

# GIULIA CONTI

PhD in Sociology of Communication | Research Fellow, University of Modena and Reggio Emilia | Lecturer, University of Parma

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## ACADEMIC PROFILE

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Giulia Conti is a sociologist of media and communication. She is a Research Fellow at the University of Modena and Reggio Emilia (UNIMORE) and a Lecturer at the University of Parma. Her research examines the cultural and sociotechnical dynamics of social media, games, playfulness, urban experience, visual cultures, media education, and digital forms of public engagement. Her work combines platform studies, sociology of communication, game studies, visual and urban studies, and pedagogical experimentation, with particular attention to serious games, game-based learning, gamification, visual literacy, and the social uses of digital media.

## ACADEMIC POSITIONS AND EDUCATION

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- 2023-2027: Research Fellow, University of Modena and Reggio Emilia (UNIMORE), research project: “Experiencing, appropriating, learning: from the analysis of a gamified urban space to the development of project-based contexts” (SPS/08; L-ART/06). Supervisor: Prof. Federico Montanari. 01/06/2023-31/05/2024; renewed for 2024/25, 2025/26 and 2026/27.
- 2022-2023: Research Grant Holder, University of Parma, research project: “State of the art of serious games and design of a game for media and transliteracy education”. Tutor: Prof. Francesco Zanichelli, Department of Engineering and Architecture. 16/04/2022-15/04/2023.
- 2011-2015: PhD in Sociology of Communication and Performing Arts Studies, University of Urbino “Carlo Bo”. Dissertation defended on 15/01/2015. Supervisor: Prof. Giovanni Boccia Artieri. Dissertation: “Fenomenologia della chiacchiera. Strategie conversazionali e dimensione fatica online”.
- 2011: MA in Journalism and Publishing Culture, University of Parma. Final grade: 110/110 cum laude.
- 2009: BA in Written and Hypertextual Communication Sciences, University of Parma. Final grade: 108/110.

## RESEARCH AREAS

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- Sociology of media and digital communication; social media platforms, publics and everyday engagement.
- Game studies, serious games, game-based learning, gamification and playful learning.
- Wearable devices and gamification of wellbeing.

## INTERNATIONAL RESEARCH PROJECTS

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- 2021-2024: TLIT4U - Improving Transliteracy Skills through Serious Games, University of Parma. Research collaborator and later research grant holder.
- 2020-2023: SOMoveED - Social Education on the Move, University of Modena and Reggio Emilia. Research collaborator; subsequent research work connected to mobile methods, urban learning and social education.
- 2019-2020: NAVIGATE - Information Literacy: A Game-Based Learning Approach for Avoiding Fake Content, University of Parma. Research collaborator.

## SELECTED PUBLICATIONS

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### Peer-reviewed journal articles

- Montanari, F., Conti, G. (2026), Video Games as Agents of Change in Confronting Stigma and Promoting Inclusivity, *Scuola Democratica*, 2, 267-286. Forthcoming
- Conti, G. (2026). Tarot as a Semiotic Prompt. Visual Symbolism, Value Systems, and Reflective Image-Making in a Social Media Course. *Journal of Visual Literacy*, Special Issue on Visual Creativity: Digital, Non-Digital & Symbiotic Perspectives in Education Futures, 45/3, 2710020
- Montanari, F., & Conti, G. (2025). I videogiochi come spazi (e tempi) di negoziazione politici per le nuove generazioni. *H-ermes. Journal of Communication*, 29, 219-242.
- Conti, G., Montanari, F., & Panarari, M. (2025). Immersive storytelling in journalism: How newsgames are changing the news landscape. *Comunicazioni Sociali. Journal of Media, Performing Arts and Cultural Studies*, 1, 85-97.
- Conti, G. (2024). I newsgame: tra giornalismo e gioco. *H-ermes. Journal of Communication*, 27, 115-130.

- Krysiński, P., Pamuła, N., & Conti, G. (2025). Practices and attitudes towards disinformation activities among students of media classes at the Università di Parma: A preliminary study. *POLISPOL - Polityka i Społeczeństwo*, 23(3), 93-111. <https://doi.org/10.15584/polispol.2025.3.7>
- Conti, G., & Ghirarduzzi, A. (2025). Parole al di là dell'acqua: Il paesaggio linguistico in un quartiere-simbolo della città di Parma. *Italiano LinguaDue*, 17(2), 859-883.
- Krysiński, P., Pamuła, N., & Conti, G. (2025). Activity of Italian GLAM institutions in promoting diversity and supporting people from the LGBTQ+ community. *Polish Libraries Journal*, 13, 308-348.
- Conti, G., & Montanari, F. (2025). Introduzione. Da multiplier a multipl(ay)er. *Ocula*, 34, 5-12.
- Conti, G. (2025). Giocare lo spazio. *Ocula*, 34, 24-34.
- Encheva, M., Conti, G., & Tammaro, A. M. (2024). Learning transliteracy using serious games. *Biblioteche Oggi*, Special Issue Occupy Library, 42(6), 78-79.
- Encheva, M., Tammaro, A. M., Yancheva, G., Zlatkova, P., Conti, G., & Maasilta, M. (2024). Towards a STEAM model for digital fluency skills: Perceptions of students and teachers. *IFLA Journal*, 50(1), 75-92.
- Menon, S., Zanin-Yost, A., Tammaro, A. M., Conti, G., Valero Gisbert, M. J., Cabassi, N., & Longhi, E. (2021). Apprendimento basato sui giochi: Il progetto NAVIGATE. *Biblioteche Oggi*, 39(3), 48-58. <https://doi.org/10.3302/0392-8586-202103-048-1>.

### Book chapters and edited-volume contributions

- Garcês, S., & Conti, G. (2026). Blended Intensive Programmes: Definition, structure, and educational value. In: S. Garcês, G. Conti, J. A. Gonçalves, A. Antunes, H. Lopes, & A. Rodrigues (Eds.), *Skills@uni: Developing Soft Skills Through Experiential Learning at University*. Universidade da Madeira Publisher. Forthcoming.
- Conti, G. (2026). Soft skills in action: Play, collaboration and experiential learning. In: S. Garcês, G. Conti, J. A. Gonçalves, A. Antunes, H. Lopes, & A. Rodrigues (Eds.), *Skills@uni: Developing Soft Skills Through Experiential Learning at University*. Universidade da Madeira Publisher. Forthcoming.
- Conti, G. (2026). Lessons learned from organising Blended Intensive Programmes. In: S. Garcês, G. Conti, J. A. Gonçalves, A. Antunes, H. Lopes, & A. Rodrigues (Eds.), *Skills@uni: Developing Soft Skills Through Experiential Learning at University*. Universidade da Madeira Publisher. Forthcoming.
- Conti, G. (2025). Pilgrimage in the age of data: Wearable devices as mediators of body, data and meaning in contemporary pilgrimage. In R. M. Salerno & G. Conti (Eds.), *Pilgrimage: Sociological Perspectives in Contemporary Society* (pp. 19-33). StreetLib.
- Conti, G. (2025). In the beginning, a journey [Introduction]. In R. M. Salerno & G. Conti (Eds.), *Pilgrimage: Sociological Perspectives in Contemporary Society* (pp. 4-7). StreetLib.
- Conti, G., & Salerno, R. (2025). Beyond the path: Reflections on pilgrimage and presence [Afterword]. In R. M. Salerno & G. Conti (Eds.), *Pilgrimage: Sociological Perspectives in Contemporary Society* (pp. 128-134). StreetLib.
- Conti, G. (2024). Lo spazio urbano tra videogiochi e realtà: Riflessioni preliminari nello studio tra giocatori e costruzione della città (ludica). In F. Montanari & E. Cocco (Eds.), *Immagini di città* (pp. 429-449). Il Sileno Edizioni.
- Conti, G. (2024). Resoconto di una sperimentazione: La città come aula, l'aula come città. In S. Colazzo, R. Maragliano, & G. Conti (Eds.), *Marshall McLuhan, La città come aula* (nuova ed. it., pp. XVII-XXVI). Armando Editore.
- Conti, G. (2024). Oltre le soglie della fotografia: Una riflessione sui rapporti tra immagine e testo nei social network. In *D'inchostro, d'argento, di pixel: Rapporto tra parola e fotografia nel mondo dell'immagine* (pp. 81-92). Postmedia.
- Conti, G., Salvador, M., Montanari, F., & Dusi, N. (2023). Playing with mobilities and urban observations: Mobile games, flânerie, and social education. In *Knowledge on the Move: Studies on Mobile Social Education* (pp. 297-333). Oficyna Naukowa.

### Conference proceedings

- Conti, G., Năforniță, R., & Vasiloaia, M. (2026). Collaborate to win: Social gamification and team dynamics in a Blended Intensive Programme (BIP). *Conference Proceedings - Contemporary Issues in Economy and Technology*. Forthcoming.
- Montanari, F., & Conti, G. (2026). Exploring urban spaces: Metodologie in movimento per comprendere e re-immaginare la città. *Congresso Internazionale AISU Proceedings*. Forthcoming.
- Conti, G. (2026). La città come spazio ludico aumentato. *Congresso Internazionale AISU Proceedings*. Forthcoming.
- Conti, G., Encheva, M., Zanichelli, F., & Tammaro, A. M. (2026). Exploring games for learning transliteracy: TLIT4U project findings. In S. Kurbanoglu et al. (Eds.), *Information Literacy in an AI-Driven World. ECIL 2025. Communications in Computer and Information Science*, 2864. Springer. [https://doi.org/10.1007/978-3-032-17272-3\\_32](https://doi.org/10.1007/978-3-032-17272-3_32)

Encheva, M., Tammaro, A. M., Yancheva, G., Zlatkova, P., Conti, G., & Maasilta, M. (2023). STEM (STEAM) for higher education students: The TLIT4U project first findings. BOBCATSSS 2023.

Conti, G. (2023). Città e community di gamer: Il gioco come pratica di creazione di dimensioni visibili e invisibili. In A. Ippoliti & E. Svalduz (Eds.), XI Congresso Internazionale AISU, Beyond the Gaze (pp. 784-785).

Zanichelli, F., Encheva, M., Thabet, B., Tammaro, A. M., & Conti, G. (2021). Serious games for information literacy: Assessing learning in the NAVIGATE Project. Proceedings of the 17th Italian Research Conference on Digital Libraries (IRCDL 2021), 78-90.

### Edited volumes and special issues

Conti, G., & Eugeni, R. (Eds.). (2026). Media digitali e magia. Pratiche magiche, spiritualità e visioni alternative nella cultura digitale. Ocula, 38. In preparation.

Bazuń, D., Conti, G., & Kwiatkowski, M. (Eds.). (2026). Discourses on Immigrant Education and Employment. Adult Education Discourses. Forthcoming.

Garcês, S., Conti, G., Gonçalves, J. A., Antunes, A., Lopes, H., & Rodrigues, A. (Eds.). (2026). Skills@uni: Developing Soft Skills Through Experiential Learning at University. Universidade da Madeira Editor.

Salerno, R. M., & Conti, G. (Eds.). (2025). Pilgrimage: Sociological Perspectives in Contemporary Society. StreetLib.

Montanari, F., & Conti, G. (Eds.). (2025). Mobilità. Spazio urbano. Apprendimento. Ocula, 34.

## TEACHING EXPERIENCE

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### University courses taught as lecturer, contract lecturer or visiting professor

- **Digital Communication** (2026/27, 2025/26, 2024/25, 2023/24 and 2022/23): 30 hours, BA in Communication for Creative Industries, University of Parma.
- **Media Aesthetics** (2026/27, 2025/26, 2024/25, 2023/24, 2022/23 and 2021/22): 36–48 hours, including workshops, BA in Communication for Creative Industries, University of Parma.
- **Technologies for Teaching** (2026/27, 2025/26 and 2024/25): 14 hours, MA in Digital Learning, University of Modena and Reggio Emilia (English).
- **Gamification** (2025/26): 30 hours, **Visiting Professor**, University of Zielona Góra, Poland (English).
- **Monographic Course** (2025/26): 30 hours, Visiting Professor, University of Zielona Góra, Poland (English).
- **Sociology of Relations for Urban Regeneration** (2025/26): 10 hours, MA in Architecture and Sustainable Cities, University of Parma (English).
- **Contemporary Social Dynamics and Health Prevention / Psychosocial Aspects Relevant to AMPA** (2025/26): 24 hours, MA in Health and Sport, University of Modena and Reggio Emilia.
- **Sociology of the Internet** (2024/25): 30 hours, Visiting Professor, University of Zielona Góra, Poland (English).
- **Sociology of Communication for Urban Regeneration** (2024/25 and 2023/24): 10 hours, MA in Architecture and Sustainable Cities, University of Parma.
- **Web and Social Media Marketing** (2023/24 and 2022/23): 30 hours, MA in Audiovisual Heritage, University of Udine.
- **Communication Skills** (2017/18–2023/24): 21 hours, MA in International Business and Development, University of Parma.
- **Sociology of Participation** (2020/21): 10 hours, MA in Architecture and Sustainable Cities, University of Parma.
- **Italian Language Laboratory** (2019/20–2021/22): 36 hours, BA in Information, Media and Advertising, University of Urbino “Carlo Bo”.
- **Educational Technologies Laboratory** (2018/19–2020/21): 36 hours, MA in Primary Education Sciences, University of Urbino “Carlo Bo”.
- **Social Impact of Mass Media and Advanced Technologies** (2015/16–2017/18): 40 hours, MA in Architecture, University of Parma.

## INTERNATIONAL TEACHING, VISITING PERIODS AND INVITED LECTURES

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- 2026: Visiting Scholar, McLuhan Archive, Fisher Library, University of Toronto, Canada, 8-16 June 2026.
- 2026: Cycle of lectures on gamification and teamwork within the Skills@uni BIP, University of Madeira, Portugal, 21-25 April 2026.
- 2025: Invited lecture, “Inclusive Worlds: How Videogames Reimagine Belonging and Exclusion”, IULM University, Milan, 13 November 2025.
- 2025: Invited lecture, “Inclusive Worlds: How Videogames Reimagine Belonging and Exclusion”, University of Modena and Reggio Emilia, 13 November 2025.
- 2025: Doctoral lecture, “Gamification and Data Visualization”, PhD in Data Science, University of Modena and Reggio Emilia, 30 June 2025.

- 2024-2026: Visiting Professor, University of Zielona Góra, Poland, teaching activity in sociology of the internet and monographic courses.
- 2024: "Games and Transliteracy", University of Lapland, Finland, Erasmus mobility for teaching, 8-15 September 2024, 12 hours.
- 2024: Visiting Scholar, The Warburg Institute, University of London, 24-30 April 2024.
- 2023: "Learning Through Play: Using Games to Educate", University of Madeira, Portugal, Erasmus mobility for teaching, 23-30 September 2023, 9 hours.
- 2023: Invited lectures on game and media education, flânerie, urban games and mobile learning, University of Modena and Reggio Emilia.
- 2023: "Management of Social Projects, Gamification and Effective Communication", University of Zielona Góra, Poland.
- 2021: Cycle of lectures on Italian language and digital social spaces, University of Reykjavik, Iceland, Erasmus mobility for teaching.
- 2021: "Games and Social Participation", University of Lapland, Finland, Erasmus mobility for teaching, 10 hours.
- 2020: "Urban Playfulness: Play and Games for Social Participation", University of Lapland, Finland, Erasmus mobility for teaching, 8 hours.

## SELECTED CONFERENCE PRESENTATIONS

### 2026

- *Sacred Geographies in Video Games Set in Italy: Valorisation, Liminal Space, and Regimes of Visibility*, Ninth Annual Conference of the European Academy of Religion – Religions and (in)equalities, LUISS Guido Carli, Rome, 30 June–3 July.
- *Religions and Inequalities: A Sociological Perspective* (with R. M. Salerno and F. Montanari), Ninth Annual Conference of the European Academy of Religion – Religions and (in)equalities, LUISS Guido Carli, Rome, 30 June–3 July.
- *Religious TikTok in Italy: Gendered Visibility, Platform Authority, and Inequalities of Recognition*, Ninth Annual Conference of the European Academy of Religion – Religions and (in)equalities, LUISS Guido Carli, Rome, 30 June–3 July.
- *Collaborate to Win: Social Gamification and Team Dynamics in a Blended Intensive Programme (BIP)* (with R. Năfornită and M. Vasiloaia), 7th International Conference Contemporary Issues in Economy and Technology – CIET 2026, University of Split, Croatia, 11–12 June.
- *From Automation to Experimentation: AI Play and the Playful Turn in Post-Human Epistemologies*, ILIS Conference – Epistemic Shift in the Post-Digital Society, University of Naples Federico II, Italy, 14–15 May.
- *Symbolic Play: Tarot-Based Collaborative Storytelling and the Development of Creative Agency* (with E. Barbetti), Seeing with Machines: Aesthetics, Education and Semiotics of AI Images, Reggio Emilia, 7–8 May.
- *Playful Learning Environments for International Students in Higher Education* (with S. Fernandes Garcês), Lúdica – II International Congress on Ongoing Playful Training, Global Perspectives on Gaming in Culture, Education, and Society, 15–16 April.
- *Beyond Fun and Engagement: Social Benefits and Risks of Game-Based Learning in Education* (with S. Fernandes Garcês), Lúdica – II International Congress on Ongoing Playful Training, 15–16 April.
- *AI Play, Playful Society: Co-creating Board Games with Generative Artificial Intelligence*, International Conference "Technology, Artificial Intelligence and Education Towards the Future of Learning", Link Campus University, Rome, 26–27 February.
- *I videogiochi come spazi (e tempi) di negoziazione politica per le nuove generazioni*, Serialità e Politica. Leadership, Immaginari e Opinioni Pubbliche, Universitas Mercatorum, Rome, 27 February.

### 2025

- *"Cattivi" – Atmosfere ideologiche e costruzione del Nemico in Secret Hitler*, 53° Congresso AISS (Associazione Italiana di Studi Semiotici), University of Palermo, 11–13 December.
- *The Playful Mind: How Playfulness Shapes Well-being, Learning, and Social Engagement*, Good Connections VI – Wellbeing and Equality in a Divided Society, University of Madeira, 18–20 November.
- *I videogiochi come spazi (e tempi) di negoziazione politica per le nuove generazioni* (with F. Montanari), La politica fatta serialmente, Università Statale di Milano, 13 November.
- *Playing at University: Exploring Board and Video Games as Learning Tools*, 4th International Week UNAM, Las Palmas de Gran Canaria, 23–28 September.

- *Exploring Games for Learning Transliteracy: TLIT4U Project Findings* (with A. M. Tammaro, M. Encheva and F. Zanichelli), European Conference on Information Literacy (ECIL) – Information Literacy in an AI-Driven World, Bamberg, Germany, 22–25 September.
- *Exploring Urban Spaces: Metodologie di Apprendimento in Movimento per Comprendere la Città* (with F. Montanari), XII AISU Congress, Palermo, Italy, 10–13 September.
- *Riflessioni di una giocatrice urbana di Pokémon: La città come spazio ludico aumentato*, XII AISU Congress, Palermo, Italy, 10–13 September.
- *Warplay: Atmosfere di guerra, immaginari bellici e videogiochi* (with F. Montanari), Convegno Annuale della Società Italiana di Scienza Politica – SISP 2025, Naples, Italy, 4–6 September.
- *Learning Social Skills Through Gaming: A Literature Review* (with S. Fernandes Garcês), XIII Portuguese Congress of Sociology, University of the Azores, Ponta Delgada, Portugal, 9–11 July.
- *Deception, Aesthetics, and Ideology: Exploring Visual Studies through Secret Hitler and Its Variations*, First Ludosemiotics Conference – The Gathering, University of Tampere, Finland, 17–19 June.
- *Is It Still Relevant to Talk About Pokémon Go? Pokémon Go and the Gamification of the Urban Experience*, 10th STS Italia Conference, Politecnico di Milano, Italy, 11–13 June.
- *Media Literacy Fostering Intercultural Education in Teacher Education in a Global Course* (with A. Arroio, S.-M. Korte, J. Ishizawa, P. Keskitalo, R. Äärelä-Vihriälä, S. T. Bai, C. M. Lau, Y. Kim, S. C. Kong and Y. Song), IAIE 2025 Budapest Conference, Hungary, 10–13 June.
- *Interactive Cities: Gamification and Urban Art as Tools for Tomorrow's Challenges* (with F. Montanari), Good Connections V – Trust and Change Across Divides, University of Parma, 25–27 March.

## 2024

- *Turismo videoludico e gamification urbana: Scoprire il Friuli Venezia Giulia attraverso pratiche ludiche e digitali*, Giornate del Turismo, Università di Udine, 7–8 November.
- *Walk to Understanding: Discovering and Learning by Walking Experience on the Camino de Santiago* (with M. Zwaan and E. Theunisse), The Art of Connecting, University of Prague, Czech Republic, 22–23 October.
- *Playful Cities: Exploring Immersive Urban Game Experiences for Social Engagement and Informal Learning* (with F. Montanari), The Art of Connecting, University of Prague, Czech Republic, 22–23 October.
- *(Unconventional) Spaces of Caring, Managing Illness, Grief, and Solitude: From Video Games to Urban Spaces* (with F. Montanari), International Conference Care, Taking Care, Università di Palermo, Bagheria (Palermo), 4–5 September.
- *Pixels and Perspectives: Navigating Migration Stories via Video Game Education* (with F. Montanari), “Signs and Realities” – 16th World Congress of the IASS-AIS, Warsaw, Poland, 2–6 September.
- *Exploring Playfulness and Emotions in the Classroom: Navigating the Post-Pandemic Educational Landscape with (Serious) Games*, 16th ESA Conference – Tension, Trust and Transformation, European Sociological Association, Porto, Portugal, 27–30 August.
- *Serious Games, Transliteracy and Social Justice* (with M. Encheva and M.-R. Maasilta), Third International Conference of the Journal “Scuola Democratica” – Education and/or Social Justice, University of Cagliari, Italy, 3–6 June.
- *Locative Media, Urban Space, and the Perception of Social Justice* (with F. Montanari), Third International Conference of the Journal “Scuola Democratica” – Education and/or Social Justice, University of Cagliari, Italy, 3–6 June.
- *The TLIT4U Project's Use of Games for Learning Transliteracy and Digital Fluency*, Convegno Stelline – Occupy Library, Milan, Italy, 29 May.
- *Revolutionizing News Engagement: The Newsgames Journalism Frontier*, Emerging Directions in News Use Research – Conference and Launch Event for the Leverhulme News Use Project, University of Surrey, UK, 20 March.
- *Transliteracy and Serious Games: TLIT4U Achievements* (with F. Zanichelli, A. M. Tammaro and M. J. Valero Gisbert), Game, Transliteracy and Learning, Università di Parma, 29 January.

## 2023

- *Exploring the Role of Antiracist Video Games in Promoting Dialogue on Inclusivity and Empathy* (with S. Amadasi), Race in Game and Game Studies, University of Waterloo, Canada, 7 December.
- *Video Games as Agents of Change in Confronting Stigma and Promoting Inclusivity* (with F. Montanari), Good Connections, University of Prague, Czech Republic, 4–6 December.

- *Digital Fluency: Students' Perceptions and Participation in Designing the Curriculum in Bulgaria, Finland and Italy* (with A. M. Tammam, M. Encheva, M. Borisova and M. Maasilta), European Conference on Information Literacy (ECIL 2023), Krakow, Poland, 9–12 October.
- *The Hidden Power of Games: Teaching Transliteracy via Serious Games* (with M. Encheva and M.-R. Maasilta), MEC 2023 – Media Education Meets Wilderness, University of Lapland, Salla, Finland, 25–27 September.
- *Community di Gamer e Spazi Urbani: Il Gioco come Pratica di Creazione di Dimensioni Visibili e Invisibili*, XI Congresso Internazionale AISU – Beyond the Gaze, Ferrara, Italy, 13–17 September.
- *Usare i Mobile Methods per l'Apprendimento e la Ricerca: L'Esperienza SoMoveED* (with F. Montanari), Multipl(ay)er Event SoMoveED – Mobilità. Spazio Urbano. Apprendimento, SD Factory, Reggio nell'Emilia, 13 April.
- *Design Thinking for Digital Fluency: UNIPR Approach to Student Engagement* (with M. Valero Gisbert and A. M. Tammam), TLIT4U Training Event, University of Lapland, Finland, 27 February–4 March.
- *STEM (STEAM) for Higher Education Students' Education: The TLIT4U Project First Findings* (with M. Encheva, A. M. Tammam, G. Yancheva and P. Zlatkova), BOBCATSSS 2023, Oslo Metropolitan University, Norway, 25–27 January.

## 2021

- *Let's Be Part of the Change! Let's Play!*, MEC 2021, Rovaniemi, Finland, 28 September–1 October.
- *Information Literacy: A Game-Based Learning Approach for Avoiding Fake Content* (with M. Encheva, A. M. Tammam, P. Zlatkova and C. Conversano), ALA – American Library Association Annual Conference and Exhibition, Virtual Event, 23–29 June.

## 2020

- *Serious Games e Didattica: Perché il Gioco è (Sempre) una Cosa Seria*, NAVIGAME Serious Games – Giochi per Rinnovare la Didattica, Università degli Studi di Parma, 3 November.
- *Games-Based Learning for the Sustainable Development Goal 4 (SDG4): Closing the Students' Gap on Information Literacy* (with A. M. Tammam, S. Menon, M. Uggeri and A. Zanin Yost), Convegno Stelline, Milan, Italy, 15–16 September.
- *Piccoli Archivi di Quartiere: A Case Study of Creative Reuse of Family Footage* (with M. Adami), Higher Education, Archives for Education: Opening Up the Archives to Young Filmmakers, Kingston University, London, UK, 11 September.

## 2019

- *Young Adults, Social Isolation and Pokémon Go: A Study of How Social Exergames Can Contribute to the Development of Social Competences*, Good Connections: From Isolation to Cooperation, Charles University, Prague, Czech Republic, 26–27 September.

## INSTITUTIONAL ROLES AND ACADEMIC SERVICE

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- 2024-present: Erasmus mobility coordinator for the BA in Communication and Media for Creative Industries, University of Parma.
- 2024-present: University of Parma contact person for the international EUniverCities network.
- 2024-present: Representative for contract lecturers, BA in Communication and Media for Creative Industries, University of Parma.
- 2023/24-present: Subject expert for Sociolinguistics and Visual Studies, University of Modena and Reggio Emilia.
- 2021-present: Academic manager for the PhD programme in Humanities, University of Urbino "Carlo Bo".
- 2020-present: Responsible person for the Social Media Group of CAPAS - Centre for Activities and Professions in Arts and Performing Arts, University of Parma.
- 2020-present: Social Media Manager for CSAC - Centro Studi e Archivio della Comunicazione, University of Parma, including communication for nationally and internationally relevant exhibitions.
- 2018-present: Promoter of more than 20 Erasmus mobility agreements, including Zielona Góra, Madeira, Rovaniemi, Tromsø, Acadia University, University of Curaçao and University of Minnesota.
- 2018-present: Social Media Manager, Parma Film Festival.
- 2016-present: Supervisor of more than 200 BA and MA theses.

- 2014-2021: Tutor for humanities students, University of Urbino “Carlo Bo”.

## ORGANISATION OF CONFERENCES, BIPS AND STUDENT MOBILITY

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- 2026: Organiser, Blended Intensive Programme “Scientific and Academic Writing in Semiotics of Images, Nature, and the City. Images of Nature / Natures of the Image”, Reggio Emilia, 22-26 June 2026.
- 2026: Organiser, Blended Intensive Programme “Sociology of Board Games”, Reggio Emilia, 7-11 April 2026.
- 2026: Organiser, Blended Intensive Programme “Socio-semiotics and Ethnography of the City”, Reggio Emilia, 4-8 May 2026.
- 2026: Co-organiser, Staff Week “University Social Media Managers around Europe”, University of Parma, 26-30 January 2026.
- 2025: Co-organiser and member of the scientific committee, GOOD CONNECTIONS V - Trust and Change Across Divides, University of Parma, 25-27 March 2025.
- 2025: Organiser, Blended Intensive Programme “Play the BIP: Game-Based Learning and Gamification”, Reggio Emilia, 16-20 June 2025.
- 2025: Organiser, Blended Intensive Programme “Sociology in Play”, Reggio Emilia, 26-30 May 2025.
- 2025: Organiser, Blended Intensive Programme “Exploring Urban Spaces: Movement Methodologies for Understanding the City”, Reggio Emilia, 12-16 May 2025.
- 2025: Organiser, short mobility “Global Media Education Under the Nordic Lights: Perspectives from the Edge of the World”, enabling 10 University of Parma students to attend a one-month course at the University of Lapland.
- 2024: Organiser, Blended Intensive Programme “Empowering Your Academic Presentation Delivery”, Reggio Emilia, 20-25 May 2024.
- 2024: Organiser, Blended Intensive Programme “Spring School in Academic Writing”, Reggio Emilia, 15-21 April 2024.
- 2024: Co-organiser, TLIT4U Training Week, Parma, 18-24 April 2024.
- 2024: Co-organiser, TLIT4U Multiplier Event, Parma, 20 January 2024.
- 2023: Co-organiser, Multipl(ay)er Event SoMoveED: Mobilità. Spazio urbano. Apprendimento, Reggio Emilia.
- 2023: Awarded funds by the University of Udine to organise a study trip for 10 students to the Gamification Workshop at Tallinn University, Estonia.

## THIRD MISSION AND PUBLIC ENGAGEMENT

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- 2025/26: “Learning communication through play”, Researchers@School, University of Parma, activities for primary and secondary schools.
- 2025: Interview with Luca Perri for the Festival of Sustainable Mobility, Cinema Astra, Parma.
- 2025: UNIMORE stand, PLAY Fair, Bologna.
- 2024/25: “Building a spaghetti and marshmallow tower to talk about communication”, Researchers@School, University of Parma.
- 2024: “Building a spaghetti and marshmallow tower to talk about teams and communication”, European Researchers’ Night, University of Modena and Reggio Emilia.
- 2023: “Game and Adult Learning”, International Game Day @ Your Library, University of Parma.
- 2022: “Minimal recipe for appetising social media: Basics of social media management for food”, Laboratorio Aperto Parma.
- 2022: “Why combine play and learning”, International Game Day @ Your Library, University of Parma.
- 2022: “Cards, storytelling and personal branding”, Laboratorio Aperto Parma.
- 2020: Storytelling Workshop, University of Parma student cultural activities.
- 2019: “Team building and play: The Marshmallow Challenge”, European Researchers’ Night, University of Parma.

## MEMBERSHIPS, EDITORIAL BOARDS AND SCIENTIFIC COMMITTEES

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### Associations

European Sociological Association (ESA); International Connectivity Center (ICC); Associazione Italiana Studi Urbani (AISU); International Association for Semiotic Studies (IASS-AIS); European Digital Learning Network (ETS); National Association for Media Literacy Education (NAMLE); Portuguese Sociological Association (APS); SIG Media Education and Digital Competence, Global Research Institute for Future Education (GRIFE).

### Editorial and scientific boards

- 2026-present: Editorial Board, Semiotica e scienze umane book series, Carocci Editore.
- 2026-present: Scientific Council, Journal of Management, Economy and Technology.
- 2025-present: Editorial staff, Ocula. Occhio semiotico sui media.
- 2024-present: Scientific Council, Polish Annals for Rural Sociology (Rocznik Sociologii Wsi).