

Lucia Bainotti

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Lecturer in New Media and Digital Culture | Postdoctoral Researcher SoBigData++

University of Amsterdam

Current Position

Lecturer – BA in New Media and Digital Culture, University of Amsterdam

2021 – ongoing

Course taught:

- Digital Methods and Information Analytics
- Current Themes in Media Studies: Understanding the Attention Economy
- Doing Media Studies
- BA theses supervision (topics: Attention economy and creative industries; the platformization of cultural production)

Lecturer – MA in New Media and Digital Culture, University of Amsterdam

2021 - ongoing

Couse taught:

- Media Theory Seminar (topics: platformization of cultural production, inequalities, resistance to the attention economy).
- MA theses supervision (topics: Attention economy and creative industries; the platformization of cultural production, gender inequalities online)

Professional experience

Postdoctoral Researcher (University of Amsterdam)

2021 – ongoing

- Horizon 2020 project SoBigData++
- Research techniques to perform visual media analysis on social media; Digital Methods; TikTok research.

Teaching assistant (University of Milan)

2017-2020

- Course ‘Digital cultures and communication research’ (Held by Prof. A. Gandini)
- Course ‘Digital media and global communication’ (Held by Prof. A. Gandini)
- Organization of the series of seminars ‘Old Issues, New Media’.

Junior Researcher (University of Turin)

2016-2017

- Project ‘Cambiamento nei rapporti tra i generi e le generazioni: tradizione e innovazione nella socializzazione al genere’
- Gender socialization in Italian families; qualitative research (interviews and focus groups).

Education**PhD in Sociology and Methodology of Social Research**

Graduate School in Social, Economic and Political Sciences

University of Milan

2017 – 2021

Dissertation Title: Striving for Conspicuousness. How Micro-Influencers Construct and Display Social Status on Instagram.

Supervisor: Prof. Alessandro Gandini (University of Milan)

External Examiner: Prof. Giana M. Eckhardt (King’s College London)

Visiting PhD Student

King’s College London, Department of Digital Humanities.

February – March 2020

Research and training under the supervision of Dr. S. Bishop.

Visiting PhD Student

University of Amsterdam, Department of Media Studies

January 2019

Research and training under the supervision of Prof. R. Rogers.

Master’s Degree, Sociology (110/110 cum laude)

Università degli Studi di Torino (Italy)

2013-2016

Bachelor’s Degree, Cross-Cultural Communication (110/110 cum laude)

Università degli Studi di Torino (Italy)

2010-2013

List of Publications**Books**

Caliandro, A., Gandini, A., **Bainotti**, L. and Anselmi, G. (forthcoming, 2023). *The Platformization of Consumer Culture: A Digital Methods Guide*. Amsterdam University Press.

Bainotti, L. & Semenzin, S. (2021). *Donne tutte puttane. Revenge porn e maschilità egemone*. Durango Edizioni.

Editorial work and journal special issues

Caliandro, A., Gandini, A., **Bainotti**, and Anselmi, G. (forthcoming, 2023, eds.). The Platformization of Consumer Culture. *Marketing Theory*.

Peer-reviewed journal articles

Bainotti, L. (in preparation). Striving for conspicuousness. The construction of social status among Instagram content creators.

Bainotti, L. & Rogers, R. (2022). How to Use Visual Media Analysis for Social Media Research. In *SAGE Research Methods: Doing Research Online*. Sage. Available at: <https://methods.sagepub.com/how-to-guide/use-visual-media-analysis-social-media-research>.

Bainotti, L. & Rogers, R. (2022). Visual Media Analysis for Online Discourses: The Case Study of Deepfakes. In: *SAGE Research Methods Doing Research Online*. Video case study. Available at: <https://methods.sagepub.com/video/visual-media-analysis-for-online-discourses-the-case-of-deepfakes>.

Bainotti, L. & Rogers, R. (2022). Visual Media analysis for Online Discourses. In: *SAGE Research Methods Doing Research Online*. Video tutorial. <https://methods.sagepub.com/video/visual-media-analysis-for-online-discourses>.

Rama, I., **Bainotti**, L., Gandini, A. Giorgi, G., Semenzin, S., Agosti, C., and Corona, G. (2022). The Platformization of Gender and Sexual Identities: An Algorithmic Analysis of Pornhub. *Porn Studies*. <https://www.tandfonline.com/doi/full/10.1080/23268743.2022.2066566>.

Bainotti, L., Caliandro, A., & Gandini, A. (2020). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*, 1–21. <https://doi.org/10.1177/1461444820960071>.

Semenzin, S., & **Bainotti**, L. (2020). The use of Telegram for non-consensual dissemination of intimate images: gendered affordances and the construction of masculinities. *Social media + Society*. 6(4), 1–12. <https://doi.org/10.1177/2056305120984453>.

Bainotti, L., & Torriani, P.M. (2017). Che genere di socializzazione? Crescere in famiglia: percorsi di costruzione delle identità femminili e maschili, *AG About Gender*, 6(12), 190–217. <https://doi.org/10.15167/2279-5057/AG2017.6.12.448>.

Book Chapters

Semenzin, S. & **Bainotti**, L. (forthcoming, 2023). Non-Consensual Dissemination of Intimate Images on Telegram: the Italian Case. In: K. Boyle, S. Berridge (eds.), *The Routledge Companion to Gender, Media and Violence*. Routledge.

Bainotti, L. & Semenzin, S. (forthcoming, 2022). Misoginia e violenza online. In: M. Farci, M.C. Scarcelli (eds.), *Media Digitali, Genere e Sessualità*, Mondadori.

Bainotti, L. (forthcoming, 2022). Qualitative Methods. In A. Ceron (Ed.), *Encyclopedia of Technology and Politics*. Edward Elgar Publishing Ltd.

Bainotti, L. (2019). Social media e rappresentazioni dei corpi di genere: tra svelamento, empowerment e sovversione. In *Il bias del gender. Identità biopolitica e sessualizzazione dell'esistenza*. Durango Edizioni.

Other publications

Bainotti, L. et al. (2022). Tracing the geology and change of TikTok audio memes. Research Report. Digital Methods Summer School, University of Amsterdam. Available at: <https://wiki.digitalmethods.net/Dmi/WinterSchool2022TikTokAudioMemes>

Bainotti, L. et al. (2021). Mapping deepfakes with digital methods and visual analytics. Research Report. Digital Methods Summer School, University of Amsterdam. Available at: <https://wiki.digitalmethods.net/Dmi/WinterSchool2021Deepfakes>

Conference Presentations

Conferences and events organized

Digital Methods Initiative Winter School (University of Amsterdam). Co-organizer and facilitator of the project 'Tracing the geology and change of TikTok audio memes', January 2022

Digital Methods Initiative Summer (University of Amsterdam). Facilitator of the project 'Mapping deepfakes with digital methods and visual analytics' (with R. Rogers, G. Colombo, and S. Burkhardt), July 2021

Summer School *Digital Methods for Critical Consumer Studies* (Lake Como School of Advanced Studies). Teaching assistant. May 2021

Digital Methods Initiative Summer School (University of Amsterdam). Facilitator of the project 'Dark Telegram' (with S. Semenzin), July 2021

Conference *La rete che umilia: violenza di genere e harassment online* (Università degli Studi di Milano). Co-organizer, 8th March 2018.

Book presentations

'Donne tutte puttane. Revenge porn e maschilità egemone'. Book presentation, Salone del Libro Torino, 15th October 2021.

'Donne tutte puttane. Revenge porn e maschilità egemone'. Book presentation, Macao Milano, 23rd June 2021.

'Donne tutte puttane. Revenge porn e maschilità egemone'. Book presentation, University of Milan, 9th June 2021.

Invited speaker

'The construction and display of social status in the influencer economy', guest lecture, University of Milan. 14th June 2022.

‘Non chiamiamolo ‘revenge porn’. La condivisione non consensuale di materiale intimo su Telegram’, guest lecture, University of Turin, 12th April, 2022

‘The Use of Telegram for Non-Consensual Dissemination of Intimate Images’, guest lecture HeForShe x UvA, University of Amsterdam. 11th November 2021.

‘Doing Visual Content Analysis’, lecture and tutorial, Summer School Digital Methods for Critical Consumer Studies, University of Pavia.

Conference presentations

‘Practices and counter-practices of digitally-mediated gendered violence: representations, governance and algorithms’. Panel session organized with Semenzin, S. *11th European Feminist Research Conference*, University of Milano-Bicocca. 15th-18th June 2022.

‘The Platformization of Consumer Research: A Digital Method Approach’ (with Caliandro, A., Gandini, A., Anselmi, G.). *Global Perspectives on Platforms and Cultural Production Conference*, University of Amsterdam. 1st-2nd June 2022.

‘Managing social status in pandemic times. Micro-influencers and access-based consumption’. *CMCI Emerging Voices 2021 conference: Rethinking Culture, Media and Creative Industries in the Era of Covid*, King's College London (Held online). 1st July 2021.

‘Conspicuous authenticity. How micro-influencers construct and display social status’. *Cultures of Authenticity Symposium*. Centre for Research in Communication and Culture (CRCC), Loughborough University (Held online). 14th November 2020.

‘Promotional practices as conspicuous displays: how micro-influencers construct and display social status from a gendered perspective’. *Complexity, hybridity, liminality: Challenges of researching contemporary promotional cultures*. London School of Economics. 21st February 2020.

‘Conspicuous consumption on the self: micro-influencers’ status seeking practices from a gendered perspective’. *Media, gender and sexuality in contemporary Europe Resistances and redefinitions through performances, productions and consumption*. Università degli Studi di Padova. 15th – 16th November 2019.

‘The use of Telegram for non-consensual dissemination of intimate images: consent, harassment and the construction of masculinities’ (with S. Semenzin). *Media, gender and sexuality in contemporary Europe Resistances and redefinitions through performances, productions and consumption*. Università degli Studi di Padova. 15th – 16th November 2019.

‘Studying Instagram Stories: Towards A Research Protocol’ (with A. Gandini, A. Caliandro). *AoIR Symposium ‘Below the Radar: Private Groups, Locked Platforms and Ephemeral Contents’*. Università Carlo Bo Urbino. 24th June 2019.

‘The Use Of Telegram For Non-consensual Dissemination Of Intimate Images: Consent, Harassment And The Construction Of Masculinities’ (with S. Semenzin). *AoIR Symposium ‘Below the Radar: Private Groups, Locked Platforms and Ephemeral Contents’*. Università Carlo Bo Urbino. 24th June 2019.

‘The #bodypositivity movement: Disclosure, Empowerment and Subversion?’. *Instagram Conference. Studying Instagram Beyond Selfies*. Middlesex University. 1st June 2018.

‘Becoming women and men in Italian families. Gender Socialization between Traditionalism and Innovation’ (with P.M. Torriani). *Les 8èmes rencontres Jeunes & Sociétés en Europe et autour de la Méditerranée: Genre et jeunesse*. Ecole Normale Supérieure de Lyon. 12th – 14th October 2016

Service to profession

Reviewer for the journals: *Social Media + Society* (since 2018); *New Media and Society* (since 2020); *Information, Communication and Society* (since 2020); *About Gender* (since 2020); *Social Movement Studies* (since 2021); *Big Data & Society* (since 2022).