

OLIVIA INWOOD

Curriculum Vitae
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I am a PhD Candidate at the University of New South Wales (UNSW) developing linguistic and multimodal discourse frameworks to understand how deceptive communication, mis/disinformation and moral panics are enacted on YouTube. My key research fields: systemic functional linguistics, multimodal discourse analysis, and social media studies.

CURRENT UNIVERSITY ROLES

- 2019 – Present PhD Candidate, School of the Arts and Media, Faculty of Arts and Social Sciences, University of New South Wales (UNSW)
- Thesis: *A Discourse-Analytic Approach to the Study of Politically and Non-Politically Motivated Information Disorders*
- Primary Supervisor: Associate Professor Michele Zappavigna
- Secondary Supervisor: Dr Peter White
- 2019 – Present Deputy Dean, Fig Tree Hall, Portfolio of the Pro Vice-Chancellor, Education & Student Experience, University of New South Wales (UNSW)
- Professional Staff role: Managing a college of 150 university students, completing administration tasks, and providing academic and pastoral support to students

EDUCATION

- 2019 – Present Doctor of Philosophy (PhD)
University of New South Wales (UNSW)
- Research interests: Discourse and Pragmatics, Social Media, Media and Communications, Systemic Functional Linguistics, Qualitative research, Corpus Linguistics, Dis/Misinformation research, Deceptive Communication, Ambient Affiliation, Multimodal Discourse Analysis, Social Semiotics
- 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

2022

UNSW Graduate Research School
Research Development and Training Grant
\$500
Awarded for acceptance into one domestic conference and one international conference

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>
- Q2 Journal Inwood, O. & Zappavigna, M. (forthcoming). A Systemic Functional Linguistics Approach to Analysing White Supremacist and Conspiratorial Discourse on YouTube. *The Communication Review: Special Issue on Mediatizations of Societal Threats in the Information Age*.
- Q1 Journal Inwood, O. & Zappavigna, M. (forthcoming). Conspiracy Theories and White Supremacy on YouTube: Exploring Affiliation and Legitimation Strategies in YouTube Comments. *Social Media + Society: MISDOOM Conference Special Issue by Oxford Internet Research Institute*.

BOOK CHAPTERS

(Peer-reviewed)

Inwood, O. & Zappavigna, M. (forthcoming). 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. (forthcoming). 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. (under review). 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).

Inwood, O. & Zappavigna, M. (in preparation). The legitimization and delegitimation of values in white supremacist and conspiratorial discourse. *Politicising Language: The Intersections of Language Ideologies and Political Discourse*. Edited by Michael Kranert, Johannes Angermuller and Jaspal Naveel Singh. Oxford University Press: Oxford Studies in Sociolinguistics.

JOURNAL ARTICLES IN PREPARATION

Inwood, O. & Zappavigna, M. (under review). The legitimization of screenshots as visual evidence in social media: YouTube videos spreading misinformation and disinformation.

Inwood, O. (in preparation). The Meta-Meta Selfie: A Social Semiotic Method for Analysing Vibe Shifts in Pandemic Times.

TEACHING, LECTURING, COURSE ADMIN AND RESEARCH ASSISTANT EXPERIENCE

2022

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

Research Assistant
- Completed research for Division of Impact and Engagement UNSW; lead by Associate Dean Professor Christy Newman. Associate Dean Professor Jennifer Biddle, and Engagement and Impact Coordinator Michaela Turner
- Worked 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 4000 word report regarding research findings and recommendations for writing successful submissions in the future
- Research findings shared at a Faculty Seminar on 'Making an Impact' by Associate Dean Professor Christy Newman and Associate Dean Professor Jennifer Biddle

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, WORKSHOP AND SEMINAR TALKS

- 2022
 Using Appraisal and Affiliation to Identify Discursive Personae in YouTube Comment Sections. *Australian Systemic Functional Linguistics Association Conference 2022*. Hosted by Macquarie University. In-person presentation.
- 2022
 The Meta-Meta Selfie: A Social Semiotic Method for Analysing Vibe Shifts in Pandemic Times. 12th International Conference on Social Media & Society (#SMSociety). Hosted by Social Media Lab, Toronto Metropolitan University. Online.
- 2022
 Invited Guest Speaker on 'Discourse Analysis'. *Grey Zone Theories and Models: Societal Threats, Psychosocial Security, and Collective Information Processing Workshop*. Hosted by the University of Melbourne. In-person presentation at Melbourne Connect, 9th – 10th June.

- 2022 Identifying Discursive Personae in YouTube Comment Sections. *Sydney SFL Student Seminar*, one-hour in-person presentation, University of Sydney.
- 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 Discourses 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 - Present Reviewer for the *International Journal of Social Robotics, Lingue E Linguaggi*, and *The Communication Review*

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.