Beatrys Rodrigues

Ph.D. Candidate at Cornell University

URL: beatrys.info
Linkedin: /cellosia

I research technology and gender, online harassment, and artificial intelligence societal impacts from intersectional feminisms and anti-colonial lenses. My academic background is rooted in a multidisciplinary approach, utilizing theoretical frameworks from Communication; Science, Technology, and Society Studies; and Gender Studies.

EDUCATION

2020 - Present **CORNELL UNIVERSITY, Ithaca, NY, USA**
Ph.D. in Communication
Committee: Katherine Sender (Chair), Brooke Duffy, J. Nathan Matias,
Rafael Grohmann (U. Toronto)

2018 - 2019 **University of São Paulo, São Paulo, Brazil**
Specialization Studies in Material & Consumer Culture:
Semiopsychanalytic Perspectives. GPA 9.35

2011 - 2015 **University of São Paulo, São Paulo, Brazil**
BA in Social Communications with an emphasis on Advertising. GPA 8.9

RESEARCH AND INDUSTRY EXPERIENCE

10/2021 - Present **NSF Ethics-in-the-Making Project**
Graduate Research Assistant, Cornell University
Advisor: Prof. Stephen Hilgartner

08/2023 - 12/2023 **Transnational Audience Reception of Queer Eye**
Graduate Research Assistant, Cornell University
Advisor: Prof. Katherine Sender
Research assistantship on the project "LGBTQ+ audience reception of Queer Eye in Brazil, China, Germany, and the United States". Responsible for **literature review, data collection, recruitment, focus group moderation in English and Brazilian Portuguese, transcription, and translation.**

02/2015 - 01/2021 **Digital Strategist, Innovation Consultant, Researcher**
Freelance works for major Brazilian consulting companies such as Box1824, SantoCaos, Scoop&Co, Jussi, and Talk Inc. Conducted projects for clients such as **Facebook, McDonald's, Samsung, Pepsico, Colgate, and Ab-Inbev.** Experience in conducting creativity, design thinking, and new business model workshops and talks. Responsible for trends research and drew brand and digital strategy for **Hysteria**, a platform promoting female-led narratives and content, set up by Conspiração Filmes, a major film production company. More than 300,000 impacted.

01/2016 - 08/2021 **Cultural Hacker at Springpoint**
Springpoint is an open innovation and education hub part of Interpublic Group I am one of the main content and hub curators. Responsible for conducting qualitative and quantitative research and developing digital, branding, and innovation strategies. Designed and conducted Santander Brazil's **Digital Culture oriented by Data Course** and Digital Culture for Compliance, awarded a grade of 9.7 out of 10. I taught more than 200 mid-level to VP-level employees. I designed brand and digital strategy for startups such as Atacado.com and AMAZONIA.

02/2016 - 11/2019 **Researcher at Envisioning**
Responsible for researching, mapping, and writing about technologies and trends and conducting workshops and talks. Clients: **GIZ, Armasuisse, United Nations, World Government Summit.**

11/2012 - 02/2014 **LATAM Content and Brand Coordinator at Airbnb**
Designed and implemented Airbnb's social media strategy for Brazil and Latin America, leading to

increased engagement and new users.

GRANTS AND FELLOWSHIPS

2022 - 2025   **NSF Graduate Research Fellowship Program ($138,000)**
National Science Foundation

2021   **Media Studies Graduate Grant ($250)**
Cornell University

2020 - 2025   **Dean's Scholar Diversity Scholarship ($116,242)**
Cornell University, Awarded to outstanding and most promising new graduate students

2018   **Outstanding Scholarship for Postgraduate Studies**
University of São Paulo, Office of Graduate Studies

2014   **Emerging Leaders of America Scholarship ($7500)**
Office of Foreign Affairs, Trade and Development of Canada.

2014   **Academic Merit Scholarship ($8000)**
University of São Paulo

AWARDS

2023   **Glass Family Fellowship ($1,823)**
This award is given to a graduate student who exemplifies leadership and service to the Department, Field, and Cornell University.

2022   **Anson E. Rowe Award ($1,788)**
This award recognizes promising graduate students (pre-A-exam) who have proven research productivity and teaching excellence and have contributed to the communication community.

2011   **Selective Process Best Essays (56 awarded out of more than 30,000)**
University of Sao Paulo Admissions Foundation

PUBLICATIONS

Submitted manuscripts

[1] El idrissi, S., Margolin, D., **Rodrigues, B**., Yu, C. Fact-Checking and Normative Roles of Journalism: A Cross-National Study in the Global South. (Revise and re-submit.)

[2] **Rodrigues, B**. Transnational intimacies and creative labor in erotic cosplay. (Under review.)

[3] **Rodrigues, B.** Resisting the Bodies-Territories Data Takeover: The Coloniality of the Brazilian AI Plan. (Under review.)

Works in Progress

[1] **Rodrigues, B**., Peruzzo, A. Real harassment, virtual robots? Comments on harassment of the virtual assistant BIA. (In preparation)

[2] **Rodrigues, B.,** Hilgartner, S. ELSI for AI? Emerging Visions of Governing AI in US Institutions. (Data analysis)

Non-scholarly publications

[1] (May, 2023) Data Feminism - Perspectives for a Data-based Feminist Development Cooperation and Gender Transformative Impacts. Report created for the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ - English: German Development Corporation).

Dissertations

[1] **Rodrigues, B.** (December, 2019). Artificial Futures: Critical Feminist Perspectives in Artificial Intelligence. Post-grad Specialization dissertation. University of São Paulo. São Paulo, Brazil.

[2] **Rodrigues, B.** (December, 2015). The Bell Jar: Feminine Representations in Cyberspace. B.A. senior dissertation. University of São Paulo. São Paulo, Brazil.

Workshops / Experiences

Bazanella, L., Ferraz, I., Mathias, V., Papa, C., **Rodrigues, B.,** Museum of the Absurd.
In this interactive session, participants take on the role of curators in a new exhibit in the Museum of the Absurd, set 30 years from now. Curators are invited to rethink the present as subject to change, especially when looking at artifacts that lead to destruction and oppression.
South by Southwest 2022*.* Austin, Texas, United States
Making and Doing Session at ESOCITE/4S 2022. Cholula, Mexico.

TEACHING EXPERIENCE

Summer 2022	**Instructor of Record (Cornell University)**
	COM2450/INFO2450 Communication & Technology
Spring 2022	**Section Instructor (Cornell University)**
	COM2010 Oral Communication
	Graduate Teaching Assistant (Cornell University)
	Winter 2022 - COM 5300 Ethics in New Media, Technology, and Communication
	Fall 2021 - COM2450/INFO2450 Communication and Technology
02/2020- 05/2020 **03/2021 - 06/2021**	**Lecturer - Futurology and Design Fiction Course**
	The Higher School of Advertising and Marketing São Paulo (ESPM)
	Lecturer for graduate-level course. Designed and conducted course.
08/2018	**Undergraduate Teaching Assistant**
	University of São Paulo, CRP 0420 Digital Communications
08/2015- 12/2015	**Undergraduate Teaching Assistant**
	University of São Paulo, CRP 0420 Digital Communications

<u>INVITED LECTURES</u>

04/2023	**COMM 3200 New Media and Society**
	Creators and Influencers: New Media Perspectives
02/2023	**ESPM Postgraduate Talks**
	Militant and Anti-colonial research Methods
08/2018	**0420 Digital Communication**
	The University of São Paulo, Prepared and conducted two classes in the course.

<u>SELECTED TALKS</u>

Conference Presentations

(November, 2023). Disconnected responses to connected vulnerabilities? Experiences of researchers facing networked harassment. Presented at the 24th Annual Association of Internet Researchers Conference. Philadelphia, PA, USA.

Rodrigues, B. and Hilgartner, S. (November, 2023). ELSI for AI? Emerging Visions of Governing AI in US Institutions. Presented at 4S. Online.

(March, 2023). Rejecting the Federal Brazilian AI Imaginary. Presented at Algorithms for Her 2. Online.

(December, 2022). Artificial Affection, Real Love: Questions in Human-Robot Intimacy. Presented at ESOCITE/4S 2022. Cholula, Mexico.

Rodrigues, B and Peruzzo, A. (November, 2022). Real harassment, virtual robots? Implications of online harassment geared at virtual assistant BIA. Presented at AoIR2022: The 23rd Annual Association of Internet Researchers Conference. Dublin, Ireland.

(June, 2022). "Becoming Waifu" - Cosplayers' commodification of digitally mediated intimacy. Presented at ICA Post Conference Global Perspectives on Platforms and Cultural Production. University of Amsterdam. Amsterdam, Holland.

(May, 2022). "Should Robots Say 'I love you?' - Investigating human-robot intimacy through Gatebox". Presented at the 2022 International Communication Association Pre-conference on Human-Machine Communication. Paris, France.

(October, 2021). "Becoming Waifu" - Cosplayers' commodification of digitally mediated intimacy. Presented at The Future of the Platform Economy and Platform Work PhD Symposium. Online.

Rodrigues, B. & Peruzzo, A. (June, 2021). Real harassment, virtual robots? Comments on Online Harassment geared at Virtual Assistant BIA. Presented at XI ProPesq PP – Encontro Nacional de Pesquisadores em Publicidade e Propaganda. [organized virtually].

(August, 2018). The hegemony of female A. I assistants. Presented at the Unmaking Gender Conference at the University of São Paulo. São Paulo, Brazil.

Invited Public Speaking

05/2023   **Speculative Diseño: Exploring Latin American and European approaches**
Webinar with the aim of developing a Special Interest Group (SIG) as part of the Design Research Society

01/2023   **City of the Future, São Paulo, Brazil**
Part of a panel entitled "Future Humanity" in an event organized by the City of São Paulo

09/2021   **Academic Directory of Computing at the Federal Technological University of Paraná, Online**
"Diversity Wanted: Technologies for Desirable Futures"

07/2021   **Future Hacker Quantum Thinking Event, Online**
Panel "Quantum Anarchy"

06/2021   **ABIntechs Disruptive Technologies, Online**
Panel "Diversity in Finance and Technology"

05/2021   **Pint of Science São Paulo 2021, Online**
Panel "Artificial Intelligence, Real Problems"

12/2020   **UNESCO Futures Literacy Summit, Online**
Transfeminist Speculative Lab

08/2020   **#CineCiência, Museum of Image and Sound of São Paulo, Online**
Minority Report Debate

05/2020   **Art, Fiction and Narrative - Speculating Possible Futures, Online**
Table "Design Fiction or Projecting Worlds"

05/2019   **TEDx Blumenau, Santa Catarina, Brazil**
"Diversity Wanted: Creating New Future Possibilities"

11/2018   **HyperVR Festival São Paulo, São Paulo, Brazil**
"The Future of Immersive Tech"

10/2018   **Fundação Getúlio Vargas Santo André, São Paulo, Brazil**
"Future Jobs"

09/2018   **HACKTOWN 2018, Minas Gerais, Brazil**
"Technology Beyond Binarism"

02/2018   **Campus Party 2018, São Paulo, Brazil**
"Women in Tech"

10/2017   **ROADSEC, São Paulo, Brazil**
Panel "Is the Future of Tech Female?"

10/2017   **XV Symposium "Know More About Food", São Paulo, Brazil**
"Zero Hunger: Technological Trends for Ending Hunger"

08/2016	**Envisioning Meetup, São Paulo, Brazil**
	"Technology and Gender"

CONVENING & ORGANIZING

10/2021	**AI IN SOCIETY**
	Co-organizer of the student-led workshop at Cornell University. This two-day hybrid workshop included invited speakers, panel discussions, lightning talks, and informal gatherings. More than 100 people signed up for the event.

2019 - 2020	**Design Futures Initiative**
	Volunteer for the São Paulo Chapter of Speculative Futures.

2015 - 2020	**ZERO42**
	Co-founded zero42, a Brazilian think-tank that aims to create democratic structures for the development of technology. Crafted a report on the social problems around A.I. We conducted a series of workshops in partnership with São Paulo's City Hall on open government, the blockchain, AI, cybersecurity, and the Internet of things for a range of poor communities, **impacting more than 300 people.**

PROFESSIONAL DEVELOPMENT

05/2023	**Brazilian Day of Media & Communication (ICA Post-Conference)**
	University of Toronto Scarborough

10/2018	**Institute of Technology and Society of Rio (ITS) - São Paulo**
	2nd International School of Law and Technology in partnership with Université de Montréal

08/2014 - 12/2014	**Exchange abroad at Concórdia University (Montréal - Canada)**
	Exchange program fully funded by the ELAP Scholarship from the Office of Foreign Affairs, Trade and Development of Canada.

02/2014 - 08/2014	**Exchange semester Zuyd Hogeschool (Maastricht - Netherlands)**
	Student exchange fully funded by the Academic Merit Scholarship from the University of São Paulo, which aims to provide international experience to outstanding students.

ACADEMIC SERVICE

2023	**Search Committee Graduate Student Member**
	Student representative in the faculty search for tenure-track assistant professor hire

2022 - 2023	**Multicultural Academic Council (MAC) Peer Mentor**

2022 - 2024	**Communication Graduate Representative**
	Elected student representative to the faculty, Cornell University

2021 - 2022	**Communication Graduate Student Association Executive Board**
	President and Student Representative at the Graduate and Professional Student Association (CGSA), Cornell University

2016	**IRIS**
	Assisted Prof. Dr. Luli Radfahrer with the development of IRIS, a group that hopes to inspire creative development amongst the School of Communications and Arts students.

MEDIA MENTIONS

06/2023	[The Metaverse Flop (Superinteressante)](#)
09/2020	[How ABBA's hologram tour could become a post-pandemic trend](#) *(CNN Brazil).*
09/2020	Possible Futures, Debate, *Canal Futura (Futura Channel).*
04/2020	<u>Xenofeminism intends to end the notion of gender through technology</u>, *Uol Tab*

AFFILIATIONS

2022 - Present   International Communication Association
Association of Internet Researchers
Society for Social Studies of Science

ACTIVISM

2022 - Present   Cornell Graduate Students United

SKILLS AND METHODS

Languages: Brazilian Portuguese (native), English (fluent), French (intermediate), Spanish (intermediate); Japanese (Basic)

Software proficiency: Microsoft Office, Keynote, Adobe Creative Suite, Final Cut Pro

DSRL Photography