

## CURRICULUM VITAE

# LUDMILA LUPINACCI

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## ACADEMIC EDUCATION

- 2017–2022 **PhD in Media and Communications**  
*Department of Media and Communications, London School of Economics and Political Science (LSE)*  
Thesis: "Live, here and now: Experiences of immediate connection through habitual social media", supervised by Professor Nick Couldry & Professor Ellen Helsper
- 2014–2016 **MSc in Communication and Information – Social Networks and Technologies**  
*Federal University of Rio Grande do Sul (PPGCOM/UFRGS) – Porto Alegre, Brazil*  
Dissertation: "The appropriations of the animated GIF: cultural, expressive, and affective dimensions of the usage of an outdated technology", supervised by Dr Alê Primo
- 2008–2011 **BA in Social Communication – Publicity & Advertising**  
*Pontifical Catholic University of Rio Grande do Sul (Famecos, PUCRS) – Porto Alegre, Brazil*

## PUBLICATIONS

### Journal Articles (Peer-reviewed)

- Lupinacci, L. (2022) "Phenomenal algorithyms: the sensorial orchestration of 'real-time' in the social media manifold". *New Media & Society*. Online first.
- Lupinacci, L. (2021) "Absentmindedly scrolling through nothing: liveness and compulsory continuous connectedness in social media". *Media, Culture & Society*, 43(2), pp. 273-290.
- Lupinacci, L. (2021) "'From my living room to yours': theorising social media's live-streaming phenomenon". *Galáxia*, São Paulo, PUC-SP. Available in Portuguese.
- Lupinacci, L. (2017) "Even Travolta got confused: on the conceptual haziness of the "internet meme" (and what GIFs have to do with this)". *Revista Culturas Midiáticas*, João Pessoa, UFPB, v.10, n.1. Available in Portuguese.
- Lupinacci, L. (2017) "A (moving) picture is worth a thousand words: the animated GIF as a communicative resource". *Revista Comunicare*, São Paulo, Faculdade Casper Líbero, n.16.2. Available in Portuguese.
- Primo, A., Valiati, V., Lupinacci, L., Barros, L. (2018) "Facebook interactions and practices". *Revista Contracampo*, Niterói, UFF, v.37, n.2, ago-nov 2018. Available in Portuguese.
- Primo, A., Valiati, V., Lupinacci, L., Barros, L. (2016) "Fluid conversations in cyberculture". *Revista Famecos*, Porto Alegre, PUCRS, v.24, n.1, jan-apr 2017. ISSN: 1415-0549. Available in Portuguese.
- Primo, A., Lupinacci, L., Valiati, V., Barros, L. (2015) "Private communication on the internet: from the invention of the particular in the Middle Ages to hyper-disclosure on the net". *Intexto*, Porto Alegre, UFRGS, n.34, p.513-434, set/dez 2015. ISSN: 1807-8583. Available in Portuguese.
- Sardá, T., Lupinacci, L., Cornutti, C., Zago, G., Valiati, V., Araújo, W. (2015) "The BuzzFeedization of journalism: 5 things you need to know about Zero Hora's case". *Lumina*, Juiz de Fora, UFJF, v.9, n.2. Available in Portuguese.

### In preparation

(In preparation) "Mediated as-if-ness: towards a critical phenomenology of liveness in social media"

(In preparation) "What's on your mind?": capturing social media experiences through the diary-interview method"

## Book Chapters

Lupinacci, L. (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.

Primo, A., Lupinacci, L., Valiati, V., Barros, L. (2016) "#RIPorkut: a reação dos usuários brasileiros ao fim desse site que a gente conhecia bem e considerava pakas". In: *Pesquisa, Comunicação e Informação*. Nísia Martins do Rosário and Alexandre Rocha da Silva (Editors). Porto Alegre, Editora Sulina, 2016.

## AWARDS AND DISTINCTIONS

### Top Student Paper Award, ICA's Philosophy, Theory and Critique division (2022)

The article '*Mediated as-if-ness: toward a critical phenomenology of liveness in social media*' was selected as the Top Student Paper of the division for ICA 2022. The award included a conference fee waiver and a travel grant.

### LSE PhD Studentship, LSE (2017-22)

Funding covering tuition fees and living expenses for the duration of the doctoral programme. This competitive studentship was awarded by the School based on outstanding academic merit and research potential.

### 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 dimensions of the usage of an outdated technology".

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

Funding provided by the Brazilian government, comprising monthly stipends for the duration of the MSc degree. This competitive grant was awarded by the Department based on academic merit.

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

Distinction given by the university as an acknowledgement of academic excellence, thanks to the achievement of the best overall performance amongst graduates of Social Communication – Publicity & Advertising, class of 2011/2.

### Studentship for Academic Merit (Bolsa Mérito Acadêmico PUCRS) (2008)

Scholarship covering the full tuition of the Bachelor's degree, awarded for achieving the first position amongst candidates of Social Communication – Publicity & Advertising at the university's entrance exam.

## PRESENTATIONS, APPEARANCES, AND PUBLIC ENGAGEMENT

### Guest lectures and invited talks

(2021, 2022) "Digital technologies and continuous connectedness". Guest lecture as part of the modules *Technology, Power and Culture* (PG), and *Digital Technology, Speed and Culture* (UG). Department of Sociology, LSE, UK.

(2020) "Continuous Connectedness". Guest lecture, module *Internet use & wellbeing*. University of Zurich, Switzerland.

(2020) "Liveness & Social Media". Invited talk for the research network *Digital Consumption*. Universidade Feevale, BRA.

(2016) "Languages of the Internet". Guest lecture on the module *Digital Communication and Social Networks*. Universidade do Vale do Rio dos Sinos (Unisinos), BRA.

## Selected conference papers and presentations

- (2022) "Reclaiming 'the experience': social media, the 'metaverse', and extractive imaginaries of experiential enhancement". Annual meeting of the Association of Internet Researchers – AoIR 2022. Dublin, Ireland.
- (2022) "Mediated as-if-ness: Toward a critical phenomenology of liveness in social media". 72nd annual conference of the International Communication Association – ICA 2022. Paris, France.
- (2022) "Phenomenal algorithms: The sensorial orchestration of 'real-time' in the social media manifold". 72nd annual conference of the International Communication Association – ICA 2022. Paris, France.
- (2020) "Liveness and deadness in social media: on the perceived lack of life of the infinite stream". Association of Internet Researchers – AoIR 2020. Virtual conference, October 2020.
- (2020) "Going with the (social media) flow: notes on doomscrolling and stream flow-breakers in viral times". Affect & Social Media 4.5 – Media Virality and the Lockdown Aesthetic. Online programme, July 2020.
- (2020) "Compulsory continuous connectedness: Liveness and 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: realtimeness 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.

## Public engagement and knowledge exchange

- (2021) "The Metaverse and the matter of experience: Why we need a critical phenomenology of social media". Media@LSE Blog, 04 November 2021.
- (2021) "When terror became a media event", radio show for SWR2 Germany. Interviewed by Marisa Gierlinger.
- (2021) "Into 'the pit': the science of mindless scrolling". CANVAS8 report. Interviewed by Hannah Elderfield.
- (2021) "'Study with me' videos become a hit during the pandemic". Journalistic piece published in the Brazilian newspaper Folha de São Paulo. Interviewed by Susana Terao.
- (2021) "Continuous connection as a business model". Digital Content Next. Cited in piece published by Rande Price.

## TEACHING EXPERIENCE

KCL 2021/22	<b>Dissertation supervision, Department of Digital Humanities</b> Currently supervising 08 MSc students in the planning, elaboration, and writing of their dissertations on topics related to social media and internet cultures.
Goldsmiths 2021/22	<b>Associate Lecturer, Social Media in Everyday Life: A Global Perspective</b>   PG Module Teaching MSc students in the Department of Media, Communications, and Cultural studies. Course convened by Professor Mirca Madianou.
LSE 2021/22	<b>Teacher, International Journalism and Society: The role of media in the modern world</b> Leading seminars for diverse groups (including undergraduate and postgraduate students from different disciplinary backgrounds) at the Summer School. Convened by Professor Charlie Beckett.

LSE  
2018/19–20/21 **Graduate Teaching Assistant, *Digital Technology, Speed, and Culture*** | UG Module  
Teaching undergraduate students in the Department of Sociology.  
Course convened by Professor Judy Wajcman.

LSE  
2018/19 **Graduate Teaching Assistant and Dissertation Officer, *Dissertation Study Skills***  
Teaching workshops to MSc students from the Department of Media and Communications, and advising students on the writing up of their dissertations. Course convened by Dr Omar Al-Ghazzi.

UFRGS (BRA)  
2014 **Teaching Practice Internship, *Interface Design*** | UG Module  
Teaching undergraduate students from the Advertising programme.  
Course convened by Dr Alê Primo.

## CLASSROOM ASSISTANT

LSE  
2019/20 **Classroom Assistant, *Mediated Feminisms***  
Course convened by Professor Sarah Banet-Weiser.

LSE  
2019/20 **Classroom Assistant, *Interpersonal Mediated Communication***  
Course convened by Professor Ellen Helsper.

LSE  
2018/19 **Classroom Assistant, *Digital Platforms and Media Infrastructures***  
Course convened by Dr Jean-Christophe Plantin.

## ACADEMIC MEMBERSHIPS

- Fellow of the Higher Education Academy (FHEA PR188043)
- Member, Association of Internet Researchers (AoIR); International Communication Association (ICA) – Communication and Technology division, and Philosophy, Theory, and Critique division; International Media and Communications Research Association (IAMCR) – Audience section and Emerging Scholars Network

## ACADEMIC SERVICE

- Peer-review: *New Media & Society*, *Communication Theory*, *International Journal of Communication*, *Networking Knowledge*, *Association of Internet Researchers*, *International Communication Association*, *Intercom*
- Support in the elaboration of the Impact Case Study for Professor Ellen Helsper's project *From Skills To Outcomes: Improving digital inequalities' metrics, policy and interventions*, submitted to the Research Excellence Framework
- Administrative assistant, attending meetings and drafting minutes for the Research and Teaching Committees, Department of Media and Communications (LSE)
- Co-organiser of '*Disruption, Transition and Transformation*' – a one-day symposium for early-career researchers hosted by LSE's Department of Media and Communications (2019)
- Student representative in the Studentships Committee, reviewing applications and nominating recipients of governmental funding, Faculty of Communication and Information (PPGCOM/UFRGS, 2015-16)

## PROFESSIONAL EXPERIENCE

LSE  
2019 – 22 **Research Assistant for Public Engagement & Communication**  
Impact, public engagement, and communications management for *DiSTO – From digital skills to tangible outcomes*, an international multi-method project convened by Professor Ellen Helsper and

City Marketing Consultancy 2011 – 2013	<b>Market Analysis &amp; Research</b> Collection of primary and secondary data – qualitative interviews and focus groups, surveys, participant observation, in-home visit research – with customers and stakeholders, strategic analysis, and elaboration of pitches, reports, and presentations to support strategic decisions on branding, product design, and communication for a range of clients from different sectors.
Opus Promoções 2011	<b>Advertising, Art Direction</b> Production of commercial and institutional graphic materials. Assistance on the promotion and advertisement of entertainment shows, plays, concerts, and live events.

## FURTHER PROFESSIONAL DEVELOPMENT

Training (2019-20)	<b>Postgraduate Certificate in Higher Education (LSE PGCertHE)</b> Eden Centre, London School of Economics and Political Science (LSE), UK <i>Teaching our disciplines; Course Design; Feedback and Assessment</i>
Short Course (2014)	<b>Social media data: mining, modelling, and visualisation</b> Federal University of Rio Grande do Sul (UFRGS), Brazil
Short Course (2013)	<b>Animation Techniques</b> Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil
Training (2008)	<b>Web Design</b> National Service of Commercial Learning (SENAC-RS), Brazil

## LANGUAGE SKILLS

<b>Portuguese</b>	Native	<b>French</b>	Intermediate proficiency
<b>English</b>	Professional proficiency	<b>Italian</b>	Elementary proficiency

## REFERENCES

**Professor Nick Couldry** (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)

**Professor Judy Wajcman** (GTA Course Convenor)  
Department of Sociology  
The London School of Economics and Political Science  
[J.Wajcman@lse.ac.uk](mailto:J.Wajcman@lse.ac.uk)

**Professor Ellen Helsper** (PhD Supervisor)  
Department of Media and Communications  
The London School of Economics and Political Science  
[E.J.Helsper@lse.ac.uk](mailto:E.J.Helsper@lse.ac.uk)

**Professor Mirca Madianou** (AL Course Convenor)  
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Goldsmiths, University of London  
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