

## CURRICULUM VITAE

# LUDMILA LUPINACCI

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## ACADEMIC EDUCATION

- 2017 – **MPhil/PhD in Media and Communications**  
*Department of Media and Communications, London School of Economics and Political Science, University of London – London, UK*  
Funding: LSE PhD Studentship  
Thesis: "Live, here and now: experiences of liveness in everyday engagements with connective media" (working title)  
Supervised by: Professor Nick Couldry & Dr Ellen Helsper
- 2014–2016 **MSc in Communication and Information**  
*Graduate Programme of Communication and Information, Federal University of Rio Grande do Sul (PPGCOM/UFRGS) – Porto Alegre, Brazil*  
Funding: National Council of Scientific and Technological Development - CNPq  
Research Field: Information, Social Networks and Technologies  
Dissertation: "The appropriations of the animated GIF: cultural, expressive, and affective aspects of the usage of an outdated technology"  
Supervised by: Professor Alex Primo
- 2008–2011 **BA in Communication – Publicity & Advertising**  
*Faculty of Communication, Pontifical Catholic University of Rio Grande do Sul (Famecos, PUCRS) – Porto Alegre, Brazil*  
Funding: Studentship for Academic Merit (Bolsa Mérito Acadêmico)  
Monograph: "All ages admitted: the emergence of a segment of adults who consume animated feature films"  
Supervised by: Dr Roberto Tietzmann

## RESEARCH INTERESTS

Communication | Technology and Society | Media and Culture | Digital Platforms | Internet Studies | Computer-mediated Communication | Social Media | Audience Studies | Media practices | Circulation and sharing practices | Empirical Research | Qualitative Methods | Digital Methods | Non-traditional Methods

## TEACHING EXPERIENCE

LSE (UK) **Graduate Teaching Assistant, *Dissertation Study Skills* - 33h**

2018-19 Workshop leader in *Dissertation Study Skills*, a non-compulsory, drop-in workshop series taught to MSc students from the Department of Media and Communications in Michaelmas and Lent Terms. Comprised of six independent workshops delivered three times each, the module was designed to offer support to students in planning and writing their dissertations, as well as in structuring essays and preparing for exams. Content taught included: critical reading; essay structure; choosing a research topic; developing a research question; research design and operationalization. Course convened by Dr Omar Al-Ghazzi.

LSE (UK) **Graduate Teaching Assistant, *Digital Technology, Speed, and Culture* - 20h**

2018 Class-teaching in *Digital Technology, Speed, and Culture*, an elective half-unit module for undergraduate students in the Department of Sociology. The course explored sociologically informed approaches to the study of science and technology. Content taught included: the politics of artefacts; post-industrial society, time, and space; feminist technoscience; digital technologies and the reshaping of social relations; self-tracking as a sociotechnical practice. Course convened by Professor Judy Wajcman.

LSE (UK) **Classroom Assistant, *Interpersonal Mediated Communication* - 20h**

2019 Assistantship on *Interpersonal Mediated Communications*, a half-unit module taught for MSc students. The role comprised activities such as content management, support in the creation and implementation of an electronic media diary, Moodle editing, and wiki moderation. Course convened by Dr Ellen Helsper.

LSE (UK) **Classroom Assistant, *Digital Platforms and Media Infrastructures* - 20h**

2018 Assistantship on the course *Digital Platforms and Media Infrastructures: Societal Issues*, taught for MSc students during Lent Term. The tasks involved facilitating group exercises, the creation and management of a course blog, and publishing weekly blog entries with materials submitted by the students. Course convened by Dr Jean-Christophe Plantin.

Unisinos **Guest Lecture, *Languages of the Internet* - 8h**

(BRA) Guest lecturer on *Languages of the Internet* - emoticons, emoji, animated GIFs and digital memes - for a group of graduate students of the programme of Digital Communication and Social Networks, University of Vale do Rio dos Sinos (BRA). Course convened by Professor Adriana Amaral.

UFRGS **Teaching Practice Internship, *Interface Design* - 30h**

(BRA) Planning and delivery of lectures for one academic semester on the course of *Interface Design* for undergraduate students of advertising, as part of the required curriculum of the Master's program. Content taught included: introduction to mobile interfaces; user experience; affordances; usability tests. Course convened by Professor Alex Primo.

## AWARDS AND DISTINCTIONS

### **LSE PhD Studentship, LSE (2017)**

Scholarship covering tuition fees and living expenses for the duration of the doctoral programme. The studentship was awarded on outstanding academic merit and research potential, by a Panel representing different disciplines and departments within the School. The London School of Economics and Political Science (LSE), United Kingdom.

### **Master's thesis with unanimous vote of praise, UFRGS (2016)**

The examining board voted for the *summa cum laude* of the master's thesis "The appropriations of the animated GIF: cultural, expressive and affective aspects of the usage of an outdated technology", defended in March 2016 at Federal University of Rio Grande do Sul, Brazil. The thesis is available in Portuguese: <http://hdl.handle.net/10183/142516>

### **Award for Outstanding Performance (*Prêmio Formando Destaque PUCRS*) (2012)**

Distinction given by the university as an acknowledgement of academic excellence, due to the obtainment of the highest marks among the graduates of Communication – Publicity/Advertising, class of 2011/2. Pontifical Catholic University of Rio Grande do Sul (PUCRS), Porto Alegre, Brazil.

### **Scholarship for Academic Merit (*Bolsa Mérito Acadêmico PUCRS*) (2008)**

Scholarship covering the full tuition of the Bachelor's degree, obtained as a reward for achieving the first position among the candidates of Communication – Advertising at the university's entrance exam of 2008. Pontifical Catholic University of Rio Grande do Sul (PUCRS), Porto Alegre, Brazil.

## PROFESSIONAL EXPERIENCE

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|---------------------------|--|
| City<br>2011 – 2013       | <b>Research, Market Analysis</b><br>Strategic planning and behavioural studies at a company of communication and marketing research. The activities included the collection of primary and secondary data – surveys, individual qualitative interviews and focus groups –, strategic analysis, and the elaboration of reports and presentations for the company's clients. |
| Opus<br>Promoções<br>2011 | <b>Advertising, Art Direction</b><br>Production of commercial and institutional graphic materials. Assistance on the promotion and advertising of entertainment shows, plays, concerts, and live events.   |

## COMPLEMENTARY EDUCATION

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|----------------------|---|
| Short Course<br>2014 | <b>Data mining, data modelling and data visualization – 8h</b><br>Federal University of Rio Grande do Sul (UFRGS), Brazil |
|----------------------|---|

Short Course      **Animation Techniques and its applications in media - 40h**  
2013                      Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil

Course                **Web Design - 240h**  
2008                      National Service of Commercial Learning (SENAC-RS), Brazil

## LANGUAGE SKILLS

**English**              Professional proficiency  
IELTS 8.0 (Reading 9.0 | Writing 8.0 | Speaking 8.0 | Listening 7.5), 2015  
TOEFL IBT 117 (Reading 30 | Writing 28 | Speaking 29 | Listening 30), 2014

**Portuguese**        Native

**French**                Limited proficiency

**Italian**                Elementary proficiency

## LIST OF PUBLICATIONS

### Book Chapters

(2016) "#RIPorkut: how Brazilian users reacted to the death of this site we barely even knew, but respected a lot", with Alex Primo, Vanessa Valiati and Laura Barros. In: *Pesquisa, Comunicação e Informação*. Nísia Martins do Rosário and Alexandre Rocha da Silva (Editors). Porto Alegre, Editora Sulina, 2016.

### Journal Articles (Peer-reviewed)

(2018) "Facebook interactions and practices", with Alex Primo, Vanessa Valiati, and Laura Barros. *Revista Contracampo*, Niterói, UFF, v.37, n.2, ago-nov 2018. E-ISSN 2238-2577.

Available in Portuguese: [http://periodicos.uff.br/contracampo/article/view/17630/pdf\\_1](http://periodicos.uff.br/contracampo/article/view/17630/pdf_1)

(2017) "Even Travolta got confused: on the conceptual haziness of the "internet memes" (and what GIFs have to do with this". *Revista Culturas Midiáticas*, João Pessoa, UFPB, v.10, n.1, jan-jun 2017. ISSN 1983-5930.

Available in Portuguese: <http://periodicos.ufpb.br/index.php/cm/article/view/35067/17930>

(2017) "A (moving) picture is worth a thousand words: Animated GIF as an expressive resource". *Revista Comunicare*, São Paulo, Faculdade Casper Líbero, n.16.2, 2017. ISSN 1676-3475.

Available in Portuguese: <https://casperlibero.edu.br/wp-content/uploads/2017/03/Artigo7.pdf>

(2016) "Fluid Conversations in Cyberculture", with Alex Primo, Vanessa Valiati and Laura Barros. *Revista Famecos*, Porto Alegre, PUCRS, v.24, n.1, jan-apr 2017. ISSN: 1415-0549.

Available in Portuguese: <http://revistaseletronicas.pucrs.br/ojs/index.php/revistafamecos/article/view/24597/15011>

(2015) "Private Communication on the internet: from the invention of the particular in the Middle Ages to hyper-disclosure on the net", with Alex Primo, Vanessa Valiati and Laura Barros. *Intexto*, Porto Alegre, UFRGS, n.34, p.513-434, set/dez 2015. ISSN: 1807-8583.

Available in Portuguese: <http://seer.ufrgs.br/index.php/intexto/article/view/58583/35723>

(2015) "The buzzfeedzation of journalism: 5 things you need to know about the Zero Hora's case", with Thais Sardá, Camila Cornutti, Gabriela Zago, Vanessa Valiati and Willian Araújo. *Lumina*, Juiz de Fora, UFJF, v.9, n.2, 2015. ISSN: 1981-4070.

Available in Portuguese: <https://lumina.ufjf.emnuvens.com.br/lumina/article/view/419/422>

## **Conference papers and presentations**

(Forthcoming) "Experiences of liveness: theorising audiences' engagements with connective media as sensorially perceived and discursively shaped". *Annual Conference, International Association for Media and Communication Research (IAMCR)*. Madrid, Spain.

(Forthcoming) "Connected Live: reatimeness and (co)presence in connective platforms". *Connected Life 2019 – Data & Disorder*. Oxford/London, United Kingdom.

(Forthcoming) "Living with connective platforms: social media and the underlying claim of liveness". *Digital Culture Conference*. Nottingham, United Kingdom.

(2018) "Liveness beyond live video: immediacy and presence on Instagram Stories". *Instagram Conference – Middlesex University*. London, United Kingdom.

(2017) "Uses (and disuses) of Facebook", with Alex Primo, Vanessa Valiati and Laura Barros. *40<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Curitiba, Brazil.

(2016) "I have so much to tell you, but with words I cannot say it: Animated GIF as an expressive resource". *39<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. São Paulo, Brazil.

(2016) "Fluid Conversations in Cyberculture", with Alex Primo, Vanessa Valiati and Laura Barros. *25<sup>th</sup> National Conference of Compós*. Goiânia, Brazil.

(2016) "Bitter about Glitter: Brazilians' hatred towards sparkly animated GIFs as a manifestation of ethnocentrism". *6<sup>th</sup> Theorizing the Web*. New York City, USA.

(2015) "Sequential animated GIFs on Tumblr: boundaries between comics, fotonovelas and cyberculture". *38<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Rio de Janeiro, Brazil.

(2015) "Practices of private communication on the internet ", with Alex Primo, Vanessa Valiati and Laura Barros. *38<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Rio de Janeiro, Brazil.

(2015) "#RIPorkut: how Brazilian users reacted to the death of this site we barely even knew, but respected a lot", with Laura Barros, Vanessa Valiati and Alex Primo. *10<sup>th</sup> National Conference of Media History – Alcar*. Porto Alegre, Brazil.

(2014) "How I feel when: animated GIF and the daily life in fragments". *8<sup>th</sup> National Symposium of Brazilian Researchers of Cyberculture – ABCiber*. São Paulo, Brazil.

(2014) "The buzzfeedzation of journalism: 5 things you need to know about the Zero Hora's case", with Thais Sardá, Camila Cornutti, Gabriela Zago, Vanessa Valiati and Willian Araújo. *8<sup>th</sup> National Symposium of Brazilian Researchers of Cyberculture – ABCiber*. São Paulo, Brazil.

(2014) "Animated GIF and Spreadable Content: an analysis of the uses of the image format at de 2013 VMA's". *37<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Foz do Iguaçu, Brazil.

## REFERENCES

**Professor Nick Couldry** (Primary PhD Supervisor)

Department of Media and Communications  
The London School of Economics and Political Science  
[N.Couldry@lse.ac.uk](mailto:N.Couldry@lse.ac.uk)

**Dr Ellen Helsper** (Secondary PhD Supervisor)

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**Professor Judy Wajcman** (GTA Course Convenor)

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The London School of Economics and Political Science  
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**Professor Alex Primo** (MSc Supervisor)

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