

## 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 (LSE) – London, United Kingdom*  
Funding: LSE PhD Studentship  
Thesis: "Live, here and now: Experiences of immediate connection through social media"  
Supervised by: Professor Nick Couldry & Professor 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 focus: 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Dissertation: "The appropriations of the animated GIF: cultural, expressive, and affective aspects of the usage of an outdated technology"  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 Social Communication - Publicity & Advertising**  
*School of Communication, Pontifical Catholic University of Rio Grande do Sul (Famecos, PUCRS) – Porto Alegre, Brazil*  
Funding: Studentship for Academic Merit (Bolsa Mérito Acadêmico PUCRS)  
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 | Digital Humanities | Experience | Phenomenology | Empirical Research | Qualitative Methods | Digital Methods

## TEACHING EXPERIENCE

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

2019/20 Class-teaching in *Digital Technology, Speed, and Culture*, an elective half-unit module for  
2018/19 undergraduate students in the Department of Sociology. The course explores 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) **Graduate Teaching Assistant and Dissertation Officer, *Dissertation Study Skills***

2018/19 Workshop leader in *Dissertation Study Skills*, a drop-in workshop series taught to MSc students from the Department of Media and Communications. 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. Moreover, during the Summer, I worked as a Dissertation Officer, meeting students individually to discuss and advise them on the writing up stage of their dissertations. Course convened by Dr Omar Al-Ghazzi.

LSE (UK) **Classroom Assistant, *Mediated Feminisms***

2019 Assistantship on the half-unit module *Mediated Feminisms*, taught to MSc students from the Departments of Media and Communications and Gender. Tasks included leading one-hour long practice-based classes on media production for two seminar groups. Course convened by Professor Sarah Banet-Weiser.

LSE (UK) **Classroom Assistant, *Interpersonal Mediated Communication***

2019 Assistantship on *Interpersonal Mediated Communications*, a half-unit module taught to 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 Professor Ellen Helsper.

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

2018 Assistantship on the course *Digital Platforms and Media Infrastructures: Societal Issues*, taught to 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***

(BRA) Guest lecturer on *Languages of the Internet* – emoticons, emoji, animated GIFs and digital  
2016 memes – for a group of graduate students of the programme of Digital Communication and Social Networks, University of Vale do Rio dos Sinos (BRA). Convened by Prof. Adriana Amaral.

UFRGS **Teaching Practice Internship, *Interface Design***  
(BRA) Planning and delivery of lectures for one academic semester on the course of *Interface Design*  
2014 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 (2017-21)**

Funding 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.

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

The examining board voted for the *summa cum laude* of the MSc dissertation "The appropriations of the animated GIF: cultural, expressive and affective aspects of the usage of an outdated technology".

### **Scholarship, National Council of Scientific and Technological Development (CNPq) (2014-16)**

Recipient of funding provided by the Brazilian government, comprising monthly stipends for the duration of the Master's degree. This competitive scholarship was awarded by the Postgraduate Programme of Communication and Information (PPGCOM/UFRGS) after internal selection, based on academic merit.

### **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 amongst candidates of Communication – Advertising at the university's entrance exam of 2008. Pontifical Catholic University of Rio Grande do Sul (PUCRS), Porto Alegre, Brazil.

## **ACADEMIC SERVICE**

- Minute-taker for the Department of Media and Communications' internal meetings, Teaching Committee, Research Committee, and Student-Staff Liaison Committees (LSE, 2020).
- Co-organiser of 'Disruption, Transition and Transformation' – a one-day PhD symposium hosted by LSE's Department of Media and Communications (2019).
- Reviewer, Communication Theory (2019).
- Student representative in the Studentships Committee, responsible for reviewing applications and nominating the recipients of governmental funding of the Postgraduate Programme of Communication and Information (PPGCOM/UFRGS, 2015-16).

## ACADEMIC MEMBERSHIPS

- Associate Fellow of the Higher Education Academy (HEA) for teaching and learning support in HE
- Member of the Association of Internet Researchers (AoIR)
- Student member of the International Association for Media and Communication Research (IAMCR)

## PROFESSIONAL EXPERIENCE

LSE 2019/20	<b>Research Assistant for Public Engagement &amp; Communication</b> Impact, public engagement and communications management for <i>DiSTO - From digital skills to tangible outcomes</i> , a project convened by Professor Ellen Helsper.
City 2011 - 2013	<b>Research, Market Analysis</b> 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 Promoções 2011	<b>Advertising, Art Direction</b> Production of commercial and institutional graphic materials. Assistance on the promotion and advertising of entertainment shows, plays, concerts, and live events.

## COMPLEMENTARY EDUCATION

Short Course 2014	<b>Data mining, data modelling and data visualization - 8h</b> Federal University of Rio Grande do Sul (UFRGS), Brazil
Short Course 2013	<b>Animation Techniques and its applications in media - 40h</b> Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil
Course 2008	<b>Web Design - 240h</b> National Service of Commercial Learning (SENAC-RS), Brazil

## LANGUAGE SKILLS

<b>English</b>	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
<b>Portuguese</b>	Native
<b>French</b>	Limited proficiency
<b>Italian</b>	Elementary proficiency

## PUBLICATIONS

### Book Chapters

(2019) "The closest thing to teleportation: The concept of liveness in the age of connectivity". In: Murru, M.F., Colombo, F., Peja, L., Tosoni, S., Kilborn, R., Kunelius, R., Pruulmann-Vengerfeldt, P., Kramp, L., Carpentier, N. (Eds.) *Communication as the intersection of the old and the new*. ECREA Researching and Teaching Communication. Bremen, Edition Lumière, 2019.

(2016) "#RIPorkut: a reação dos usuários brasileiros ao fim desse site que a gente conhecia bem e considerava pakas", 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) "Interações e práticas no Facebook", 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) "Até o Travolta ficou confuso: sobre a imprecisão conceitual dos memes de internet (e o que GIFs têm a ver com isso)". *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) "Uma imagem (em movimento) vale mais do que mil palavras: GIF animado como recurso expressivo". *Revista Comunicare*, São Paulo, Faculdade Casper Libero, n.16.2, 2017. ISSN 1676-3475.

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

(2016) "Conversações Fluidas na Cibercultura", 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) "Comunicação Privada na Internet: da invenção do particular na Idade Média à hiperexposição na rede", 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) "A Buzzfeedização do Jornalismo: 5 coisas que você precisa saber sobre o caso Zero Hora", 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>

## PRESENTATIONS

(Forthcoming) "More than transportation, incarnation: Shifting experiences of liveness in mainstream social media". *5<sup>th</sup> International Conference on Affect & Social Media - 'More-than'*. University of East London, United Kingdom.

(Forthcoming) "From transportation to incarnation: Shifting claims of liveness in connective media industries". *Media Industries 2020 – Global Currents and Contradictions*. London, United Kingdom [cancelled due to COVID-19]

(2020) "Compulsory continuous connectedness: Liveness and senses of uncertainty in mainstream social media". *Lisbon Winter School for the Study of Communications – Media and Uncertainty*. Lisbon, Portugal.

(2019) "Experiences of liveness: theorising audiences' engagements with connective media as sensorially perceived and discursively articulated". *Annual Conference, International Association for Media and Communication Research (IAMCR)*. Madrid, Spain.

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

(2019) "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) "Usos (e desusos) do Facebook", with Alex Primo, Vanessa Valiati and Laura Barros. *40<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Curitiba, Brazil.

(2016) "Eu tenho tanto pra lhe falar, mas com palavras não sei dizer: GIF animado como recurso expressivo". *39<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. São Paulo, Brazil.

(2016) "Conversações Fluidas na Cibercultura", 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) "GIFs animados sequenciais no Tumblr: fronteiras entre quadrinhos, fotonovelas and cibercultura". *38<sup>th</sup> Brazilian Conference of Communication Sciences – Intercom*. Rio de Janeiro, Brazil.

(2015) "Práticas de comunicação privada na 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: a reação dos usuários brasileiros ao fim desse site que a gente conhecia bem e considerava pakas", with Laura Barros, Vanessa Valiati and Alex Primo. *10<sup>th</sup> National Conference of Media History – Alcar*. Porto Alegre, Brazil.

(2014) "Como eu me sinto quando: GIF animado e o cotidiano em trechos". *8<sup>th</sup> National Symposium of Brazilian Researchers of Cyberculture – ABCiber*. São Paulo, Brazil.

(2014) "A Buzzfeedização do Jornalismo: 5 coisas que você precisa saber sobre o caso Zero Hora", 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) "GIF animado e conteúdo espalhável: uma análise dos usos do format no VMA". 37<sup>th</sup> *Brazilian Conference of Communication Sciences – Intercom*. Foz do Iguaçu, Brazil.

## REFERENCES

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