

## David Jennings

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### Education and Training

1986	BA Hons	Natural Sciences (2:i)	University of Cambridge
1987	MSc	Occupational Psychology	University of Sheffield
1991	MA	Communication Studies (with Distinction)	Sheffield Hallam University
1991- 1994	Post- graduate short courses	Software Engineering; Relational Database Systems	Open University
1999	Open College Network – Level 3	Online Tutoring (Learning to Teach On-Line course)	The Sheffield College

### Career History and Directorships

1987 – 1989	Psychologist	Department for Education and Skills & Employment Service
1989 – 1994	Senior Psychologist	
1994 – 1995	Principal Psychologist	
1992 –	Proprietor	DJ Associates/DJ Alchemi Ltd
1996 – 1997	Multimedia Consultant (part-time)	National Centre for Popular Music
1998 – 2003	Director	Technologies for Training Ltd
2000 – 2001	Director/Trustee	Sheffield Live Arts Trust (charity)
2001 – 2004	Director/Trustee	Sheffield Media and Exhibition Centre Ltd (charity)
1998 – 2004	Director (non-executive, but some part-time work)	W2 Networking Ltd (previously Wired Workplace Company Ltd)

### Professional Memberships and Other Associations

1992 –	Registered as Chartered Psychologist and full member of Division of Occupational Psychology	British Psychological Society
2004 –	Certified Member of the Association for Learning Technology (CMALT)	Association for Learning Technology
1993 – 2000	Executive Committee	{British Human-Computer
1995 – 1997	Chair	{Interaction Group
1995 – 2001	Executive Committee	Sheffield Business Club
1995 –	Life Fellow	Royal Society for the Arts

## Selected Publications

1991	Subjectivity and Intersubjectivity in Human-Computer Interaction	Sheffield, PAVIC Publications, ISBN 978-0863393112
1994	Watching a Movie with a Friend & Take My Advice, Don't Listen to Me	In Jenkins (ed) <i>Neil Young and Broken Arrow: On a Journey Through the Past</i> . Bridgend, NYAS
1995	Enabling Group Working Between Enterprises	In Shearmon and Huckle (eds) <i>Groupware '95 Europe</i> conference proceedings
2003	Cyberonica '03: Proceedings of the CREAM Symposium	Edited by Richard Barbrook, John Eacott, David Jennings. ISBN 0-9545470-0-4
2007	Net, Blogs and Rock'n'Roll: How Digital Discovery Works and What it Means for Consumers, Creators and Culture	Nicholas Brealey Publishing, ISBN 978-1-85788-398-5

## Narrative

For the last fifteen years, David Jennings has run his own consultancy (DJ Associates, subsequently incorporated as DJ Alchemi Ltd in 1999) helping people work together more effectively on-line and produce creative new media.

With a background in organisational psychology, IT and communications, David works in the places where people, culture and technology come together – increasingly with a focus on user and consumer behaviour in discovering, exploring and learning about culture and entertainment.

Examples of clients and projects in recent years include:

- NESTA (National Endowment for Science, Technology and the Arts) – researching lessons from the piloting of the Swarmteams® mobile and instant messaging system for building the fanbases of music artists;
- National College of School Leadership – consulting on design and selection of Web 2.0 technologies for professional development of school leaders;
- Ufi Ltd/learnirect – consulting on management of online tutors, and leading usability work for their web site and systems;
- British Standards Institute – co-writing the British Standard BS8426 *A code of practice for e-support in electronic learning systems*, and editing two other e-learning British Standards;
- Trades Union Congress – managing a £250k project to develop two e-learning courses for members and representatives of trades unions, and consulting on knowledge management systems;
- Curating a set of online learning resources, linked to the programme of the Showroom cinema, and creating a 'wiki'-based resource for the album *69 Love Songs* by The Magnetic Fields (see [69lovesongs.info](http://69lovesongs.info)).

Other past clients include Department for Education and Skills (UK Government), General Telecom (now part of Virgin Media), National Centre for Popular Music, Sheffield Live Arts Trust, Logica plc, Microsoft, Chartered Institute of Personnel and Development, Yorkshire Forward and Learning Light.

David has presented to conferences in the UK, US and Europe, and frequently writes for music industry and marketing trade magazines, as well as for *The Spectator*.