

Gustavo Ferreira

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Department of Art History and Communication Studies

McGill University
McCall McBain Arts Building, Room W-233
853 Sherbrooke Street West
Montreal, QC
H3A 0G5
gustavo.ferreira [a] mcgill.ca
@guzferreira

Education

Ph.D. 2020, *Communication* – Faculty of Social Communication, Universidade do Estado do Rio de Janeiro – UERJ. Rio de Janeiro, RJ Brazil
MA. 2014, *Communication* – Dept. of Communication, Universidade Federal do Paraná – UFPR. Curitiba, PR Brazil
BA. 2007, *Social Communication, Advertising* – Dept. of Communication, Universidade Estadual do Centro-oeste – UNICENTRO. Guarapuava, PR Brazil

Academic Positions

McGill University

Wolfe Chair Faculty Lecturer in Scientific and Technological Literacy, Department of Art History and Communication Studies, 2023-.
Postdoctoral Fellow, Mila Quebec AI Institute - School of Computer Science, 2021-2022.

Universidade Estadual de Maringá – UEM

Professor Adjunto (Assistant equivalent), Department of Education Fundamentals, Communication and Multimedia Program, 2021.
Professor Assistente (Lecturer equivalent), 2015-2018; 2019-2021. Maringá, PR Brazil.
Student Internships Coordinator – 2017; 2019-2020.
Conexões Multimeios – Online undergraduate Studies Conference – Coordinator – 2020.
Multicom VII - undergraduate Studies Conference – Coordinator – 2017.

Universidade Anhembi Morumbi – UAM

Professor I (Lecturer equivalent), Advertising and Propaganda Program, 2018-2019. São Paulo, SP Brazil.

União das Faculdades Metropolitanas de Maringá – UNIFAMMA

Professor T20 (Part-time Lecturer equivalent), Advertising and Propaganda Program, 2014-2015. Maringá, PR Brazil.

VI and VII Festival de Videos de Maringá – Student Video Festival – Coordinator. 2014-2015.

Visiting Position

McGill University

Graduate Research Trainee, Department of Art History and Communication Studies, 2018. Montreal, QC Canada.

Grants

CAPES Research Masters Scholarship. MA Research. 2012-2014.

Work Experience

Amafil Indústria de Alimentos (Food Industry)

Advertising Assistant – Strategic Marketing Plan, Packaging Design, Creative Advertising, 2009-2012. Cianorte, PR Brazil

RTVE Paraná Educativa (Public TV and Radio Station)

Studio Technician – Several different operational duties, 2007-2009. Curitiba, PR Brazil.

Publications

Journal Articles

Marcelo Kischinhevsky, **Gustavo Ferreira**, Itala Maduell Vieira. (2023). Serendipity on radio and streaming: Between musical discovery and recognition. *New Media & Society, Online First*, 14614448231154568.
<https://doi.org/0.1177/14614448231154568>

Gustavo Ferreira. (2021). A filosofia de programação do algoritmo. *Radiofonias: Revista de Estudos em Mídia Sonora*, 12(3), 57-85.
<https://periodicos.ufop.br/radiofonias/article/view/4771>

Gustavo Ferreira, Rafael Machado Saldanha. (2021). Ruídos do carnaval: política, cultura e paisagens sonoras dos blocos de rua de São Paulo e Rio de Janeiro. *Tropos: Comunicação, Sociedade e Cultura*, 10(2).
<https://periodicos.ufac.br/index.php/tropos/article/view/4909>

Leonardo de Marchi, Marcelo Kischinhevsky, **Gustavo Ferreira**, Rafael Machado Saldanha. (2021). O gosto algorítmico: A lógica dos sistemas de recomendação automática de música em serviços de streaming. *Fronteiras - estudos midiáticos*, 23(3), 16-26. <http://revistas.unisinos.br/index.php/fronteiras/article/view/22964>

Marcelo Kischinhevsky, **Gustavo Ferreira**, Claudia Góes, Artur Seidel, Liana Monteiro. (2021). Between algorithm and curation - Radio programming, music genres and repetition. *Comunicação Mídia e Consumo*, 18(51), 165. <https://doi.org/10.18568/cmc.v18i51.2216>. (simultaneous Portuguese and English and publication)

Marcelo Kischinhevsky, Lena Benzecry, Izani Mustafá, Leonardo De Marchi, Luã Chagas, **Gustavo Ferreira**, Renata Victor, Luana Viana. (2017). The consolidation of radio and sound media studies in the XXI century—Conceptual keys and research objects. *Intercom-Revista Brasileira de Ciências da Comunicação*, 40(3), 91-106. <https://doi.org/10.1590/1809-5844201736> (simultaneous Portuguese and English and publication)

Journal Articles under Review/in Preparation

Andres Ferraro, **Gustavo Ferreira**, Fernando Diaz, Georgina Born. (2023). Measuring Commonality in Recommendation of Cultural Content: Recommender Systems to Enhance Cultural Citizenship. *ACM Transactions on Recommender Systems*, (under revision).

Gustavo Ferreira. (2023). Technicities of streamed liveness: from platforms and recommendation technology to mediations of music cultures. *Theory, Culture & Society*, (under review).

Gustavo Ferreira, Rafael Machado Saldanha. (2023). No ordinary sound: disturbance and shifting meanings of urban noise and street Carnival in times of political turmoil in Brazil. *Sound Studies*, (in preparation).

Books

Gustavo Ferreira. (2022). *Teorias da Comunicação*. Maringá: Unicesumar. [textbook]

Chapters in Edited Books

Graziela Soares Bianchi, **Gustavo Luiz Ferreira Santos**. (2017). Consumo midiático/cultural digital de jovens em Curitiba – uma abordagem preliminar sobre possibilidades de interações nas redes sociais com temática curitibana. In *Jovens, consumo e convergência midiática*, edited by Regiane Ribeiro, 73–88. Curitiba: Editora UFPR.

Regiane Riberiro, Celsi Bronstrup Silvestrin, Rosa Maria Dalla Costa, Thaís Mocelin, **Gustavo Luiz Ferreira Santos**, Luís Otávio Dias. (2014). Paraná. In *Brasil em números: dados para pesquisas em comunicação e cultura em contextos regionais*, edited by Mariângela M. Toaldo, 247–54. Florianópolis: Insular.

Conference Presentations and Papers

- Gustavo Ferreira.** (2023). *The playlist as a format: dimensions of musical prescription from radio to algorithmic recommendation*. 7th ECREA - Radio and Sound conference section "Radio and Sound ecosystems in the platform age". Barcelona.
- Gustavo Ferreira.** (2023). *Mediations of music culture, technicities of streamed liveness: Reframing platforms and recommendation technologies*. Mediations of Music and Power in Online Music Cultures Conference. Södertörn University: Stockholm.
- Andres Ferraro, **Gustavo Ferreira**, Fernando Diaz, Georgina Born. (2022). *Measuring Commonality in Recommendation of Cultural Content: Recommender Systems to Enhance Cultural Citizenship*. ACM RecSys 2022.
<http://dx.doi.org/10.1145/3523227.3551476>.
- Gustavo Ferreira.** (2022). *The music programming philosophy of the algorithm*. IAMCR Conference, Beijing. <https://iamcr.org/node/21097>
- Leonardo De Marchi, Marcelo Kischinhevsky, **Gustavo Ferreira**, Rafael Machado Saldanha (2022). *The algorithmic taste: The logic of automatic music recommendation systems in streaming services*. IAMCR Conference, Beijing.
- Gustavo Luiz Ferreira Santos.** (2021). *A voz para o computador e a voz do computador: pressupostos sobre o som da voz nas mídias sonoras cotidianas*. 2nd International Conference on Sonorities Research – CIPS: Bordeline Sonorities, edited by Castanheira, José Cláudio S., Pedro Silva Marra, Marcelo B Conter, Dulce Mazer, Melina Santos, Cássio de Borba Lucas, Mário Arruda, Florianópolis: UFSC.
<https://www.sonoridades.net>
- Marcelo Kischinhevsky, Claudia Góes, **Gustavo Ferreira**, Artur Seidel, Liana Monteiro. (2019). *Programação musical radiofônica – Sobre diversidade, gêneros e repetição*. Anais do 42º Congresso Brasileiro de Ciências da Comunicação, Belém: Intercom. <http://portalintercom.org.br/anais/nacional2019/index.htm>
- Rafael Saldanha, **Gustavo Luiz Ferreira Santos.** (2019). *Imersão sonora em Grand Theft Auto: rádio e personalização musical na playlist de videogames*. IV Jornada Interdisciplinar de Som e Música no Audiovisual 2019, Rio de Janeiro: UFRJ.
<http://https://conferencias.ufrj.br/index.php/jisma/jisma/paper/view/2691>
- Marcelo Kischinhevsky, Claudia Góes, **Gustavo Ferreira**, Artur Seidel, Liana Monteiro, Rodrigo Caê. (2019). *Construindo a programação musical de uma emissora universitária—O caso da Rádio UFRJ*. IV Jornada Interdisciplinar de Som e Música no Audiovisual 2019, Rio de Janeiro: UFRJ.
<http://https://conferencias.ufrj.br/index.php/jisma/jisma/paper/view/2691>
- Gustavo Luiz Ferreira Santos**, Rafael Saldanha. (2019). *Barulho, bagunça e folia: a regulação e construção da paisagem sonora nos carnavais de rua do Rio de Janeiro e São Paulo*. Powers of Sound: 1st conference of research in sonorities,

Florianópolis: UFSC.

https://docs.wixstatic.com/ugd/3ca975_55179ea68e094b05a2e604baec60020c.pdf

Gustavo Luiz Ferreira Santos. (2018). *The Definition of Playlist: Reflecting on How Music Consumption is Shaped*. Undisciplined Conference 2018, Kingston, ON: Queen's University. <https://undisciplinedonline.wordpress.com/>

Gustavo Luiz Ferreira Santos, Maria Joana Casagrande. (2018). *O conceito de playlist na perspectiva do consumo: clivagens de uma revisão bibliográfica*. Anais Comunicon - Congresso Internacional em Comunicação e Consumo, São Paulo: ESPM. <http://portalintercom.org.br/anais/nacional2019/index.htm>

Gustavo Luiz Ferreira Santos (2017). *Uma revisão bibliográfica do conceito de playlist*. 40º Congresso Brasileiro de Ciências da Comunicação, Curitiba: Intercom. <http://portalintercom.org.br/anais/nacional2017/>

Marcelo Kischinhevsky, Lena Benzecry, Izani Mustafá, Leonardo De Marchi, Luã Chagas, **Gustavo Ferreira**, Renata Victor, Luana Viana. (2016). *Chaves conceituais e objetos de pesquisa em rádio e mídia sonora no século XXI*. XXXIX Congresso Brasileiro de Ciências da Comunicação, São Paulo: Intercom.

Gustavo Luiz Ferreira Santos. (2015). *Tensões na identificação da música sertaneja nas relações Brasil-Paraguai e autenticação do sertanejo “universitário”*. Uma vereda tropical: Aproximações, percursos e disjunções na cultura brasileira e suas “latinidades conexas”, São Paulo: UNIP. <http://encontro.musimid.mus.br/encontro/11encontro/>

Gustavo Luiz Ferreira Santos. (2015). *O significado construído da experiência: uma abordagem fenomenológico-hermenêutica ao consumo musical por crowdfunding*. Anais do Congresso Internacional de Comunicação e Consumo 2015, São Paulo: ESPM. <http://www.espm.br/anais-comunicon2015>

Conference Panels

Gustavo Ferreira. (2022). “Digital Platforms' Prescriptive Imaginaries: conceptualizing and researching algorithmic recommendation of music and sound media”. IAMCR Conference, Beijing.

Invited Presentations

2023. “‘Hype da IA’ e indústrias culturais: implicações para o trabalho criativo e midiático”. Invited Talk. EMAGECOM - Encontro de Marketing, Gestão e Comunicação. Maringá: UNICESUMAR.

2021. “Podcasts: do roteiro à produção”. Tutorial. Education Department. São Cristóvão: Universidade Federal de Sergipe (UFS).

2017. “Construção sócio-técnica do gosto musical: playlists, streaming e indústria musical. Invited Talk. V ExpressoCOM. Maringá: UNICESUMAR.

Teaching

Courses

McGill University

COMS 611 – Popular Music/Media/Recommender Systems - Graduate Seminar (Fall 2023)

COMS 400 – Critical Theory Seminar (Fall-2023)

COMS 361 - Selected Topics I – Radio and Audio Media Theories (Winter-2023)

COMS 362 - Selected Topics II – Techlash: Critical Studies of Technological Solutionism (Winter-2023)

Universidade Estadual de Maringá

6011 - Communication Theories (Annual Course: 2021, 2020, 2019, 2017, 2016, 2015)

6003 - Politics and Legislation in Social Communication (1/2021, 2/2019)

8702 - Curricular Supervised Traineeship (Annual: 2020, 2017, 2016; 1/2019, 1/2015)

8012 - Communication Planning (Cultural Projects) (1/2020, 1/2017)

8013 - Entrepreneurship in Communication (Cultural Projects) (2/2019, 2/2017, 2/2016)

6001 - Communication History (Annual Course 2019)

8010 - Introduction to Communications and Multimedia (1/2016)

6016 - TV and Radio (Annual Course: 2015)

8011 - Techniques and Technologies for Verbal Communication (Annual Course 2015)

6004 - Photography (1/2015)

Universidade Anhembí Morumbi

Advertising Creation (8 sessions: 2/2018)

Innovation Workshop (2/2018)

União das Faculdades Metropolitanas de Maringá

Copywriting II (2/2014)

Art Direction and Multimedia (2/2014, 2/2015)

Communication Theory II (2/2014)

Advertising Creation and Production for Radio (1/2015)

Communication Theory I (1/2015)

Applied Design (2/2015)

Advanced Seminars (2/2015)

Production Skills

Graphic Design and Advertising: Adobe Illustrator, InDesign and Photoshop.

Copywriting, Market Research and Planning.

Webdesign: WordPress and basic html, CSS and PHP.

Video: Basic video capture and editing in Adobe Premiere Pro, Apple Final Cut. TV

Master Control.

Photography: Digital product and portrait photography.

Audio/Sound: Apple Logic Pro; Studio recording, sound editing and mixing. Radio programming and presenting. Music composition, recording, and performance on guitar and vocals.