Daniela Jaramillo-Dent, Ph.D.

Senior Research and Teaching Associate (80%)
University of Zurich
Department of Communication and Media Research (IKMZ)
Andreasstrasse 15,
Zurich CH 8050

Postdoctoral Researcher (20%)
Università della Svizzera italiana
Faculty of Communication Culture and Society
Via Buffi 13
6900 Lugano, Svizzera



EDUCATION

Dec 2022 **Ph.D. in Media and Communication**
Joint Doctorate from Erasmus University Rotterdam (Netherlands) and University of Huelva (Spain).
Dissertation Title: Platformed migrant narratives: Mediated (self)representations of immigration on social media

2019 **M.A. in Communication and Audiovisual Education**
International University of Andalucía (Cum Laude)
Top of the class award GPA: 9.88 (10-point scale)
Best Final MA Thesis award

2017 **M.A. in Secondary Education**
University of Huelva (Spain)
GPA: 9.68 (10-point scale)

2015 **M.A. in Educational Leadership**
European University Miguel Cervantes (Spain)

2010 **B.A. in Communication**
University of Maryland, College Park, MD (USA)
Cum Laude
GPA: 3.85 (4-point scale)

2008 **A.A. in Business Administration**
Montgomery College (USA)

EMPLOYMENT

Dec 2022-present **Senior Research and Teaching Associate (80% contract)**
University of Zurich
Department of Communication and Media Research
SNSF-funded project: The Chilling Effects of Dataveillance

Mar. 2026-present **Postdoctoral Researcher (20% contract)**
Università della Svizzera italiana
Faculty of Communication Culture and Society
SNSF-funded project: From Pixels To Peace

2021-2022 **Research Fellow**
R+D National Project YouTubers and Instagrammers: Media Competence of emerging Prosumers. University of Huelva

2021-2022 **Lecturer**
MA in Education and Audiovisual Communication

2019-2021 **Research Fellow: Grant writing and Communication**
University of Huelva, Spain
Control and Robotics Research Group.

2019-2022 **Research Team Coordinator: A Chance for Change (Erasmus+)**
University of Huelva, Spain

2018-2019 **Research Team Member**
Media in Action European Project.

GRANT WRITING

SNSF Ambizione 2025-2026
Invited to interview in June 2026 (phase 2)
Project: Influencers as Visual and Platform-Based Authorities: How Epistemic Authority is Portrayed, Claimed, and Perceived on Digital Platforms

SERVICE/EDITORIAL POSITIONS

2024-present **Board Student and Early Career Representative**
International Communication Association (ICA)

2025-present **Associate Editor (inaugural)**
Creator and Influencer Studies (Springer Nature Journal)

2025-present **Trust Person**
University of Zurich | Institute of Media and Communication Research

2022-2024 **Student and Early Career Representative**
Intercultural Communication Division (ICA)

2018-2022 **Board of Management Member:**
English Edition. Comunicar Journal (JCR Q1;)

2019-2022 **Advisory Board Member**
SMART-EU: Social Media Resilience Toolkit (Co-Funded by the European Commission)

INVITED KEYNOTES

November 20, 2025 Invited Keynote. Platformed Visual (Im)mobilities
Images in Motion and Moving Images: Gender, Power & Mobility
DGPuk Divisions of Media, Public Sphere, Gender and Visual Communication Conference. Tübingen, Germany.

October 31, 2024 Invited Keynote at **MeLCi Lab Autumn School** Lusófona University, Portugal (Virtual)

October 17, 2024 Invited Keynote at **TikTok and Youth Learning** Event at UNIR, Spain (Virtual)

September 6, 2023 Invited Keynote. The Platformed Migrant.
Contested Visibilities: Everyday politics and online imaginaries of the body.
ECREA Digital Culture and Communication, Gender, Sexuality and Communication and Visual Cultures sections Conference. Lisbon, Portugal

INVITED TALKS AND LECTURES

Aug. 22, 2025 Invited Roundtable Discussion (with Moa Eriksson Krütrok and Tom Divon) on Ethics in Data-Driven Visual Research. **Computational Visual Media Research Symposium. UZH, Zurich**

Mar. 27, 2025 Invited talk: The Platformed Migrant. GenTec Workshop Series at **ETH, Zurich**

Mar. 26, 2024 Invited talk: The Platformed Migrant: Belonging, agency, and voice in algorithmic spaces of oppression. Digital Religion Lecture series. **University of Zurich.**

May 16. 2022 Moderator: TikTok Books Roundtable. Hosted by the **TikTok Cultures Research Network.**

Jun 18, 2021 Invited Speaker “Exploring the Digital Cultures of Migrant TikTokers” **MeLCi Lab Lusófona University** — Oporto, Portugal. (Virtual)

Oct 20, 2020 Invited talk: “Educommunication to face Gender-Based Violence"
II **International Congress in Intercultural Education and Gender: Communication in Times of Crisis**— Córdoba, Spain.

Oct 14, 2020 V International Congress Alfamed: Social Media and Citizenship towards a cyber-connected and empowered world. “Networked social activism: From self-representation to massive mobilisation in the hashtag era”

Dec 11, 2018 Media Literacy 360° — Bratislava
Invited to speak about the Media in Action Project in a conference for Eastern European Media Literacy and Fact Checking experts

Nov 18, 2018 Fight Disinformation with Media Literacy— Brussels.
Workshops aboutMedia in Action project

GRANT WRITING

2026 **Sole applicant: SNSF Ambizione 2025 Call**
Invited to interview in June 2026 (phase 2)
Project: Influencers as Visual and Platform-Based Authorities: How Epistemic Authority is Portrayed, Claimed, and Perceived on Digital Platforms (757,723 CHF)

2026 **Co-applicant: Strengthening the IKMZ Community Fund (University of Zurich)**
Mental Health First Aid (ensa) – First Aid Course at IKMZ (5000 CHF) with Lara Kobilke and Benjamin Fretwurst

2024 **Leading applicant: Strengthening the IKMZ Community Fund (University of Zurich)**
PostDoctoral Retreat with colleagues various divisions (5000 CHF)

2020 **Co-applicant** Regional Government of Andalusia: Department of economic transformation. Project: Instagrammers and YouTubers for the transmedia empowerment of Andalusian citizenry. Media Competence of Instatubers. (74,526€)

AWARDS

2025 **Best Seminar Teaching Award**
IKMZ Best Lecture Award for the BA seminar "Content Creators and their social media ecosystems"

2024 **Best Lecture Teaching Award Nomination**
IKMZ Best Lecture Award Nomination for the MA lecture "Media Change and Innovation"

2023 **Best Lecture Teaching Award**
IKMZ Best Lecture Award for the BA lecture "Digital Inequalities and Platforms"

2022 **Top Student Paper Award.**
International Communication Association (ICA). Intercultural Communication Division. "#MoroccanSpanish TikTok Couples Against Intolerance" ($300)

2022 **Young Scholar Grant YECREA**
9th ECREA Conference: Rethink Impact (476€)

2021 **Best Emerging Scholar Paper Prize Honorary Mention.**
European Communication Research and Education Association (ECREA) Diaspora Migration and Media Migrant Belongings Conference. "#Migrantes on TikTok: Exploring Migrant Belongings"

2021 **Young Scholar Grant YECREA**
8th ECREA Conference: Communication and Trust (250€, fee waiver)

2021 **ECREA Summer School Scholarship**
2021 ECREA Summer School (80€, fee waiver)

2019 **First Prize: MA Thesis**
In topics related to the Sustainable Development Goals
Department for International Cooperation
University of Huelva (200€)

2019 **Top Academic Record**
In the MA program in Communication and Audiovisual Education
University of Huelva (300€)

2019 **First Prize: MA Thesis**
In the MA program in Communication and Audiovisual Education
University of Huelva (300€)

2019 **Second Prize: MA Thesis**
In the line of Social Innovation Research for an MA Thesis
Cátedra Aguas de Huelva (300€)

2018 **Talent Attraction Scholarship**
MA Communication and Audiovisual Education
University of Huelva (2,000€)

2008 **Transfer Academic Excellence Scholarship**
University of Maryland, College Park MD, USA ($25,000)

RESEARCH NETWORKS AND EDITORIAL WORK

2025-Current Inaugural Associate Editor. **Creator and Influencer Studies (Springer Nature Journal)**

2024-Current Latin America AI Lead. **Inclusive AI Lab (Utrecht University)**

2021-Current Key Regional Leader. **TikTok Cultures Research Network** (Curtin University)

2024-Current Affiliate Member. **Content Creator Scholars Network** (https://www.ccsn.site/)

SOCIETAL IMPACT

2021-2024 **Researcher**
United Nations High Commissioner for Refugees (UNHCR)
Digital leisure-displaced populations in Brazil
Erasmus University Rotterdam
Co-PIs: Dr. Payal Arora and Dr. Amanda Alencar
First Report: The Digital Leisure Divide and the forcibly displaced
Second Report: Fieldwork on the Digital Leisure Divide

ORGANIZATION OF SCIENTIFIC MEETINGS

2023 **Latin American Cultures on TikTok (November, 2023)**
Led the organization, invited speakers and managed interpreters and technical staff

2023 **World Internet Project Conference (Zurich, June 2023)**
Organized the agenda and social program

2019-2021 **Doctoral School (University of Huelva) Spain**
Was part of the organizing team for two Spring Doctoral Schools for the Interuniversity Doctoral Program in Communication. Helped contact and schedule speakers and organized interpretation services for non-Spanish keynotes.

2010-2012 **National Council for the Social Studies (NCSS) United States**
Managed NCSS annual conference with an attendance of 2500-4000 Social Studies teachers and researchers in collaboration with the Director of Exhibits. Scheduled 400+ sessions.

PEER REVIEW EXPERIENCE

Scientific Journals

Social Media + Society
New Media & Society
Television and New Media
Digital Society
International Journal of Communication
Observatorio Journal
Icono 14 journal
Corporate Communications
Children and Society
Platforms & Society
European Journal of Cultural Studies
Journal of Creative Communications
Information, Communication & Society
Social Network Analysis and Mining
Scientific Reports
Heliyon
Journal of Digital Social Research
Comunicar Journal

Conferences

International Communication Association (2022; 2023; 2025)
European Communication Research and Education Association (2022; 2024)
Association of Internet Researchers (2021;2022; 2023, 2025)

PRESS

- InclusiveAI Podcast (2025, June 10). Resituate: Where do we create? http://bit.ly/4ezFPUs
- Europa Press (2024, October 21). Young People have TikTokfied their learning. http://bit.ly/4lhtQxt
- Culture & Inequality podcast. (2022, May 16). Music, social media and migration, interview with Dr. Julian Schaap. Spotify. https://spoti.fi/3ndo2Zl
- Programa En Red. (2021, May 31). #Instatubers R+D+I Project. https://bit.ly/3QzJkOc
- Huelva Información. (2021, June 6). Investigadoras de la Universidad de Huelva diseccionan el 'mundo paralelo' de Instagram. [Researchers at the University of Huelva dissect the 'parallel world' of Instagram]. https://bit.ly/3Hzh6z2
- RTVE. (2021, June 16). Instagramming: Temas, tópicos y tendencias. [Instagramming: themes, topics and trends]. https://bit.ly/3Or5Gj4

LIST OF PUBLICATIONS

DANIELA JARAMILLO-DENT

JOURNAL ARTICLES

(16) **Jaramillo-Dent, D**., & Latzer, M. (in press). Exploring content creators' belief systems within their social media ecosystems. **Dialogues on Digital Society.**

(15) **Jaramillo-Dent, D.** (in press). Platformed migrants: An intersectional feminist perspective on datafied subjects and their (in)visibilities. **Big Data and Society.**

(14) Frascaria, G., **Jaramillo-Dent, D**. & Latzer, M. (2026). Adoption of human augmentation technologies for non-medical applications: A systematic review of empirical literature. **International Journal of Human Computer Interaction.**

(13) **Jaramillo-Dent, D**. & Arora, P. (2025). An Antropofagia approach to AI and creativity: Lessons from Latin America to rethink collectivity, process and meaning in creative value. **International Journal of Cultural Studies.**

(12) Odermatt, C., Festic, N., **Jaramillo-Dent, D**. Kappeler, K., & Latzer, M. (2025). Triggers of a sense of dataveillance: Empirical insights into characteristics and determinants. **Emerging Media Journal.**

(11) **Jaramillo-Dent, D.** (2023). 'My way or no way': Politics, attention and identity disputes between immigrant influencers and their followers. **Politics and Governance.**

(10) Vizcaíno-Verdú, A., & **Jaramillo-Dent, D.** (2023). (Re)coding TikTok: A content analysis approach to memetic interactivity. Special Issue on TikTok Methodologies. **Cultural Science Journal.**

(9) Pérez-Rodríguez, A., **Jaramillo-Dent, D.,** & Alencar, A. P. (2022). Digital social media cultures: New models of creativity, (self)representation and participation. **Revista ICONO 14.** 20(2).

(8) Civila, S., & **Jaramillo-Dent, D.** (2022). #Mixedcouples on TikTok: Performative hybridization and identity in the face of discrimination. **Social Media + Society.**

(7) **Jaramillo-Dent, D.**, Alencar, A., & Asadchy, Y. (2022). #Migrantes on TikTok: Exploring platformed belongings. **International Journal of Communication.**

(6) **Jaramillo Dent, D.** (2022). Algorithmic (in)visibility tactics among immigrant TikTokers. **Médialíni Studies Journal.**

(5) Vizcaíno-Verdú, A., De-Casas-Moreno, P., & **Jaramillo Dent, D.** (2022) 'Thanks for joining our life': Intimacy as performativity on YouTube parenting vlogs. **El Profesional de la Información.**

(4) **Jaramillo-Dent, D.,** Contreras-Pulido, P., & Pérez-Rodríguez, M. A. (2022). Right-wing immigration narratives in Spain: A study of persuasion on Instagram stories. **European Journal of Communication**, 37(2), 161–180.

(3) **Jaramillo-Dent, D.,** Contreras-Pulido, P., & Pérez-Rodríguez, M. A. (2022). Immigrant influencers on TikTok: Diverse microcelebrity profiles and algorithmic (in)visibility, **Media and Communication,** 10(1).

(2) **Jaramillo-Dent, D.,** & Pérez-Rodríguez, M. A. (2021). #MigrantCaravan: The border wall and the establishment of otherness on Instagram. **New Media & Society,** 23(1), 121–141.

(1) Castillo-Abdul, B., **Jaramillo-Dent, D**., & Romero-Rodríguez, L.M. (2021). 'How to Botox' on YouTube: Influence and beauty procedures in the era of user generated content. **International Journal of Environmental Research and Public Health.**

CONTRIBUTIONS TO EDITED VOLUMES

(3) **Jaramillo-Dent, D.** & Divon, T. (in press). Latin American creators on TikTok: Insights, trends, and research horizons. In P. Napoli, K. Rogerson & R. Kaplan (Eds.). *Handbook of Technology, Media, & Democracy.* **De Gruyter**

(2) **Jaramillo-Dent, D**., Alencar, A., & Asadchy, Y. (2024). Migrant agency and platformed belongings: The case of TikTok. In K. Leurs & S. Ponzanezi (Eds.) Doing digital migration studies: Theories and practices and the everyday. **Amsterdam University Press**

(1) **Jaramillo Dent, D.,** Camargo, J., Alencar, A., Arora, P., Warnes, J., & Pérez, E. (2022). Digital leisure and aspirational work among Venezuelan refugee women in Brazil. In P. Arora, U. Raman, & R. König (Eds.) Femwork: Pathways towards inclusive labour. **Amsterdam University Press**

EDITED BOOKS AND MONOGRAPHS

(3) (2021) Tornay-Márquez, M., Sánchez-López, I., & **Jaramillo-Dent, D.** (Eds) Inclusión y Activismo Digital: Participación ciudadana y empoderamiento desde la diversidad [Digital Inclusion and Activism: Diverse Citizen Participation and Empowerment]. **Dykinson.** (Open Access) (https://bit.ly/3yUKLjv)

(2) (2020) **Jaramillo-Dent, D.**, Vizcaíno-Verdú, A., De Casas-Moreno, P., & Baldallo, C. Instagramming: Temas, tópicos y tendencias [Instagramming: Themes, Topics and Trends]. **Octaedro** (https://amzn.to/3RhVb45)

(1) (2020) Aguaded., I., **Jaramillo-Dent, D.**, & Delgado-Ponce, A. (Eds) Curriculum Alfamed de formación de Profesores en Educación Mediática. [Alfamed Curriculum for Teacher Training in Media Education]. **Octaedro.** (https://bit.ly/3auOA5M)

PIPELINE OF PUBLICATIONS IN PROGRESS

Jaramillo-Dent, D., & Latzer, M. (Second round of reviews after minor revisions). Enchanted sensemaking among content creators. **Information, Communication & Society.**

Jaramillo-Dent, D., Eriksson-Krutrok, M., Divon, T., & Latzer, M. (under review). Imaginaries of (anti)virality: Negotiations of strategic visibility among content creators. **New Media & Society.**

Jaramillo-Dent, D., Musello, L., Arora, P., Natale, S., Ricaurte, P. (in preparation). Latin American (art)ificial frictions: Creative and technological communities as sites of friction in platformized generative AI. ***Abstract accepted for special issue on AI: Culture and Society Journal.***

Jaramillo-Dent, D. (in preparation). The vanillization of social media content: How platform economies shape creative expression.

Frascaria, G., Jaramillo-Dent, D. Latzer, M. (in preparation). Cyborg Imaginaries and AI: A Computational Grounded Theory of Online Pioneer Community Discussions on Human Augmentation.

Craig, D., Lin, J., **Jaramillo-Dent, D.,** Goanta, C., Divon, T. (Eds.) (Under contract and in preparation due to be published in 2027). ***The Routledge Companion to Creator and Influencer Studies.***

Jaramillo-Dent, D., Divon, T., & da Rosa Amaral, A. (Eds) (in preparation). Special Issue Latin American Cultures on TikTok. ***Popular Communication***

BOOK REVIEWS

- **Jaramillo-Dent, D.** (2022). Instagram: visual social media cultures. Information, Communication and Society, 25 (9). https://doi.org/10.1080/1369118X.2021.1950805

SPECIAL ISSUE AS EDITOR

- Pérez-Rodríguez, A. Alencar, A., & **Jaramillo-Dent, D.** (2022). Culturas digitales en las redes sociales [Digital Social Media Cultures]. Icono 14.

PUBLICATIONS FOR A WIDER AUDIENCE

- **Jaramillo-Dent, D.** & Divon, T. (2025). Latin American Cultures on TikTok. **TikTok Cultures Research Network (TCRN)**, Centre for Culture and Technology (CCAT), Curtin University. https://tiktokcultures.com/latam-report
- Arora, P., Alencar, A., **Jaramillo-Dent, D.** (2023). Field Research: The Digital Leisure Divide and the Forcibly Displaced. **UNHCR Innovation Service** (https://www.zora.uzh.ch/id/eprint/233723/)
- Arora, P., Alencar, A., **Jaramillo-Dent, D.** (2023). Desk Research: The Digital Leisure Divide and the Forcibly Displaced. **UNHCR Innovation Service** (https://www.unhcr.org/innovation/connectivity-for-refugees/)
- **Jaramillo-Dent, D.** & Contreras-Pulido, P. (July 28, 2022). El fenómeno de los tiktokers inmigrantes: Nuevas formas de influencia desde los márgenes [The phenomenon of immigrant influencers: New forms of influence from the margins]. **The Conversation**. https://bit.ly/3vnToRG
- **Jaramillo-Dent, D.,** & Pérez-Rodríguez, M. A. (2020). #ProfesdeInstagram: Instagram como recurso pedagógico para la mejora de la práctica docente. [#InstagramTeachers: Instagram as a pedagogical resource]. **Cuadernos de Pedagogía** (525) https://doi.org/10.1177/1461444819894241
- Vizcaíno-Verdú, A. & **Jaramillo-Dent, D.** (2021). Retos para la enseñanza: Profesores en YouTube, Instagram y TikTok. [Challenges for teaching: Teachers on Youtube, Instagram and TikTok. **Comunicación y Pedagogía.** https://bit.ly/3xQKaOd

CONFERENCE PRESENTATIONS (PEER REVIEWED)

(23) **Jaramillo-Dent, D.** & Arora, P. (2025). An Antropofagia approach to AI and Creativity. **GenAI and Creativity Conference. University of Amsterdam**

(22) **Jaramillo-Dent, D.** & Latzer, M. (2025). Exploring the belief systems of content creators within their social media ecosystems. **AoIR,** Niteroi

(21) **Jaramillo-Dent, D. Divon, T., Amaral, A.** (2025). Panel on Latin American Cultures on TikTok. **AoIR,** Niteroi

(20) Frascaria, G., **Jaramillo-Dent, D.** & Latzer, M. (2025). Cyborg Imaginaries. **AoIR**, Niteroi

(19) **Jaramillo-Dent, D.** & Latzer, M. (2025). Exploring the belief systems of content creators within their social media ecosystems. **IAMCR.** Singapore

(18) **Jaramillo-Dent, D.** Hernandez, M.(2025). Organizer and Moderator: Blue Sky Workshop: Alternative Academic Careers. **75th ICA Conference.** Denver

(17) **Jaramillo-Dent, D.** (2025). Panel Discussion: Enhancing Professional Well-Being among Communication and Media Researchers. **75th ICA Conference.** Denver

(16) Frascaria, G., **Jaramillo-Dent, D.** & Latzer, M. (2025). Human Augmentation Technologies for Non-Medical Applications: A Systematic Review of Empirical Literature. **IAMCR.** Singapore

(15) **Jaramillo-Dent, D.** & Latzer, M. (2024). Exploring the belief systems of content creators within their social media ecosystems. **10th ECREA Conference.** Ljubljana, Slovenia.

(14) **Jaramillo-Dent, D.** (2023).Politics, Attention and Identity Disputes between Immigrant Influencers and Their Followers **73rd ICA Conference.** Toronto, Canada.

(13) **Jaramillo-Dent, D.** Alencar, A. Asadchy, Y. (2023). Migrant Agency and Platformed Belongings: The Case of TikTok **73rd ICA Conference.** Toronto, Canada.

(12) **Jaramillo-Dent, D.** Arora, P., Alencar, A., & Camargo, J. (2023).The Role of Digital Leisure Practices in Refugee Settings. **73rd ICA Conference.** Toronto, Canada.

(11) Divon, T., **Jaramillo-Dent, D.**, Gekker, A. (2023). Vladdy Daddy: Imagined Intimacy and Memetic Participation in Times of war. **24th Annual AoIR Conference**, Philadelphia, USA.

(10) **Jaramillo-Dent, D.** (2022). Algorithmic (in)visibility among immigrant tiktokers. **9th ECREA Conference.** Aarhus, Denmark.

(9) **Jaramillo-Dent, D.** (2022). Immigrant tiktokers decolonizing algorithmic visibility. **AoIR Conference**: De-colonising the Internet. Dublin, Ireland.

(8) **Jaramillo-Dent, D.** (2022). Influencers #Inmigrantes: Diverse profiles of microcelebrity and algorithmic (in)visibility on TikTok. **72nd ICA Conference.** Paris, France.

(7) Civila, S., & **Jaramillo-Dent, D.** (2022) #MoroccanSpanish TikTok couples against intolerance. **72nd ICA Conference.** Paris, France.

(6) **Jaramillo-Dent, D.**, Camargo, J., Alencar, A., & Arora, P. (2022) Digital leisure and the forcibly displaced: Venezuelan refugees' aspirational media uses. Preconference Global Latinidades. **72nd ICA Conference.** Paris, France.

(5) **Jaramillo-Dent, D.,** Contreras-Pulido, P., & Pérez-Rodríguez, M. A. (2021). #MigrantCaravan on Instagram: Opinions on immigration and media literate persuasion strategies. **8th ECREA Conference.** Virtual

(4) **Jaramillo-Dent, D.,** Alencar, A., & Asadchy, Y. (2021). #Migrantes on TikTok and platformed belongings. **IAMCR Conference Rethinking Borders and boundaries: Beyond the global/local dichotomy in Communication studies.** Virtual

(3) **Jaramillo-Dent, D.,** Alencar, A., & Asadchy, Y. (2021).#Migrantes on TikTok: Exploring Migrant Belongings. **ECREA DMM Migrant Belongings Conference.** Virtual

(2) **Jaramillo-Dent, D.**(2021).Instagram Stories as a format of political communication: The case of Vox and migratory representations of the Spanish right. **Comunicación y Pensamiento Conference.** Virtual

(1) Brites, M.J., Gerrard, A., Contreras-Pulido, P. & **Jaramillo-Dent, D.**(2019).Teachers and media literacy improvements, the relevance of specific training. **INTED Conference.**

TEACHING EXPERIENCE

DANIELA JARAMILLO-DENT

TEACHING

Spring 2026	MA Seminar for Internet and Society MA program: Content Creators and their Social Media Ecosystems (**MA seminar**) (IKMZ, UZH)
Fall 2025	Research Seminar for Internet and Society MA Program: Content Creators and their Social Media Ecosystems (**MA Research seminar**) (IKMZ, UZH)
Spring 2025	Content Creators and their Social Media Ecosystems (**BA seminar**) (IKMZ, UZH) (Best Seminar Teaching Award)
Fall 2024	Qualitative Multimodal Approaches to Visual Social Media (**MA seminar**) (IKMZ, UZH)
Fall 2023	Media Change and Innovation (**MA Lecture**) (IKMZ, UZH) (Best Lecture Award Nomination)
Spring 2023	Digital Inequalities and Platforms (**BA Lecture**) (IKMZ, UZH) (Best Lecture Teaching Award)
2022-2023	Social Media in Higher Education. Universidad Técnica Particular de Loja (Ecuador)
2020-2022	Design and Production of Digital Content. (**MA Lecture**) University of Huelva and International University of Andalusia (Spain)
2020-2022	Digital Ethnography for Social Media Research: Content analysis and the walkthrough method. University of Huelva (Agora Research Group)

SUPERVISION

PhD Thesis Co-Supervision (in progress): Giulia Frascaria
Cyborgization and Human Augmentation Technologies

MA Thesis Supervision:

- Perceptions of dataveillance among sex workers in Switzerland (2023)
- Mandatory IP geolocation disclosure on Chinese social media users (2023-2024)
- Indigenous content creators in Latin America, algorithmic (in)visibility and their monetization strategies (2025)
- Comparative study of influencers on Xiaohongshu and Instagram. (2025-ongoing)

PHD EXAMINATIONS

PhD Thesis Examination Committees:
Tom Divon, 2025-2026 (Hebrew University of Jerusalem)
Playful Platforms: Memetic Participation on TikTok for Activism, Memory, and Conflict

Jaana Davidjants, 2023-2024 defended (Tallinn University)
Participatory Social Media-Based Multimodal Storytelling of War and Conflict

INVITED LECTURES (TEACHING)

Mar. 17, 2026	Guest Lecture MA course Globalization, Digitalization and Culture. **Erasmus University Rotterdam,** The Netherlands.
Mar. 20, 2025	Guest Lecture MA course Globalization, Digitalization and Culture. **Erasmus University Rotterdam,** The Netherlands.
Sep. 23, 2024	Invited Workshop: The Walkthrough Method for Visual Platforms. **ECREA Methods to Study Apps and Online Content Preconference**. Ljubljana, Slovenia
Mar. 15, 2024	Guest Lecture MA course Globalization, Digitalization and Culture. **Erasmus University Rotterdam,** The Netherlands.
Mar. 10, 2023	Guest Lecture MA course Globalization, Digitalization and Culture. **Erasmus University Rotterdam**, The Netherlands.
Mar. 2021/2022	Guest lecture: Research Seminar Cultural Identities and New Media — **Erasmus University Rotterdam.** (virtual)
Nov. 17, 2020	Guest Lecture: Research Seminar Media and Migration. **Erasmus University Rotterdam.**