

DONATELLA SELVA

Tenure-Track Assistant Professor at LUISS University, Sociology of culture and communication

QUALIFICATIONS

- 2014 PhD in Sociology of Communication, Università di Urbino Carlo Bo
- 2009 MA in Political science (cum laude), LUISS Guido Carli
- 2006 BD in Communication sciences (cum laude), Università di Roma Tor Vergata

AWARDS

- 10/12/2024 Starting Grant Fondo Italiano per la Scienza (FIS 2) – SH3 – with the project “MAEDINA – Media, Audiences and Emotions Driving Immigration News Avoidance”
- 5/5/2022 Seal of Excellence by the European Commission – Horizon Europe Marie Skłodowska-Curie Actions call HORIZON-MSCA-2021-PF-01-01 — MSCA Postdoctoral Fellowships 2021 with the project 101065026 — EMBRACE “EMBRACE – Emotions Binding Race: The Emotionalisation of Racism and Anti-Racism in the Digital Spaces”
- 1/6/2022 National scientific qualification as Associate professor in Sociology of Cultural and Communicative Processes

CURRENT POSITIONS

- Since 2025 Senior researcher at the Media and Culture Observatory, Center for International and Strategic Studies (CISS), LUISS University
- Since 2021 Senior researcher at the Observatory of Gender Inclusion and Democracy, LUISS University

MAIN RESEARCH AREAS

- Media and public sphere: information disorders and news avoidance;
digital divides and disconnection;
emotionalisation of the public sphere;
role of emotions in cultural and political processes;
public service and media regulation;
platforms and public debate.
- Technology and design: AI, technologies and politics;
design and use of technology in governance;
critical algorithm studies;
AI, economy and society;
policy-making and internet governance.
- Political communication: culture wars and ideology;
political communication and computational propaganda;
crisis communication;
communication and conflicts.

TEACHING ACTIVITIES

- 2025-present Lecturer of Political Communication (MA), LUISS Guido Carli
- 2022-present Lecturer of Crisis Communication (MA), LUISS Guido Carli
- 2023-2024 Lecturer of Digital Media (BA) and Digital cultures and technologies (MA), Scuola di Scienze Politiche, Università di Firenze.
- 2022-2023 Lecturer of Sociology (MA), Scuola della Salute Umana, Università di Firenze, corso di LM in Discipline delle attività motorie e adattate.
- 2021-2022 Lecturer of Strategies of criminalisation and radicalisation (MA), Università della Tuscia
- 2021-2022 Lecturer of Organizzazione del lavoro e delle relazioni sindacali (BA), Università della Tuscia
- 2020-2022 Lecturer of Fondamenti di intelligence e analisi dei radicalismi politico-religiosi (MA), Università della Tuscia
- 2020-2022 Lecturer of Sociologia generale, militare e della sicurezza urbana (BA), Scuola Sottufficiali dell'Esercito – Università della Tuscia
- 2020-2022 Lecturer of Sociologia della sicurezza e delle organizzazioni umane (BA), Scuola Allievi Marescialli dell'Aeronautica – Università della Tuscia
- 2018-2022 Teaching assistant of Open Government (MA), LUISS Guido Carli
- 2017-2023 Lecturer of Sociologia Generale e Teorie Sociali Contemporanee (BA and MA), Pontificia Università Gregoriana
- 2015-2022 Teaching assistant of Sociologia della Comunicazione (BA), LUISS Guido Carli

PREVIOUS RESEARCH ACTIVITIES

- 2022-2025 Assistant professor in Sociology of culture and communication, Department of Political and Social Sciences, University of Florence
- 2020-2022 Postdoctoral fellow in Political sociology, Università degli Studi della Tuscia
- 2015-2018 Postdoctoral fellow in Sociology of culture and communication, LUISS Guido Carli
- 2010-2014 Junior researcher at Centre for Media and Communication Studies “Massimo Baldini” LUISS Guido Carli

PUBLICATIONS

Monographs

- 2024 *Gender and Culture Wars in Italy: A Genealogy of Media Representations* (with E. De Blasio). Cham: Palgrave.
- 2023 *European Political Leaders and the Social Representation of the Covid-19 Crisis: Leading the Pandemic* (with F. Saccà). Cham: Palgrave.
- 2020 *Emozioni digitali: Solidarietà, democrazia e social media*. Roma: LUISS University Press (open access).

- 2015 *La social tv. Pratiche discorsive e partecipazione*. Roma: CMDI Working Papers Series. ISBN: 978-88-6536-022-4. Url: https://democraticinnovation.files.wordpress.com/2015/01/cmcswp_0115.pdf

Peer-reviewed articles in scientific journals

- 2024 (with Ciarniello, N., De Blasio, E.). Neoliberal feminism and political leadership: the representation of Giorgia Meloni and Elly Schlein in popular culture, *Cultural Sociology* (forthcoming).
- 2023 (with De Blasio, E., Palillo, M.). Objectivisation and genderisation in news frames about immigration: the Carola Rackete case, *Identities*, DOI: 10.1080/1070289X.2023.2223938
- 2023 (with De Blasio, E., Zunino, M.). Ecosystems of mistrust. Connecting news avoidance to critical citizenship, *Problemi dell'informazione*, 1/2023: 159-182, doi: 10.1445/106774
- 2022 (with De Blasio, E., Sorice, M.) Il dibattito sul DDL Zan e la post-sfera pubblica italiana. *Mediascapes*, 19(1): 89–112, <https://rosa.uniroma1.it/rosa03/mediascapes/article/view/17742>
- 2021 (with Di Mascio, F., Natalini, A., Barbieri, M.) Covid-19 and the Information Crisis of Liberal Democracies: Insights from Anti-Disinformation Action in Italy and EU. *Partecipazione e conflitto*, 14(1): 221-240. DOI: 10.1285/i20356609v14i1p221
- 2021 (with Saccà, F.) Women political leaders in pandemic times: comparing Jacinda Ardern' and Donald Trump's representation of the COVID-19 crisis. *Science. Culture. Society*. 27(2), pp. 8-21, DOI: 10.19181/nko.2021.27.2.8, <http://www.journal-scs.ru/index.php/scs/article/view/219>
- 2021 (with Belmonte, R.) La narrazione della violenza contro le donne: tra stereotipi e media logic, *Sociologia: Rivista Quadrimestrale di Scienze Storiche e Sociali*, 1/2021.
- 2021 (with Di Mascio, F., Natalini, A., Barbieri, M.) The Role of Regulatory Agencies in Agenda-Setting Processes: Insights from the Italian Response to the COVID-19 Infodemic, *Swiss Political Science Review*, (online preprint), doi: 10.1111/spsr.12465 (open access).
- 2021 (with De Blasio, E.) COVID-19 in Italy: Performing Power and Emotions, *Frontiers in Political Science*, 3/2021, doi: 10.3389/fpos.2021.661378 (open access).
- 2021 (with De Blasio, E.) Who is responsible for disinformation?, *American Behavioral Scientist*, 5(6), 825–846, doi: 10.1177/0002764221989784.
- 2020 Divari digitali e disuguaglianze in Italia prima e durante il Covid-19, *Culture e Studi del Sociale*, 5(2), 463-483 (open access).
- 2020 Il discorso della solidarietà: migrazioni, Terzo Settore e social media, *Mondi Migranti*, 2/2020, 121-139. Doi: 10.3280/MM2020-002007
- 2020 (with De Blasio, E.) Affective governance during the COVID-19 crisis: building leadership, trust and good citizens, *Tripodos* 1(47), 49-66. Url: http://www.tripodos.com/index.php/Facultat_Comunicacio_Blanquerna/article/view/804
- 2020 (with De Blasio, E., Colasanti, C.) Public communication and the barriers to participation: the case of Rome from an open government perspective, *PACO Partecipazione e Conflitto*, 13(2), 1152-1167. Url: <http://siba-ese.unisalento.it/index.php/paco/article/view/22506>

- 2019 (with De Blasio, E.). Le piattaforme di partecipazione tra tecnologia e governance: i modelli di sviluppo in Italia, Spagna e Regno Unito, *Rivista Italiana di Politiche Pubbliche* 3/2019. doi: 10.1483/95209
- 2019 (with De Blasio, E.). Implementing Open Government: A Qualitative Comparative Analysis of Digital Platforms, *Quality & Quantity*, 53, 871-896.
<https://doi.org/10.1007/s11135-018-0793-7>
- 2017 (with Santaniello, M. et al.). Mapping the debate on Internet Constitution in the networked public sphere, *Comunicazione Politica*, 3/2016, 327-354. DOI: 10.3270/84677
- 2016 (with De Blasio, E.). Why Choose Open Government? Motivations for the Adoption of Open Government Policies in Europe, *Policy & Internet* 8(3), 225-247.
<https://doi.org/10.1002/poi3.118>
- 2015 Audience and Political Engagement: An Analysis of Twitter Use during Italian Talk Shows, *Television and New Media* 17(2), 159-173.
<https://doi.org/10.1177/1527476415616192>
- 2014 (with Giglietto, F.). Second Screen and Participation: a Content Analysis on a Full Season Dataset of Tweets, *Journal of Communication*, 64(2), 260-277.
<https://doi.org/10.1111/jcom.12085>
- 2013 (with Giglietto, F.). Social Tv: audience engagement e autorappresentazione dell'identità in rete, *Sociologia della Comunicazione*, 46, 51-73. DOI: 10.3280/SC2013-046005

Book chapters

- 2025 (con De Blasio, E.) Intersectional Digital Inequalities after the Pandemic: Tackling Digital Gender Gaps in France and Italy. In: A. Gladkova, Shi-Xu, E. Vartanova (eds.). *Global Digital Inequality: Studies in Cultural Communication*. (Routledge, in corso di pubblicazione).
- 2022 (with De Blasio, E.) Intersectional Digital Inequalities after the Pandemic: Tackling Digital Gender Gaps in France and Italy. In: A. Gladkova, Shi-Xu, E. Vartanova (eds.). *Global Digital Inequality: Studies in Cultural Communication*. (Routledge, forthcoming).
- 2022 (with De Blasio, E.) Grassroots Mobilisation against the Politics of Hate: The Case of Sardinia in Italy. In: B. Harbisher e S. Price (eds.). *Coronavirus, Crisis and Culture*. Rowman & Littlefield.
- 2022 (with De Blasio, E.) Good Living and women's inclusion: Politics, work, care, dialogue. In: M. Fantini, S. Farolfi, F. Lazzari e L. Mazzara (eds.). *Buon Vivere (Good Living) as Relationship Economy*. Bologna: Il Mulino, pp. 177-198. ISBN: 978-88-15-29828-7.
- 2021 (with Sorice, M.) Propaganda e manipolazione: premesse teoriche. In: L. Morlino e M. Sorice (eds.). *L'illusione della scelta: come si manipola l'opinione pubblica in Italia*. Roma: LUISS University Press, pp. 197-218.
- 2021 Le politiche nazionali contro la disinformazione: un'indagine comparativa su Francia, Germania, Italia e Regno Unito. In: L. Morlino e M. Sorice (eds.). *L'illusione della scelta: come si manipola l'opinione pubblica in Italia*. Roma: LUISS University Press, pp. 363-404.

	SISEC (2020)
	SISP (2015, 2017, 2018, 2019, 2021, 2022, 2025)
	SISSCC (2018, 2019, 2021, 2022, 2024, 2025)
International associations	ECPR General Conference (2019, 2020, 2022)
	ECREA (2010)
	ESA Political Sociology Midterm Conference (2020)
	ESA General Conference (2021, 2024)
	International Political Science Association (2021)
	International Public Policy Association (2015)
	International Sociology Association IV Forum (2021)
	Political Studies Association (UK) (2015, 2019, 2022, 2024)
Thematic conferences and workshops	2025 – Automating Democracy: AI Use Between Social Justice and Social Control, ECREA Communication & Democracy Off-Year Conference, Erasmus University Rotterdam, May 22-23, 2025. Presentazione del paper “Generative AI, political narratives and common sense” (con M. F. Murru, Università di Bergamo).
	2024 – Artificial Intelligence, Politics and Society, 11-13 Dicembre 2024, Università di Bologna. Presentazione del paper “Generative AI, political narratives and cultural hegemony” (con M. F. Murru, Università di Bergamo).
	2024 – International conference Human Security Theoretical Approaches Practical Applications (HSTAPA), 8 November 2024, University of Sibiu, Romania (hybrid format). Presentation of the paper “Gender and Culture Wars: 3 Case Studies from Italy”.
	2024 – IV Transformations in the Digital Age, 24-25 October 2024, Universidad de Granada, Spain. Presentation of the paper “Gender and Culture Wars: 3 Case Studies from Italy”.
	2024 – Gender Studies International Conference, 4-7 September 2024, Stintino, Italy. Presentation of the paper “Gender and Culture Wars: 3 Case Studies from Italy”.
	2023 – Transformations in the Digital Era #3: Transformations in Individual, Community and Political Vulnerabilities in Social, Political and Public Spaces, 23-24 November 2023, Università di Roma Tor Vergata, Italy. Presentation of the paper “The Politics of (In)Visibility and Vulnerable Subjects in the Platformised Public Sphere”.
	2023 – Digital Politics, 27-28 October 2023, University of Florence, Italy. Membro del Comitato Scientifico e discussant nel panel “Democrazia Digitale”.
	2023 – Mid-term Conference RN 09 Economic Sociology (ESA), 6-8 September 2023, University of Florence, Italy, “European economies in transition. On the way to pro-environmental and prosocial economies”. Membro del Local Committee e discussant nel panel “Digital transformations”.

2022 – Transformations in the Digital Era #2: Transformation of the Political Space. Workshop at the University of Granada, Spain. Presentation of the paper “The political spaces of the future: comparing media narratives of AI in migration, gender and inclusion” (with E. De Blasio).

2022 – Europe in Discourse III, Hellenic American University, Athens. Presentation of the paper “War and emotions: mediatisation and polarisation of the debate in the Italian public post-sphere” (with E. De Blasio).

2022 - Workshop “New challenges, changes and trajectories in gender equality policies” organised by Standing Group Genere e Politica, SISP. Presentation of the paper “Women at the digital margins: Gender equality policies in the post-pandemic in France, Italy and the UK” (with E. De Blasio).

2021 – MediaFlows, Universidad de Valencia. Presentation of the paper “Mobilization and counter-mobilization for LGBT+ rights: the case of the Zan Bill in the Italian post-public sphere” (with E. De Blasio and M. Sorice).

2021 - Emotions, Populism and Polarised Politics, Media, and Culture, University of Helsinki. Partecipazione alla tavola rotonda “Performing Control of the Covid-19 Crisis” coordinata da Emilia Palonen.

2021 – Scuola Democratica. Presentation of the paper “Challenging stereotypes about women leaders: An analysis of Jacinda Ardern’s discourse during the pandemic” (PRIN2017).

2021 – Rethinking Politics and Society after the Pandemic. Joint Conference of the ISA – RC26 and WG01. Presentation of the paper “The populist leader and crisis communication: the case of Donald Trump facing the pandemic” (PRIN2017).

2021 – The gender equality policy as a factor of sustainable development of modern States: Opportunities and challenges in the context of digitalization, Institute of Socio-Political Research – Branch of the Federal Center of Theoretical and Applied Sociology of the Russian Academy of Sciences (ISPR FCTAS RAS). Presentation of the paper “Women politicians and the socio-political representation of the COVID-19 Crisis” (with F. Saccà, PRIN2017).

2020 – Democracias frágiles: polarización, populismo y desinformación en un contexto mediático híbrido, Universidad de Valencia, Spain. Presentation of the paper “Framing the crisis: a comparative analysis of Macron, Conte and Sanchez communication” (with E. De Blasio).

2020 – New and Old Inequalities in a Globalized World. Digital Conference of the International Sociological Association, RC26. Presentation of the paper “Inequalities and the discourse of solidarity”.

2019 – Transformations in the Digital Era #1: Transformation of the Public Sphere. Workshop at the University of Hildesheim, Germany.

Presentation of the paper “An emotional public sphere: organised solidarity in the Italian refugee crisis”.

2018 – Digital economy: Ubercapitalism or PostCapitalism?, King’s College of London, London, UK.

Presentation of the paper “Digital economy and democracy: present and future challenges”.

2015 – NCCR Democracy Studies Summer School on Democratic Innovations, University of Zurich, Switzerland

2014 – Social media and the transformation of public space, University of Amsterdam, The Netherlands.

Presentation of the paper “Social television in Italy”

2013 – International School on Automated Text Analysis and Text Mining, Sapienza University of Rome, Italy

2011 – Meris Summer School, University of Urbino, Italy

2010 – Congreso internacional de comunicación: Modelos de negocio para una economía digital, Universidad de Navarra, Spain. Presentation of the paper “Social media and film marketing”

RESEARCH ACTIVITIES

- 2021-present Information disorders e news avoidance (principal investigator)
- 2025-present Data and metadata for peer review (research unit coordinator, Università di Firenze)
- 2024-present AI and cultural hegemony: discourses on AI and by AI (principal investigator)
- 2021-present Gender, inclusion and diversity (senior researcher, director prof. Emiliana De Blasio)
- 2019-2023 Emotions, democracy and public sphere (principal investigator)
- 2020-2022 Populism and anti-populism: science, politics and society during the pandemic (postdoctoral fellow PRIN2017, supervisor prof. Flaminia Saccà)
- 2019-2020 Participation in research activities on "Manipulation and disinformation: public policies and platforms in Europe and Italy" (senior researcher, director prof. Leonardo Morlino). The research was conducted in collaboration between LUISS, the University of Urbino and Parthenope University
- 2019-2020 Participation in research activities on "Solidarity and social cohesion in European public services" (senior researcher, director Prof. Michele Sorice). The research was conducted in collaboration with the RAI Research Office, ISTAT and the European Commission Representation in Italy
- 2018-present Participation in the research activities of the Centre for Conflict and Participation Studies (senior researcher). Main research topics: media and democracy, public service, information disorders, trust and social cohesion, e-democracy and participation
- 2017-2019 Open cities: innovation, participation and collaboration (senior researcher, director Prof. Emiliana De Blasio)

- 2015-2019 Open government in Europe: public policies, actors and platforms (postdoctoral fellow, supervisor Prof. Michele Sorice)
- 2015 Surveillance and public policy in the digital age (principal investigator)
- 2014-2018 Participation in the research activities of the Centre for Media and Democratic Innovations - LUISS Guido Carli (junior researcher). Main research topics: open government, e-democracy, democratic innovation, internet governance, deliberation, participation and digital media in comparative perspective
- 2014 Women's Health in Workplace (junior researcher, director prof. Emiliana De Blasio)
- 2013-2014 Web reputation and crisis communication in social media: between opinion leaders and influencers (junior researcher, director Prof. Michele Sorice). The research was conducted in collaboration with private entities.
- 2012-2014 Participation in research activities on "Second screen in Italy: using Twitter during political talk shows" (PhD thesis, supervisor prof. Lella Mazzoli, coordinator prof. Fabio Giglietto)
- 2012-2013 The Democratic Party primaries on Twitter (junior researcher, director prof. Michele Sorice)
The 2013 election campaign between TV and social media (junior researcher, director prof. Michele Sorice)
- 2011-2013 Participation in the research activities on 'Media, Democracy, Pluralism. European Public Services' and 'Media, Democracy, Pluralism. International indicators of pluralism' (junior researcher, director Prof. Michele Sorice). The research was conducted in collaboration with Fondazione per la Sussidiarietà, OSSCOM - Università Cattolica del Sacro Cuore, University of Molise, Centre for Cultural Policy Research, University of Glasgow, Istituto Media e Giornalismo, Università della Svizzera Italiana, Lugano.
- 2011-2012 Presence and evolution of politics in Italian TV (junior researcher, director Prof. Michele Sorice)
- 2009-2010 Open Cinema. The evolution of the relationship between cinema and audiences in the age of social media (junior researcher, director Prof. Emiliana De Blasio)

INSTITUTIONAL APPOINTMENTS

- 2025 Member of the Board of the Department of Political and Social Sciences, University of Florence, with responsibility for communication.
- 2024 Member of the working group for the drafting of the annual monitoring of the Development Plan of the Department of Political and Social Sciences, University of Florence.
- 2023-2025 Delegate for internships - Orientation activities for the MA course in Public and Political Communication Strategies, School of Political Science, University of Florence
- 2022-2025 Member of the Commission for Public Engagement and Communication of the Department of Political and Social Sciences, University of Florence

PUBLIC ENGAGEMENT

- 12 maggio 2025 Speech at the training day "Online equality: navigating between freedom of expression and gender discrimination on social media" organised by the Associazione Nazionale Atleti Olimpici e Azzurri d'Italia for middle and high school students, Savona.
- 19 dicembre 2024 Interview on the book "Gender and Culture Wars in Italy" for the podcast IntervistAutori, available at the link: <https://intervistautori.org/2024/12/19/gender-and-culture-wars-in-italy-a-genealogy-of-media-representations/>.
- 25 novembre 2024 Organisation of awareness-raising activities for the academic community (students, technical-administrative staff, teaching staff) on the issue of gender-based violence, Cesare Alfieri School of Political Science, University of Florence.
- 6 novembre 2024 Speech at the Election Breakfast on the occasion of the 2024 US elections.
- 26 giugno 2024 Participation in the Feltrinelli Camp on Fake Politics. Coordination of the working table between experts on Communication and Politics beyond representation. Giangiacomo Feltrinelli Foundation, Milan.
- 9 giugno 2024 Organisation of the White Election Night on the occasion of the 2024 European Elections. Coordination of student presentations and organisational support. Cesare Alfieri School of Political Science, University of Florence.
- Giugno 2024 Collaboration in the drafting of the LUISS Guido Carli Guidelines on Inclusive Language (working group chaired by the Rector's Advisor for Diversity and Inclusion, Prof. Emiliana De Blasio).
- 4-8 March 2024 Organisation of activities for celebrating the International Women's Rights Day, School of Political Science, University of Florence.
- 4-5 December 2023 Participation to the working group on Digital Engagement in the 3rd Forum on the Future of Democracy "Beyond a Minimal Democracy", Fondazione Giangiacomo Feltrinelli, Milan.
- 29 September 2023 Participation to the Bright Night - European Researchers' Night 2023 with a public talk entitled "Intelligent and Artificial?", Florence.
- 20 September 2023 Participation to the ScienzEstate event with an interactive workshop open to the public entitled "Intelligent and Artificial?", Campus of Social Sciences, University of Florence.
- November 2021 – April 2022 Collaboration in the drafting of the LUISS Guido Carli Gender Equality Plan (working group chaired by the Rector's Advisor for Diversity and Inclusion, Prof. Emiliana De Blasio)
- 29 April 2022 Training seminar on "Digital divides and social inequalities" addressed to Lepida SpA management staff, at the Fondazione Collegio San Carlo, Cesena

Last update: October 3, 2025