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**Presentation Topic:** Deconstructing People, Analytics and Platforms: Embodied Multimodalities, Inclusion and Work Identity.

### Abstract

It is increasingly important for HR professionals to sharpen their analytical abilities and to be able to effectively employ metrics (i.e., measures of key outcomes), to develop systematic and strategic approaches to people management through People Analytical Platforms (PAPs). The aim of this study is to deconstruct PAP in organizational contexts and to understand multimodalities study from traditional forms to a more embodied form (Bourdieu, 1986), where the identities construction of HR professionals navigating PAP is presented: through the review of neoliberal agenda of organizations using PAP, discourse(s) around inclusivity and exclusivity of PAP adoption, as well as the role community of practice (Lave & Wenger, 1991) plays in shaping potential affordances of the multimodal PAP. This study analysis will be supported by the theories of Community of Practice (Lave & Wenger, 1991), the Multimodal Social Semiotic (MSS) lens of Kress and Leeuwen (2001), the founding concepts of Bourdieu's (1986) and Coleman's (1988) theory of capital, and the more recent concepts of Burt (1992), Woolcock (2004), and Lin (2001).

In this meaning-focused study, language and discourse are explored in terms of how they contribute to the experience and identity of HR professionals in three organizational contexts. For this purpose, a multimodal and interactive critical discourse analysis (O'Halloran, 2012; O'Halloran et al 2010a; van Leeuwen 2008), will be carried out to investigate HR professionals' navigating

varied analytical platforms. In addition, a think aloud method, video recording, and narrative interviews, will be employed to understand social interpretation of modes, and sociocultural representation in communication, which addresses various factors (affective, cognitive, behavioral, and so on), and individual experiences of PAP users in relation to organizations' standards. In this light, this study reviews the implication of globalization on workplace Identities, potential review of affordance (multimodal inclusiveness for HR professionals), and organizational practices to ensure equity in professional settings. With post-structuralist thinking, this study aims to explain how HR professionals perceive the reality in which they live (Kim, 2016)—the reality of data analytical platform adoption, work identity (understanding of their affective, behavioral and knowledge in using PAP and understanding of how their knowledge is shaped and by what/who, as well as their modal affordance and choice in PAP), which is imposed by corporations, and the transformation experienced by HR professionals, as well as the way that their choice of platform is controlled by the spike in the adoption curve of PAP in today's business-driven world.

**Keywords:** Multimodality, Inclusion, Identity, Analytics, Critical Discourse Analysis  
Identities and Employee Relations

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