CURRICULUM VITAE

Last updated Sept 2019

**Natalie Coulter, Ph.D.**

Department of Communication Studies

York University

**Current Rank and Status**

Associate Professor

Department of Communication Studies, York University

**Degrees**

2009 Ph.D. (Communication), Simon Fraser University

1997 Master of Arts (History), University of Guelph

1994 Bachelor of Arts, Hons. (Anthropology and History), Trent University

**Dissertation**

2009 Tweening the Girl: The Crystallization of the Tween Market 1980 - 1995**.** School of Communication Studies: Simon Fraser University, B.C. Supervisor: Dr. Stephen Kline

## Current Positions

June – Dec. 2019 Acting Director, Institute for Research on Digital Learning and culture (IRDL), York University

2014– Present Associate Professor

Department of Communication Studies, York University

2019 (Tenured)

## 2015 – Present Faculty Member, York/Ryerson Joint Graduate Program in Communication and Culture (CMCT), York University

## 2014 – Present Faculty Member, Faculty of Graduate Studies, York University

**Visiting Positions**

2019 Visiting Professor, Tema Barn (Child Studies), Linköpings University, Sweden.

2017 Western Faculty Member, Europe-China Media Dialogue: Media and Communication Summer School. School of Journalism and Communication, Peking University: Beijing, China

**Employment History**

2017-2018 Acting Director, Institute for Research on Digital Learning (IRDL), York University

2012– 2014 Assistant Professor (Contractual Limited Appointment)

Department of Communication Studies, York University

2009 - 2011 Assistant Professor, (Limited Term Appointment) Department of

Communication Studies, Wilfrid Laurier University: Waterloo, Ontario

2007- 2008 Assistant Professor (Limited Term Appointment) Women’s Studies and Cultural Studies, Wilfrid Laurier University: Waterloo, Ontario

2006 - 2007 Assistant Professor, (Limited Term Appointment) Department of

Communication Studies, Wilfrid Laurier University: Waterloo, Ontario

2002 - 2005 Sessional Faculty, Communication Studies, Wilfrid Laurier University: Waterloo, Ontario

2005 - 2006 Tutorial Assistant, Liberal Arts, Ontario College of Art and Design: Toronto, Ontario

2002 Course Director, School of Communication, Simon Fraser University, Vancouver, BC

1997 - 2002 Course Director, Social Science Department, Coquitlam College, BC

**Administrative Positions**

1999 – 2002 Chair of the Social Science Department, Social Science Dept., Coquitlam College, BC

## PROFESSIONAL CONTRIBUTION AND STANDING

### PUBLICATIONS

**Scholarly Books**

2020 M. Gasher, D. Skinner and N. Coulter. *Mass Communication in Canada*. 9th edition. Oxford University Press: Toronto. (in press).

2014 N. Coulter.*Tweening the girl: The crystallization of the tween market.* Mediated Youth Series. Peter Lang: New York.

**Edited Collections and Special Issue**

2018 S. Driver and N. Coulter (eds). *Youth mediations and affective relations.* Palgrave Macmillan: New York.

2018 N. Coulter and M. Kennedy. (eds). Special Issue: Locating the Tween Girl. *Girlhood Studies*, 11 (1).

**Chapters in Books**

2020 N. Coulter. The cultural, political and ethical mazes of childhood. *Routledge Companion to Digital Media and Children*. L. Green, D. Holloway, L. Haddon, K. Stevenson and T. Leaver (eds). Routledge: London. (forthcoming, Spring 2020).

2018 S. Driver and N. Coulter. Introduction. *Youth mediations and affective relations.* S. Driver and N. Coulter (eds). Palgrave Macmillan: New York. (pp. 1-13).

N. Coulter. My Moshi Monster is “Desolate.” Digital Games and Affect in Neoliberal Capitalism. *Youth mediations and affective relations.* S. Driver and N. Coulter (eds). Palgrave Macmillan: New York. (pp. 107-118).

N. Coulter. Emergence of the Canadian Tween Market. *Advertising, consumer culture & Canadian society*. Kyle Asquith (ed). Oxford University Press: Toronto, ON. (pp. 71 – 87).

2017 C. Williams and N. Coulter. From Babies to Teens: Children are a Marketer’s Dream. *The sociology of childhood and youth studies in Canada: Categories, inequalities, engagements.* Xiaobei Chen, Rebecca Raby and Patrizia Albanese, (eds). Canadian Scholars’ Press Inc. Toronto. (pp. 189- 219).

K. Moruzi and N. Coulter. ‘Suitable for Us Girls’: Subjectivity and Community in the Victorian Periodical Press*. Mediated girlhoods, 2nd ed.*  Mary Celeste Kearney and Morgan Blue, (eds). Peter Lang: New York. (pp. 87 – 103).

S. Poyntz, N. Coulter and G. Brisson. Past Tensions and Future Possibilities: ARCYP and Children's Media Studies. *Children, adolescents and media: The future of research and action.* Dafna Lemish, Amy Jordan and Vicky Rideout, (eds). Routledge: New York. (REPRINT) (pp. 44- 50).

2013 N. Coulter. From the Top Drawer to the Bottom Line: The Commodification of Children’s Culture. *Mediascapes.* 4th edition. Leslie Regan Shade, (ed). Nelson Education: Toronto. (pp. 409-426).

2009 N. Coulter. Selling Youth: Youth, Media and the Marketplace. *Mediascapes.* 3rd edition. Paul Attallah and Leslie Regan Shade, (eds). Nelson Education: Toronto. (pp.149-164).

2005 N. Coulter. The Consumption Chronicles: Tales from Suburban Tweens. *Seven going on seventeen*. Claudia Mitchell and Jacqueline Reid-Walsh, (eds). Peter Lang: New York. (pp. 330-346).

**Articles in Refereed Journals**

2019 N. Coulter. ‘Frappés, Friends and Fun.’ Affective labour and the cultural industries of girlhood.” *Journal of Consumer Culture.*

2018 M. Kennedy and N. Coulter. Locating tween girls. *Girlhood Studies*. 11 (1), (pp. 1-7).

2016 S. Poyntz, N. Coulter and G. Brisson. Past Tensions and Future Possibilities: ARCYP and Children's Media Studies. *Journal of Children and Media.*10 (1),

(pp. 47- 53). <http://dx.doi.org/10.1080/17482798.2015.1121887>

N. Coulter. More ‘Missed Opportunities’: The Oversight of Canadian Children’s Media. *Canadian Journal of Communication*. 41(1), (pp. 95-113).

2015 N. Coulter and H. Ramirez. Locked In: Feminist Perspectives on Surviving Academic Piecework. *New Proposals: Journal of Marxism and Interdisciplinary Inquiry*. 7 (4), (pp 28-36).

2014 N. Coulter. Looking for Love in All the Wrong Places: Mythology of DWYL in the Neoliberal Marketplace of Academic Labour*. English Studies in Canada*. 40 (4), (pp.13- 16).

N. Coulter. Selling the Male Consumer the Playboy Way. *Popular Communication*.12 (3), (pp 139 -152).

2012 N. Coulter. From Toddlers to Teens: Colonizing Childhood the Disney Way. *Jeunesse: Young People, Texts, and Cultures.* Summer Issue. (pp. 146 -158).

**Papers in Refereed Conference Proceedings**

2012 Selling the in beTween: Commodifying Transformation and Transition. Peer Reviewed Conference Proceedings for Children and Teen Consumption.

2000 The Playboy, the Marlboro Man and the Blue-Collar Hero: A Cultural History of Contemporary Masculinities. Published in *The Proceedings of the 10th Annual Western Canadian Graduate Communications Conference.*

## Non-refereed Publications

2018 N. Coulter. Tween. *The SAGE Encyclopedia of Children and Childhood Studies.* D. Cook (ed). SAGE Publications.

N. Coulter. Children as Consumers. *The SAGE Encyclopedia of Children and Childhood Studies.* D. Cook (ed). SAGE Publications.

2016 C. Leader, D. Cook, H. Jenkins and N. Coulter. Expert Roundtable: Children and the Media. *Velvet Light Trap*, 78, (pp. 63 - 73).

N. Coulter. Canadian Children’s Media. *In Mass Communications in Canada.* 8th Edition. Mike Gasher, David Skinner and Rowland Lorimer, (eds). Oxford University Press. (pp. 365-366).

2015 N. Coulter and L. Erwin. More Than a Bargaining Unit: YUFA’s Commitment to Social Unionism*. Academic Matters.* Summer Issue. (pp 24 - 28).

N. Coulter and K.A. Bernard. Public Broadcasting in Canada. *Children’s Media Fund Yearbook.* (pp 22 - 25).

2014 N. Coulter. Teen. *The Wiley-Blackwell Encyclopaedia of Consumption and Consumer Studies.* J. Michael Ryan and Daniel Cook (eds). Wiley-Blackwell: Boston, MA. (pp 279).

N. Coulter. Cool Hunting. *The Wiley-Blackwell Encyclopaedia of Consumption and Consumer Studies.* J. Michael Ryan and Daniel Cook (eds). Wiley-Blackwell: Boston, MA. (pp 64 - 65).

2012 N. Coulter. Separate Playgrounds: Surveying the Fields of Girls’ Media Studies and Boyhood Studies. *Canadian Journal of Communication*. 37(1), (pp. 353 - 363).

## 2010 N. Coulter. Looking for Savvy Girls in the Post-Girl Power Era. *Jeunesse: Young People, Texts, Cultures,* 2 (1). (pp. 177-187).

**Book Reviews**

2015 *Ontario Boys: Masculinity and the Idea of Boyhood in Postwar Ontario: 1945-1960*. By Christopher Greig. In *Labour/Travail*. 75, Spring. (pp. 275 - 277).

2014 *Regulating Screens: Issues in Broadcasting and Internet Governance for Children,* by André H. Caron and Ronald I. Cohen in *The Canadian Journal of Communication.* 40 (3). (pp. 561-563).

2012 *Maiden USA: Girls Icons Come of Age*, by Kathleen Sweeney in *Girlhood Studies.* 5 (2). (pp. 124-138).

2006 *Nickelodeon Nation*, by Heather Hendershot (ed), in *Canadian Journal of Communication*. 31(2), (pp. 479-480).

1998 *Manhood in America: A Cultural History*, by Michael Kimmel, in *Journal of American Culture. 21*(4), (p.99).

1997 *Boys: Masculinities in Contemporary Culture,* by Paul Smith (ed), in *Sex Roles.* 36, March, (pp. 429 – 430).

**Unpublished Professional Reports**

2014 *Teaching at the Intersections: Community Engagement Projects: Engaging with the Jane Finch Community*. Prepared for York University and YUFA. 10 pages.

2001 with Catherine Murray*. Watching the Watchers: Gender Justice and Co-Regulation in the New Media Marketplace.* MediaWatch: Toronto. 120 pages.

**Publications Forthcoming**

M. Mauk, R. Willet and N. Coulter. Marching into the middle class? A discourse analysis of coding initiatives designed for girls. Submitted to *Media, Culture and Society*. (under review)

N. Coulter and K. Moruzi. Woke Girls: From the Girl’s Realm to Teen Vogue. *Feminist Media Studies*. (under review)

**PRESENTATIONS**

**Conference Papers and Panels**

2019 with Grace Lao and Amina Ally. “The Elusive Girly Girl”. Women’s and Gender Studies et Recherches Féministes (WGSRF), Congress, UBC. (Vancouver, BC).

with Amina Ally and Grace Lao. “Art-Based Research and Photo Voice to Explore Identity Politics”. Canadian Communication Association. Congress, UBC. (Vancouver, BC).

with Kris Moruzi. “Woke Girls: From the Girl’s Realm to Teen Vogue.” International Girls Studies Association. (Notre Dame, Indiana).

with Kris Moruzi. “From the *Girl’s Realm* to *Teen Vogue*: Girls’ periodicals and expressions of activism.” Society for the History of Children and Youth. (Sydney, Australia)

“The Creative Entanglements of Kidfluencers and Superfans”. Youngsters Conference ARCYP. (Toronto: ON)

2018 “Performing ‘authentic’ labour: The superfans, influencers and mirco-celebrities of children’s media culture.” Children and Teen Consumption Group. Université de Poitiers. (Poitiers: France).

Earlier versions presented at:

Digital Doings, York University (Toronto, ON) (2017)

ACRYP Research Symposium, Ryerson University (Toronto, ON) (2018)

“Pop goes the Girl: The production ecology of an intellectual property.” Society for Cinema and Media Studies. (Toronto, ON).

“Learning to Fail (and be rejected).” Association for Research in the Cultures of Young People. ARCYP. Congress. (Saskatoon: SK)

2017 “When in doubt, laugh: Depoliticizing girlhood by privileging fun.” Conceptualizing Children and Youth Conference. Brock University. (St. Catherines: ON)

“The fun seeker, as the perfect neoliberal citizen”. Marketing and Critique Conference. University of London. (London: UK)

with Anne MacLennan. “Boxtop citizenship: Children, consumer culture and radio”. Society for the History of Children and Youth. Rutgers University. (Camden: USA).

2016 “#Think Happy #Be Happy: Affective labour and the cultural industries of girlhood.”

Youngster Conference: ARCYP. Simon Fraser University. (Vancouver: BC)

“Happy girls are the prettiest: The politics of fun in rape culture.” Moving Forward. Western University. (London; ON).

“’Fun is the new pretty’, and other such fables from the tween marketplace.”

Children and Teen Consumption Group. Aalborg University. (Aalborg: Denmark)

“Do (tween) girls really just wanna have fun?” International Girls Studies Conference. University of East Anglia. (Norwich: UK)

2015 “My Moshi Monster is “Desolate”: Digital games and affect in neoliberal capitalism.” American Studies Association. (Toronto: ON)

“Telling the untold story: Canada’s Role in the children’s television industry.” The Story of Children’s Television - An International Conference. University of Warwick (Coventry: UK)

with Kerrie-Ann Bernard “Belonging in the Act: Children in Canadian broadcasting policy.” Society for the History of Children and Youth. University of British Columbia. (Vancouver: BC)

“Girls, fashion and something called Justice™.” Canadian Communication Association.

University of Ottawa. (Ottawa: ON)

2014 “The giggling girl and the immaterial labour of fun”. The Fun and the Fury Conference. American Studies Association. (Los Angeles: USA)

“Liminalities at the margins: Producing and reproducing the child audience in Canada.”

Co-authored with Anne MacLennan. Canadian Communication Association. (St. Catherines: ON)

“Looking for love in all the wrong places: The mythology of DWYL in the neoliberal marketplace of academic labour.” Association of Canadian College and University Teachers of English. (St. Catherines: ON)

“ Dressing the liminal: Cross cultural comparisons in children’s fashion.” Children and Teen Consumption. University of Edinburgh. (Edinburgh, Scotland)

2013 “Seen but not heard: Including children's media in the conversation.” Canadian Communication Association. (Victoria: BC)

“Transitional bodies.” Canadian Historical Association. (Victoria: BC)

2012 “Selling the in beTween: Commodifying transformation and transition.” Children and Teen Consumption. IULM University of Milan. (Milan: Italy)

2011 “From toddlers to teens: Colonizing childhood in the 20th century.” Mapping the Landscapes of Childhood. University of Lethbridge. (Lethbridge: AB)

2010 “Silk pyjamas and bunny ears: The construction of the Playboy persona.” Canadian Communication Association. (Montreal: ON)

2009 “Who’s that girl? Personifying the tween market.” Association for Research on Young People’s Culture. (Ottawa: ON)

“Mining the matrices: The mediated marketplace and the feedback loop.” Canadian Communication Association. (Ottawa: ON)

2008 “Tweening the 1980s.” Canadian Historical Association. (Vancouver: BC)

“She’s *Seventeen*, *Sassy* and changing: Girl’s magazines and the commodification of puberty.” Canadian Communication Association. (Vancouver: BC)

2007 “Knowing” the cable brats: Reframing the young consumer.” Canadian Communication Association. (Saskatoon: SK)

2006 “Desperately trying to fit in: Girlhood friendships and subcultural capital.” Canadian Communication Association. (Toronto, ON)

2005 “Get’em while they’re younger: Developing the tween market in the 1980.” Society for the History of Children and Youth. (Milwaukee, USA)

“I’m just a girl: Re-evaluating girlhood subjectivities.” Identity Matters: Those Simmering Horizons. The University of Liverpool. (Liverpool, UK).

“Commodifying girlhood.” Canadian Women’s Studies Association. (London, ON)

“Selling the girl: The ‘discovery’ of the tween.” Graduate Women’s Studies Student Association. York University. (Toronto, ON)

2003 “Gendered identities, consumer culture and the everyday.” Canadian Communication Association. (Halifax, NS)

“Gendered identities and the revisioning of consumer culture.” Re-Visioning Boundaries: New Directions in Communication Studies in Canada. Wilfrid Laurier University. (Waterloo, ON)

2002 “Just one more paper on the Spice Girls.” Youth Popular Culture and Everyday Life Conference. Bowling Green University. (Bowling Green, USA)

2001 “Why I hate Howard Stern and other tales of media self-regulation.” Canadian Communication Association. (Quebec City, QC)

“Self-regulation of the media in the global marketplace.” Union of Democratic Communications. University of Ottawa. (Ottawa, ON)

2000 “Selling values by the carton: Tobacco advertising and Vancouver teens.” Canadian Communication Association. (Edmonton, AB)

1999 “The construction of masculinities in American magazines 1960-1985.” Popular Culture Association. (San Diego, USA)

**Invited Speaking Engagements: Lectures**

2019 Invited Speaker

“When in Doubt, Laugh: The Depoliticized Girl as the Perfect Neoliberal Citizen”

(Gender in Research Group, Aarhus University: Denmark)

2019 Invited Speaker

**“**Creative Entanglements: Rethinking Girl’s Labour in the New Digital Economy”

Children, Media and Culture Research Group. Department of media, cognition and communication. (University of Copenhagen: Denmark).

2019 Invited Speaker

“My Moshi Monster is “Desolate”: Games and Affect in Digital Capitalism”

Gender Studies Research Group, and MEDITi (Tallinna Ülikooli Meediainnovatsiooni ja Digikultuuri Tippkeskus / Tallinn University Centre of Excellence in Media Innovation and Digital Culture. (Tallinn University: Estonia)

2019 Invited Speaker

“Hey you! Smile”: Girls, Affective Labour, and the Neoliberal Marketplace.

Tema Barn (Linköpings University, Sweden).

2018 Invited Speaker

“Mining the Data: The Case of the Superfan.”

McLuhan Centre for Culture and Technology. (University of Toronto: ON).

2017 Invited Speaker

“’Happy girls are the prettiest’: Depoliticizing Tween Girls One T-Shirt at a Time.”

Media and Gender Research Group. (University of Leicester: UK).

2016 Invited Speaker

“The missing history of Canadian children’s media.”

Institut for Medier, Erkendelse og Formidling / Dept. of Media, Cognition, and Communication (Københavns Universitet / Copenhagen University: Denmark)

2009 Invited Roundtable Participant

“The Third and Unknown Musketeer: Latika and the Framing of Girls’ Studies.”

*Slumdog Millionaire* Roundtable, Association of Research in Cultures of Young People (University of Winnipeg: MB).

Invited Speaker

“Youth: Methodologies, Ethics and Access.”

Collaborative Program in Women’s and Gender Studies (University of Toronto: ON).

2006 Keynote Speaker

“See Dick Buy, See Jane Spend: The Commercialization of Childhood.”

C-Cave. Canadians Concerned About Violence in Entertainment Fundraiser

(Toronto: ON)

**Conference and Workshop Organizing**

2018 Organizing Committee Member

Digitally Engaged Learning

York University. (Toronto: ON)

2017 Organizing Committee Member

International Research Society for Children’s Literature

York University. (Toronto: ON)

2016 Member of Organizing Committee

Jane-Finch Community Research Partnership, Community Research and Ethic Symposium. (Toronto: ON)

2015 Co-Chair of Social Committee

American Studies Association. (Toronto: ON)

2014 Committee Member

Association for Research on the Cultures of Young People (ARCYP)

Congress of the Humanities and Social Sciences. (St. Catherines: ON)

2013 Workshop Organizer

Workshop: Developing Tools and Practices for Community Engagement Projects. YUFA Teaching-Learning Development Grant. (Toronto: ON)

Panel Organizer

“Seen but not heard: Including Children's Media in the Conversation.”

Canadian Communication Association. Congress of the Humanities and Social Sciences. (Victoria: BC)

2012 Panel Organizer and Chair

“The Friendly Giant’s Empty Chair: The Missing Histories of Canadian Children’s Media Industries Association for Research in the Cultures of Young People.”

Conference Roundtable, ARCYP. Congress of the Humanities and Social Sciences. (Waterloo: ON)

**Media and Public Appearances**

2017 Radio Interview, The Morning Show. AM640 (CFMJ AM) discussed tween girls. Oct. 30, 2017.

Interviewed and quoted. “Social media began as a sheer pleasure, but now it’s become a pain in the neck.” By Elizabeth Renzetti. *The Globe and Mail*. May 17, 2017.

2015 Interviewed and quoted, CTV News (online), “’Are you Santa?’ How one mother answered her daughter.” By Marlene Leung. Dec. 21, 2015.

Interviewed and quoted, “Fun, festive and frugal: Some families opt to scale Back on holiday gift giving.” By Lauren LaRose. *The Brandon Sun*, Dec. 11, 2015, and the *Winnipeg Free Press*, Dec. 10, 2015.

Interviewed and quoted, “Presents with personality: Three thoughtful approaches to holiday gift-giving.” By Lauren LaRose. *The Province.* Dec. 10, 2015.

Interviewed and quoted “Three alternative gifts when scaling back on holiday presents.” By Lauren LaRose. CTV News, (online). Dec. 11 2015.

Interviewed and quoted, “Playboy nixes nudes: smart move or branding disaster? Four experts weigh in on the magazine’s historic decision. *Chatelaine* (online). Oct. 14, 2015.

Radio Interview Metro Morning, CBC 99.1, for a segment on Fairy Doors appearing on Danforth Ave., Toronto. Aug. 8, 2015.

2014 Interviewed and quoted, “Rate my classmate site to call out group- project slackers.” By Louise Brown. *Toronto Star*, Oct. 26, 2014.

2013 Interviewed and quoted, “You’re blaming the victim’: Contentious discussion of campus rape pit sexes against each other.” By Sarah Boeveld. *National Post,* page A1-A2, October 25, 2013.

Interviewed and quoted, “You are what you write” by Ramezza Ahmed. *York Excalibur*.

2010 Interviewed and quoted in an article entitled “What a girl 9 year old girl thinks” by Leslie Scrivener and Mary Ormsby. *Toronto Star.* Jan. 31, 2010.

2008 Interviewed and quoted in an article on Miley Cyrus and tween celebrities. “Juvenile Obsessions” by Siri Agrell. *Globe and Mail.* April 24, 2008.

**Public Lectures, Consultations, Workshops and Think Tanks**

2019 Guest Speaker

Hey You, Smile!: Girls, t-shirts and the socio-political demands for fun!

York Circle Lecture and Lunch Series, York University.

2018 Workshop Participant

Youth Creative Connected Network (YCC)

University of Wisconsin (Madison), WISC.

2017 Workshop Presenter

Part 1: What does it mean to be a tween girl?

Girls and Identity: Tweens and Teens

Community Conversation Series

Sponsored by Liberal and Professional Studies, York University, ON

2017 Workshop Presenter

Part 3: Tweens, Teens and Social Justice

Girls and Identity: Tweens and Teens

Community Conversation Series

Sponsored by Liberal and Professional Studies, York University, ON

2016 Invited Attendee

Middle Years Researchers Think Tank: Using Evidence to Support Healthy Middle Years Development, November 25, 2016

Sponsored by the Ministry of Children and Youth Services, ON

2011 Expert Consultant

Focus Group with University Researchers Specializing in Girl Research

Programming Audit for Girl Guides of Canada

Conducted by C. Lang Consulting and Calhoun Research and Development

2008 Invited Participant,

Community Service Learning Forum, Waterloo: ON

2004 Invited Participant

Canadian Committee on Women, Peace and Security, Cross Canada Roundtables on United Nations Resolution 1325 run by Senator Mobina Jaffer

Invited by: The Honourable Mobina Jaffer Canadian Committee on Women, Peace and Security

**FUNDING**

**Major Grants**

2019- 2021 SSHRC Insight Development Grant

*Evangelisms, Entanglements and Superfans: Young People’s*

*Creative Labour in the Visibility Economy* $67 345

PI: Natalie Coulter

2016 -2018 SSHRC Insight Development Grant

*The Embodied Tween: Living Girlhood in Global and Digital Spaces*

PI: Natalie Coulter $69 500

Project was ranked 6th out of 49

2014 - 2016Awarded SSHRC Post Doctoral Fellowship [declined]

*The Illusion of Inclusion: Marketing the Global Girl* $81 000

Supervisor: Dr. Leslie Regan Shade (U of Toronto, iSchool)