

Luke Stark

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I'm an Assistant Professor in the Faculty of Information & Media Studies (FIMS) at Western University in London, Ontario. From 2024 to 2026, I'm also a CIFAR Azrieli Global Scholar with the Future Flourishing Program.

I research the ethical, historical, and social impacts of computational technologies including artificial intelligence (AI) systems. I'm particularly animated by how these technologies mediate social and emotional expression, make inferences about people, and are reshaping, for better and worse, our relationships to collective action, our selves, and each other.

My current book project, *Reordering Emotion: Histories of Computing and Human Feelings from Cybernetics to Artificial Intelligence*, is a history of affective computing and the digital quantification of human emotion from cybernetics in the 1940s to today's social media platforms and AI technologies.

Before joining FIMS, I was a Postdoctoral Researcher in the Fairness, Accountability, Transparency, and Ethics (FATE) Group at Microsoft Research Montreal; a Fellow and an Affiliate of the Berkman Klein Center for Internet & Society at Harvard University; and a Postdoctoral Fellow in the Department of Sociology at Dartmouth College. My PhD is from the Department of Media, Culture, and Communication at New York University, and my BA & MA are from the University of Toronto.

Courses Taught — Western University

Social Media + Networked Life ([Fall 2020 syllabus](#))

Artificial Intelligence and Human Health (Undergraduate) ([Fall 2020 syllabus](#))

The Ethics and Social Impacts of Artificial Intelligence Systems ([Fall 2023 syllabus](#))

Interdisciplinary Issues in Health Information Science ([Fall 2023 syllabus](#))

Courses Taught — New York University

Media, Technology, and Society ([Spring 2014 syllabus](#), [Spring 2016 syllabus](#))

Video Games: Culture and Industry ([Fall 2013](#), [Fall 2015](#))

Cultural Capital: Media and Arts in NYC ([Summer 2012](#))

Courses Assisted — New York University/American University in Paris

Cultural Globalization in France (Summer 2013, [Rodney Benson/John Downing](#))

Memory and Visual Culture (Summer 2013, [Marita Sturken/Charles Talcott](#))

Politics And Economics Of Global Media (Summer 2010, [John Downing/Mark Crispin Miller](#))

Media, Religion And Globalization (Summer 2010, [Wadick Doyle/Arvind Rajagopal](#))

Courses Assisted — New York University

Introduction to Media Studies (Fall 2009 & Fall 2010, [Victor Pickard](#))

History of Media and Communication (Spring 2010, [Lisa Gitelman](#))

Courses Assisted — University of Toronto

20th Century American Diplomacy (Fall/Spring 2007-2008, [Carol Chin](#))

PUBLICATIONS

2024

Stark, Luke. “Animation and Artificial Intelligence.” *Proceedings of the 2024 ACM Conference on Fairness, Accountability, and Transparency* (June 2024). doi.org/10.1145/3630106.3658995. <https://osf.io/h2c67>

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2023

Stark, Luke. “[Artificial intelligence and the conjectural sciences.](#)” *BJHS Themes* (2023), 1-15. doi:10.1017/bjt.2023.3

DiBerardino, Nathalie and Luke Stark. “[\(Anti\)-Intentional Harms: The Conceptual Pitfalls of Emotion AI in Education.](#)” *Proceedings of the 2023 ACM Conference on Fairness, Accountability, and Transparency* (June 2023): 1386-95. doi.org/10.1145/3593013.3594088.

Organizers of Queer in AI, Anaelia Ovalle, Arjun Subramonian, Ashwin Singh, Claas Voelcker, Danica J. Sutherland, Davide Locatelli, Eva Breznik, Filip Klubicka, Hang Yuan, Hetvi J, Huan Zhang, Jaidev Shriram, Kruno Lehman, Luca Soldaini, Maarten Sap, Marc Peter Deisenroth, Maria Leonor Pacheco, Maria Ryskina, Martin Mundt, Milind Agarwal, Nyx Mclean, Pan Xu, A Pranav, Raj Korpan, Ruchira Ray, Sarah Mathew, Sarthak Arora, St John, Tanvi Anand, Vishakha Agrawal, William Agnew, Yanan Long, Zijie J. Wang, Zeerak Talat, Avijit Ghosh, Nathaniel Dennler, Michael Noseworthy, Sharvani Jha, Emi Baylor, Aditya Joshi, Natalia Y. Bilenko, Andrew McNamara, Raphael Gontijo-Lopes, Alex Markham, Evyn Dong, Jackie Kay, Manu Saraswat, Nikhil Vytla, and Luke Stark. “[Queer In AI: A Case Study in Community-Led](#)

Participatory AI.” *Proceedings of the 2023 ACM Conference on Fairness, Accountability, and Transparency* (June 2023): 1882–95. doi.org/10.1145/3593013.3594134.

Stark, Luke. “Breaking Up (with) AI Ethics.” *American Literature* 95, no. 2 (2023): 365–79. doi.org/10.1215/00029831-10575148.

2022

Stark, Luke and Jevan Hutson. “Physiognomic Artificial Intelligence.” *Fordham Intellectual Property, Media & Entertainment Law Journal*, XXXII (4) (2022): 922-978.
Fish, Benjamin and Luke Stark. “It’s Not Fairness, and It’s Not Fair: The Failure of Distributional Equality and the Promise of Relational Equality in Complete-Information Hiring Games.” *2nd ACM conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO’22)*, October 2022 ([arxiv preprint here](#)).

2021

Stark, Luke. “Apologos: A Lightweight Design Method for Sociotechnical Inquiry.” *Journal of Social Computing* 2, no. 4 (2021): 297-308. doi:10.23919/JSC.2021.0028.

Fish, Benjamin and Luke Stark. “Reflexive Design for Fairness and Other Human Values in Formal Models.” *AIES ’21: Proceedings of the 2021 AAAI/ACM Conference on AI, Ethics, and Society* (July 2021): 89–99. doi.org/ 10.1145/3461702.3462518 ([arxiv preprint here](#)).

Stark, Luke and Jesse Hoey. “The Ethics of Emotion in Artificial Intelligence Systems.” *FACCT ’21: Proceedings of the 2021 ACM Conference on Fairness, Accountability, and Transparency* (March 2021): 782-793. doi.org/10.1145/3442188.3445939.

Stark, Luke, Daniel M. Greene, and Anna Lauren Hoffmann. “Critical Perspectives on Governance Mechanisms for AI/ML Systems.” In *The Cultural Life of Machine Learning*, edited by Jonathan Roberge and Michael Castelle, 257-280. New York: Palgrave Macmillan, 2021.

2020

Stark, Luke, “The Emotive Politics of Digital Mood Tracking.” *New Media and Society* 22(11) (2020), 2039-2057. doi:10.1177/1461444820924624

Stark, Luke, “Here Come the “Computer People”: Anthropomorphosis, Command, and Control in Early Personal Computing.” *IEEE Annals in the History of Computing* 42(4) (Oct.-Dec. 2020), 53-70. doi.org/10.1109/MAHC.2020.3022964

Stark, Luke. “Empires of Feeling: Social Media and Emotive Politics.” In *Affective Politics of Digital Media: Propaganda by Other Means*, edited by Megan Boler and Elizabeth Davis, 298-313. New York: Routledge, 2020.

Madaio, Michael, Luke Stark, Jenn Wortman Vaughan, and Hanna Wallach. “Co-Designing Checklists to Understand Organizational Challenges and Opportunities around Fairness in AI.” *2020 ACM Conference on Human Factors in Computing Systems (CHI’20)* (April 2020): 1-14. doi.org/10.1145/3313831.3376445.

Stark, Luke, Amanda Stanhaus, and Denise L. Anthony, ““I don’t want someone to watch me while I’m working”: Gendered views of workplace surveillance.” *Journal of the Association for Information Science and Technology (JASIST)* 71(9) (September 2020), 1074-1088. <https://doi.org/10.1002/asi.24342>

Hoyle, Roberto, Luke Stark, Qatrunnada Ismail, David Crandall, Apu Kapadia, and Denise L. Anthony, “Privacy Norms and Preferences for Photos Posted Online.” *ACM Transactions on Computer-Human Interaction*, Article 30, (August 2020). <https://doi.org/10.1145/3380960>

2019

Stark, Luke and Kate Crawford, "The Work of Art in the Age of Artificial Intelligence: What Artists Can Teach Us About the Ethics of Data Practice," *Surveillance & Society* 17(3/4) (2019), 442-455. doi:10.24908/ss.v17i3/4.10821

Stark, Luke and Anna Lauren Hoffmann, "Data Is The New What? Popular Metaphors & Professional Ethics in Emerging Data Cultures," *Journal of Cultural Analytics* (Special Issue: Data Cultures, Culture as Data), May 2, 2019. doi:10.22148/16.036

Greene, Daniel, Anna Lauren Hoffmann, and Luke Stark, "Better, Nicer, Clearer, Fairer: A Critical Assessment of the Movement for Ethical Artificial Intelligence and Machine Learning," *Proceedings of HICSS 2019*, Maui, Hawai'i.

Stark, Luke, "Affect and Emotion in digitalSTS," in *digitalSTS: A Field Guide for Science & Technology Studies*, edited by Janet Vertesi and David Ribes (Princeton, NJ: Princeton University Press, 2019), 117-135.

2018

Stark, Luke, "Facial Recognition, Emotion and Race in Animated Social Media," *First Monday* 23(9), 3 September 2018. doi:10.5210/fm.v23i9.9406

Stark, Luke, "Algorithmic Psychometrics and the Scalable Subject," *Social Studies of Science* 48(2) (April 2018), 204-231. doi:10.1177/0306312718772094

Stark, Luke and Karen Levy, "The Surveillant Consumer," *Media Culture and Society* 40 (2018), 1-19. doi: 10.1177/0163443718781985

David Kotz, Sarah Lord, A. James O'Malley, Luke Stark, and Lisa Marsch, "Emerging Technology and Data Analytics for Behavioral Health," forthcoming in *JMIR Research Protocols*, 2018

Stark, Luke, "Visceral Data," in *Affect and Social Media*, edited by Tony David Sampson, Stephen Maddison and Darren Ellis (London: Rowman & Littlefield, 2018), 42-51.

Brandt, Marisa and Luke Stark, "Exploring Digital Interventions in Mental Health: A Roadmap," in *Interventions: Communication Research and Practice* (International Communication Association 2017 Theme Book), edited by Adrienne Shaw and D. Travers Scott (Bern: Peter Lang, 2018), 167-182. doi.org/10.3726/b13081

2017

Stark, Luke, "Albert Ellis, Rational Therapy, and the Media of "Modern" Emotional Management," *History of the Human Sciences* 30(4) (October 2017), 54-74. doi:10.1177/0952695117722720

Nick Merrill, Richmond Wong, Noura Howell, Luke Stark, Lucian Leahu, and Dawn Nafus, "Interrogating Biosensing in Everyday Life," *DIS'17 Companion* (2017). doi: 10.1145/3064857.3064865

2016

Stark, Luke, "The Emotional Context of Information Privacy," *The Information Society* 32(1) (2016), 14-27. doi.org/10.1080/01972243.2015.1107167

Rosenblat, Alex and Luke Stark, "Algorithmic Labor and Information Asymmetries: A Case Study of Uber's Drivers," *The International Journal of Communication* 10 (2016), 3758-3784.

Bietz, Matthew J., Gillian R. Hayes, Margaret E. Morris, Heather Patterson, and Luke Stark. "Creating Meaning in a World of Quantified Selves," *IEEE Pervasive Computing* 15(2) (April-June 2016), 82-85. doi:10.1109/MPRV.2016.39

Stark, Luke, Jen King, Xinru Page, Airi Lampinen, Jessica Vitak, Pamela Wisniewski, Tara Whalen, and Nathan Good, "Bridging the Gap between Privacy by Design and Privacy in Practice," *Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems* (2016), 3415-3422. doi:10.1145/2851581.2856503

2015

Stark, Luke and Kate Crawford, "The Conservatism of Emoji: Work, Affect, and Communication," *Social Media + Society* 1 (July-December 2015), 1-11. doi:10.1177/2056305115604853

2014 & prior

Stark, Luke and Matt Tierney, "Lockbox: Applying the Value of Privacy to Cloud Storage," *Ethics and Information Technology* 16(1) (2014), 1-13. doi:10.1007/s10676-013-9328-z

Koepfler, Jes A., Luke Stark, Paul Dourish, Phoebe Sengers, and Katie Shilton, "Values & Design in HCI Education," *CHI '14 Extended Abstracts on Human Factors in Computing Systems* (2014), 127-130. doi:10.1145/2559206.2559231

Detweiler, Christian, Alina Pommeranz, and Luke Stark, "Methods to account for values in human-centered computing," *CHI '12 Extended Abstracts on Human Factors in Computing Systems* (2012), 2735-2738. doi:10.1145/2212776.221270

Essays, Editorials, and Other Public Writing

- "ChatGPT is Mickey Mouse," *Daily Nous* (13 March 2023).
- "AI's boosters don't love you back." In *Artificial Intelligence in the City: Building Civic Engagement and Public Trust*, edited by Anna Brandusescu and Jess Reia, 91-92. Montreal: Centre for Interdisciplinary Research on Montreal, McGill University, 2022.
- "For Canadian youth, facial recognition technologies are a canary in the coal mine," *National Post*, 19 November 2021.
- *Facial Recognition & Canadian Youth*. Kids & Technology Essay Series, Centre for Media, Technology and Democracy, McGill University (November 2021).
- Solon Barocas, Asia J. Biega, Margarita Boyarskaya, Kate Crawford, Hal Daumé III, Miroslav Dudík, Benjamin Fish, Mary L. Gray, Brent Hecht, Alexandra Olteanu, Forough Poursabzi-Sangdeh, Luke Stark, Jennifer Wortman Vaughan, Hanna Wallach, and Marion Zepf. "Responsible Computing During COVID-19 and Beyond," *Communications of the ACM* 64, no. 7 (July 2021): 30-32. 10.1145/3466612.
- "Book Review: John Durham Peters, Florian Sprenger, and Christina Vagt, Action at a Distance," *International Journal of Communication* 15 (2021): 3154–3156.
- "Facial Recognition is the Plutonium of AI," *ACM XRDS* 25(3) (Spring 2019), 50-55.
- Stark, Luke and Zenon W. Pylyshyn, "Artificial Intelligence in Canada," *The Canadian Encyclopedia*, November 13, 2018. "Review Essay: De-sanctifying the Charisma of Numbers," *Journal of Cultural Economy*, October 2018. doi.org/10.1080/17530350.2018.1527710

- “Silicon Valley wants to improve your ‘digital well-being’ — and collect more of your personal data along the way,” *The Boston Globe*, July 24, 2018.
- “Start treating private personal data on Facebook like medical data,” *New York Daily News*, March 24, 2018.
- “Canada’s risky bet on AI,” *The Globe & Mail*, March 24, 2018.
- Anthony, Denise and Luke Stark, “Don’t quit Facebook, but don’t trust it either,” *The Conversation*, March 23, 2018.
- “The Long History of Computer Science and Psychology Comes Into View,” *Slate*, March 18, 2018.
- “Recognizing the Role of Emotional Labor in the On-Demand Economy,” *Harvard Business Review*, August 26, 2016.
- Hoffmann, Anna Lauren and Luke Stark, “Hard Feelings: Inside Out, Silicon Valley, and Why Technologizing Emotion and Memory Is a Dangerous Idea,” *Los Angeles Review of Books*, September 11, 2015.
- Stark, Luke and Kate Crawford, “The Conservatism of Emoji,” *The New Inquiry*, August 20, 2014.
- Come On Feel The Data (and Smell It),” *The Atlantic*. May 19, 2014.