

Dr. Leandro Augusto Borges Lima

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Education

KING'S COLLEGE LONDON - CMCI (2014-2019)

PhD in Media and Game Studies

- Thesis Title: *Gaming Politics: Gender and Sexuality on Earth and Beyond*
- Supervisors: Dr. Sarah Atkinson; Dr. Colin Harvey
- Examiners: Dr. Aphra Kerr and Dr. Seth Giddings.
- I investigated videogaming's potential as a political medium for the debate on gender and sexuality. Based on a case study of the game trilogy *Mass Effect*, the research explores how the political in videogames cultures is present in production, consumption, content, and videogames media within a configurative system of interactions.

FEDERAL UNIVERSITY OF MINAS GERAIS/UFMG-BRAZIL (2012-2014)

Master of Philosophy in Social Communication

- Dissertation title: *Produce, Consume, Collaborate: Unique Experiences in the Practice of Crowdfunding*
- Supervisor: Dr. Marcio Simeone Henriques
- Examiners: Dr. Paula Simões and Dr. Joana Ziller
- I researched the mobilization of supporters for crowdfunding projects in Brazil. My research articulated concepts of public, crowd, experience, mobilization, and cyberculture in order to understand the practice of crowdfunding and how it works within a cooperative-communicative logic to mobilize the public.

FEDERAL UNIVERSITY OF MINAS GERAIS/UFMG-BRAZIL (2007-2011)

Bachelor of Social Communication/Journalism

- Dissertation title: *From Ceará to Canada, Izzy Nobre: Visibility, Performance and Charisma as Elements of Anonymity Rupture on the Internet*
- Supervisor: Professor Vera Regina Veiga França
- Examiners: Dr. Geane Alzamora and Dr. Beatriz Bretas
- I researched how ordinary people can become web-celebrities and form a public of their own. Using conversation and content analysis as method, the study observed how a Brazilian-Canadian blogger, Izzy Nobre, interacted with his fans and established a strong relationship with them; enabling him to transform from an ordinary person into a recognized micro-celebrity/influencer within the Brazilian online community.

Research Interests

My main research interest lies in the connections between political science, media studies, identity politics and videogame studies. I am interested in exploring the use of this medium as a place for political engagement by consumers. My background in Media and Communication studies directs my interests to the interactions between gamer and game as part of an intricate network of configurative relationships. Current research interests include an investigation of the Brazilian videogame industry,

conducting in-depth interviews with game workers to explore the challenges and politics of making games in Brazil. The research is conducted as part of a postdoctoral fellowship.

Teaching/Supervising Experience

COURSE DESIGN

2019-2021 – Erasmus University Rotterdam

- Fully designed the syllabus of the undergraduate modules “Media, Games and Creative Industries”, “New Media and International Business”, and “Media Audiences and Effects”

2013 – Federal University of Minas Gerais

- Fully designed the syllabus of the undergraduate module “Online Communication and Social Mobilization”.

TEACHING

09/2019 – 08/2021 – Lecturer at Erasmus University Rotterdam, Department of Media and Communication

Alongside teaching lectures and seminars, I was also responsible for the grading of exams and assignments. During the pandemic, I also scripted and recorded several lectures.

BA Level Courses:

- Year 1: Introduction to Human Communication; Academic Skills; Media Industries and Audiences; Research Workshop: Cross-National Comparative Research
- Year 2/3: Media Audiences and Effects; Media, Games and Creative Industries; New Media and International Business.
- Year 3: BA Thesis Class

MA Level:

- Methods of Media Research II – Qualitative Research
- Master Thesis

01/2016 – 01/2018 GTA – Digital Cultures BA at the Department of Digital Humanities, King's College London

- GTA/Seminar leader: “Digital Politics”, 'Theories of New Media', 'Critical Debates in Digital Media', a second-year level 5 module (2016-17). 'Critical Debates in Digital Media'(2017-18). Additional responsibilities included essay marking and student tutoring.

03/2013 – 12/2013 Federal University of Minas Gerais (UFMG)

- Teaching Internship I: GTA -“WorkShop - Solidarity Communication Agency” - Communication Studies BA.
- Teaching Internship II: Lecturer - “Online Communication and Social Mobilization” - Communication Studies BA.

SUPERVISION

2019-2021 – Erasmus University Rotterdam

- Supervising undergraduate dissertations (19 in total)
- Supervision MA dissertations (12 in total)
- Examiner of undergraduate and master dissertations (34 in total)

Journal Articles and Conference Proceedings

- (In Production – Targeted to “Replaying Japan Journal”) Lima, Leandro A.B (2021)– Kamurocho, Kazuma and I: the experiential cartography of a digital town in the Yakuza series.
- (In Production – Targeted to Brazilian Journals) Lima, Leandro A.B (2021) – A State of The Art of the Brazilian Digital Games Industry Research: from funding policies to the everyday of game workers.
- (In Production – Targeted to “Journal of Gaming & Virtual Worlds”) - Lima, Leandro A.B, Walesa, Dorota. The Dark Play of Monstrosity in NieR:Automata.
- (In Production – Targeted to Transformative Works and Cultures) – Lima, Leandro A.B, Varga, Bertalan Z., Motivations to Develop Nostalgia: a study of Nintendo fans.
- Lima, Leandro A.B, 2018. The struggles of diversity in gaming: an analysis of gender representation in crowdfunded games. *Proceedings of SBGames 2018*. Foz do Iguaçu, Brazil, October 29th-November 1st, 2018.
- Lima, Leandro A.B (2017) Configurative dynamics of gender in BioWare's marketing for the *Mass Effect* franchise. *Révue Kinéphanos* (online), v.7, pp.165-197.
- Lima, Leandro A.B (2017) *O potencial político dos videogames para o debate sobre gênero e sexualidade* [The political potential of videogames to the debate about gender and sexuality]. *Revista Fronteiras* (online), v. 19, pp. 129-143.
- Henriques, M.S, Lima, Leandro A.B (2014). *Os públicos fazem o espetáculo: protagonismo nas práticas de financiamento coletivo através da Internet* [The public make the spectacle: protagonists on crowdfunding practices over the internet]. *Revista Conexão: Comunicação e Cultura*. v.13, p. 55-75.
- Lima, Leandro A.B, Silva, Daniel. R, (2014). *A influência da opinião pública no desenvolvimento do projeto de crowdfunding Veronica Mars: uma apropriação controversa* [The influence of public opinion on the Veronica Mars crowdfunding campaign: a controversial appropriation]. *Revista Eptic* v.16, p. 123-138.
- Lima, Leandro A.B, 2012. Notes on consumption, sociability and crowdfunding. *Proceedings of the II International Seminar on Communication and Consumption – Comunicon*. São Paulo, Brazil. 15-16 October 2012. São Paulo: ESPM

Book Chapters

LIVRO MOBILIZA

- (Forthcoming) Lima, Leandro A.B (2021) Por uma perspectiva afetiva e experiencial da formação e mobilização dos públicos [Towards an experiential-affective perspective in the forming and mobilizing of the public]. In: Henriques, Márcio S.; Silva, Daniel R. (Org.) BOOK TITLE. 1ed, Belo Horizonte: Autêntica.
- Lima, Leandro A.B (2017) *Videogames as a political medium: the case of Mass Effect and the gendered gaming scene of dissensus*. In: Tosoni, Simone; Carpentier, Nico; Murru, Maria F.; Kilborn, Richard; Kramp, Leif; Kunelius, Risto; McNicholas, Anthony; Olsson, Tobias; Pruulmann-Vengerfeldt, Pille. (Org.). Present scenarios of media production and engagement. 1ed.Bremen: Lumière. v. 1, p. 9-295.
- Lima, Leandro A.B (2018) *Pré-copa, pré-guerra: ações violentas na expectativa de mais violência* [Pre-Cup, pre-war: violent actions in the expectation of further violence]. In: França, Vera V.; França, Renné O. Quem se Lembra da Copa 2014? Marcas e repercussões do acontecimento

[Who Remembers the 2014 World Cup? Marks and repercussions of the event] . Belo Horizonte: PPGCOM UFMG, pp. 21-27

- Lima, Leandro A.B. (2018) *A bola fora do exoesqueleto na Copa*. [Missing the ball – the exoskeleton in the WorldCup] In: França, Vera V.; França, Renné O. Quem se Lembra da Copa 2014? Marcas e repercussões do acontecimento. [Who Remembers the 2014 World Cup? Marks and repercussions of the event] Belo Horizonte: PPGCOM UFMG, pp. 51-54.
- Lima, Leandro A.B. (2018) *Com muito orgulho e amor, o paradoxo torcedor*. [With pride and love, the supporter paradox] In: França, Vera V.; França, Renné O. Quem se Lembra da Copa 2014? Marcas e repercussões do acontecimento. [Who Remembers the 2014 World Cup? Marks and repercussions of the event] Belo Horizonte: PPGCOM UFMG, pp. 139-142.
- Lima, Leandro A.B. (2018) *Decime lo que siente: a experiência do acontecimento Copa do Mundo em Buenos Aires*. [Tell me what you feel: the experience of the World Cup Event in Buenos Aires] In: França, Vera V.; França, Renné O. Quem se Lembra da Copa 2014? Marcas e repercussões do acontecimento. [Who Remembers the 2014 World Cup? Marks and repercussions of the event] Belo Horizonte: PPGCOM UFMG, pp. 169-172.
- Lima, Leandro A.B, França, Renné O. (2018) *A mística da camisa amarela: seleção brasileira, memória e a utopia do futebol arte*. [The mystique of the yellow tee: brazilian national team, memory, and the utopia of 'art-football'] In: França, Vera V.; França, Renné O. Quem se Lembra da Copa 2014? Marcas e repercussões do acontecimento. [Who Remembers the 2014 World Cup? Marks and repercussions of the event] Belo Horizonte: PPGCOM UFMG, pp. 183-187.

Grants Awarded

2021-2022 – CAPES/PRINT PostDoctoral Sponsorship – R\$62.066

- Awarded a sponsorship to develop the project: “Made in Brazil: mapping the practices and cultures of digital games development in Brazil” – Federal University of Rio Grande do Sul – UFRGS/Brazil

2014—2019 – CNPq GDE Doctoral Scholarship – R\$334.754

- Awarded a scholarship to develop the PhD thesis: “Gaming Politics: Gender and Sexuality on Earth and Beyond” – King’s College London

2012-2014 - CAPES MA Scholarship – R\$18.000

- Awarded a scholarship to develop the project: “*Produce, Consume, Collaborate: Unique Experiences in the Practice of Crowdfunding*” – Federal University of Minas Gerais – UFMG/Brazil

Other Academic Activities

2021 – Find Out Why Podcast (Forthcoming September/October 2021) – Science Communication- Guest speaker to discuss videogames potential for education and social change

2021 - Balbúrdia Acadêmica Podcast – Science Communication – Guest speaker to discuss game studies and the state of research careers in Brazil. This podcast is funded by King’s College London and the Wellcome Trust.

2021 – “Gaming Industry Conference” – International Faculty Association, ACE - Erasmus– Guest Speaker – “The Brazilian Videogames Industry”.

2020 – The Damm Slapp Podcast – Science Communication Guest Speaker to talk about Media, Technology and the pandemic.

2019-2021 – IBComazine – Student-led magazine and website - Advisory Board and Guest Writer

2018-2019 – Press Start Journal – Editorial Board Member

2016 - Conference Organizer/Administrator: 2016 CMCI International PhD Conference, (In)Visible Cultures. 13-14 June 2016. Department of Culture, Media and Creative Industries, King's College London.

2015 - Conference Organizer/Administrator: 2015 CMCI International PhD Conference "Cultures in Disarray: Destruction/Reconstruction". 11-12 June 2015. Department of Culture, Media and Creative Industries, King's College London.

2012 – Workshop "How to generate a crowdfunding campaign?" - Workshop for Brazilian NGOs on how to use crowdfunding for their projects and set up better strategies for online mobilization.

2010 – 2011 - University of Copenhagen – Department of Film and Media Studies – Minas Mundi Exchange Student.

2009 - Workshop "How to create a podcast?" - Workshop for Brazilian NGOs that taught the basics of audio capture techniques and editing using open-source software Audacity.

2008 - Film Editor and Screenwriter "International Film Festival Doing and Watching Movies" - Screenwriter and editor of the short movie "The Fortune-Teller" created during the 10-day festival with participants from Brazil and Portugal.

Other Professional Experiences

02/2019 – 08/2019 – Teseu Academic Consultancy

- Created a consultancy that provides many services to post-graduate candidates such as: research project analysis, support with paperwork for applications in Brazil and abroad, and career counselling, among others.

02/2019 – 06/2019 – Orientação Afirmativa

- Voluntarily tutoring of Masters and PhD candidates in Social Communication programmes at the Federal University of Minas Gerais.

03/2014 – 08/2014 – Research Support – Research Group in Image and Sociability (GRIS) – UFMG

- As research support of the group, I was responsible for writing research reports; reviewing funding applications; organising and attending meetings of the research group and its sub-groups; and management of undergraduate students working as research assistants.

2009 – 2014 Gris – Grupo de Pesquisa em Imagem e Sociabilidade (Research Group on Image and Sociability).

- Member of the research group since 2009, participated in discussions, seminars, and book publications. In 2009 I worked as an undergraduate research assistant alongside Professor Maria Beatriz Bretas. The research aimed to understand online media activism and the rise of right-centred alternative media in Brazil. In 2013 and 2014 I joined a project investigating two main football events in Brazil, the Confederates' Cup in 2013 and the World Cup in 2014, that resulted in the publication of several chapters in a book organized by the research group.

08/2011 – 12/2011 Imaginosfera – Advertising Agency.

- Internship: Social Media Analyst, responsible for the writing, publication and management of social media posts for several companies housed in Brazil.

06/2009 – 03/2010 Polo Jequitinhonha

- Prepared and taught alternative media courses – podcasts, blogs and social media – for teenagers of an underdeveloped region of Brazil named Vale do Jequitinhonha. The project aimed to develop a strong sense of community and empowerment using both new and old media.

Selected Conferences & Seminars

- Lima, Leandro A.B, Walesa, Dorota. The Dark Play of Monstrosity in NieR:Automata. *Monstrosity: The 17th Annual Tampere University Game Research Lab Spring Seminar*. Tampere, Finland, April 20th-22nd, 2021.
- Lima, Leandro A.B. "We are FemShep: motivations and experience of play in the making of a hero". *Digital Heroisms*. University of Glasgow, Scotland, August 5th, 2021.
- Lima, Leandro A.B, 2017. (Re)Configurative Experiences in Digital Games: gender, sexuality and private life. *ABCiber 10 – X Simpósio Nacional da Abciber*. São Paulo, Brazil, December 14th-16th. 2017. ECA, University of São Paulo (USP).
- Lima, Leandro A.B, 2017. Gendered Allegories in the Mass Effect Trilogy. *Cultural Resiliences/Resilient Cultures – CMCI PhD International Conference*. London, England. June 13th, 2017. Department of Culture, Media and Creative Industries, King's College London
- Lima, Leandro A.B, 2017. Videogames marketing and gendered configuration: an analysis of Mass Effect marketing. *Meccsa Annual Conference 2017 – Culture, Media, Equality and Freedom*. Leeds, England. January 11th-13th, 2017. School of Media and Communication, University of Leeds.
- Lima, Leandro A.B, 2016. Videogames as political medium: the case of *Mass Effect* and the gendered gaming scene of dissensus. *PSA Media and Politics Group Conference – Political Communication in an Age of Crisis*. London, England. December 12th-13th, 2016. London School of Economics.
- Lima, Leandro A.B, 2016. Reconfiguring configuration: contributions from symbolic interactionism and communication theory to the understanding of configuration within videogames. *ECREA 2016*. Prague, Czech Republic, 9-13 November 2016.
- Lima, Leandro A.B, 2015. Can diversity thrive in crowdfunded games? An analysis of gender representation on Steam-greenlit Kickstarter digital games projects. *Salford Media Festival*. Salford, England, 16 November 2015. Salford: University of Salford.
- Lima, Leandro A.B, 2015. The political potential of digital gaming within the debate on gender and sexuality. In: *SOPCOM 2015*. Coimbra, Portugal. 12-14 November 2015. Coimbra: Universidade de Coimbra.
- Henriques, M.S, Lima, Leandro A.B, 2013. The public does the spectacle: protagonists on crowdfunding practices over the internet. *XV Congreso de la Red de Carreras de Comunicación Social y Periodismo de la Argentina – Redcom*. San Salvador de Jujuy, Argentina, 14-17 August 2013. San Salvador de Jujuy: Universidad Nacional de Jujuy
- Lima, Leandro A.B, Silva, D.R, 2013. The influence of public opinion on the Veronica Mars crowdfunding campaign: a controversial appropriation. *VII National Symposium of the Brazilian Association of Cyberculture Researchers (ABCiber)*. Curitiba, Brazil. 21-24 November 2013. Curitiba: Universidade Tuiuti do Paraná.

Professional Development

POSTGRADUATE TRAININGS AT KING'S COLLEGE LONDON

16/10/14 – KISS001 - Research Design and Project Evaluation

24/10/14 – KISS225 - Narrative Method and Epistemology

02/12/14 – RS119 – Mindmapping

02/02/15 – ELC233 – Writing a research paper: reviewing the literature

04/03/15 – KISS219 – Case Study Methodology

12/03/15 – KLI111 – Preparing to teach in Higher Education

28/04/15 – PGR152 – Effective speed reading for researchers

06/05/15 - KISS 232 – Qualitative data analysis

11/09/15 – AH871 – Graduate Teaching Assistants (GTA): Arts & Humanities Faculty Induction

13/10/15 – KISS003 – Introduction to Quantitative Research

25/11/15 – PGR262 – Writing for Publication in the Social Sciences

04/02/16 – KISS322 – Social Justice: The Approach of Nancy Fraser

15/05/17 – RDP – Advancing in Academia in the Arts & Humanities

OTHER POSTGRADUATE TRAINING

08/09/15 – 09/09/15 – Multimodal Qualitative Research – Cardiff University, Cardiff - Wales

24/07/16 – 06/08/16 – ECREA Doctoral Summer School, Università Cattolica dei Sacro Cuore, Milan - Italy

OTHER SKILLS

Fluent in Portuguese and English

Upper-intermediate reading and pre-intermediate speaking skills in Spanish and French

Intermediate speaking skills in Japanese

Intermediate knowledge of Adobe Premiere, Adobe After Effects, and Adobe Photoshop