

## CURRICULUM VITAE

# LUDMILA LUPINACCI

[l.lupinacci@sussex.ac.uk](mailto:l.lupinacci@sussex.ac.uk) | [ludmilalupinacci.com](http://ludmilalupinacci.com) | +44 7480692678

## PROFESSIONAL APPOINTMENT

2022/23 **Lecturer in Media and Cultural Studies** (full time, fixed-term)  
School of Media, Arts and Humanities  
University of Sussex – Brighton, UK

## 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"The appropriations of the animated GIF: cultural, expressive, and affective dimensions of the usage of an outdated technology", supervised by Dr Alê Primo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 algorithms: 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.

## **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**

Sussex  
2022/23

### **Lecturer in Media and Cultural Studies, School of Media, Arts and Humanities**

*Module convenor, lecturer and teacher:* Culture and the Everyday (UG); Digital Histories, Objects and Processes (UG); Media, Memory, History (UG); New Developments in Digital Media (PG).  
*Seminar leader:* Researching the Cultural and Creative Industries (PG) – course convened by Professor Margaretta Jolly.

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	<b>Graduate Teaching Assistant, Digital Technology, Speed, and Culture</b>   UG Module Teaching undergraduate students in the Department of Sociology. Course convened by Professor Judy Wajcman.
LSE 2018/19	<b>Graduate Teaching Assistant and Dissertation Officer, Dissertation Study Skills</b> 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	<b>Teaching Practice Internship, Interface Design</b>   UG Module Teaching undergraduate students from the Advertising programme. Course convened by Dr Alê Primo.

## ACADEMIC MEMBERSHIPS

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

## ACADEMIC SERVICE

- Peer-review (academic journals): *New Media & Society*, *Communication Theory*, *International Journal of Communication*, *Networking Knowledge*
- Peer-review (academic events): Association of Internet Researchers, International Communication Association, Compós, 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	<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> , an international multi-method project convened by Professor Ellen Helsper and supported by the International Inequalities Institute at LSE.
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 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 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 Mirca Madianou** (AL Course Convenor)  
Department of Media, Communication & Cultural Studies  
Goldsmiths, University of London  
[M.Madianou@gold.ac.uk](mailto:M.Madianou@gold.ac.uk)