

# RICARDO L. PUNZALAN | CURRICULUM VITAE

University of Michigan School of Information  
3336-B North Quad, 105 S. State St., Ann Arbor Michigan, 48109 -1285  
www.rpunzalan.com | ricpunz@umich.edu | (734) 883-1272

## AREAS OF INTEREST

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- Virtual Reunification
- Digitization in Heritage Institutions
- Archives and Collective Memory
- Community Archives
- Visual Archives
- Archival Education
- Museum Studies
- Science, Technology, and Society (STS)

## EDUCATION

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- Present *Ph.D. in Information* (degree expected, 2012)  
**University of Michigan School of Information**  
Dissertation: *Virtual Reunification: When the Digitized Whole Is Greater Than the Sum of Its Analog Parts*  
Committee: Professor Margaret Hedstrom (Chair), Associate Professor Paul Conway, Professor Raymond Silverman, and Professor Elizabeth Yakel
- 2011 *Museum Studies* (Graduate Certificate)  
2011 *Science, Technology and Society* (Graduate Certificate)  
**University of Michigan Rackham School of Graduate Studies**
- 2005 *Master of Library and Information Science* (Archives & Museum Studies)  
**University of the Philippines (Diliman) School of Library and Information Studies**
- 2000 *Bachelor of Library Science* (2000)  
**University of the Philippines (Diliman) School of Library and Information Studies**

## AWARDS, FELLOWSHIPS, GRANTS AND SCHOLARSHIPS

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- 2011 *Summer Institute Scholarship*, Archival Education and Research Institute (AERI)
- 2011 *Graduate Student Fellowship* (Shortlisted), University of Michigan Institute for the Humanities
- 2010 *Summer Research Grant*, University of Michigan Rackham School of Graduate Studies
- 2010 *Conference Travel Grant*, University of Michigan Rackham School of Graduate Studies
- 2010 *Conference Travel Grant*, University of Michigan School of Information
- 2010 *Research Grant*, University of Michigan Museum Studies Program
- 2010 *Travel Grant*, University of Michigan Museum Studies Program
- 2010 *Summer Institute Scholarship*, Archival Education and Research Institute (AERI)
- 2009 *Oliver Wendell Holmes Travel Award*, Society of American Archivists (SAA)
- 2009 *Summer Institute Scholarship*, Archival Education and Research Institute (AERI)
- 2009 *Research Grant, GROCS: Grant Opportunities (Collaborative Spaces)*, University of Michigan Digital Media Commons, Project Title: Digitizing Knowledge
- 2009 *Conference Travel Grant*, University of Michigan Rackham School of Graduate Studies
- 2009 *Conference Travel Grant*, University of Michigan School of Information
- 2008 *Travel Grant*, International Council on Archives (ICA), 2008 ICA Congress in Malaysia  
University of Michigan International Institute
- 2008 *Participation Grant*, Postgraduate Summer School on Medicine and New Media, University of Warwick Centre for the History of Medicine
- 2008 *Conference Travel Grant*, University of Michigan Rackham School of Graduate Studies
- 2008 *Conference Travel Grant*, University of Michigan School of Information
- 2007 *Exhibit Grant*, University of Michigan International Institute Fund for Performances, Films, and Exhibitions
- 2007 *Graduate Student Research Grant*, University of Michigan Rackham School of Graduate Studies

- 2007 *Conference Travel Grant*, University of Michigan Rackham School of Graduate Studies  
 2007 *Conference Travel Grant*, University of Michigan International Institute  
 2007 *Conference Travel Grant*, University of Michigan School of Information  
 2004 *Thesis Grant*, Office of the Vice Chancellor for Research and Development, University of the Philippines (Diliman)

## **RESEARCH PROJECTS**

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### **Current**

#### *Virtual Reunification: When the Digitized Whole Is Greater Than the Sum of Its Analog Parts*

Investigates “virtual reunification” as a strategy to re-integrate digitized archival collections. The study focuses on a set of colonial ethnographic photographs from the Philippines currently distributed among nine heritage repositories. This research aims to provide a rich description of the important considerations that a group of institutions face and the decisions that they must make so that the images they hold in common can be virtually reunified.

#### *Collective Memory: Mapping the Concept in Archival Literature*

This research is in collaboration with fellow doctoral student Trond Jacobsen and Professor Margaret Hedstrom. The project is a systematic examination of the emergence of collective memory as a concept in archival studies. Using citation and network analysis of articles from leading archival journals, the study gauges the influence of individual scholars, maps how new ideas enter the archival discourse, and analyzes how often well known works are cited.

### **Previous**

- 2010 *Digital Surrogacy, Materiality and the Encounter of the Original: Digitized Archival Photographs and the Practice of Visual Studies*  
 Developed a research design to examine how the transformation of archival photograph from the analog to digital format affects a researcher’s perception of the image’s meaning.
- 2009 *Archiving Tradition and Recording Culture: Archives of the Traditional Council of Techiman, Ghana*  
 Studied the recordkeeping practices of the indigenous leadership structure of Techiman, Ghana to understand the relationship of archives with the preservation of culture and traditions, and the process by which archival records come to be regarded as heritage.
- 2007 *Visualizing Leprosy: Archives, Stigma and Social Memory*  
 Traced the various visualizations of leprosy and examined how images and visual depictions of the disease function as both representations of medical knowledge and embodiment of stigma and segregation.
- 2005-  
 2006 *Archives and the Segregation of People with Leprosy in the Philippines*  
 Examined how archival records are repurposed to become the embodiment of community heritage and collective memory in the island of Culion in the Philippines, a former segregation facility for people afflicted with leprosy.

## **EXPERIENCE: RESEARCH, TEACHING, AND PROFESSIONAL PRACTICE**

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### **Research**

- 2009-10 *Graduate Student Research Assistant*  
 Project: Archival Metrics and User Evaluation for Governmental Archives (Principal Investigator, Prof. Elizabeth Yakel, University of Michigan School of Information, funded by the National Historical Publications and Records Commission, NHPRC)

2008-09 *Graduate Student Research Assistant*  
Project: Beyond Image Retrieval: Bridging Digitization Processes and End-User Judgments in a Large-Scale Image Digital Library (Principal Investigator, Prof. Paul Conway, University of Michigan School of Information, funded by the National Science Foundation)

## Teaching

Winter 2012 *Understanding Records and Archives* (SI 580), Instructor of Record  
**University of Michigan School of Information**

Fall 2011 *Contextual Inquiry and Project Management* (SI 501), Head Graduate Student Instructor (GSI)  
**University of Michigan School of Information**

Winter 2011 *Understanding Records and Archives* (SI 580) Instructor of Record  
**University of Michigan School of Information**

Fall 2011 *Graduate Student Mentor*  
Responsible for overseeing and mentoring other Graduate Student Instructors  
**University of Michigan School of Information**

Fall 2010 *Understanding Records and Archives* (SI 580), Graduate Student Instructor  
**University of Michigan School of Information**

Winter 2009 *Digital Libraries and Archives* (SI 640), Graduate Student Instructor  
**University of Michigan School of Information**

Fall 2010 *Graduate Student Mentor*  
Responsible for overseeing and mentoring other Graduate Student Instructors  
**University of Michigan School of Information**

2001-06 Assistant Professor of Archival Studies (on study leave from this post since 2006)  
**University of the Philippines (Diliman) School of Library and Information Studies**

*Courses Taught:* Introduction to Archives and Records Management | Archives Acquisition, Appraisal, Arrangement and Description | Archives Documentation, Reference, Access and Outreach | Preservation Management | Foundations of Audiovisual Archives | Introduction to Librarianship and Information Science | Research in Library and Information Science

## Professional Practice

2002-05 *Museum Archivist*, Jorge B. Vargas Museum, University of the Philippines (Diliman)

2005-2006 *Archivist and Curator*, Culion Leprosy Museum and Archives  
Culion Island, Philippines

2005 *Consultant Archivist*, Insular Life Insurance Company, Philippines

2004 *Consultant Archivist*, Pascual Laboratories (Pharmaceutical Company), Philippines

2004-08 *Curated Exhibitions*

*Leprosy and Segregation: Archival Images from the Culion Leper Colony, Philippines*  
3 March 2008, UM International Institute Gallery

*A Journey Into 100 Years of Culion*  
6 May 2006, Culion Leprosy Museum and Archives

*Designing Diliman: Blueprints and Sketches of Contemporary Structures of UP Diliman*  
23 June 2005, University of the Philippines Vargas Museum

*Daang Bakal: Tren, Tranvia, at LRT/MRT* [Iron Roads: Trains, Street Cars, & LRT/MRT]  
28 August 30-September 2003, University of the Philippines

*60 Years of Mars Ravelo: A Retrospective*  
13 December 2003-15 February 2004, University of the Philippines Vargas Museum

*Beyond Garments: The Young Designers Guild at 10*  
19 October -29 November 2004, University of the Philippines Vargas Museum

## **JOURNAL PUBLICATIONS**

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- 2011 "Fields of Vision: Toward a New Theory of Visual Literacy for Digitized Archival Photographs," with Paul Conway, *Archivaria* 71 (Spring 2011): 63-97
- 2009 "All the Things We Cannot Articulate: Colonial Leprosy Archives and Community Commemoration," In *Communities and Their Archives: Creating and Sustaining Memory*, edited by Jeannette A. Bastian and Ben Alexander (London: Facet Publishing, 2009): 197-219
- 2007 "The Archives of the New Possession: Spanish Colonial Records and the American Creation of a 'National' Archives for the Philippines," *Archival Science* 6 (2006): 381-39
- 2005 "Cultural Diversity and Post-Colonial Realities: Challenges of Archival Training in the Philippines," *Archives and Manuscripts* 33(1) (May 2005): 289-293
- 2001 "Museums Need Archivists, Too: Archival Collections of Museums and Their Impact on Archival Training in the Philippines," *The Journal of Philippine Librarianship* 22(1-2) (2001): 61-80

## **OTHER PUBLICATIONS**

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- 2008 "The Culion Leprosy Museum and Archives," *CORMOSEA Bulletin*, Southeast Asia-Council Committee on Research Materials on Southeast Asia, 31 (June 2008)
- 2004 "The Jorge B. Vargas Museum and Filipiniana Research Center," In *Museums of Southeast Asia*, edited by Iola Lenzi (Archipelago Press, 2004)
- 2004 "Art and Archives: Featuring the Asian Art Archives," *Art Manila* 5(3) (2004)
- 2004 "Waling Gorospe, An Artist Embracing IT," *Art Manila* 5(2) (2004)
- 2003 "A French-Ifugao Artist at the Vargas Museum?," *Diliman Update* 8(5) (August-October 2003)
- 2003 "Keeping Track of Orlina," *Art Manila* 4(2) (2003)
- 2003 "Art Exchange: Komiks as Art," *Art Manila* 4(2) (2003)
- 2003 "Artist on Record: Romulo Olazo," *Art Manila* 4(1) (2003)
- 2002 "Alex Botelho: The Artist as Conservator," *Art Manila* 3(11) (December 2002)
- 2002 "Code of Ethics for Filipino Archivists: A Rationale," *Newsletter of the Society of Filipino Archivists* (January 2002)

## **CONFERENCE PAPERS**

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- 2011 *Concerning Virtual Reunification*, Archival Education and Research Institute (AERI), 10-15 July 2011, Simmons College, Boston
- 2011 *Digitization of Colonial Archives: The Case of the Dean C. Worcester Ethnographic Image Collections*, 31

March-3 April 2011, Honolulu Convention Center, Hawaii

- 2010 *These Images are Similar, But are Not the Same: Colonial Archives in the Age of Virtual Reunification*, "Reimagining the Archive: Remapping and Remixing Traditional Models in the Digital Era," 13 November 2010, UCLA
- 2010 *Archives and Cultural Memory: Archiving Culture and Recording Tradition in Techiman, Ghana*, "Questions of Trust? Archives, Records and Identities," UK and Ireland Forum for Archives and Records Management Education and Research (FARMER), 6 July 2010, Wolfson College, Oxford University
- 2009 *Archiving Culture/Recording Tradition: Reflections on Archives, Culture and Community in a Ghanaian Town*, "Sustainable Archives," Joint Annual Meeting of the Society of American Archivists and the Council of State Archivists, 11-16 August 2009, Austin, Texas
- 2009 *Archives and "Re-membering": Leprosy, Display and Commemoration in a Segregated Community*, Archival Education and Research Institute (AERI), 11-16 July 2009, UCLA
- 2009 *Invoking Collective Memory: Mapping the Emergence of a Concept in Archival Science*, co-presented with Trond Jacobsen, "Facing the Past/ Facing the Future: History, Memory, Literature," 6-9 May 2009, Bahcesehir University, Istanbul, Turkey
- 2009 *All the Things We Cannot Articulate: Archives and Commemoration in a Former Leper Colony in the Philippines*, Housing Memory Graduate Student Conference, 13-14 March 2009, Faculty of Information, University of Toronto
- 2008 *Archives and the Segregation of People with Leprosy in the Philippines*, Fourth International Conference on the History of Records and Archives (I-CHORA 4), 3-5 August 2008, University of Western Australia, Perth, Australia
- 2008 Panel on *Revisiting Theory in Archival Practice and Education*, International Council on Archives (ICA) Congress, 21-27 July 2008, Kuala Lumpur Malaysia
- 2008 *Learning from the Community: Archives, Segregation and Leprosy in the Philippines*, "Community Engagement: Integrating Learning, Research, and Practice," ALISE [Association of LIS Educators] 2008 Annual Conference, 11 January 2008, Sheraton Philadelphia City Center Hotel, Philadelphia, PA
- 2007 Panel on *Towards Developing Community-based and Culturally Sensitive Curriculum and Pedagogy in Archival Studies Education*, "Pluralizing the Archival Paradigm: Addressing the Practices, Perspectives and Needs of Indigenous, Ethnic and Under-represented Communities through Archival Education," 2 June 2007, UCLA Department of Information Studies / UCLA Center for Information as Evidence
- 2005 *The Archives of the New Possession: the Fate of Spanish Colonial Records in the Philippines Under the American Regime*, Second International Conference on the History of Records and Archives (I-CHORA 2), 31 August 2005, Archiefschool, University of Amsterdam, The Netherlands
- 2005 *Archiving the Archives: Managing Image Collections and the Photo Digitization Project of the U.P. Vargas Museum*, "The Digital Dawn: AV Archiving in Transition," 9<sup>th</sup> Southeast Asia Pacific Audiovisual Archive Association General Conference, 2 May 2005, Bandar Seri Begawan, Brunei Darussalam
- 2004 *Museums Need Archivists, Too: Archival Training for Museum-Archives Collaboration*, Asia-Pacific Conference on Archival Education, 18 April 2004, Archives College, Renmin University of China, Beijing, China
- 2004 *Insight and Foresight: Developing a Master of Archival Studies at the Institute of Library and Information Science, University of the Philippines*, Asia-Pacific Conference on Archival Education, 18 April 2004, Archives College, Renmin University of China, Beijing, China (co-presented with Mrs. Yolanda C. Granda and Teresa S. Montesa)

## INVITED LECTURES

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- 2007 *Visualizing Leprosy: Archives, Stigma and Social Memory*, 12 March 2007, Wellcome Unit for the History of Medicine, Oxford University, U.K.
- 2007 *Visual Archives and Leprosy* (Guest Lecturer), IS 431: American Archives and Manuscripts, Dr. Anne Gilliland (Course Instructor), March 1, 2007, 9:00 to 12:30 p.m., UCLA Department of Information Studies, Room 111, GSEIS Building, UCLA
- 2006 *Exhibiting Leprosy: Representation, Commemoration and Affliction at the Culion Leprosy Museum and Archives*, 12 November 2006, International Institute, University of Michigan, Ann Arbor, Michigan
- 2001 *Ethics: Constructing A Code for Filipino Archivists*. Society of Filipino Archivists, U.P. Alumni Center, October 2001

## WORKSHOP PRESENTATIONS

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- 2011 *Information Management: Analog and Digital Collections*, “Basic Visual Arts Handling Workshop: National Museum Collections, Loans and Exhibition Materials, 3-5 May 2011, The National Museum of the Philippines, Manila
- 2011 *Workshop on Archives and Collective Memory*, co-organized and co-facilitated with Trond Jacobsen, Archival Education and Research Institute (AERI), 10-15 July 2011, Simmons College, Boston
- 2010 *Archives and Collective Memory Methods Workshop*, co-organized and co-facilitated with Trond Jacobsen and Brien Brothman, Archival Education and Research Institute (AERI), 22 June 2010, University of Michigan, Ann Arbor
- 2005 *An Act of Remembering: Preserving Culion Leprosy Records*, “Workshop on Development of Museum and Archives Related to Leprosy,” 22 November 2005, Mumbai & Kolhapur, India
- 2003 *Bound by Paper: Cataloguing Archival Materials*, “Designing Museums,” 13 October 2003, U.P. Vargas Museum
- 2003 *Keeping Your Museum Records, Non-Fiction*, “Designing Museums,” 13 October 2003, U.P. Vargas Museum
- 2003 *Documentation and Registration Towards Exhibition Planning*. “Basic Curatorship Seminar,” 6 May 2003, Philippine Heart Center Conference Hall
- 2003 *The Challenges of Mechanically Reproduced Images*, Class of Visual Anthropology (SA 199.5/SA 240.29) under Ana Maria Theresa P. Labrador, Ph.D., Ateneo de Manila University, 28 January 2003
- 2002 *Archives, Records and Collections Information Management in Museums*, “Basic Curatorship Seminar,” 2 November 2002, U.P. Vargas Museum
- 2002 *Archives: Preservation, Arrangement and Description*, “Seminar-Workshop for Court Librarians,” Philippine Judicial Academy, Supreme Court of the Philippines, Tagaytay City, 4 July 2002
- 2002 *Crossing the Border: What’s an Archivist Doing in a Museum?*, “Internship 101: What is it to be an intern?” University of the Philippines (Diliman) Vargas Museum, 27 June 2002

## ACADEMIC SERVICE

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2005-  
present **Reviewer**, *Archival Science*

2004-  
present **Executive Committee Member**, Section on Archival Education and Training, International Council on Archives

- 2001-present **Reviewer**, *The Journal of Philippine Librarianship*
- 2008-09 **Founder and Coordinator**, Interdisciplinary Workshop on Archives and Collective Memory
- 2008-09 **Doctoral Executive Committee Member**, University of Michigan School of Information
- 2008 **Reviewer**, *iConference 2008*
- 2006 **Reviewer**, *Humanities Diliman*
- 2005-09 **Editorial Advisory Board Member**, *Encyclopedia of Library and Information Sciences*, 3rd Edition, New York: Marcel Dekker, Head Editors: Dr. Marcia J. Bates and Dr. Mary Niles Maack
- 2005-06 **Graduate Program Coordinator and Chair of Research and Publications Committee**, University of the Philippines (Diliman) School of Library and Information Studies
- 2001 **Co-Editor**, *The Journal of Philippine Librarianship* 22(1-2) 2001

## **PROFESSIONAL MEMBERSHIP**

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American Museum Association, 2009-present  
Archivists and Librarians in the History of Health Sciences, 2006-2008  
Society of American Archivists, 2007-present  
Society of Filipino Archivists, 2001-present  
International Council on Archives, 2004-present  
International Council on Museums, 2005-present

## **REFERENCES**

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### **Margaret Hedstrom**

Professor & Associate Dean for Academic Programs  
School of Information  
University of Michigan  
4322 North Quad, 105 S. State St.  
Ann Arbor Michigan, 48109 -1285  
Email: hedstrom@umich.edu  
Tel.: 734-647-3582

### **Paul Conway**

Associate Professor  
School of Information  
University of Michigan  
4427 North Quad, 105 S. State St.  
Ann Arbor Michigan, 48109 -1285  
Email: pconway@umich.edu  
Tel.: 734-615-1419

### **Raymond Silverman**

Professor & Director of Museum Studies Program  
Museum Studies Program  
University of Michigan Museum of Art  
525 South State Street  
Ann Arbor, MI 48109-1354  
Email: silveray@umich.edu  
Tel.: 734-936-6678

### **Elizabeth Yakel**

Professor  
School of Information  
University of Michigan  
4419 North Quad, 105 S. State St.  
Ann Arbor Michigan, 48109 -1285  
Email: yakel@umich.edu  
Tel.: 734-763-3569

Other references are available upon request.