

# Resume

## Virginie Julliard

PhD, Information and Communication Sciences  
Associate Professor at the University of Technology of Compiègne (UTC)  
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**Research interests:** Digital social research, semiotics of digital writing, gender studies, thanatology.

My work investigates various intersections between technology, gender and the public. I have background in the study of digital communication, participation in public life and gender identities. My recent work is mainly concerned with the role of digital devices in the enactment of new forms of funeral practices, new forms of identities construction and public debates. These themes are addressed in a semiotic approach. I take a special interest in digital forms of social research, with a focus on the development of methods and tools for digital discourse analysis. Finally, I have done work that bring together digital social research, semiotics of digital writing device and gender studies.

### Teaching

I teach courses on semiotics of the digital writing, digital devices' social uses, social research methods (discourse analysis on digital social network), public debates, professional and intercultural communication and gender.

### Areas of supervision

I currently co-direct a PhD student in the areas of social research methods (issue mapping, digital discourse's analysis, inventive methods) and semiotics of the digital devices.

### Founded projects coordination

I coordinate a research project on the Digital Eternities (funded by the French National Agency for Research, 2014-2017). I coordinated a research project on the gendered dimension of the cultural practices and leisures at the digital age (funded by the French Ministry of Culture and Communication, 2012-2013).

### Grants and awards

First Prize "Young French Researcher in Information and Communication Sciences" of the French Society for Information and Communication Sciences (publication of the thesis, 2012).

Prize of the University Paris 2 for the thesis (2010).

### Responsibilities

I am Head of the Team *Study of the Digital Interactive Practices* of COSTECH Laboratory (UTC), Responsible of dozen of courses related to Communication, member of the board of the COSTECH Laboratory and of the Social and Human Sciences Department (UTC), and Referent for the Doctoral School.

## Academic qualification and training

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- 2008**                    **PhD in Information and Communication Sciences**, University of Paris 2 Panthéon-Assas, CARISM laboratory - Press french Institute.  
Title of the thesis: "Emergence and trajectories of parity in the mediatic public sphere (1993-2007). History and semiotics of gender during the debate on parity".  
Publicly supported the 2 December 2008 at the University Paris 2 thesis.  
Laude with honors unanimously.  
Thesis committee: Marlène Coulomb-Gully (protractor), Béatrice Fleury (Chair), Frédéric Lambert (Director), Laurence Monnoyer-Smith (protractor), Rémy Rieffel (examinator).  
This thesis was awarded by the University of Paris 2 and by the French Society for Information and Communication Sciences (2010)
- 2003**                    **Master in Political Science**, University Paris 1 Panthéon-Sorbonne, CREDAP Laboratory.  
Title of the MA rapport: "The "woman-machine" at the turn of the nineteenth and twentieth centuries (1870-1914). Interpenetration of two imaginaries in literature: *The future Eve* and *The Guermantes*". Director: Pascal Durand. Honors.
- 2001**                    **Master in Information and Communication Sciences**, University of Paris 2 Panthéon-Assas, Press french Institute.  
Title of MA rapport : "Visual representations of prison in Le Monde and Libération in favor of political debate". Director: Frédéric Lambert. With honors.
- 2000**                    **Degree in Information and Communication Sciences**, University of Paris 2 "Panthéon-Assas," French Press Institute.
- 1998**                    **General university studies degree of Law**, University Paris 2 "Panthéon-Assas."
- 1996**                    **Bachelor of Economics and Social**. With honors.

## Publications

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*Publications in French, titles translated for the resume*

### *Articles in peer-reviewed Journals*

2014, "A Singular Mode of Appropriation of Gender Studies by French Information and Communication Sciences: Gender Semiotics", *Questions de communication* n°25, p.223-243.

2013, "Elements of Gender Semiotics", *Communication & Langages*, n°177, p.61-76.

2013, "'Gender differences" and Debates in Media: from Debate on Parity to "Marriage for all" (1998-2013)", *Le Temps des médias*, n°21, p.161-175 (with Maxime Cervulle).

2012, "The Press: a Media gender blind. Renewal of Stereotypes and Invisibility of Gender Relations", *Sciences de la société* n°83, p.37-54 (with Aurélie Olivési).

2009, "Toward an Integration of Gender by the French Media and Communication Studies", *Questions de communication* n°16, p.191-209.

2005, "A "Woman-machine" at Work: "la Demoiselle du téléphone"", *Quaderni*, n°56, p. 23-32.

### *Special Issues*

2014, « Gender in Communication and Media », *Revue Française de Sciences de l'Information et de la Communication*, n°4, online: <http://rfsic.revues.org/693> (with Nelly Quemener).

### *Others articles*

2014, "Gender Construction in Cultural and Leisure's Affinities Dating Websites through the Intersectional Prism", *Cahiers de la SFSIC* n°9, p.57-62.

2013, "Gender Issue and the New Information and Communication Technologies through the Prism of Sociology and Semiotics' Dialogue", *Epistémé*, n°9, p.243-269 (with Hélène Bourdeloie).

2011, "Emotions through Gender and Mediations: The Presidential Campaign of Segolène Royal in Press and on the Internet in 2007", *Poli. Politique de l'image*, n°5, p.31-41.

### *Books*

2012, *From Press to Internet, Parity in Debate*, Paris, Hermès-Lavoisier, 286p.

First Prize "Young French Researcher in Information and Communication Sciences" of the French Society for Information and Communication Sciences (publication of the thesis, 2012).

## Book's sections

2014, "Parity Debate in French Press (1997-2000)", in Gingras A.-M. (dir.), *Gendered Identity in Press. Cases Studies in France and Canada*, University of Québec Press.

2014, "Beyond the Boundaries of Digital Identity. Elements for a Typology of Digital Post-mortem Identities", in Saleh I., Bouhaï N. et Hachour H., *The Boundaries of Digital*, Paris, L'Harmattan, coll. « Global, Local », p.33-48 (with Fanny Georges).

2011, "The Construction of Gender in Politics. Ségolène Royal's Presidential Campaign in Press and on the Web." in Veyrat-Masson I. (dir.), *Media and Elections. The 2007's presidential campaign and its reception*, INA/L'Harmattan, p. 39-58.

2010, "Digital Communication Devices and Mediation of Politics. The Ideal-Eu Website case study", in Aghababaie, M., Bonjour, A., Clerc, A., Rauscher, G., (dir.), *Uses and Issues of the Mediation Devices*, Nancy, PUN, p. 65-78 (with Julia Bonaccorsi).

## Conferences

2014, "The Gender Difference in Debates. Gender and Mediatization of the Public Debates", *Gender Studies in France*, First Congress of the Gender Institute, ENS, Lyon, 5 September (with Maxime Cervulle).

2014, "Digital Identity's Construction. The case of the profiles of the Deceased on Facebook", *Thinking the technics and the technology: Contributions of the Information and Communication Sciences and Research perspectives*, French Society of the Information and Communication Sciences Conference, Université de Toulon, Toulon, 5 juin (with Fanny Georges).

2013, "The Representations of the French Feminists in Media during the Parity Debate", Quebecois Society of Political Science Congress, "Gender, Media and Power" Workshop, Montréal, Canada, 28 mai.

2013, "Digital Eternities. Post-mortem Identities and the Innovative Memorial Uses of the Web", *Memory and Nostalgia in French and Francophone Media II* Workshop, French Media Research Group, Newcastle, Great-Britain, 25 October (with Fanny Georges).

2013, "Post Mortem Digital Identities and Memorial Uses of Internet through the Prism of gender", *Colloque H2PTM' 13*, CNAM, Paris, 18 October, published in the proceedings: *H2PTM 13*, Paris, Hermès-Lavoisier, p.357-365 (with Fanny Georges, Hélène Bourdeloie and Nelly Quemener).

2013, "Gender Construction in Cultural and Leisures' Affinities dating Websites", *Colloque H2PTM' 13*, CNAM, Paris, 18 October, published in the proceedings: *H2PTM 13*, Paris, Hermès-Lavoisier, p.367-378.

2012, "Writing, Speaking and Documented: Normative Issues and Situated Practices of Expression in Public Debates Processes", *Communicating in a Normative World*, International Communication Association (ICA) Conference, Roubaix, France, 7 March. Online: <http://hal.univ-lille3.fr/CMN2012> (with Julia Bonaccorsi).

2012, "Gender: an Ignored Dimension of the Digital Divide. Practical Case Study: *Picardie en ligne 2.0*", in Proulx S., Millette M. et Heaton L. (dir.), *Social networks: issues of Communication Studies*, Presses de l'Université du Québec, Sherbrooke, Canada, p.185-199 (with Hélène Bourdeloie).

2010, "Deliberation as an "Observable": a Question of Communication", *At the Center and at the Edge of the Information and Communication Sciences*, French Society of the Information and Communication Sciences Conference, University of Dijon, Dijon, France, 23 June (with Julia Bonaccorsi).

2010, "The Power Relations in new Mediations of Politics: Analysis of the Writing Models and of the Auctorality Regimes in Deliberation Devices", *Rules, Actors and Political Resources*, Quebecois Society of Political Science Congress, Workshop: « Political communication: devices, challenges and outcome », University of Laval, Québec, Canada, 21 May (with Julia Bonaccorsi).

2009, "New Forms of Politician Mediation: Reconfiguration of Power in Public Consultation Devices", *Mediation's Devices: Theory, Methods and Outcomes*, Congress of the Young Researchers Association, Research on Mediation Center, University Nancy 2, Nancy, 20 November.

2009, "New Forms of Gender Expression in Presidential Campaigns' Websites of the Women Candidates in 2007", *PhD Congress*, the French Society of Information and Communication, Grenoble, 28 March, published online: [www.sfsic.org](http://www.sfsic.org)

2008, "For the Study of Gender by the Information and Communication Sciences", the French Society of Information and Communication Congress, University of technology of Compiègne, Compiègne, France, 12 June, published online: [http://www.sfsic.org/congres\\_2008/spip.php?article50](http://www.sfsic.org/congres_2008/spip.php?article50)

2007, "The Women Candidates Presidential Campaign on the Internet", *French Association of Political Science*, Toulouse, France, 7 September.

2007, "Is The Feminine Identity "desirable" in Politics? Mediatic Representations and Politician Women Speeches in a Paritary Republic", *Desirable Identities, Desir of Identification*, PhD Congress of the French Press Institute's Laboratory, Université Paris 2, Paris, 22 June.

2007, "History and Semiotics of the Parity in Press. The Necessity of a Pluridisciplinary Approach", *Phd Congress*, French Society of Information and Communication, 29 mars.

2007, "The Politician Women's Websites. A perspective on Media Representations", *Phd Conference of the Group of Research TIC & Society*, Université Paris 10, Paris, 15 January. Published on line: [http://gdrtics.u-paris10.fr/pdf/doctorants/2007/papiers/Julliard\\_V.pdf](http://gdrtics.u-paris10.fr/pdf/doctorants/2007/papiers/Julliard_V.pdf)

2006, "The Politician Women's Websites: an Alternative to the Speeches and Representations of the Media?", *International Meeting around Illustration. Thinking the Images: Intentionnalities, Outcomes and Mediations*, Université Paris 13, Bobigny, France, 17 November.

2006, "Media's Stereotypes and New Models: Study of Representations of Politician Women in the Context of the Media Coverage of the Parity Law (1996-2004)", *Stereotypes, Stereotyping: Ordinary Production and Performances*, University Montpellier 3, Montpellier, France, 22 June. Published in the proceedings: 2007, Boyer H. (dir.), *Stereotypes, Stereotyping: Ordinary Production and Performances*, Paris, L'Harmattan, p. 163-172.

2004, "The mediatisation of the Parity Law in the Weekly Press of National Information (1998-2004)", *International Meeting around Illustration. Images and Liberties*, University of Paris 13, Bobigny, France, 5 November.

## Invitation in Workshops

2014, "Digital Gender Identity", *Gender and Trans-Litteracique Trajectories*, University of Rouen, France, 3 December (with Fanny Georges).

2014, "Political Uses of Gender at the Digital Age: Presidential Campaign from 2007 to 2012" Workshop *Genre*, Émile Durkheim Center, Sciences Po Bordeaux, Bordeaux, France, 20 February.

2014, "Methodological and Ethical Issues of the Post-mortem Digital Identities Study", Workshop of the Cognitive Research and Enactive Design Team, COSTECH Laboratory, UTC, France, 20 January (with Fanny Georges).

2013, "Reconfigurations of Cultural Practices and Gender", COSTECH Laboratory Workshop *Traduction*, UTC, Compiègne, France, 26 June.

2013, "Media through the prism of Gender Semiotics", laboratory Workshop *Media, Images and Communication History*, University of Versailles-Saint-Quentin en Yvelines, Guyancourt, France, 22 November.

2011, "Politicians Bodies Representations in Magazines at the Time of Parity" Center of History of Science Po Workshop: *Politician Bodies in Magazines*, Paris, 17 January.

2010, "Digital Communication Devices and New Forms of Politician Mediation", Digital Democracy Workshop, Paris, 20 January (with Julia Bonaccorsi).

2009, "Digital Devices and Political Speeches. The case of the Ideal-Eu Online Forum", CEDITEC Laboratory Workshop, Université Paris-Est Créteil, France 15 May (with Julia Bonaccorsi).

2007, "The treatment of a Feminist Claim by Media. Interdisciplinary Approaches and Methods, COSTECH Laboratory Workshop *Traduction*, UTC, Compiègne, France, 20 December.

2007, "Gender in Politics. The 2007 Presidential Campaign Case Study", *Polls* Workshop, "Parliamentary Life and Institutional Life" Master Degree, University Paris 2, Paris, 19 December.

## Other Conferences

2014, "Digital Eternities: which Issues for Innovative Cities?", Innovative Cities for every day Life and Social Relations, Round Table, Innovation Week, UTSEUS, Shanghai, China, 27 October.

2014, "'Gender Theory". Back to a Media Formula", Conference, UTC for all Association, UTC, Compiègne, France, 27 May.

2013, "The Gender of orientation. The example of School of Engineering, Conference, UTC for all Association, UTC, Compiègne, France, 26 March.

2013, "Media Representations of Politician Women", "*Les Médiatiques*" Festival, Université d'Orléans, Orléans, France, 6 February.

2013, *The Reconfiguration of Cultural Practices and of Gender at the Digital Age*, Report to the French Ministry of Culture and Communication, 75 pages (with Hélène Bourdeloie and Nelly Quemener).

2012, "Power Relations in Public Debates. Configurations between Standards and Interpretation", in Monnoyer-Smith L. (dir.), *Formats of the Citizen Expression in Consultation Procedures about Environment: a European Comparison*, Report to the French Ministry of Ecology, Environment, Sustainable Development and Territorial Planning, p.76-108 (with Julia Bonaccorsi).

### Review

2005, "Simone Bonnafous, Josiane Jouët and Rémy Rieffel (dir.), "A gendered Communication?", *Réseaux* n°120, 2003", *Médiamorphoses*, n°14, p. 108-109.

### Chair

2014, Chairperson for the Workshop "What do Media do to Gender (and reciprocally)?", *Gender Studies in France*, 1<sup>st</sup> Congress of the Gender Institute, ENS, Lyon, France, 5 September (with Maxime Cervulle).

2013, Chairperson for the Workshop "The Profane Judgment Online", *Public Participation. Practices and Conception*, MSH Paris Nord, Saint-Denis, France, 29 November.

2012, Chairperson for the Workshop "Informing and Communicating without a machine?", *The contribution of the Information and Communication Sciences to the Public Debates*, French Society of Information and Communication Sciences, Rennes, France, 31 May.

### Exhibition expertise

2013, Scientific Expert for the "Women and Science in Picardie" Exhibition, Amiens (France), Ombelliscience Association.

## Research Projects

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Since 2008, I have participated in and coordinated several funded projects.

**2014-2017: Digital Eternities – Post mortem digital identities and new memorial uses of the web from a gender perspective (coordination), Project funded by the French Agency for Research.**

This project studies the issues of the digital eternity. The lasting of digital data, after the death of its users, raise nowadays several questions. What become of the identity data of web users after their death? Do they care about them when they are still alive? How do relatives deal with these data? How do major actors of the Web such as Facebook and Google manage them? As any other digital and funeral practices, those post mortem digital practices are gendered. This project wants to shed a light on the gender dimension of these practices. How does the gender of the dead person and of those who may tribute to him/her structure the memorial uses and the construction of post-mortem identities? Such questions seem crucial when taking into account the multiplication of digital programs dedicated to memorial practices and the dramatic importance of social networks in relation to the aging of web users.

For a few years, international research has explored the social issues raised by profiles of dead users<sup>1</sup>, as well as the changes on the mourning practices on the Web<sup>2</sup> (Walter et al., 2012), but has paid little attention to gender issues. In France, only a few research projects have been conducted on the thematic<sup>3</sup>. Even more, if works articulate digital practices and death or question the gender dimension of mourning<sup>4</sup>, none develop a specific gender perspective on digital related to death. This project aims to articulate these different dimensions.

The implementation consists in four different tasks. We expect a qualitative and quantitative analysis of memorial uses on the Web in France (task 1), an analysis of the transmedia circulation of tributes to celebrities (task 2), and a semiotic analysis of the identity traces left on the web memorials and of the post mortem identifies they build (task 3). These three tasks will be conducted all together during the two first years of

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<sup>1</sup> Brubacker J. R. & Vertesi J., 2010, "Death and the Social Network", *CHI'10*, Atlanta, Etats-Unis ; Brubacker J. R. & Hayes G.R., 2011, "We will never forget you [online]: An Empirical Investigation of *Post mortem* MySpace", *CSCW 2011*, Hangzhou, China, 19–23 Mars.

<sup>2</sup> Kong L., 2012, "No Place, New Places: Death and its Rituals in Urban Asia", *Urban Studies*, vol.49, issue 2, pages 415-433 ; Sofka C.J., 2009, "Adolescents, technology, and the internet: coping with loss in the digital world", in D. E. Balk & C. A. Corr (eds.), *Adolescent encounters with death, bereavement, and coping*, New York, Springer, p.155-173 ; Haverinen A. E., 2010, "Digitalization of death rituals: how attitudes towards virtual mourning are transforming in Finnish context", *Nordic Network of Thanatology*, Aalborg, Denmark ; Walter T., Hourizi R., Moncur W. & Pitsillides S., 2012, "Does the internet change how we die and mourn? An overview », *Omega: Journal of Death & Dying*.

<sup>3</sup> Pène S., 2011, « Facebook mort ou vif. Deuils intimes et causes communes », *Questions de communication*, n°19, p.91-112 ; Wrona A., 2011, « La vie des morts : jesuismort.com, entre bibliographie et nécrologie », *Questions de communication*, n°19, p.73-90.

<sup>4</sup> Hockey J., "Gender and death", *Mortality*, Virtual Themed Issue, 2003 [on line] : <http://www.tandf.co.uk/journals/archive/genderanddeath.pdf>



the project. The results will be exploited during the third year in a multidisciplinary synthesis. The objective of this fourth task (Task 4) is to address the re-composition of gender and digital identities in the memorial uses of the web in France, in comparison with other geographic areas (China, USA). It is the reason why I applied to this Scholarship support for mobility. Indeed, this scholarship would allow me to study in depth the Chinese Field and to have a closer collaboration with the Chinese colleagues.

The consortium assembles two partners. Partner 1 is the laboratory CIM, at University Paris 3, specialised in Media Studies and digital practices, and the Labsic research center, at University Paris 13, specialised in uses and innovation. Partner 2 is COSTECH laboratory at University of Technology of Compiègne. This social and human science laboratory focuses on the role of technologies in society. The consortium has a common research project on digital methods as well as social, political, economical, symbolic and philosophical issues related to technologies of information and communication. The UTSEUS-Complexity Platform gives me access to Smartcity Laboratory. Indeed, during the first step of this project, I collaborate successfully with Professor Wan Wanggen. The first results are so rich that they need more detailed analysis. In doing so, it will also give me the opportunity to give more importance to the Chinese Field in the program.

**2012-2014: ARPEGE – The Reconfiguration of Cultural Practices and Gender at the Digital Age (coordination), Project funded by the French Ministry of Culture and Communication.**

This project studied the role of digital writing devices (participatory websites such as forums, blogs, wikis or digital social networks) in the evolution of the link between gender and culture analyzed from two perspectives: the relation between gender and cultural practices, leisure and sociability one hand, and the construction of identity on the other hand.

**2008-2011: Formats of the Citizen Expression in Consultation Procedures about Environment: a European Comparison (participation), Project funded by the French Ministry of Ecology, Environment, Sustainable Development and Territorial Planning**

This project studied the link between speaking implemented devices within the framework of participatory procedures referred to in the field of environment on the one hand, and the forms of citizen expression in these procedures on the other hand. My participation in this project was first the development of theoretical and methodological framework, and second the semiotic analysis of the online and face-to-face speaking devices.

## Various Responsibilities

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### UTC, Department of Social and Human Sciences

- Member of the Board of the Department of Social and Human Sciences
- Responsible of a dozen of courses related to Communication Science
- Responsible of an academic minor on Communication, Public Debate and Technology.

### UTC, COSTECH Laboratory

- Member of the Board of the COSTECH Laboratory
- Head of the Team *Study of the Digital Interactive Practices* (COSTECH has three teams, this one analyses social practices resulting from the deployment of digital devices in the political, professional and cultural fields)
- Referent of the Laboratory at the Doctoral School
- Co-direction of a Phd student in the areas of social research methods (issue mapping, digital discourse's analysis, inventive methods) and semiotics of the digital devices (French Ministry of Research Scholarship)
- Supervision of a Phd student from the University of technology of Parana during her french field (Spring 2013)
- Co-organizer of the *Digital Eternities* seminar since 2014, of the *Gender, Media and Communication* seminar since 2013 and of the Laboratory seminar (2009-2012).

### Sorbonne-Universités consortium

Coordination of a project of *Gender Training*, Educational Innovation Program of the Sorbonne-Universités consortium (2014-2015).

### Other Responsibilities

- Member of the Board of Directors of the French Society of Information and Communication Sciences (2010-2014)
- Member of the Board of Directors of the Women and Science Association (2010-2013)
- Member of various conferences' scientific Advisory Boards
- Co-organizer of various conferences
- Reviewer for several Journals
- Member of several selection committees

- Member of various associations and networks of researchers (Electronical Democracy, Fan Studies, Languages and Gender, Interdisciplinary and Inter-University National Network on Gender, etc.)
- Scientific Expert for the “Women and Science in Picardie” Exhibition, Amiens (France), Ombelliscience Association, 2013.

## Teaching Activities

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### UTC, Social and Human Sciences Department

- Semiotics of the Digital Devices
- Digital Methods and Public Debates
- Rhetoric and Art of Speech
- Communication Theory

### USTEUS

- Introduction to the Basic Elements of French Culture (in English)
- Interculturality
- Presentation Skills (in English)

### Others

- Thinking Gender with the Social and Human Sciences (University Paris 4)
- Gender Construction in Cultural Productions (University Paris 4)
- The Semiotics of the Image (University Paris-Est-Créteil – UPEC)
- Media’s Texts Analysis (University Paris 2)
- Media’s Stories Semiotics (University Paris 2)