

CV – LUCAS HERTZOG

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1 Higher education

2015–2019 Ph.D. in Sociology

Federal University of Rio Grande do Sul (Brazil)

Thesis: Streaming labour: a sociological study on YouTube Brazil

Keywords: Platform Economy; Innovation and Technology; Big Data and Statistical Analysis

2013-2015 M.Sc. in Sociology

Federal University of Rio Grande do Sul

Dissertation: Precarious work, homelessness and substance abuse in Porto Alegre

Keywords: Social Inequalities; Human Rights and Citizenship; Public Policy

2007-2012 Bachelor of Social Science

Federal University of Rio Grande do Sul

Monograph: Getting back to work: a sociological study in an alcohol and drugs psychosocial care centre

Keywords: Public Policies; Drug Abuse; Fieldwork; Ethnography

2010-2011 Exchange Student in Development Studies

Lund University (Sweden)

Courses: 'Globalisation, Conflict, Security and the State'

'Social Welfare in a Global Context'

'Historical Aspects of Development'

2 Professional experience

2.1 Research

Jan 2020 Research Officer

Present Accelerating Achievement for Africa's Adolescents (Accelerate) Hub

Centre for Social Science Research

University of Cape Town (South Africa)

- Work Package 2 Coordinator at the Accelerating Achievement for Africa's Adolescents Hub, a £18mi grant from the Global Challenges Research Fund of the United Kingdom Research and Innovation. My role is to Coordinate 11 studies with multiple partners across the African continent (Nigeria, Ghana, Sierra Leone, Ethiopia, Tanzania, Zambia, Malawi, South Africa and Lesotho) and to foster new collaborations with researchers
 - Co-supervision of a post-doctoral fellow focusing in Quantitative Data Analyses
- Competencies developed: Leadership, Administration and Management; Policy Engagement*

Jan 2014 Researcher

Dec 2016 Brazilian National Secretariat for Policies on Drugs

Ministry of Justice (Brasília, Brazil)

- Conducted more than 50 in-depth interviews with socially vulnerable crack-cocaine users
- Wrote technical reports that subsidized national public policies on drug users' treatment

- Coordinated an interdisciplinary team of researchers responsible for data collection in South Brazil

Competencies developed: Research Support Skills; Planning and Organizing / Work Management

Jan 2010 Research Assistant

Dec 2010 Violence and Citizenship Research Group

Federal University of Rio Grande do Sul (Porto Alegre, Brazil)

- Created a database in NVivo with 10.000+ editorials from Latin America newspapers concerning citizenship, democracy and violence

Competencies developed: Analytical Thinking / Problem Solving; Creativity and Innovation

2.2 Teaching and learning

Aug 2019 Substitute Lecturer in Social Sciences

Oct 2019 *Federal University of Fronteira Sul (Erechim, Brazil)*

Courses taught:

- Introduction to social thought (Class size: 35)
- Human rights and citizenship (Class size: 67)
- Fundamentals of education (Class size: 30)

Competencies developed: Student Support; Facilitation of Learning

Jul 2009 Undergraduate Teaching Assistant

Dec 2009 Sociology Department

Federal University of Rio Grande do Sul (Porto Alegre, Brazil)

- Tutored 50 students in the course 'Social inequalities studies'

Competencies developed: Support of students in their studies; Coaching

2.3 Teaching and community engagement - volunteer

Apr 2018 Sociology Teacher

Dec 2018 *Emílio Meyer Public School (Porto Alegre, Brazil)*

- Instructed more than 100 socially disadvantaged students in the course 'Introduction to Sociology'

Competencies developed: Social Awareness; Adaptability/Flexibility

2.4 Non-academic role (public banking sector)

Jun 2011 Financial Operations Assistant

May 2014 *Caixa Econômica Federal (Federal Savings Bank, Porto Alegre, Brazil)*

- Managed more than 700 contracts within the scope of 'Minha Casa Minha Vida', Brazil's first-ever effort at large-scale public housing
- Improved the customer service by implementing and collaborating in designing the SIOPI (Real Estate Operations System - <https://siopiweb.caixa.gov.br/>)

Competencies developed: Teamwork / Collaboration; Stress Tolerance

3 Areas of special interest

Digital Inequalities; Digital Work; 4th Industrial Revolution; Digital Divide

4 Computer skills

SPSS (Advanced); MS Office (Advanced); NVivo (Advanced); Adobe Photoshop (Advanced); Python (Intermediate); R (Basic); Stata (Basic)

5 Languages

Portuguese (Mother tongue); English (Fluent – TOEFL Certified); Spanish (Fluent); French (Intermediate)

6 Record of publications

6.1 Peer-reviewed national journals

2020 (accepted for publication)

- Hertzog, L.; Mello, L. An intersectional approach to inequalities: ruptures with hierarchical views. (Forthcoming in *Contemporânea* - UFSCAR). <http://www.contemporanea.ufscar.br>

2019

- Hertzog, L. Between the spectacularisation of everyday life and working-class pragmatism: theoretical elements for understanding subjectivities on YouTube. *Inter-Legere*, v.2, n.26, pp. 01-24. <https://doi.org/10.21680/1982.1662.2019v2n26ID15946>

2018

- Hertzog, L. Sociological considerations on the treatment of psychoactive substances users. *Contraponto*, v.5, pp. 06-23. <https://seer.ufrgs.br/contraponto/article/download/85460/49139>
- Hertzog, L. Cultural processes and relations with social inequality: cultural sociology theoretical contributions. *Estudos de Sociologia*, v.1, n.24, pp. 39-62. <https://periodicos.ufpe.br/revistas/revsocio/article/download/243412/33791>

2015

- Hertzog, L.; Weiss, R. Sociological moral purposes: on the meanings of the normal concept in Émile Durkheim's theory. *Mediações*, v.20, pp. 312-339. <https://doi.org/10.5433/2176-6665.2015v20n2p312>

6.2 Peer-reviewed book chapter

2016

- Hertzog, L. Social abandonment and exclusion. In: *Crack e exclusão social*. Brasília, Brazil: Ministry of Justice, 2016. pp. 75-102.

7 National conferences presentations

2018

- 'Social networks, technology and media' - *I School of research methods and techniques* – Federal University of Rio Grande do Sul (Porto Alegre, Brazil)
- 'Biological metaphors in digital media: an ecosystem approach from YouTube channels' - *VII UFRGS Sociology Seminar* (Porto Alegre, Brazil)

2016

- 'Inequalities, gender and social class: cultural sociology contributions' - *40ª National Association of Graduate Studies and Research in Social Sciences Congress (ANPOCS)* (Caxambu, Brazil)

2014

- 'Social inequalities and substance abuse: trajectories of crack-cocaine users under rehabilitation' - *38ª National Association of Graduate Studies and Research in Social Sciences Congress (ANPOCS)* (Caxambu, Brazil)

2013

- 'The role of intersubjective recognition in moral subject's rehabilitation' - Society, Religions, Secularization. *Debate cycle with Charles Taylor* (São Leopoldo, Brazil)
- 'Recognition matters: the impact of family relations on drug users' rehabilitation'- *XVI Brazilian Congress of Sociology* (Salvador, Brazil)

8 Public lectures and invited talks

2018

- 'Education and neoliberalism in contemporary Brazil' - *Bahia State University* (Bom Jesus da Lapa, Brazil)
- 'Introduction to classical social thought' - *Federal University of Fronteira Sul* (Erechim, Brazil)

2017

- 'Work reconfigurations in Brazil: from the slavery legacy to the new informal relations in the digital space' - *Federal Institute of Education, Science and Technology of Rio Grande do Sul* (Canoas, Brazil)

9 Awards and fellowships

Mar 2015 Doctorate Fellowship (R\$124,512) *R\$ = Brazilian Real

Mar 2019 *National Council for Scientific and Technological Development (CNPq)*

Jul 2013 Master's Fellowship (R\$36,000)

Feb 2015 *Coordination of Improvement of Higher Education Personnel (CAPES)*

Aug 2010 Mobility Scholarship to Lund University (€10,000)

June 2011 *European Commission - Education, Audio-visual and Culture Executive Agency (EACEA), Erasmus Mundus External Cooperation Window Programme*

Jan 2010 Scientific Initiation Scholarship (R\$6,000)

Dec 2010 *National Council for Scientific and Technological Development (CNPq)*

Jul 2009 Undergraduate teaching assistant (R\$3,000)

Dec 2009 *Sociology Department, Federal University of Rio Grande do Sul*

10 Professional involvement

10.1 Government service

2016

- 'Project social genesis of crack use in Porto Alegre' – Consultancy with policy makers and engagement with community leaders - *Municipal Chamber of Porto Alegre*

10.2 Journal servicing

2020-Presente Referee: *Fronteiras - estudos midiáticos* (ISSN: 1984-8226)

2018 - Present Referee: *Contraponto* (ISSN: 2358-3541)

10.3 Collaboration with higher-education institutions

2018 *Federal Institute of Education, Science and Technology of Santa Catarina* (South Brazil)

Evaluation and review of the following community engagement projects:

- 'Gender violence and education'
- 'Literature for adolescents'
- 'Maroon women and emancipation in the Santa Cruz Community'

- 'Solidarity Economy Fair'
- 'Environmental education for young professionals'
- 'Intolerance in debate'
- 'The radio as a tool to communitarian integration'
- 'Adolescents integration through IFSC Choir'
- 'Photographic exposition on facilitated learning local projects'
- 'Ethnicity and musicology'

11 Administrative responsibilities and participation in judging committees

2020 (Present)

- Selection committee for a Research Officer at the Centre for Social Science Research, *University of Cape Town*

2018 *XXX UFRGS Scientific Initiation Meeting*. Referee in the following working groups:

- 'Violence, culture, youth and social vulnerability'
- 'Violence and criminalization'
- 'Public policies, dynamics and social movements'
- 'Discursivities, messages, texts and supports: social analysis'
- 'Science, creative economy and education'

12 Continued skills development and e-learning

Jan 2018 Pedagogical Formation in Sociology (1,070 hours)

Jul 2019 *Norte do Paraná University* (DE)

*License to teach Sociology in Brazilian High Schools

2018 *Bahia State University*

- Basic formation on Distance Learning (60h)
- Online-tutors formation (60h)
- Production of Teaching Material for DE (45h)

2018 *National School of Public Administration*

- Strategic Planning for Public Organizations (40h)
- Introduction to Public Budget (40h)

13 Media coverage

2020

- *Instituto Humanitas Unisinos*. Interview about platform economies and digital work: '<http://www.ihu.unisinos.br/598080-a-nova-gramatica-da-divisao-do-trabalho-digital-e-os-desafios-da-plataformizacao-entrevista-especial-com-lucas-hertzog>

2019

- *UFRGS Ciência*. 'Researcher examines the intersection between work and new digital technologies on YouTube': <http://www.ufrgs.br/secom/ciencia/pesquisador-analisa-a-interseccao-entre-o-trabalho-e-as-novas-tecnologias-digitais-no-youtube/>

14 Academic statement

Lucas is a sociologist interested in the relationship between work and digital technologies. He is a Research Coordinator at the Accelerating Achievement for Africa's Adolescent Hub, a partnership between international organisations, governments, and universities in Africa and Europe, funded by the UK Research and Innovations Global Challenges Research Fund (GCRF). Lucas is based at the Centre

for Social Science Research, University of Cape Town, and is responsible for a work package of eight studies across South Africa, Malawi, Zambia, Tanzania, South Sudan, Ethiopia, Nigeria, Ghana, and Sierra Leone. His work focuses on secondary quantitative data analyses of existing or recently collected datasets, from studies that test impacts across multiple shared Sustainable Development Goals outcomes for adolescents. Lucas holds a PhD in Sociology from the Federal University of Rio Grande do Sul (2019), and his thesis used a quantitative and qualitative research methods to examine Platform Economies and innovative labour markets in emerging countries. He holds a MSc in Sociology (2015), and BA in Social Sciences (2012) from the same university. Previously, he has worked as Lecturer in Social Sciences at the Federal University of Fronteira Sul, Researcher at the Brazilian Ministry of Justice, and Research Assistant and Teaching Assistant at the Federal University of Rio Grande do Sul. His research interests include the political economy of digital platforms, digital inequalities, digital work and its connections with the 4th Industrial Revolution.

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