

Curriculum vitae of **Lorenza Parisi**, PhD

CURRENT POSITION

2019 - present: Associate Professor in 'Sociology of Culture and Communication' (SPS/08) at Link Campus University (Rome, Italy). Assigned courses: 'Internet studies', 'Social media management', 'Network society' and 'Digital marketing'.

ACADEMIC ROLES

Since July 2020: Manager of the Bachelor degree 'Innovative technologies for digital communication' at Link Campus University. Previously she managed the master degree in 'Technologies and Codes of Communications'.

Since: 2019: Member of the Doctoral advisory committee at Link Campus University. Supervisor of a PhD student from Mahidol University | MU · Institute of Human Rights and Peace Studies

RESEARCH INTERESTS

- Digital media studies. Main topics: social media and self presentation; social media and natural disasters; online dating; digital media and gender; mobile communication.
- Critical Algorithm Studies. Main topics: search engines; social media algorithms; location-based applications.
- Digital marketing and social media marketing for public administrations, institutions and brands.
- Civic engagement and political activism through digital media.
- Human Computer Interaction.

EDUCATION

2008 – 2011: PhD student in 'New Media Studies' at the Faculty of Communication Sciences, University of Rome, La Sapienza (Italy)

Degree: PhD

PhD Dissertation title: '*Where 2.0. Exploring the impact of digital media on place experience*'. Keywords: place experience; digital media; communication geography; networked space; mobile communication; locative media.

September 2007- December 2007: enrolled in the ASP (Advanced Study Program) at the Massachusetts Institute of Technology (USA).

1999-2006: University Graduate: La Sapienza University of Rome, Facoltà di Scienze della Comunicazione (Faculty of Communication Sciences)

Degree: Laurea (110 cum laude /110)

Research thesis on *Theory and technology of new media* (title: "*As We May Search. Knowledge Machines In Information Society. Memex And Google: A Comparison*"). The thesis contains an accurate analysis of the cultural and ideological impact of automatic systems for storing and retrieving knowledge; a detailed comparison is done between the "Memex" of Vannevar Bush and the search engine Google. Thesis advisors: Professor

Alberto Marinelli.

ACCADEMIC HISTORY

- November 2016 - March 2019: Assistant Professor in 'Sociology of Culture and Communication' at Link Campus University (Rome, Italy)

- January 2015 - March 2017: Lecturer in 'Media Studies' at John Cabot University (Rome, Italy). Assigned courses: 'Media, Culture and Society', 'Digital Media Culture' and 'Qualitative Research with Digital Media'.

2015: member of the Organizing Committee of the Conference 'Protest Participation in Variable Communication Ecologies', 24-26 June 2015, Alghero (Sardinia, Italy). The conference has been sponsored by The United States Embassy to Italy.

- January 2014 – January 2015: Post-doctoral research fellow at the Department of Political Sciences and Communication, University of Sassari (Italy).

- 2013: Research fellow at Università di Roma Tre (Rome, Italy). Supervisor: Professor Lorenzo Mosca. She investigated the activities carried out by citizens involved into the Italian Indignados social movement.

- 2010 – 2011: Researcher at Polo Universitario di Colle Val d'Elsa (Siena). The fellowship is granted by Fondazione Monte dei Paschi di Siena in order to transfer digital Innovation in Italian enterprises. The research activity focused on the development of a location based version of the social network site Panmind (www.panmind.com).

2008 - 2011: PhD candidate in 'Communication Sciences' at the University of Rome 'La Sapienza'

May - June 2009: Visiting PhD student at Helsinki Institute for Information Technology, UIx (Ubiquitous Interaction Lab). Supervisor: Prof. Giulio Jacucci.

September 2007 - December 2007: enrolled in the ASP (Advanced Study Program) at the MIT (Cambridge, USA). During that semester she also attended a design workshop at the 'Mobile Experience Lab' under the supervision of Federico Casalegno. She took part in the project 'Learning Sustainability' focused on applying mobile technologies to promote active learning and civic engagement among young people. With C. Kaman and B. S. Thomsen, she created a project, called The Eco Pet.

PROFESSIONAL HISTORY AS DIGITAL CONSULTANT

Since 2009 she has worked as digital senior consultant and social media strategist for several Italian public administration and private companies: Jaguar and Land Rover Italia; Ministero per le Politiche Giovanili e le attività sportive; Gambero Rosso (the most important Italian food and wine magazine and publishing group); Camere di Commercio d'Italia; Fondazione Basaglia, etc.).

2012- 2014: Gambero Rosso Holding social media strategist. Gambero Rosso is the world's authority on Italian food, wine and travel.

2012: Senior consultant at Nuvò s.r.l. (digital transformation company).

May 2006 – March 2008: working in the Press Office of M.P. Mrs. Giovanna Melandri (Italian Minister for Sports and Youth Politics) as consultant for ICT communication, Internet and new media. She takes care of many institutional communication campaigns targeting young people. She functions also as ghostwriter and dossier editor.

TEACHING AND RESEARCH ACTIVITIES

January 2015 - April 2017: Lecturer in Media Studies at John Cabot University (Rome, Italy). She has taught eleven courses in the following topics: 'Media, Culture and Society' and 'Digital Media Culture', 'Qualitative Research with Digital Media'.

2009 - 2011: involved in research activities of 'Against Political Communication', a Research Project of Relevant National Interest (PRIN) funded by the Italian Ministry of Education. The project investigates political participation in the age new media.

2014: 2017: Involved in the research activities of the 'SHAKE networks' project, a designated Research Project of Relevant National Interest funded by the Italian Ministry of Education. The project explores the role of social media in emergency communication and dissemination of seismological research.

2013 - 2014: international cooperation with Sorin Matei (Purdue University, USA). The research project 'Alterpode' analyzes how digital media, and social media in particular, influence the perceptions of continental scale geography (maps).

Since 2007 she holds lectures at different workshops (University of Sassari), masters (IULM University, Siena University, University of Rome La Sapienza) and events organized by public institutions (Italian Government Public Administration Department, Italian High Institute for Health).

Since 2006 she collaborates with the Department of Communication, University of Rome - La Sapienza where she takes part in teaching activities ('Theory and Technology of New Media', 'Interface, contents and services for interactive technologies', 'Internet studies' courses) and research activities (Mediamonitor Politica).

2007 – 2009: developed and tested the e-learning browser game: 'Learning to Play' (with Marco Casini, Simone Mulargia and Veronica Mobilio).

December 2007: when enrolled at MIT, with C. Kaman and B. S. Thomsen, she developed the 'Eco Pet' project applying mobile technologies to foster active learning and civic engagement among young people.

COMPLETE LIST OF PUBLICATIONS

BOOK:

Parisi L., *Where 2.0. Media digitali ed esperienza del luogo*. Guerini e Associati, Milano, 2018, ISBN: 978-88-8107-416-7

PEER-REVIEWED JOURNAL ARTICLES:

Comunello F., Parisi L., Ieracitano F. (2020), "Negotiating gender scripts in mobile dating apps: between affordances, usage norms and practices" *Information, Communication & Society*, 1-17 **Fascia A journal** (top ranking journal) according to the Italian Ministry of Education].

Parisi L., Parente G. A. (2020), "Questioning the algorithmic transparency of location-based platforms", (2020), *Journal of Sociocybernetics*, 17 (1)

Parisi L., Comunello F. (2019), "Dating in the time of "relational filter bubbles": exploring imaginaries, perceptions and tactics of Italian dating app users", *The Communication Review*, 23:1, 66-89, DOI: 10.1080/10714421.2019.1704111 [**Fascia A journal** (top ranking journal) according to the Italian Ministry of Education].

Lungeanu M. I., Parisi L. (2018), "What makes a fashion blogger on Instagram? The Romanian case study Observatorio", *OBS**, (2018), *Special issue on The co-option of audiences in the attention economy*

Sarrica M., Farinosi M., Comunello F., Brondi S., Parisi L., Fortunati L. (2018), "Shaken and Stirred. Social Representations, Social Media and Community Empowerment in Emergency Contexts" in Special Issue 'Social Representations, ICTs and Community Empowerment', *Semiotica*. <https://doi.org/10.1515/sem-2016-0208>

Comunello, Mulargia, Parisi (2017), 'Non parlarmi, non ti sento'. Processi di sense giving nella controversia sui vaccini infantili tra gli utenti di Facebook, *Problemi dell'informazione*, n. 3, p.431-457. [**Fascia A journal** (top ranking journal) according to the Italian Ministry of Education].

Comunello F, Parisi L, Lauciani V, Magnoni F, Casarotti E (2016) 'Tweeting after an earthquake: user localization and communication patterns during the Emilia 2012 seismic sequence'. *Annals of Geophysics*, ISSN: 2037-416X (IF 2014: 1.037)

Comunello F., Mulargia S., Parisi L., (2016) 'The "proper" way to spread ideas through social media: exploring the affordances and constraints of different social media platforms as perceived by Italian activists', *Sociological Review*, vol. 64, p. 515-532, ISSN: 0038-0261, DOI: 10.1111/1467-954X.12378 [**Fascia A journal** (top ranking journal) according to the Italian Ministry of Education].

Parisi L. (2015) 'Where 2.0'. Exploring the Place Experience of 'Hyperconnected' Digital Media, Users in Special Issue: Other Senses of Place: Sociospatial Practices in the Contemporary Media Environment, *Sociologica*, 03/2015, Il Mulino. 12378 [**Fascia A journal** (top ranking journal) according to the Italian Ministry of Education].

Lovari A., Parisi L. (2015), 'Listening to digital publics. Investigating citizens' voices and engagement within Italian municipalities' Facebook Pages, *Journal of Public Relations Research*. <http://www.sciencedirect.com/science/article/pii/S0363811114001854>

Lovari A., Parisi L., (2011), 'Amministrazioni pubbliche in ascolto. Prove di customer satisfaction attraverso la lente dei social network sites', *Sociologia della comunicazione*, Anno XXII – n. 41-42, 2011, numero monografico su Le reti socievoli. Fare ricerca sul/nel web sociale, Franco Angeli, Milano, pp.78-89.

EDITOR-REVIEWED PUBLICATIONS:

Matei S.A, Parisi L., Comunello C., Viber K. (2020), 'Alterpodes: Communication biases in plausible reasoning about geographic perception of place and space', In: (eds.) Letenyei L., Dobák J. *Mental Mapping. The Science of Orientation*. Schenk Verlag GmbH: Passau. ISBN: 78-3-944850-78-8, pp. 93 – 112.

Comunello F., Parisi L. (2020), "Dating Apps", *The International Encyclopedia of Gender, Media, and Communication*, Wiley, ISBN: 9781119429104, PP. 1- 6

Massidda L., Parisi L., (2017) 'Public Art 2.0? Exploring the ambivalent relationship between two 'participatory' logics' in (eds.) Iannelli L., Musarò P., *Performative Citizenship. Public Art, Urban Design, and Political Participation*, Mimesis International. ISBN: 978-88-6977-034-0, pp. 73 -92.

Parisi L, Comunello F (2017). 'Exploring networked interactions through the lens of location-based dating services. The case of Italian Grinds users'. In: (eds): Dhoest A, Szulc L, Eeckhout B, *LGBTQs, Media and Culture in Europe*. LONDON and NEW YORK: Routledge ISBN: 978-1138649477

Parisi L. (2014), 'Idee e valori dei nuovi attori politici in rete', In: (eds.) Alberto Marinelli e Elisabetta Cioni, *Public Screens*, Sapienza University Press. ISBN: 978-88-98533-43-5 <http://digilab2.let.uniroma1.it/ojs/index.php/MandH/article/download/225/214>

Parisi L., Comunello F., Amico A. (2014). '#allertameteoSAR: analisi di un hashtag di servizio tra dinamiche di influenza e nuove forme di engagement'. In: (ed.): Comunello Francesca, *Social media e comunicazione d'emergenza*. p. 121-140, Milano, Guerini e Associati. ISBN: 9788881073641

Comunello F., Parisi L. (2014). 'Social media e disastri naturali: un'analisi dei tweet durante il terremoto in Emilia (maggio 2012)'. In (ed.): Francesca Comunello, *Social media e comunicazione d'emergenza* . p. 69-86, Milano, Guerini e Associati. ISBN: 9788881073641

Lovari A., Parisi, L., (2013) 'Lo sguardo del cittadino: bisogni comunicativi e dinamiche relazionali nel web sociale abitato dalla PA'. In (eds.) Masini M., Lovari A., Benenati S., *Tecnologie digitali per la comunicazione*

pubblica, Editore Bonanno, Acireale-Roma.

Lovari A., Parisi L. (2011), 'Public administrations and citizens 2.0. Exploring digital public communication strategies and civic interaction within Italian municipality Pages on Facebook' in *Networked Sociability and Individualism: Technology for Personal and Professional Relationships*. In (ed.) F. Comunello, IGI Global, 2011, pp. 238 – 263

Parisi L. (2010), 'Gli elettori indecisi alla prova del voto: percorsi e motivazioni della scelta' in *Gli indecisivi. La campagna elettorale per le Politiche 2008 vista dai cittadini*. In (eds.) M. Morcellini, G. Fazzi e L. Iannelli, ScriptaWeb.

Parisi L., Rega R. (2010), 'La comunicazione degli attori politici: tra disintermediazione e media sociali'. In (eds.) E. Cioni, A. Marinelli, *Le reti della comunicazione politica*, Firenze University Press

Antenore M., Iannelli L., Parisi L. (2009). Qualcuno era comunista? Gli elettori indecisi di fronte al voto. In: Morcellini M.; Prospero M. (a cura di). *Perché la sinistra ha perso le elezioni?*. p. 135-160, ROMA: Ediesse, ISBN: 9788823013551

PEER-REVIEWED PROCEEDINGS:

Iannelli L., Parisi L. (2014), "To Govern artfully. Linking relational public art to urban governance toward new forms of civic participation". In Soares Neves P.; de Freitas Simões D. (eds). (eds): *Lisbon Street Art & Urban Creativity*, p. 234-241. Lisbon: UrbanCreativity.org, ISBN: 978-989-20-5138-3

Parisi L. Rega R. (2011), "Disintermediation in Political Communication: chance or missed opportunity?", in De Blasio E., Hibberd M. e Sorice M. (eds.), *Leadership and new trends in political communication*, CMCS, Luiss University Studies, pp. 123-144

Coutrix, C., Jacucci, G., Advouevski, I., Vervondel, V., Cavazza, M., Gilroy, SW., Parisi, L. (2011), "Supporting Multi-user Participation with Affective Multimodal Fusion," Ninth International Conference on Creating, Connecting and Collaborating through Computing, IEEE 2011, pp. 24-31

Jacucci, G., Morrison, A., Richard, G.T., Kleimola, J., Peltonen, P., Parisi, L., Laitinen, T., (2010) Worlds of information: designing for engagement at a public multi-touch display. In: ACM CHI '10: Proceedings of the 28th international conference on Human factors in computing systems, pp: 2267-2276

Coutrix C., Jacucci G., Spagnolli A., Ma L., Helin M., Richard G., Parisi L., Roveda S., Narula P. (2010), Engaging spect-actors with multimodal digital puppetry. In *Proceedings of the 6th Nordic Conference on Human-Computer Interaction: Extending Boundaries* (NordiCHI '10). ACM, New York, NY, USA, pp. 138-147

OTHER JOURNAL ARTICLES:

Lovari, A. & Parisi, L. (2011). Pubbliche amministrazioni e cittadini 2.0. Esplorando forme di partecipazione civica e relazionale. *Culture e Comunicazione/Culture and Communication*, 2, 97-108, available online <http://pic-ais.it/rivista2/pdf/lovari.pdf>

Fazzi G., Marchianò F., Parisi L. (2013). 'Forme di partecipazione e orientamenti di voto nelle elezioni regionali 2010'. *DEMOCRAZIA E DIRITTO*, vol. 1-2 del 2013, p. 413-437, Franco Angeli, Milano. ISSN: 0416-9565, doi: 10.3280/DED2013-001019

CONFERENCES:

Medcom 2020+1, "6th World Conference on Media and Mass Communication", How users perceive the algorithmic transparency of location-based platforms, 18 June 2021 (online, first author and presenting author, with Andrea Parente)

15th International Conference of Sociocybernetics (ICSC2019) | "Dark Ages 2.0", 25-29 June 2019, 'Questioning algorithms' transparency: the case of location-based platforms in the context of touristic mobility' (second author and presenting author, with Andrea Parente).

ECREA, European Communication Conference, 31th October-3th November 2018, Lugano; title: Are mobile dating apps reshaping our (relational) filter bubbles? (first author, non presenting, with Francesca Comunello).

ECREA, 6th European Communication Conference, 9th-12th November 2016, Prague; title: Between 'debunking' and 'echo-chamber' effects. Exploring the childhood vaccine controversy among Italian Facebook users (third author, with Francesca Comunello e Simone Mulargia).

International Conference on 'Protest Participation in Variable Communication Ecologies', 24-26 June 2015, Alghero (Sardinia, Italy); title: 'Take (connected) action. Exploring the role of different social media platforms as participatory environments for protest events" (third author and presenting author, with Francesca Comunello e Simone Mulargia).

LGBTQs, Media and Culture in Europe' international workshop. 3-4 December 2015, Antwerp (Belgium); title: 'Italian Grindr users: self-presentation strategies, online visibility and (public) display of sexual orientation' (first author and presenting author, with Francesca Comunello).

Lisbon Street Art & Urban Creativity, 5 July 2014, Lisbon (Portugal); title: "To Govern artfully. Linking relational public art to urban governance toward new forms of civic participation" (second author and presenting author, with Laura Iannelli).

Conference AIS, Milan, 26 September 2014, "Governare ad arte. Pratiche artistiche in cerca di cittadinanza."(with Iannelli L., Bruno M., Massidda L., Marelli C., Musarò, Parisi S.).

Social Media and the Transformation of Public Space, Amsterdam, June 2014 (paper accepted: "Twitter and natural disasters. How the user-generated hashtag #allertameteoSAR became the 'official' hashtag for disaster recovery during the Sardinia floods" (first author and presenting author, with Comunello F. and Amico A.).

National Communication Association (Washington, USA), November 2013; title: Alterpode. Where we think things are and what influences those beliefs (fourth author: Matei, Comunello, Vibber, Parisi).

Crossing Boundaries in Crisis Communication, Erfurt (Germany), October 2013. "Twitter and natural disasters: the case of the Emilia 2012 #terremoto" (second author and presenting author, with F. Comunello, G. Anzera, E. Casarotti, V. Lauciani).

European Sociological Association (ESA 2013), Torino, August 2013. Social media and natural disasters: mapping information spread and influence dynamics during the Emilia 2012 earthquake (second author: Comunello F., L. Parisi, E. Casarotti, V. Lauciani).

International Research Workshop about mobile communication as a cultural, spatial and social phenomenon, Parisi L., "Where 2.0. - Exploring the impact of digital media on place experience", Aarhus, Denmark, 28 March 2012 (first author and presenting author).

International Research Workshop about mobile communication as a cultural, spatial and social phenomenon; Comunello F., Parisi L., "Mobile location based social networks: the case of Grindr, spatial and social phenomenon, Aarhus, Denmark, 28 March 2012 (second author and presenting author with Comunello F.).

Parisi L., Rega R., "Disintermediation in political communication: chance or missed opportunity?" CMCS Political Communication Conference, Rome, 20th May 2011 (first author and presenting author, with Rossella Rega)

Conference ESA Research. Network Sociology of Culture, Bocconi, Milano, 6th October 2010. Lovari A., Parisi L., "Public administration and citizens 2.0. Exploring on-line civic participation in social network sites: an Italian empirical study" (second author and presenting author, with Alessandro Lovari).

Conference 'Reti socievoli' Urbino (Italy), 20th November 2009. Lovari A., Parisi L., 'Amministrazioni pubbliche in ascolto. Prove di customer satisfaction attraverso la lente dei social network site', (second author and presenting author, with Alessandro Lovari).

The Mobile City conference, Rotterdam, Netherlands, February 27-28 2008. Kaman C., Parisi L., Stjerne Thomsen B., "The Eco-Pet Project: a game about active learning, an exploration of the city, an exchange between individuals, a reflection on sustainability (second author and presenting author, with Kaman C., and Stjerne Thomsen B).

XIII International Conference of Oral History, Rome 2004. A. Di Cerbo, L. Parisi, F. Pappalardo, B. Pinto, S. Trifiletti, "An Initiation To Violence: History and Stories from Genoa, July 2000" (second and presenting author).

SKILL/INTERESTS:

Informatics:

Social media marketing tools.

Working knowledge of IBM SPSS software (Statistical Package for the Social Sciences).

Fair knowledge of the HTML language and HTML editors (e.g. Dreamweaver).

Languages:

English language proficiency: Level of C1 (Effective Operational Proficiency) as per the Common European Framework of Reference for Languages (CEF).

Basic knowledge of French.

Peer review:

She has served as a peer reviewer for the following journals: New Media and society (ISSN 1461-4448), Social Sciences (ISSN 2076-0760), Bollettino dell'Associazione Italiana di cartografia (ISSN 0044-9733). She has also served as a peer reviewer for the Annual Conference of the Association of Internet Researchers (AoIR, 2106, 2017, 2018, 2019, 2021).

She has been enrolled as a reviewer in The Editorial Advisory board of the book "Contemporary Politics, Communication, and the Impact on Democracy", IGI Global, 2021.

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