

# Curriculum Vitae: Professor Marko Turpeinen

## SHORT SUMMARY

Professor Marko Turpeinen holds a chair in Media Technology at The Royal Institute of Technology (KTH), where he also leads the Social Media research group and acts as the Scientific Director of the Centre for Sustainable Communications. He is also the Principal Scientist of the Network Society research programme and the leader of the Digital Content Communities research group at Helsinki Institute for Information Technology (HIIT). He has a Ph.D. Degree in Computer Science from Helsinki University of Technology (TKK) and a M.Sc. Degree in Media Arts and Sciences from Massachusetts Institute of Technology (MIT). His academic research addresses issues in customized media, computer-mediated communities, future of gaming, ageing society, and the role of media technology in promoting sustainable development. He has also extensive industrial experience from the media industry, as between 1996 and 2005 he worked in various executive positions at Alma Media Corporation, a Finnish media company.

## CONTACT INFORMATION

Marko Turpeinen; Hanikka 40C, 02360 Espoo, Finland; phone: +358 50 64084 (mobile); email: [marko.turpeinen@hiit.fi](mailto:marko.turpeinen@hiit.fi) - [turpeinen@kth.se](mailto:turpeinen@kth.se).

## PERSONAL INFORMATION

Marital status: married, two children; Age: 40; Place of birth: Oulu, Finland.

## EDUCATION

1995 – 2000: Doctor of Technology, Computer Science, Helsinki University of Technology; thesis title: “Customizing News Content for Individuals and Communities”; passed with honors.

1996 – 2000: Master of Science, Media Arts and Sciences, Massachusetts Institute of Technology; thesis title: “Enabling, Modeling and Interconnecting Active Community Publishers”.

1988 – 1995: Master of Science, Computer Science, Helsinki University of Technology; thesis title: “Agent-Mediated Personalised Multimedia Services”.

## PROFESSIONAL EXPERIENCE

2006 – : The Royal Institute of Technology (KTH), Stockholm, Sweden; Professor, Media Technology; Scientific Director, Centre for Sustainable Communications.

2002 – : Helsinki Institute for Information Technology (HIIT), Helsinki, Finland, Principal Scientist; Network Society Research Programme, director (1/2006 – ); Digital Content Communities Research Group, founder and leader (12/2002 – ).

1996 – 2005: Alma Media Corp., Helsinki, Finland; Director, Business Opportunities (1/2005 - 6/2005); Vice President, Research & Technology (1/2003 – 12/2004); Vice President, Content Management Technology (10/2000 - 12/2002); Technology Development Manager (1/1996 – 9/2000).

1996 – 2000: MIT Media Lab, Cambridge, MA, USA; Research assistant (8/1996 – 6/1997 and 8/1999 – 9/2000); Electronic Publishing Group; Silver Stringers project, community publishing and networking.

1994 – 1995: Helsinki University of Technology (TKK), Espoo, Finland; Research assistant; OtaOnline project, project manager, pioneer in Finland in Web-based electronic publishing.

1993: CRCI (Chambre Régionale de Commerce et d'Industrie) - Champagne-Ardenne, Châlons-sur-Marne, France; Trainee (3/1993 – 7/1993); Agence Régional d'Information Scientifique et Technique.

1986 – 1993: Neste International Trading & Supply, Espoo, Finland & London, U.K.; Software engineer, Software designer, Technical support.

## RESEARCH INTERESTS

Customized media content, community-enabling technologies, social media, ageing society, sustainable communications.

## PUBLICATIONS AND PATENTS

*Author or co-author in thirty-five academic papers. Selected publications:*

Saari, T., Turpeinen, M., Ravaja (2009). “Technological and Psychological Fundamentals of Psychological Customization Systems – An Example of Emotionally Adapted Games”. In *Mass Customization for Personalized Communication Environments: Integrating Human Factors*. In press.

Ravaja, N., Turpeinen, M., Saari, T., Puttonen, S., & Keltikangas-Järvinen, L. (2008). “The psychophysiology of James Bond: Phasic emotional responses to violent video game events”. *Emotion*, 8(1), 114-120.

Ravaja, N., Saari, T., Turpeinen, M., Laarni, J., Salminen, M., Kivikangas, M. (2006). “Spatial presence and emotions during video game playing: Does it matter with whom you play?”. *Presence*, Vol. 15, No. 4, August 2006, 381–392.

Kuikkaniemi, K., Turpeinen, M., Salovaara, A., Saari, T., Vuorenmaa, J. (2006). “Toolkit for user-created augmented reality games”, 5th International Conference on Mobile and Ubiquitous Multimedia (MUM), Stanford, USA.

Sarvas, R., Turpeinen, M., Virtanen, P., Hietanen, H., Herrera F. (2005). “Legal and Organizational Issues in Collaborative User-Created Content”. In *Proceedings of DiGRA 2005 Conference: Changing Views – Worlds in Play*, Vancouver, June 2005.

Salovaara, A., Johnson, M., Toiskallio, K., Tiitta, S., Turpeinen, M. (2005). “Playmakers in Multiplayer Game Communities: Their Importance and Motivations for Participation” In *ACM SIGCHI International Conference on Advances in Computer Entertainment Technology, ACE 2005*, Valencia, Spain.

Turpeinen, M., Sarvas, R. and Herrera, F. (2005). “It’s a phone not a console!” GDC Mobile white paper, Game Developers Conference, San Francisco, March 2005.

Saari, T., Turpeinen, M. (2004). “Facilitating Learning from News with Mind-Based Technologies”. In P. Kommers & G. Richards (Eds.), *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2004* (pp. 4277-4284). Chesapeake, VA: AACE.

Turpeinen, M., Saari T. (2004). “System Architecture for Psychological Customization of Communication Technology”, *Proceedings of HICSS-37 Minitrack on Personalization Management Systems*, Hawaii; *International Conference on System Sciences*, January 5-8, 2004.

Turpeinen, M. (2003). “Co-Evolution of Broadcast, Customized and Community-Created Media” in *Broadcasting & Convergence: New Articulations of the Public Service Remit*, Lowe G. F. & Hujanen T. (eds.), Nordicom, Göteborg.

Turpeinen, M. (2002). “Augmenting Financial News for Individuals and Organizations”, *Special Issue on Intelligent Agents for Education and Training Systems, International Journal of Continuous Engineering Education and Life-Long Learning (IJCEELL)*, Vol. 12, Nos 1-4.

Jokela, S., Turpeinen, M., Sulonen, R. (2000). “Ontology Development for Flexible Content”, *Proceedings of HICSS-33 Minitrack on Systems Support for Electronic Business on the Internet*, January 4-7, 2000. (Best paper award of the Internet and Digital Economy track of the HICSS-33 conference.)

Smith, B.K., Bender, W., Endter, I., Driscoll, J., Turpeinen, M., Quan D. (2000). “Silver Stringers and Junior Journalists: Active information producers”, *IBM Systems Journal*, Vol. 39, No. 3 & 4.

Kurki, T., Jokela S., Turpeinen M., Sulonen R. (1999). “Agents in Delivering Personalized Content Based on Semantic Metadata”, *Intelligent Agents in Cyberspace, Papers from the AAAI Spring Symposium*, Technical Report SS-99-03, AAAI Press.

Saarela, J., Turpeinen, M., Korkea-aho, M., Puskala, T., Sulonen, R. (1997). “Logical Structure of a Hypermedia Newspaper”, *Information Processing and Management*, Vol. 33, No. 5, pp. 599-614.

*Inventor or co-inventor in three granted patents:*

“Offering location-based services to a subscriber” (EP1301058, FI20011948, applied in 2001).

“Method to update profile information” (FI115800, applied in 2001).

“Combining services in an Internet-type network” (EP1092198, FI981214, applied in 1998).

## TEACHING EXPERIENCE

*Courses taught:* Software Agents Seminar (1997), Helsinki University of Technology, Seminar on New Business in Digital Economy (2002-2006), Helsinki University of Technology, Social Media Technology (2008), KTH; Extensive lecturing in academic seminars and courses about digital media.

*Doctoral students supervised:* Sara Leckner: “Is the Medium the Message - The impact of digital media on the newspaper concept” (KTH, 2007); currently supervising six doctoral students at KTH.

*Doctoral students advised (assistant supervisor):* Risto Sarvas: “Designing User-Centric Metadata for Digital Snapshot Photography” (Helsinki University of Technology, 2004 - 2006); Herkko Hietanen: “The Pursuit of Efficient Copyright Licensing: How Some Rights Reserved Attempts to Solve the Problems of All Rights Reserved” (Lappeenranta University of Technology, 2004 - 2008); currently advising three doctoral students at HIIT.

*Master's students advised:* Martin Hadis: “From Generation to Generation: Family stories, computers and genealogy” (Massachusetts Institute of Technology, Media Arts and Sciences, 2001); Fernando Herrera: “Value Configuration in the European Mobile Multiplayer Gaming Industry” (Helsinki University of Technology, 2003 - 2004); Janne Vuorenmaa: “Success Factors in Open Platforms Enabling User-Created Content” (Helsinki University of Technology, 2004 - 2005); Vili Lehdonvirta: “Economic Integration Strategies for Virtual World Operators” (Helsinki University of Technology, 2004 - 2005); Kai Kuikkaniemi: “Financing and Coordinating Digital Media Research in Helsinki” (Helsinki University of Technology, 2004 - 2006).

## OTHER PROFESSIONAL ACTIVITIES

Member of the Board: FENIX Technology Programme, TEKES (2003 – 2007), BonumIT Oy (2000 – present), Digital Media Institute, Tampere University of Technology (2001 – 2004).

Advisory Board: Everyplay Oy (2008 – present).

Project Reviewer: European Commission (FP5-IST, FP6-IST).

Evaluator for Project Proposals: European Commission (FP6-IST), Academy of Finland (PROACT).

Professional Memberships: Association of Computer Machinery (ACM); IEEE Computer Society.

Invited lectures: More than 70 invited lectures in academic, industry and public sector events, including Game Developers Conference, Nexpo/Newspaper Association of America, NATO audiovisual group, Yahoo! Research, Nokia Research Center, Media Lab Europe, UC Berkeley, Waseda University, Stockholm School of Economics, University of Tampere.

## MILITARY SERVICE

The Finnish Defence Forces, Coastal Artillery, Rank: 2nd Lieutenant (1987 – 1988).

## LANGUAGES

Finnish – native; English – fluent; French – excellent; Swedish – excellent; Spanish – basic knowledge.