

# **Isabel Pedersen, PhD**

**Canada Research Chair in Digital Life, Media, and Culture, and Associate Professor, Faculty of Social Science and Humanities at University of Ontario Institute of Technology**

Oshawa, ON, CA

Wearable tech expert and author examines how these devices will shape humanity

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## **Description**

Isabel Pedersen, PhD, is immersed in the world of wearable computer devices. She addresses important questions concerning how gadgets worn on the body will shift reality for us, change how we interact with others, and participate in digital culture. As an international thought leader, Dr. Pedersen is interested in how society is persuaded to adopt these gadgets because they involve vast contexts such as popular film, traditional mythology, social media outlets, entrepreneurial adventures, consumer contexts, government ideologies, transhuman beliefs, and inventors' writing. She concentrates on inventions promised for the future as these predictions also bear consequences for humanity in the present.

Currently, she holds funding from the Canadian Foundation for Innovation (CFI) and the Ontario Ministry of Economic Development and Innovation. She is the author of *Ready to Wear: A Rhetoric of Wearable Computers and Reality-Shifting Media*, and runs research out of UOIT's Digital, Culture and Media Lab (DeCiMal).

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## **Industry Expertise**

Education/Learning, Research

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## **Topics**

Communication and Rhetoric Studies, Cultural Studies and Popular Culture Relating to Digital Media, Discourses of Science and Technology, Predictive Advertising, Digital Life, Digital Culture, Wearable Technology, Futurism and Technology, Lifelogging and Augmented Memory, Cyborg Culture

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## **Affiliations**

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## **Past Talks**

**From Carryables to Wearables to Implants and Beyond**  
11th Wearable Technology Conference Europe 2014

**Ready to Wear -- Dr Pedersen discusses her new book**  
IEEE International Symposium on Technology and Society

**The Iron Man Phenomenon...**  
CHI2012

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## **Education**

**University of Waterloo**  
PhD Language and Literature

**University of Waterloo**  
MA Language and Professional Writing

**Trinity College, University of Toronto**  
BA English

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## **Accomplishments**

**Inaugural Member, Royal Society of Canada (RSC), College of New Scholars, Artists and Scientists**  
Dr. Pedersen is named one of 91 inaugural members of the College, Canada's first national system of multidisciplinary recognition for the emerging generation of leaders. Together, the members of the College will be in a position to provide guidance on issues of importance to Canadians, and to promote Canadian achievements in the arts, humanities and sciences around the world.

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