massimiliano Demata, Mark McGlashan and Philip Seargeant. Routledge. (Expected publication February 2023).

JOURNAL ARTICLES IN PREPARATION

Inwood, O. & Zappavigna, M. (under review). 'A Systemic Functional Linguistics Approach to Analysing White Supremacist and Conspiratorial Discourse on YouTube'.

Inwood, O. & Zappavigna, M. (in preparation). 'YouTubers Engaging with White Supremacist Conspiracy Theories: Strategies of Affiliation and (De)Legitimation'.

Inwood, O. & Zappavigna, M. (in preparation). 'The Legitimation of Screenshots in YouTube Videos: A Multimodal Discourse Analysis Framework'.

TEACHING, LECTURING, COURSE ADMIN AND RESEARCH ASSISTANT EXPERIENCE

- 2021
- Research Assistant
- Completed research for Division of Engagement and Impact UNSW; led by Associate Dean Professor Christy Newman, Associate Dean Professor Jennifer Biddle, and Engagement and Impact Coordinator Michaela Turner
 - Working on a research project about ARC (Australian Research Council) Impact and Engagement Statements
 - Analysed over 500 pages of text manually using SFL methods in genre, discourse semantics, and legitimation
 - Wrote a report regarding research findings and provided recommendations for writing successful submissions in the future
- 2021
- Guest Lecturer
ARTS2091 | Mobile Cultures
School of the Arts and Media, UNSW
Undergraduate Media Programme (300 students)
- Created and delivered lectures on the following topics:
'Fake news' terminology
Apps and Internet Hoaxes
The COVID-19 Infodemic
'Fake News' Detection, Data Collection and Ethics
- 2021
- Guest Lecturer
ARTS1782 | Contemporary Europe in Crisis
School of the Humanities and Languages, UNSW
Undergraduate History Programme (100 students)
- My lecture covered the following topics:
Social Media and Politics in Europe

Fake News in Europe in the COVID-19 Era
Case Study: Notre Dame Fire Misinformation
Social Media and Censorship

2021

Casual Academic (Tutor)
ARTS2091 | Mobile Cultures
School of the Arts and Media, UNSW
Undergraduate Media Programme (Online Mode)

Scored 5.77 out of 6 in evaluations by students
50 evaluations received
Prepared materials, taught, and marked assignments for 100 students

2021

Casual Academic (Admin)
LNGS7273 | Media Discourse
Department of Linguistics, University of Sydney
Master's Degree Programme (Online Mode)

Marked assignments for 45 students

2020

Casual Academic (Tutor)
ARTS2093 | Social Media
School of the Arts and Media, UNSW
Undergraduate Media Programme (Online Mode)

Scored 5.80 out of 6 in evaluations by students
20 evaluations received
Prepared materials, taught, and marked assignments for 120 students

2020

Guest Lecturer
ARTS2091 | Mobile Cultures
School of the Arts and Media, UNSW
Undergraduate Media Programme (300 students)

Created and delivered lectures on the following topics:
'Fake news' terminology
Apps and Internet Hoaxes
The COVID-19 Infodemic
'Fake News' Detection, Data Collection and Ethics

2019

Casual Academic (Tutor)
ARTS2091 | Mobile Cultures
School of the Arts and Media, UNSW
Undergraduate Media Programme (In Person Mode)

Scored 5.69 out of 6 in evaluations by students

30 evaluations received
Prepared materials, taught, and marked assignments for 75 students

CONFERENCE AND SEMINAR TALKS

- 2021 YouTubers Engaging with White Supremacist Conspiracy Theories: Strategies of Affiliation and (De)Legitimation. *MISDOOM Oxford 2021: The 3rd Multidisciplinary Symposium on Disinformation in Open Online Media*. Hosted by Oxford Internet Institute, University of Oxford. Online.
- 2021 Analysing Affiliation and Legitimation in YouTube Conspiracy Videos. *Systemic Functional Linguistics Interest Group (SFLIG) Conference*. Online.
- 2021 The Legitimation of Screenshots in YouTube Videos: A Multimodal Discourse Framework. *Sydney SFL Student Seminar*, one-hour online presentation.
- 2021 White Supremacists Deceptively Using Screenshots as Evidence: A Social Semiotic Approach to Analysing Conspiratorial YouTube Videos. *Association of Internet Researchers Conference (AoIR) 2021*. Online. Abstract also featured in: *Selected Papers of Internet Research (SPIR) 22nd Annual Conference of the Association of Internet Researchers*.
- 2021 A Social Semiotic Approach to the Use of Screenshots in Deceptive YouTube Videos. *10th International Conference on Multimodality (10ICOM)*. Valparaiso, Chile. Online.
- 2021 A Multimodal Discourse Approach to Analysing White Supremacy and Conspiracy in YouTube Videos. *Australian and New Zealand Communication Association (ANZCA)*. University of Melbourne. Online.
- 2021 Analysing Discourse of White Supremacy and Conspiracy in YouTube Comment Sections. *International Association for Media and Communication Research (IAMCR)*. Crisis, Security and Conflict Communication Working Group. United States International University-Africa, Nairobi, Kenya. Online.
- 2021 Analysing Affiliation and Legitimation in Conspiratorial Discourse. *DiscourseNet Conference: D27 Language Ideologies and Political Discourse*, co-organised by DiscourseNet and the Open University, UK. Online.

- 2021 Ambient affiliation, misinformation and moral panic: Negotiating social bonds in a YouTube internet hoax. Presented published research to *TikTok, Trust and Safety Team*. One-hour presentation online.
- 2021 Analysing Affiliation and Legitimation in Conspiratorial Discourse. *Sydney SFL Student Seminar*, one-hour in-person presentation.
- 2020 A Social Semiotic Approach to the Use of Screenshots in Deceptive YouTube Videos. *UNSW Faculty of Arts and Social Sciences HDR Conference*, University of New South Wales.
- 2020 Genres of Deceptive Communication and Moral Panics Enacted in YouTube Videos about the 'Momo Challenge'. *International Communication Association*, Language & Social Interaction Division, Online.
- 2020 Ambient affiliation, deceptive communication, and moral panic: negotiating social bonds in a YouTube internet hoax. *Sydney SFL Student Seminar*, one-hour online presentation.
- 2020 A Discourse-Analytic Approach to Genres of Deceptive Communication and Moral Panics Enacted on YouTube. Research presented to *Defence Science and Technology Group (Commonwealth of Australia)*, one-hour online presentation.
- 2019 Understanding the Values Enacted in the Design of Blockchain Technologies by Applying Social Semiotics and the Walkthrough Method. *UNSW Faculty of Arts and Social Sciences HDR Conference*, University of New South Wales.
- 2019 Understanding the Values Enacted in the Design of Blockchain Technologies by Applying Social Semiotics and the Walkthrough Method. *Australian Systemic Functional Linguistics Conference*, University of Sydney.
- 2019 A Discourse-Analytic Approach to Genres of Deceptive Communication and Moral Panics Enacted on YouTube. Research presented to *Defence Science and Technology Group (Commonwealth of Australia)*, one-hour presentation at the University of New South Wales.
- 2019 A Discourse-Analytic Approach to Genres of Deceptive Communication and Moral Panics Enacted on YouTube. *Sydney SFL Student Seminar*, one-hour presentation at the University of Sydney.

2019 A Discourse-Analytic Approach to Genres of Deceptive Communication and Moral Panics Enacted on YouTube. *Public Presentation for PhD Confirmation Review*, University of New South Wales.

SERVICE

2020 – Present Australian Systemic Functional Linguistics Association (ASFLA) Social Media Team
Posting weekly content for the ASFLA Facebook page

2021 Reviewer for the *International Journal of Social Robotics and Lingue E Linguaggi*

PROFESSIONAL EVENTS AND COURSES

2021 Teaching Essentials: Feedback and Assessment
Organised by UNSW Educational Development Team for UNSW Arts, Design and Architecture Casual Academics

2021 Systemic Functional Linguistics Masterclass on Systemic Functional Linguistics Theory and History by Professor J.R. Martin

2020 Selected to participate in the Association of Internet Researchers Doctoral Colloquium

2019 Systemic Functional Linguistics Masterclass on Multimodality conducted by Professor Theo van Leeuwen

2019 Systemic Functional Linguistics Masterclass on Appraisal conducted by Dr Peter White

2019 Digital Humanities Down Under Summer Institute – Courses in Python, Visual Basic and R

2019 Faculty of Arts and Social Sciences Casual Academic Training Course

2019 UNSW Research Integrity Course

2019 UNSW Data Management Course

MEMBERSHIPS AND AFFILIATIONS

Australian Systemic Functional Linguistics Association (ASFLA)

International Communication Association (ICA)

International Association for Media and Communication Research (IAMCR)

Australian and New Zealand Communication Association (ANZCA)

Association of Internet Researchers (AoIR)

DiscourseNet (DN)

REFERENCES

References can be provided upon request.