Mathew Iantorno

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Education

Doctoral Candidate in Information
2020–Present / University of Toronto

Master of Arts (MA) in Communication & Culture
2013–2015 / Toronto Metropolitan University

Ontario College Certificate in Editing
2009–2013 / George Brown Polytechnic

Bachelor of Arts (BA) in English & New Media
2005–2009 / University of Toronto

Ontario College Diploma in Digital Media Arts
2004–2005 / Seneca Polytechnic

Awards & Honours

Schwartz Reisman Institute for Technology and Society Graduate Fellowship
2025–2026 / $7,500

Centre for Culture and Technology Graduate Fellowship
2025–2026 / $7,500

Connaught PhDs for Public Impact Fellowship
2024–2025 / $12,500

School of Cities Graduate Fellowship
2023–2024 / $3,500

Graduate Fellowship in Critical Digital Humanities
2023–2024 / $10,000

SSHRC Canada Graduate Scholarship – Doctoral
2022–2025 / $110,000

Ontario Graduate Scholarship
2022–2023 / $15,000 / Declined

Ontario Graduate Scholarship
2021–2022 / $15,000

Ethics of AI Graduate Research Fellowship
2021–2022 / $2,500

Joseph-Armand Bombardier Canada Graduate Scholarship
2014–2015 / $17,500

Ontario Graduate Scholarship
2013–2014 / $15,000

Conference Papers & Presentations

Iantorno, M. "Refueling Labour: Vending Machines as Technologies of Worker Optimization." *Society for Social Studies of Science Annual Meeting (4S)*. October 7–10, 2026. Toronto, Canada.

Iantorno, M. "The Aisle as Assembly Line: Appraising the Algorithmic Management of Retail Customers." *Annual Conference of the Canadian Communication Association (CCA)*. June 2–4, 2026. Windsor, Canada.

Iantorno, M. "Hallucinatory Mushrooms: Foraging for Answers in the Age of AI." *Trip Out! Media and Altered States*. March 5, 2026. Mississauga, Canada.

Iantorno, M. "Contactless: Examining the Persistence, Precedents, and Power Dynamics of a Quarantine-Born Retail Feature." *Annual Conference of the Canadian Communication Association (CCA)* at the *Congress of the Humanities and Social Sciences*. June 2–5, 2025. Toronto, Canada.

Iantorno, M. "Extractive Infrastructures: Astral Media, Street Furniture, and Surveillance in Toronto, Canada." *Space Out! Interstellar Media*. March 6, 2025. Mississauga, Canada.

Iantorno, M. "Behind the Facade: Locating the Human Labour within Streetside Retail Automation." *Joint Meeting of the European Association for the Study of Science and Technology and the Society for Social Studies of Science (EASST-4S)*. July 16–19, 2024. Amsterdam, Netherlands.

Iantorno, M. "Traversing the Last Mile: Delivery Robots and the Diffusion of Labour in Retail Automation." *Annual Conference of the Canadian Communication Association (CCA)* at the *Congress of the Humanities and Social Sciences*. June 18–21, 2024. Montreal, Canada.

Iantorno, M. "Toronto 14-24: Who Gets Left Behind When Toronto Automates?" *DH Fest*. April 9, 2024. Toronto, Canada.

Iantorno, M. "'Real Human Beings Make Things': Politics of Disclosure in the Age of AI." *Log Out! The Technopolitics of Refusal*. March 6, 2024. Mississauga, Canada.

Iantorno, M. "Unready to Serve You: The Hostile Architectures of Retail Automation." *Society for Social Studies of Science Annual Meeting (4S)*. November 8–11, 2023. Honolulu, United States.

Iantorno, M., Guadagnolo, D., & Petterson, A. "Dark Patterns and Pedagogy: Expanding Scholarship and Curriculum on Manipulative Marketing Practices." *Annual Conference of the Association of Internet Researchers (AOIR)*. October 18–21, 2023. Philadelphia, United States.

Iantorno, M. "Selling Self-Service: The Marketing and Materiality of the Robot Coffee Shop." *Annual Conference of the Canadian Communication Association (CCA) at the Congress of the Humanities and Social Sciences*. May 27–June 2, 2023. Toronto, Canada.

Iantorno, M. & Doggett, O. "Challenges and Collaborations in the Study of AI and Labour: Reflections on an Interdisciplinary Workshop on Automating Essential Work." *(un)Stable Diffusions*. May 23–24, 2023. Montreal, Canada.

Rodriguez, S., Iantorno, M., & Guadagnolo, D. "Dark Patterns: Deception & Manipulation in User Experience Design." *Critical Digital Humanities International Conference (CDHI)*. September 30–October 1, 2022. Toronto, Canada.

Iantorno, M. & Intson, C. "Lifecycle: A Speculative Fiction on Healthcare Automation." *International Conference on Human-Robot Interaction (HRI)*. March 7–10, 2022. Virtual.

Iantorno, M., Doggett, O., Intson, C., & Ratto, M. "Motivational Algorithms: Appraising Taxonomies of Trust in a Counselling Chatbot." *Society for Social Studies of Science Annual Meeting (4S)*. October 6–9, 2021. Virtual.

Ratto, M., Iantorno, M., Doggett, O., & Intson, C. "Situated Bots: positioning non-humans within behavioral counselling and care-giving." *Society for Social Studies of Science Annual Meeting (4S)*. October 6–9, 2021. Virtual.

Iantorno, M., Doggett, O., Intson, C., & Ratto, M. "Motivational Algorithms: Appraising Taxonomies of Trust in a Counselling Chatbot." *Conference on Human Factors in Computing Systems (CHI)*. May 8–13, 2021. Virtual.

Iantorno, M. "Little Bear, Big Data: Cuteness as Camouflage within the Internet of Toys." *Intersections | Cross-sections*. March 12–13, 2021. Virtual.

Pelkey, J., Vahedi, Z., Park, S., Lisinski, M., Walsh Matthews, S., & Iantorno, M. "Multimodal Chiasmus in Cognition? Preliminary Report on Cognitive Trials Using Ritual Knot Priming." *Third Conference of the International Association for Cognitive Semiotics*. July 13–15, 2018. Toronto, Canada.

Iantorno, M. "Watching Players Play: An Analysis of Video Game Spectatorship." *Intersections | Cross-sections*. March 13–14, 2015. Toronto, Canada.

Published Contributions

Iantorno, M. & Pandeliev, V. "Teaching Software to Diverse UX Design Cohorts: From Flipped Classrooms to Computer-Based Scaffolding." *Proceedings of the 2024 Symposium on HCI Education (EduCHI)*. June 5–7, 2024. New York, United States. Article. https://doi.org/10.1145/3658619.3658632

Brown, A., Kumar, A. T., Melamed, O., Ahmed, I., Wang, Y. H., Deza, A., Morcos, M., Zhu, L., Maslej, M., Minian, N., Sujaya, V., Wolff, J., Doggett, O., Iantorno, M., Ratto, M., Selby, P., & Rose, J. "A Motivational Interviewing Chatbot With Generative Reflections for Increasing Readiness to Quit Smoking: Iterative Development Study." *JMIR Mental Health*, vol. 10, no. 1, October 17, 2023. Article. https://doi.org/10.2196/49132

Iantorno, M., Doggett, O., Chandra, P., Chen, J.Y., Steup, R., Raval, N., Khovanskaya, V., Lam, L., Singh, A., Rotz, S., & Ratto, M. "Outsourcing Artificial Intelligence: Responding to the Reassertion of the Human Element into Automation." *Proceedings of the 2022 Conference on Human Factors in Computing Systems (CHI)*. April 15, 2022. Virtual. Workshop. https://doi.org/10.1145/3491101.3503720

Iantorno, M. "Review of Race After Technology: Abolitionist Tools for the New Jim Code." *The Journal of Popular Culture*, vol. 54, no. 1, April 2, 2021. Book review.

Research Experience

Research Assistant, "Weaving an AI Safety Net for UK and Canada" Research Project
May 2025–September 2026 / University of Sheffield & University of Toronto / Funded by UK Research and Innovation & the Social Sciences and Humanities Research Council

Research Assistant, "Scaffolding UX Design Pedagogy" Research Project
February 2024–May 2024 / University of Toronto / Faculty of Information

Research Assistant, "User Interface Design" (INF2191) Course Design
July 2023–December 2023 / University of Toronto / Faculty of Information

Research Assistant, Feminist Research Methods Project
September 2022–May 2023 / University of Toronto Scarborough / Department of Arts, Culture and Media

Research Assistant, "Contemporary Communication Technologies" (CCT109) Course Design
March 2022–August 2022 / University of Toronto Mississauga / Institute of Communication, Culture, Information and Technology

Co-Principal Investigator, "Dark Patterns: Where Marketing Meets UX Design" Research Project
January 2022–October 2022 / University of Toronto Mississauga / Institute of Communication, Culture, Information and Technology / Funded by the Critical Digital Humanities Initiative

Research Assistant, Smoking Cessation Chatbot Research Project
May 2021–May 2022 / University of Toronto / Faculty of Information / In Partnership with the Centre for Addiction and Mental Health

Research Assistant, Marketing Pedagogy Research Project
January 2021–April 2021 / University of Toronto Mississauga / Department of Historical Studies

Research Assistant, "Visual Culture and Communication" (VCC101) Course Design
December 2020–January 2021 / University of Toronto Mississauga / Department of Visual Studies

Research Assistant, "The Semiotics of X" Research Project
September 2015–December 2018/ Toronto Metropolitan University / Faculty of Arts / Funded by the Social Sciences and Humanities Research Council

Research Assistant, "Critically Mapping Indie Games in Canada" Research Project
September 2014–August 2015 / York University / Faculty of Education / Funded by the Canadian Media Research Consortium and the Social Sciences and Humanities Research Council

Research Assistant, "Studying Autism Through the NAO Robot" Research Project
May 2014–August 2015 / Toronto Metropolitan University / Faculty of Arts

Teaching Experience

Course Instructor, "Introduction to Technical Communication" (WRI293)
September 2025–December 2025 / University of Toronto Mississauga / Institute of Communication, Culture, Information and Technology

Teaching Assistant, "User Interface Design" (INF2191)
January 2023–April 2023 / University of Toronto / Faculty of Information

Teaching Assistant, "User Interface Design" (INF2191)
January 2022–April 2022 / University of Toronto / Faculty of Information

Lead Teaching Assistant, "Contemporary Communication Technologies" (CCT109)
September 2021–February 2022 / University of Toronto Mississauga / Institute of Communication, Culture, Information and Technology

Teaching Assistant, "User Interface Design" (INF2191)
January 2021–April 2021 / University of Toronto / Faculty of Information

Teaching Assistant, "Fundamentals of User Experience" (INF1062)
September 2020–December 2020 / University of Toronto / Faculty of Information

Teaching Assistant, "Sign, Sense, and Meaning" (SEM101)
September 2013–December 2013 / Toronto Metropolitan University / Faculty of Arts

Invited Lectures

"The Most Difficult and Unstable Variable: Algorithmic Control in the Grocery Aisle." *Monday Night Seminar*. Centre for Culture and Technology, University of Toronto. March 9, 2026.

"Design Justice: Rethinking, Retaking, Remaking." *Special Topics in Digital Humanities: Digital Feminism (DHU339)*. Woodsworth College, University of Toronto. September 16, 2025.

"Artificial Intelligence Legislation in Canada: An Introduction." *Protecting Creativity: Photography and Artificial Intelligence*. Creative Labour and Critical Futures, University of Toronto Scarborough. July 29, 2025.

"Imagining Smart Cities: How Private Interests (Re)Build Urban Spaces." *Critical Infrastructure Studies (CCT307)*. Institute of Communication, Culture, Information and Technology, University of Toronto Mississauga. March 11, 2024.

"Dark Patterns: Manipulative UX Design." *User Experience Design (INF2191)*. Faculty of Information, University of Toronto. March 22, 2023. Virtual.

"An Introduction to Design Justice Principles." *Design Justice Network: Toronto Node*. Whippersnapper Gallery. February 23, 2023. Virtual.

"'This Helps Me Become a Better Listener': Addressing Challenges in Training a Chatbot Therapist." *Dyson Seminar Series*. Dyson School of Design Engineering, Imperial College London. June 1, 2022. Virtual.

"Ethics, Trust, and Artificial Intelligence: Conceptualising Interdisciplinary Work in the Field of Healthcare." *CFI Seminar Series*. Leverhulme Centre for the Future of Intelligence, Cambridge University. March 23, 2022. Virtual.

"Dark Patterns: Manipulative UX Design." *User Experience Design (INF2191)*. Faculty of Information, University of Toronto. March 2, 2022. Virtual.

"Accessibility and the Social Model of Disability." *User Experience Design (INF2191)*. Faculty of Information, University of Toronto. February 23, 2022. Virtual.

"Automating Care, Manufacturing Crisis." *Ethics of AI in Context: Emerging Scholars*. Centre for Ethics, University of Toronto. October 27, 2021. Virtual.

Extracurricular & Volunteer Experience

Co-organizer, "TechnoPower Landscapes: How Technoscientific Spacialization Structures Food Systems" Open Panel
October 6–10, 2026 / Society for Social Studies of Science Annual General Meeting (4S)

Co-organizer, Weaving an AI Safety Net Canadian Knowledge Exchange Event
September 17, 2026 / University of Toronto

Member, Digital Labour Working Group
September 2026–Present / University of Toronto / Jackman Humanities Institute

Member, Centre for Culture and Technology Fellows Writing Group
September 2025–May 2026 / University of Toronto / Centre for Culture and Technology

Member, "Digital Labour and Data Subjectivities" Writing Group
September 2023–May 2024 / University of Toronto / Jackman Humanities Institute

Member, Centre for Culture and Technology Writing Group
September 2023–May 2024 / University of Toronto / Centre for Culture and Technology

Participant, "What's Next for Economic Development in TO?" Working Group
November 15, 2023 / CivicLabTO Symposium: Collaboration in Action

Coordinator, Design Justice Network (Toronto Node)
May 2022–May 2024

Lead Convener, "We Can Rebuild You: The Automation and Erasure of Essential Workers" Working Group
September 2021–August 2022 / University of Toronto / Centre for Culture and Technology

Event Coordinator, "Ethics of AI in Context: Emerging Scholars" Speaker Series
September 2021–August 2022 / University of Toronto / Centre for Ethics

Reviewer, Conversational User Interfaces Conference (CUI)
June 2021–July 2021

Volunteer, Society for Social Studies of Science Annual General Meeting (4S)
September 2021–October 2021

Board Member, Activate T.O. Speaker Series
May 2015–August 2017

Professional Affiliations

Consumer Culture Theory Consortium
May 2026–Present

Society for Cinema and Media Studies
May 2026–Present

Labor Tech Research Network
October 2024–Present

Canadian Communication Association
December 2022–Present

Society for Social Studies of Science
June 2022–Present

Public Scholarship & Media Appearances

Iantorno, M. "Checking In: Appraising Self-Checkout Accessibility in Ontario." May 1, 2025. Policy brief. https://check.mathewiantorno.com/

Interview for "The Courtney Theriault Show." *Global News (880 CHED)*. Edmonton, Canada. On tariffs and Canada's grocery sector. March 31, 2025. Radio.

Interview for "Connect with Sarah Crosbie." *Global News (QR Calgary)*. Calgary, Canada. On tariffs and Canada's grocery sector. March 31, 2025. Radio.

Iantorno, M. "Trump's tariffs could push grocery prices even higher, but there are steps Canada could take to protect consumers." *The Conversation (Canada)*. March 30, 2025. Press article.

Iantorno, M. "Who gets left behind when Toronto automates?" *School of Cities Community Exhibition*. April 12, 2024. Multimedia. https://storymaps.arcgis.com/stories/33518a6120fd40dca55ba1c95f9bc99a

Iantorno, M. "The rise of robo-retail: Who gets left behind when retail is automated?" *The Conversation (Canada)*. February 14, 2024. Press article. https://theconversation.com/the-rise-of-robo-retail-who-gets-left-behind-when-retail-is-automated-222596

Relevant Industry Experience

Research Communications Coordinator
May 2023–Present / University of Toronto Mississauga / Institute of Communication, Culture, Information and Technology

Research Communications Digital Coordinator
September 2018–August 2020 / Toronto Metropolitan University / Office of the Vice-President of Research & Innovation

Web Content Specialist
March 2016–September 2018 / Toronto Metropolitan University / Office of the Registrar

Communications Specialist
December 2011–February 2013 / Ontario College of Teachers