

RESEARCH INTERESTS

My research addresses the concept of image-enabled discourse in order to expand the ways that images and image-making are studied in information science. My dissertation study focuses on the activity of drawing as an information-driven, communicative practice. My methodology draws on theories from sociolinguistics and discourse studies, utilizing qualitative techniques for the analysis of video data which has produced a descriptive model of image-enabled discourse.

EDUCATION

Syracuse University, School of Information Studies, Syracuse, NY
Ph.D. Program. **Dissertation defended January 2012.**

Dissertation: Image-Enabled Discourse: Investigating the Creation of Visual Information
as Communicative Practice

Advisor: Elizabeth D. Liddy

Stanford University, Department of Art & Art History, Palo Alto, CA
MFA Painting, June 1997

Temple University, Tyler School of Art, Philadelphia, PA
BFA Painting and Glass, June 1993
Summa cum laude and *President's Scholar*

Temple University Abroad, Studio Art Program, Rome, Italy
August 1991 – June 1992

PUBLICATIONS *(in reverse chronological order)*

Refereed journal articles

Small, R. V. & Snyder, J. (2010). Research Instruments for Measuring the Impact of School Libraries on Student Achievement and Motivation. *School Libraries Worldwide*, 16(1), 61-72.

Snyder, J., Heckman, R., & Scialdone, M. (2009). Information Studio: An Arts-Based Approach to Educating Technical Professionals. *Journal of the American Society for Information Science and Technology (JASIST): Perspectives on Design*, ed. Kathi Martin and Sam Hastings, 60(9), 1923-1932.

Small, R. V. & Snyder, J. (2009). The Impact of New York's School Libraries on Student Achievement and Motivation: Phase II. *School Library Media Research*, 12.

Small, R. V., Snyder, J., & Parker, K. (2009). The Impact of New York's School Libraries on Student Achievement and Motivation: Phase I. *School Library Media Research*, 12.

Refereed conference papers

Snyder, J. (2012). Activities & Artifacts: The dual nature of image-making in communicative practice. *Proceedings of the iConference 2012: Culture, Design, Society*, February 7–10, University of Toronto, Ontario, Canada.

Snyder, J. (2011). Image-making as communicative practice. Paper presented at the 2nd *International Visual Methods Conference*, September 13–15, Open University, Milton Keynes, UK.

Snyder, J. (2011). Image-Enabled Discourse: A Conceptual Framework. Paper presented at the *International Visual Sociology Association (IVSA) Conference*, July 6–8, University of British Columbia, Vancouver, BC.

Refereed conference papers, continued

- Snyder, J. (2011). Image-Making as Discourse Strategy. Paper presented at the *17th Annual Conference on Language, Interaction and Social Organization (LISO)*, May 12–14, UC Santa Barbara.
- Scialdone, M., Rotolo, A., & Snyder, J. (2011). Social Media Futures: Why iSchools Should Care. *Proceedings of the iConference 2011: Inspiration, Integrity, Intrepidity*, February 8– 11, Seattle, WA.
- Snyder, J., D'Eredita, M. A., Yilmazel, O., & Liddy, E. D. (2009). Introducing a Cognitive Methodology for the Automated Detection of Connotative Meaning in Text. *Proceedings of the American Society for Information Science and Technology (ASIST) 2009 Annual Meeting*, November 6 – 11, Vancouver, BC.
- Snyder, J., D'Eredita, M. A., Yilmazel, O., & Liddy, E. D. (2009). Towards a Cognitive Approach for the Automated Detection of Connotative Meaning. Short paper in *Proceedings of the Eighth International Conference on Computational Semantics (IWCS-8)*, Tilburg, Netherlands, pages 326–332.
- Snyder, J. (2008). An Exploratory Approach for Modeling Image-Enabled Discourse. Short Paper in *Working Notes for the Association for the Advancement of Artificial Intelligence (AAAI) Fall Symposium on Multimedia Information Extraction*, Arlington, VA, November 7-9, 2008.
- Heckman, R., & Snyder, J. (2008). The Role of the Arts in an I-School Education. *Proceedings of the iConference 2008: iFutures: Systems, Selves, Society*, UCLA, Los Angeles, CA, February 28 – March 1.
- Small, R. V., Snyder, J., & Parker, K. (2008). The Impact of New York's School Libraries on Student Achievement and Motivation: A Multi-Phase and Multi-Method Study. *Proceedings of the American Education Researchers Association (AERA) Annual Conference*, March 26 to 27, NY, NY.
- Inoue, K. & Snyder, J. (2007) A Conversation Repository for Participatory Librarianship. Presented at *Nordic Research School in Library and Information Science (NorLIS) Workshop II: Discourse-Oriented Approaches in LIS*, Lund, Sweden, November 22-24.
- Snyder, J. (2007). Drawing conclusions: Bridging communication gaps with visualizations. *Proceedings of the 21st Annual Conference for the Society for Literature, Science, and the Arts (SLSA)*, November 1-4, Portland, Maine.

Refereed conference posters

- Snyder, J. (2012). Let me draw you a picture: coordination in image-enabled conversation. Poster abstract in *Proceedings of 2012 ACM Conference on Computer-Supported Collaborative Work (CSCW)*, Bellevue, WA, February 11 – 15.
- Snyder, J. (2012). Video-Based Analysis of Multimodal Social Interaction. *Proceedings of the iConference 2012: Culture, Design, Society*, February 7– 10, University of Toronto, Ontario, Canada.
- Snyder, J. (2011). Preliminary Findings: Image-Enabled Discourse and the Creation of Visual Information. Poster abstract in *Proceedings of American Society for Information Science and Technology (ASIST) 2011 Annual Meeting*, New Orleans, LA, October 9 – 13.
- Snyder, J. (2010). Applying multimodal discourse analysis to study image-enabled communication. Poster abstract in *Proceedings of the iConference 2010*, University of Illinois Urbana-Champaign, Champaign, IL, February 3 – 6. **Best Poster Award.**
- Snyder, J., D'Eredita, M.A., Heckman, R., Stanton, J.M. (2010). Common Ground: Exploring the intersection between information, technology, art and design. Poster abstract in *Proceedings of the iConference 2010*, University of Illinois Urbana-Champaign, Champaign, IL, February 3 – 6.
- Snyder, J. (2009). Investigating the Creation of Ad Hoc Information Visualizations. Poster abstract in *Proceedings of American Society for Information Science and Technology (ASIST) 2009 Annual Meeting*, Vancouver, BC, November 6 – 11.
- Snyder, J. (2009). Image-Enabled Discourse: A Preliminary Descriptive Investigation. Poster presented at *iConference 2009: iSociety: Research, Education, Engagement*, UNC, Chapel Hill, NC, February 8 – 11.

Book section

Snyder, J. (2011). Dialectic theories. In R. D. Lankes (Ed.), *The Atlas of New Librarianship* (pp. 246-248). Cambridge, MA: MIT Press.

Doctoral colloquium

Doctoral Seminar for Research and Career Development (2010). *American Society for Information Science and Technology (ASIST) 2010 Annual Meeting: Navigating Streams in an Information Ecosystem*, Pittsburgh, PA, October 22-27.

Invited presentations

Snyder, J. (2010). Image-Enabled Discourse: Investigating the Creation of Visual Information as Communicative Practice. Presented at the Student Award Winning Papers Session at *The American Society for Information Science and Technology (ASIST) 2010 Annual Meeting: Navigating Streams in an Information Ecosystem*, October 22-27, Pittsburgh, PA.

Goodrum, A., Hastings, S., Jorgensen, C., Matusiak, K., Menard, E., Neal, D., O'Connor, B., Rorissa, A., Snyder, J. (2010). Current Research and Thinking in Image Analysis, Descriptions and Systems Workshop (SIG-VIS). *American Society for Information Science and Technology (ASIST) Annual Meeting: Navigating Streams in an Information Ecosystem*, October 22-27, Pittsburgh, PA.

Snyder, J. (2009). Presentation to *Design Odyssey* (November 17), Department of Design, Syracuse University.

Small, R. V., Snyder, J., Parker, K., Louis, C., & Southorn, M. (2008). The Impact of New York's School Libraries on Student Achievement and Motivation: A Multi-Method Study. Presented at Brown Bag Presentation Series (March 17), School of Info Studies, Syracuse University, Syracuse, NY.

Small, R. V., Snyder, J., & Parker, K. (2007). Impact of School Library Programs on Student Motivation and Achievement. Presented at the *New York Library Association: School Library Media Section Annual Conference (SLMS)* (May 3-5), Syracuse, NY.

Other publications

Small, R. V., Snyder, J., & Parker, K. (2008). The Impact of New York State's School Libraries and Librarians: A Sneak Peek at Findings. *Educator's Spotlight Digest*, Winter 2008.

Small, R. V., Snyder, J., & Parker, K. (2008). Syracuse Researchers Link Higher Test Scores with Certified Library Media Specialists in Schools. *New York Library Association Winter Bulletin*.

Small, R. V., Snyder, J., & Parker, K. (2008). New York State Impact Study: Progress and Preliminary Findings Report. *Center for Digital Literacy, School of Information Studies, Syracuse University*.

Snyder, J. (2008). Image-Enabled Discourse: Towards an exploratory analytic framework. *New England Chapter of the American Society for Information Science and Technology (NEASIST) Student Travel Award Competition*. **Best student paper in Information Science.**

AWARDS

Thomson Reuters Doctoral Dissertation Proposal Scholarship, 2010

Best poster award, "Applying multimodal discourse analysis to study image-enabled communication," iConference, University of Illinois Urbana-Champaign, 2010

Outstanding TA Award, The Graduate School, Syracuse University, 2009

Nominated for Student Employee of the Year, Syracuse University, 2009

Phi Kappa Phi, 2009

Dissertation Research Grant from The Study Response Project (<http://studyresponse.syr.edu>), 2008

Nominated for IBM PhD Fellowship by iSchool Doctoral Program Directors, October 2008

AWARDS, *continued*

Student Travel Scholarship from the Association for the Advancement of Artificial Intelligence (AAAI) to attend the Fall Symposium on Multimedia Information Extraction, November 2008
Student Travel Award for Best Student Paper in Information Science from the American Society for Information Science & Technology, New England Chapter (NEASIST), to attend ASIST Annual Meeting, October 2008

RESEARCH EXPERIENCE

Senior research assistant/Liaison for interdisciplinary curriculum development, Sept 2009 – present
Common Ground: Exploring the intersections between information, technology, art and design
Reporting to: Dean Elizabeth D. Liddy

Contributing investigator, Nov 2006 – present
The Role of Art and Design in Technical Professional Pedagogy
PI: Robert Heckman

Contributing investigator, Jan 2007 – 2009
Understanding Connotative Meaning in Text
Co-PIs: Michael D'Eredita, Elizabeth D. Liddy, Ozgur Yimazel
Center for Natural Language Processing, iSchool, Syracuse University

Research assistant, Sept 2007– Aug 2008 and May 2009 – Aug 2009
Reporting to: Jeffrey Stanton, Associate Dean for Research
Grant writing and development, including extensive editorial support for faculty proposals submitted to: NSF-REU, NSF-SSTEM, NSF-CreativeIT, NSF-ISE, NSF-VOSS, IARPA-SCIL, NSA/DHS-CAER, NEH, and MacArthur-HASTAC

Research assistant: Project coordinator, Aug 2006 – May 2008
Impact of New York State School Library Media Programs on Student Learning and Motivation
PI: Ruth V. Small
Center for Digital Literacy, iSchool, Syracuse University

Contributing investigator, June 2007 – Dec 2007
The Library as Conversation: Participatory Librarianship
PI: R. David Lankes
Information Institute of Syracuse, iSchool, Syracuse University

TEACHING EXPERIENCE

Syracuse University, School of Information Studies, Syracuse NY

Task Force member, Masters in Information, Design, & Communication, April 2011–present
Development of new multidisciplinary graduate level curriculum. Collaboration between iSchool, S.I. Newhouse School of Public Communication and College of Visual and Performing Arts,

Liaison for Interdisciplinary Curriculum Development, September, 2009–present
Responsibilities related to teaching include facilitating, developing and teaching multidisciplinary courses and classroom activities offered by the iSchool & the College of Visual and Performing Arts:
2010 Fall Co-Instruction, course development: *IST400/600 Digital Documentation for the Arts*
2009 Spring Co-Instruction, course development: *DES/FIB 300/500 Responsive Environments*

Instructor
2011-12 Spring Instruction, course development and regularization: *IST600–Information Design*
2008 Fall Instruction: *IST 444–Information Reporting and Presentation*

Teaching, Syracuse University, *continued*

Guest Instructor

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| 2011 | Fall | Design & Technology Workshop: <i>IT Girls</i> , Undergraduate recruiting program sponsored by the iSchool at Syracuse university to introduce high school girls to opportunities in the IT field |
| 2011 | Spring | Interaction Design Workshop: <i>Girls Eyes Only</i> , an after-school program sponsored by JPMorganChase and Syracuse University, designed to engage at-risk 8-9 th grade girls in STEM disciplines |

Mercy College, Center for Digital Arts, White Plains, NY

Associate Lecturer, 2003–2005

Curriculum development and instruction:

Digital Media + Interaction Design

Web Design I and II

Three Dimensional Design

University of Southern Maine, Department of Art, Gorham, ME

Visiting Artist-in-Residence, 2004

Course design and instruction:

Experimental Drawing

Stanford University, Department of Art & Art History, Palo Alto, CA

Lecturer, 1999

Course design and instruction:

Drawing I

Instructor, ASA Pre-College Enrichment Program in Studio Art, Summers 1997-1999

Curriculum development and instruction:

Painting and Drawing for Majors

Painting and Drawing for Electives

Graduate Instructor, 1995-1997

Course design and instruction:

Drawing for Non-Majors

Words & Pictures: Text and Image in Visual Art

Teaching Assistant, 1995-1997

Co-instruction:

Painting I, II, III

Drawing II, III

Collage

Palo Alto Cultural Center, Palo Alto, CA

Instructor, 1997-1999

Course design and instruction:

The Language of Painting

SERVICE

Committees

Program Committee, iConference, 2010

At Syracuse University, School of Information Studies:

Doctoral Committee, 2008-2009

Personnel Committee, 2007-2008

Faculty Search Committee, 2006-2007

Service, continued

Reviewer

iConference: 2010, 2011, 2012

Int J of Human Computer Studies (IJHCS): 2008, 2010

Artificial Intelligence Journal (AIJ): 2008

Professional memberships

International Visual Sociology Association (IVSA), since 2010

American Society for Information Science and Technology (ASIST), since 2006

College Art Association (CAA), since 1997

MULTIDISCIPLINARY COLLABORATIONS

Syracuse Little Free Libraries, Fall 2011–present

School of Information Studies, Office of Community Engagement & Economic Development and the College of Visual and Performing Arts (VPA)

Team: Jaime Snyder (iSchool), Jill Hurst-Wahl (iSchool-LIS), Zeke Leonard (VPA-Design),

Maartin Jacobs (SU Community Engagement)

Creative director/Project Coordinator for a newly launched program that extends the Little Free Library project begun in Madison, Wisconsin. The project involves working with community members, public librarians, designers, and students to create and construct a series of small lending libraries to be placed throughout the community.

More information: littlelibraries.syr.edu.

Common Ground: Exploring the intersections between information, technology, art & design,

Fall 2009–present

School of Information Studies and the College of Visual and Performing Arts (VPA)

Sponsors: Dean Elizabeth D. Liddy (iSchool) and Dean Ann Clarke (VPA)

Creative director/Project coordinator for continuing cross-disciplinary collaborations. CommonGround collaborations have included: co-taught courses, community-based projects and the creation of dedicated space in the iSchool (The Innovation Studio) reserved for studio-based learning. More information: commonground.syr.edu.

Social Media Futures, April 2010

School of Information Studies, COLAB and the College of Visual and Performing Arts (VPA)

Syracuse University

Team: Jaime Snyder (iSchool), Anthony Rotolo (iSchool), Chris McCray (COLAB/VPA),

Shoham Arad (COLAB, VPA)

With team, facilitated an intense three-day design-thinking workshop on the topic of business potentials in the area of social media. The event included 32 selected students from seven colleges across the SU campus and domain experts from industry, academia, and government. The event was held at VPA's COLAB (Collaborative Laboratory).

More information: ischool.syr.edu/ilife/socmediafutures.aspx and colab.syr.edu

The iSchool Windows Project, 2008-2010

School of Information Studies and the College of Visual and Performing Arts (VPA)

Syracuse University

Project sponsors: Dean Elizabeth D. Liddy (iSchool) and Dean Ann Clarke (VPA)

Designed and implemented a collaborative project resulting in eight site-specific commissioned artworks installed in the iSchool's Hinds Hall. Artists were all members of the SU community, including students, faculty and staff and their work became part of the SU Permanent Art Collection. More information: <http://windows.ischool.syr.edu/>

OTHER EXPERIENCE

Consulting: Interactive producer, information architect, web development

Consultant, March 2000 to 2007

Roles: Interactive Producer, Information Architect, Project Manager, Content Strategist

Clients: American Association of Advertising Agencies (4As), New York, NY

Wechsler Ross & Partners, New York, NY

Image Works, Portland, ME

Bernhardt Fudyma Design Group, New York, NY

200 East Housing Corporation, New York, NY

Decimal, Inc./Online 401K, San Francisco, CA

Tiller, LLC, New York, NY

Web Design & Programming Contractor, January to March 2000

Wunderman Cato Johnson, New York, NY

Concrete Creative, Washington, DC

Systems Assistant and Internet Administrator, October 1997 to December 1999

Cody's Books, Inc., Berkeley, CA

Visual Art Practice: Experimental drawing and painting installation

Artist Residencies

Three Walls Gallery, Chicago, IL, 2005–2006

University of Southern Maine, Gorham, ME, 2004

Montana Artists Refuge, Basin, MT, 2003

Braziers International Artists Residency, Oxfordshire, UK, 2002

Selected Exhibitions Portfolio: www.jaimesyder.com

2006 *Overview*, Three Walls Gallery, Chicago, IL

2004 *Attic*, University of Southern Maine, Gorham, ME

2003 *Selected work*, Montana Artists Refuge Residency, Basin, MT

2002 *Group show*, Braziers International Artists Residency, Oxfordshire, UK

Six Thousand Five Hundred: Artist's Project published by 9x9 Industries/Paraffin Arts

Project, San Francisco, CA

2001 *To the power of...*, Cell Project Space, London, UK

2000 *Slide Registry*, The Drawing Center, New York, NY

Pierogi 2000 Flat Files, Brooklyn, NY

1999 *Bay Area Now 2*, Yerba Buena Center for the Arts, San Francisco, CA

As if the World Ended on the Fifth Floor, Blohard Gallery, Philadelphia, PA

1997 MFA Thesis Exhibition, Stanford University, Palo Alto, CA

1996 *glean**, curated by Renny Pritikin, Four Walls, San Francisco, CA

1995 *Test Your Vision*, MFA Program Exhibition, Stanford Univ., Palo Alto, CA

Lighting & Set Design for *The Plague* by Albert Camus staged by The Lost Art of Puppet,

The Actors Center, Philadelphia, PA

Glass Alternatives, Nexus Foundation, Philadelphia, PA

1994 *Painting Installations*, LMNOP Performance/Installation Space, Philadelphia., PA

1993 *Installations*, University City Arts League, Philadelphia, PA

Visual Arts Awards

Carol Davis Scholarship, Montana Artists Refuge Residency, Basin, MT, 2003

Edwin Anthony & Adalaine Boudraux Cadogan Fellowship, San Francisco Foundation,

San Francisco, CA, 1996

REFERENCES

Elizabeth D. Liddy, Ph.D.

Dean

Trustee Professor

School of Information Studies

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Jeffrey M. Stanton, Ph.D.

Associate Vice President for Research (Syracuse University)

Associate Dean for Research & Doctoral Programs (iSchool)

Associate Professor

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Cynthia Gordon, Ph.D.

Assistant Professor

Communication and Rhetorical Studies

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