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Research & Communications Manager, Social Media Lab, Ryerson University, Canada

Academic Communication Manager, Ryerson University, Canada

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PROFESSIONAL PREPARATION

Syracuse University

International Law

J.D., 2000

Syracuse University

International Relations

M A., 2000

Syracuse University

Business Management

B.Sc., 1995

APPOINTMENTS

- 2014-present Research & Communications Manager, Social Media Lab, Ryerson University, Canada
Academic Communications Manager, Ryerson University, Canada
- 2013-2014 Project & Communications Manager, Norman Newman Centre for Entrepreneurship,
Dalhousie University, Canada
Academic Innovation Outreach Manager, Dalhousie University, Canada
- 2010-2014 Research & Communications Manager, Social Media Lab, Dalhousie University, Canada

RECENT PUBLICATIONS MOST CLOSELY RELATED TO THE PROPOSED PROJECT

- Gruzd, A., Mai, P., & Kampen, A. (2017). A how-to for using Netlytic to collect and analyze social media data: A case study of the use of Twitter during the 2014 Euromaidan Revolution in Ukraine. In *Sloan, L. & Quan-Haase, A. (Eds.) Sage Handbook of Social Media Research Methods*. Los Angeles, CA, USA: Sage Publications. <http://www.isbnsearch.org/isbn/9781473916326>
- Gruzd, A., Jacobson, J., Wellman, B., & Mai, P. (2016). Understanding communities in an age of social media: the good, the bad, and the complicated. *Information, Communication & Society* 19(9), 1187–1193. <http://doi.org/10.1080/1369118X.2016.1187195>
- Gruzd, A., Jacobson, J., Mai, P., Ruppert, E., & Murthy, D. (2016). Introduction to the 2016 International Conference on Social Media and Society. In *Proceedings of the 2016 International Conference on Social Media & Society* (p. 1–3). New York, NY, USA: ACM. <http://doi.org/10.1145/2930971.2930972>
- Gruzd, A., Jacobson, J., Mai, P., & Wellman, B. (2015). Introduction to the 2015 Social Media and Society Conference. In *Proceedings of the 2015 International Conference on Social Media & Society* (pp. 1–2). New York, NY, USA: ACM. <http://doi.org/10.1145/2789187.2789188>
- Gruzd, A., Doiron, S., and Mai, P. (2011). Is Happiness Contagious Online? A Case of Twitter and the 2010 Winter Olympics. In *Proceedings of the 44th Hawaii International Conference on System Sciences (HICSS)*, January 4-7, Kauai, HI, USA. DOI: <http://doi.org/10.1109/HICSS.2011.259>
- Sketris, I.S., Gruzd, A., Mai, P., Gamble, J.M., Dormuth, C. (2014). Analyzing the Short-Term Social Media Impact of a Drug Safety Publication-A Case Study Approach. In *Proceedings of the 30th International Conference on Pharmacoepidemiology & Therapeutic Risk Management*, October 24-27, 2014, Taipei.
- Gruzd, A. & Mai, P. (2010). It's a Twittermobile! *Saab Magazine* 10(2): 52-53.

SCHOLARLY COMMUNITY ACTIVITY

▪ *Co-editor*

- Special issue on Online Communities in *Information, Communication & Society* (Taylor & Francis), 2016
- Proceedings of the *International Conference on Social Media & Society* (ACM), 2015, 2016

▪ *Conference Co-Organizer/Co-Chair/Co-Host*

- *International Conference on Social Media and Society*, Halifax, NS, 2013; Toronto, ON, 2014, 2015
London, UK, 2016
- *Canada's Next Top Sports Analytics Leader Data Competition*, Toronto, ON, 2016
- *8th Annual Conference of the Academy of Innovation and Entrepreneurship*, Toronto, ON, 2015
- *Canada's Business Model Competition*, Halifax, NS, 2014
- *International Symposium and Workshop on 'Measuring Influence on Social Media'*, 2012
- *Symposium on Information and Social Networks at Dalhousie University*, 2010, 2011