Giada Marino

WORK EXPERIENCE

Research Fellowship (post-doc)
University of Urbino Carlo Bo [02/05/2023]

City: Urbino
Country: Italy

I will work on vera.ai, a 3-year project funded by the European Union, Horizon Research and Innovation Actions. vera.ai seeks to build trustworthy AI solutions against advanced disinformation techniques.
This research project focuses on analyzing disinformation narratives and campaigns (especially concerned with network-based coordinated sharing behavior analysis) and measuring their impact.

Research Fellowship (post-doc)
University of Sassari [15/04/2020 – 15/04/2023]

City: Sassari
Country: Italy

Post-doc researcher (non-tenure track) at the Department of Economics and Business in Communication Science team. Employed in the PRIN (Research Projects of National Interest funded by the University Ministry) project IPOLHYS-Investigating POlarization in the HYbrid media System. Independent research, team research,
grant writing, teaching, and co-supervision of bachelor and master's thesis.

Adjunct Professor of Big Data Analysis and Digital Media
University of Sassari [02/11/2022 – Current]

City: Sassari
Country: Italy

Introductory course on the collection and analysis social media data regarding political communication and media manipulation operations through open source tools.

Adjunct Professor of Political Communication
University of Sassari [01/05/2022 – Current]

City: Sassari
Country: Italy

Introductory course on the principles of political communication. The course is mandatory of the bachelor degree in Political Science.

Research assistant
University of Vienna [04/10/2021 – 25/10/2021]

City: Vienna
Country: Austria

I have collaborated in the research project "Politische Werbung und koordiniertes Verhalten in sozialen Medien im Vorfeld der Bundestagswahl 2021" concerning communication on social media of the 2021 German election candidate. I contributed to the analysis of Facebook data of CrowdTangle and the Facebook Advertising Library. In addition, I created a dashboard that summarizes and displays this data and contributed to the drafting of the final report.

Research assistant
Luiss – Libera Università Internazionale degli Studi Sociali Guido Carli [02/05/2020 – 15/07/2020]

City: Rome
Country: Italy

I have collaborated in the research project "Beyond Nudging: Facebook data collection and analysis" on the analysis of Facebook data relating to the 2019 European elections on divisive issues. The data was collected and analyzed through the following tools and platforms: MediaCloud, CrowdTangle, and CoorNet.

Research assistant
Marche region [01/08/2019 – 31/08/2019]

City: Urbino
Country: Italy

I collaborated in the analysis of content produced by local groups on Facebook born following the 2016 earthquake in central Italy on the regional research project "New development paths for the inland areas of the Marche Apennines" joining a team composed of all the Marche region universities (Urbino, Camerino, Macerata, and Ancona)

Teaching assistant
University of Urbino [2019 – 2020]

City: Urbino
Country: Italy

Assistant in courses of web marketing, with a focus on the study of web marketing techniques of online political malicious actors

Teaching assistant
University of Urbino [2019 – 2019]

City: Urbino
Country: Italy

Assistant in the course of Internet Studies

Research fellow (pre-doctoral)
University of Rome "La Sapienza" - Interdepartmental center of research DigiLab [01/05/2016 – 31/05/2016]

City: Rome
Country: Italy

I have collaborated in the research project "Database building and analysis of VLog activity on the YouTube platform" contributing to build a database of Italian content creators on YouTube, conduct, and analyze in-depth interviews.

Teaching assistant
University of Urbino [2017 – 2018]

City: Urbino
Country: Italy

Assistant in courses of social media analysis, with a focus on the study of disinformation and media manipulation on social media

EDUCATION AND TRAINING

PhD in Sociology of Communication
University of Urbino [01/11/2016 – 04/02/2020]

City: Urbino
Country: Italy

Master Degree in Media Studies and Digital Communication
University of Rome La Sapienza [21/03/2016]

City: Rome
Country: Italy

Bachelor Degree in Arts and Entertainment Events and Enterprise Management
University of Florence [07/02/2013]

City: Florence
Country: Italy

DIGITAL SKILLS

Microsoft Office / Google Workspace (Google Drive, Google Docs, Google Slides, Google Sheets, Google Forms) / Internet Archive

Statistical computing and graphics
Spss / Microsoft Excel / Tableau / Google Data Studio / R Studio / Google Sheets

Social network analysis
Gephi

Interview Coding Softwares
Dedoose

Social media data collecting tools
Crowdtangle / Meta for Business / Netlytic / The Social Media Analysis Toolkit - SMAT / YouTube Data Tool / Twitter API

R packages
Coornet / Quanteda / Tidyverse

NETWORKS AND MEMBERSHIPS

Member of the research team of Vera.ai - VERification Assisted by Artificial Intelligence
[University of Urbino Carlo Bo, 01/05/2023 – Current]

The aim of the vera.ai project is to develop and build trustworthy AI (Artificial Intelligence) solutions in the fight against disinformation. The project is funded by EU Horizon Europe (Grant Agreement No. 101070093); the UK's innovation agency (Innovate UK) grant No. 10039055; and the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract No. 22.00245.

Link: https://www.veraai.eu/home

Member of the research team of IPOLHYS - Investigating POlarization in the HYbrid media System
[University of Sassari, 15/04/2020 – 31/08/2023]

I-POLHYS is a research project that looks at the intersections between media, communication, and political polarization in Italy. It relies on a team joining researchers from the Universities of Bologna, Milano, Sassari, and Trento. It is a Research project of relevant national interest (PRIN), funded by the Ministry of University and Research (MIUR).

Link: https://www.ipolhys.it/

Member of the research team of Mapping Nefarious Social Media Actors to Speed-up COVID-19 Fact-checking (MINE-FACTS)
[University of Urbino, 01/07/2021 – 31/12/2021]

Project awarded with the Special Integrative Fund for Research (FISR) by the Italian University Ministry (project code n. FISR2020IP_00327) in which I contributed to the creation of IT tools to accelerate the work of fact-checkers. More specifically, I have collaborated in the test phase with the fact-checking agency Facta, in the collection and analysis of Facebook data through open source software, drafting of reports, and scientific publications.

Link: https://www.mur.gov.it/sites/default/files/2021-05/TABELLA B_SH_all DD 1049_Progetti finanziabili Bando FISR 2020.pdf

Member of the research team Mapping Italian News Media Political Coverage in the Lead-up of 2018 General Election
[University of Urbino, 2018]

Project awarded with an Open Society Foundation fund to study the Italian news media coverage of the 2018 general elections. I contributed to analyzing the online information ecosystem with innovative methods and data gathered from Twitter, Facebook, and online news media.

Link: https://elezioni2018.news/

Member of the research team Investigating patterns of Facebook interactions around insular and cross-partisan media sources in the run up of 2018 Italian election

[University of Urbino, 2019 – 2019]

Project awarded with the Social Media and Democracy Research Grant funded by Facebook and Social Science Research Council to study online misinformation and disinformation concerning the Italian elections. I contributed to analyzing the online information ecosystem with innovative methods and data gathered from Twitter, Facebook, and online news media.

Link: https://sites.google.com/uniurb.it/mine/

OTHER TRAININGS AND TEACHING EXPERIENCES

Digital Methods Initiative Summer School - Prompting and other algorithmic curiosities

[03/07/2023 – 08/07/2023]

Pitcher and facilitator of the project entitled "Disinformation Impact Assessment - Does the work of "opinion shapers" matter?"

Link: https://wiki.digitalmethods.net/Dmi/SummerSchool2023

Digital Methods Winter School and Data Sprint 2023

[09/01/2023 – 13/01/2023]

Facilitator of "Mapping Coordinated Networks That Circulate Problematic Information on the war in Ukraine" project which aims to investigate the activities of coordinated networks that share problematic contents related to the conflict between Russia and Ukraine. The methodology involves the use of the R packages CooRnet and CorTweet.

Link: https://wiki.digitalmethods.net/Dmi/WinterSchool2023coornet4ukraine

Facebook research tools training

[04/06/2019 – 06/06/2019]

Facebook Research Tool Setup

CrowdTangle Training

Ad Library API Training

Differential Privacy Introduction and Practical Consequences for Inference and Analysis

Introduction to Statistics with R Specialization - Duke University (Coursera)

[2019]

Queensland University of Technology Digital Methods Research Center Summer School

[02/2018]

University of Amsterdam Digital Methods Initiative Summer School

[07/2017]

Excel elementary - Department of Communication and Social Science University of Rome La Sapienza

[25/01/2016 – 27/01/2016]

Data exploration and reduction: explorative techniques for data analysis (ACP, ACM, Cluster Analysis) - Department of Communication and Social Science University of Rome La Sapienza

[14/12/2015 – 18/12/2015]

ORGANISATIONAL SKILLS

Member of the organizing committee of the conferences within the University of Urbino Digital Media Studies Week

June 24, 2019, AoIR Flashpoint symposium - Below the Radar: Private Groups, Locked Platforms, and Ephemeral Contents

June 25 - 29 2019, 15th conferenza ISA-RC51 di Sociocibernetica - "Dark Ages 2.0": Social Media And Their Impact

University of Urbino

Link: https://sites.google.com/uniurb.it/dms-week/home

CONFERENCES AND SEMINARS

Presentation in conferences at national and international level

International: AoIR, ECREA, ICA, International Conference on Social Media and Society, MIT Exploring Media Ecosystems Conference

National: Italian Association of Political Communication; SISCC - Scientific Italian Association of Society, Culture and Communication; SISP - Italian Society of Political Science

HONOURS AND AWARDS

So Big Data ++ Transnational access visiting research fellowship
University of Sheffield [07/09/2023]

Transnational access (TNA) is an opportunity for researchers and professionals to carry forward their big data projects as visitors of the SoBigData Research Infrastructure nodes.

Thematic Cluster: Text and Social Media Mining (TSMM), Web Analytics (WA)

List of publications

1. Mincigrucci, R., Marino, G., (2023). Notizie che non vorresti vedere. Uno studio sul fenomeno dell'incidental news exposure su Facebook. Problemi dell'informazione, 48 (1), 189-194. DOI: 10.1445/106777
2. Marino, G., Giglietto, F., (2023). The power of Alternative Influence Networks (AIN) for spreading Covid-19 problematic information on Facebook during a year of pandemic. Problemi dell'informazione, 48 (1), 109-134. DOI: 10.1445/106772
3. Marino, G., Iannelli, L., (2023). Seven years of studying the associations between political polarization and problematic information: a literature review. Frontiers in Sociology, 8 (2023), 1-17. https://doi.org/10.3389/fsoc.2023.1174161
4. Giglietto, F., Marino, G., Mincigrucci, R., Stanziano, A. (2023). A Workflow to Detect, Monitor, and Update Lists of Coordinated Social Media Accounts Across Time: The Case of the 2022 Italian Election. Social Media+ Society, 9 (3), 20563051231196866. https://doi.org/10.1177/20563051231196866
5. Rossi, L., Giglietto, F., Marino, G., (2023). Cracking Open the European Newsfeed. Journal of Quantitative Description: Digital Media, 3 https://doi.org/10.51685/jqd.2023.020
6. Iannelli, L., Marino, G., Serani, D., Valeriani, A., (2022). Citizens, Polarization, and the Pandemic in the Italian Hybrid News Media System. Contemporary Politics, Communication, and the Impact on Democracy, 307-328. IGI Global.
7. Giglietto, F., Farci, M., Marino, G., Mottola, S., Radicioni, T., Terenzi, M., (2022). Mapping Nefarious Social Media Actors to Speed-up Covid-19 Fact-checking. SocArXiv. https://doi.org/10.31235/osf.io/6umqs
8. Marino, G., Giglietto, F., Iannelli, L., (2022). Using Facebook's Advertising Platform for Recruiting Online Survey Respondents. SAGE Research Methods: Doing Research Online, https://doi.org/10.4135/9781529601886
9. Righetti, N., Giglietto, F., Kakavand, A. E., Kulichkina, A., Marino, G., Terenzi, M., (2022). Political Advertisement and Coordinated Behavior on Social Media in the Lead-Up to the 2021 German Federal Elections. Dusseldorf: Media Authority of North Rhine-Westphalia, https://www.medienanstalt-nrw.de/fileadmin/user_upload/NeueWebsite_0120/Zum_Nachlesen/BTW22_Political_Advertisement.PDF
10. Righetti, N., Rossi, L., Marino, G., (2022). At the onset of an infodemic: Geographic and disciplinary boundaries in researching problematic COVID-19 information. First Monday, https://doi.org/10.5210/fm.v27i7.12557
11. Giglietto, F., Olaniran, S., Mincigrucci, R., Marino, G., Mottola, S., Terenzi, M., (2022). Blowing on the Fire: An Analysis of Low Quality and Hyper Partisan News Sources Circulated by Coordinated Link Sharing Networks in Nigeria. SSRN. https://dx.doi.org/10.2139/ssrn.4162030
12. Giglietto, F., Valeriani, A., Righetti, N., Marino, G., (2022). Diverging patterns of interaction around news on social media: insularity and partisanship during the 2018 Italian election campaign. Disinformation and Data Lockdown on Social Platforms, 1610 - 1629. Routledge.
13. Iannelli, L., Marino, G., (2022). Participation in Problematic News Cycles on Social Media and Instant Messaging Services during the Covid-19 Pandemic. The Impact of

News Use, Political Discussion, and Ideological Extremism. Comunicazione politica, 23 (3), 381-402.   DOI: 10.3270/105430

14. Bruns, A., Schumacher, N. F., Mathieu, M., Nuernbergk, C., Righetti, N., Giglietto, F., Kavakand, A., Kulichkina, A., Marino, G., Terenzi, M., (2022). PANDEMIC POLITICS: THE 2021 AND 2022 GERMAN AND AUSTRALIAN FEDERAL ELECTION CAMPAIGNS ON SOCIAL MEDIA. AoIR Selected Papers of Internet Research, https://doi.org/10.5210/spir.v2022i0.12953

15. Giglietto, F., Marino, G., Terenzi, M., Righetti, N., Rossi, L., (2021). Coordinated Hateful Disinformation on Italian Politics and Social Issues, since 2017.   SSRN. https://dx.doi.org/10.2139/ssrn.3777263

16. Marino, G., Giglietto, F., (2021). Economia, immigrazione, corruzione ed Europa: performance e circolazione su Facebook delle notizie sulle elezioni europee 2019. L'illusione della scelta. Come si manipola l'opinione pubblica in Italia,   470. LUISS University Press.

17. Righetti, N., Rossi, L., Marino, G., (2021). The 2020 Research on Problematic Information on the COVID19 Pandemic. A Systematic Literature Review.   SocArXiv. https://osf.io/preprints/socarxiv/fn3cj/download

18. Iannelli, L., Splendore, S., Valeriani, A., Marino, G., (2021). Studiare la polarizzazione politica nello "shockdown mediale". Shockdown. Media, cultura, comunicazione e ricerca nella pandemia,   343-360. Milano:Meltemi.

19. Giglietto, F., Rossi, L., Righetti, N., Marino, G., Terenzi, M., (2021). Research Note: Top 10 Most Viewed Links on Facebook during 2020.   SSRN. https://dx.doi.org/10.2139/ssrn.3908944

20. Righetti, N., Rossi, L., Marino, G., (2021). INTO THE BELLY OF THE BEAST: THE RESEARCH ON SOCIAL MEDIA AND COVID-19 MISINFORMATION IN 2020. AoIR Selected Papers of Internet Research,   https://doi.org/10.5210/spir.v2021i0.12233

21. Giglietto, F., Righetti, N., Rossi, L., Marino, G., (2021). COORNET: AN INTEGRATED APPROACH TO SURFACE PROBLEMATIC CONTENT, MALICIOUS ACTORS, AND COORDINATED NETWORKS. AoIR Selected Papers of Internet Research, https://doi.org/10.5210/spir.v2021i0.12170

22. Rossi, L., Righetti, N., Marino, G., (2021). (Nearly) Ten Years of Social Media and Political Elections in Italy: Questions, Platforms, and Methods. Social Media+ Society, 7 (4), 20563051211063460. https://doi.org/10.1177/20563051211063460

23. Marino, G., (2020). Riorganizzazione continua dell'identità online. Pratiche di self-presentation nell'era dei contenuti impermanenti sui social media.   University of Urbino. https://ora.uniurb.it/retrieve/handle/11576/2673820/111733/phd_uniurb_278703.pdf

24. Giglietto, F., Righetti, N., Rossi, L., Marino, G., (2020). It takes a village to manipulate the media: coordinated link sharing behavior during 2018 and 2019 Italian elections. Information, Communication & Society, 23 (6), 867-891. https://doi.org/10.1080/1369118X.2020.1739732

25. Giglietto, F., Righetti, N., Rossi, L., Marino, G., (2020). Coordinated Link Sharing Behavior as a Signal to Surface Sources of Problematic Information on Facebook. International Conference on Social Media and Society,   85-91. https://doi.org/10.1145/3400806.3400817

26. Giglietto, F., Righetti, N., Marino, G., (2020). DETECTING COORDINATED LINK SHARING BEHAVIOR ON FACEBOOK DURING THE ITALIAN CORONAVIRUS

OUTBREAK. AoIR Selected Papers of Internet Research, https://spir.aoir.org/ojs/index.php/spir/article/view/11219/9807

27. Iannelli, L., Splendore, S., Valeriani, A., Marino, G., (2020). Studiare la polarizzazione politica nello "shockdown mediale". Mediascapes journal, (15), 189-202. https://rosa.uniroma1.it/rosa03/mediascapes/article/view/17118

28. Marino, G., Serani, D., (2020). Dal# iorestoacasa alla ripartenza: gli utenti italiani di internet e l'informazione nelle due fasi dell'emergenza. I dati longitudinali del progetto I-POLHYS. Problemi dell'informazione, 45 (3), 513-518. DOI: 10.1445/99265

29. Giglietto, F., Terenzi, M., Marino, G., Righetti, N., Rossi, L., (2020). Adapting to Mitigation Efforts: Evolving Strategies of Coordinated Link Sharing on Facebook. SSRN. https://dx.doi.org/10.2139/ssrn.3775469

30. Giglietto, F., Terenzi, M., Marino, G., Righetti, N., Rossi, L., (2020). An Italian Network of Memes, News, Spam Pages, and Dietary Supplements. News, Spam Pages, and Dietary Supplements (December 7, 2020), SSRN. https://dx.doi.org/10.2139/ssrn.3743531

31. Giglietto, F., Checcaglini, C., Marino, G., Mazzoli, L., (2019). Binge-watching the Algorithmic Catalog: Making Sense of Netflix in the Aftermath of the Italian Launch. Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television, 179-196. Peter Lang.

32. Righetti, N., Giglietto, F., Marino, G., (2019). L'Europa fra casa e gabbia: tono, frame ed engagement delle notizie sulle istituzioni europee nei mesi precedenti le elezioni 2018. Problemi dell'Informazione, 44 (1), 87-115. DOI: 10.1445/92856

33. Giglietto, F., Valeriani, A., Righetti, N., Marino, G., (2019). OGNI COMUNITÀ È UN'ISOLA? POLARIZZAZIONE, AMPLIFICAZIONE E RE-FRAMING DELL'INFORMAZIONE SUI SOCIAL MEDIA. Niente di nuovo sul fronte mediale. Agenda pubblica e campagna elettorale, FrancoAngeli.

34. Giglietto, Fabio; Righetti, Nicola; Marino, Giada; Rossi, Luca; (2019). Multi-Party Media Partisanship Attention Score. Estimating Partisan Attention of News Media Sources Using Twitter Data in the Lead-up to 2018 Italian Election. Comunicazione politica, 20 (1), 85-108. DOI:10.3270/93030

35. Giglietto, F., Valeriani, A., Righetti, N., Marino, G., (2019). Diverging patterns of interaction around news on social media: insularity and partisanship during the 2018 Italian election campaign. Information, Communication & Society, 22 (11), 1610-1629. https://doi.org/10.1080/1369118X.2019.1629692

36. Giglietto, F., Righetti, N., Marino, G., (2019). Understanding Coordinated and Inauthentic Link Sharing Behavior on Facebook in the Run-up of 2018 General Election and 2019 European Election in Italy. SocArXiv. https://doi.org/10.31235/osf.io/3jteh

37. Boccia Artieri, G., Brilli, S., Forte, G., Marino, G., Zurovac, E.; (2019). La voce delle comunità. Nuovi sentieri di sviluppo per l'Appennino marchigiano dopo il sisma del 2016., 261-283. QUADERNI DEL CONSIGLIO REGIONALE DELLE MARCHE.

38. Giglietto, F., Righetti, N., Marino, G., (2019). API AND BEYOND: DETECTING COORDINATED BEHAVIOURS IN FACEBOOK INTERACTIONS AROUND POLITICAL NEWS STORIES. AoIR Selected Papers of Internet Research, 2019 https://doi.org/10.5210/spir.v2019i0.10964

39. Giglietto, F., Iannelli, L., Rossi, L., Valeriani, A., Righetti, N., Carabini, F., Marino, G., Usai, S., Zurovac, E., (2018). Mapping Italian News Media Political Coverage in the Lead-Up to 2018 General Election. SSRN. https://dx.doi.org/10.2139/ssrn.3179930

40. Ducci, G., Marino, G., Raimondi, G., (2018). Cap. 4-Comunicazione e musei-par. 4.3 La comunicazione dei musei pubblici e le nuove sfide digitali. Raccontare la cultura. Come si informano gli italiani, come si comunicano i musei, 69-82. Franco Angeli.

41. Marino, G., (2018). # instamoments of the Flat Earth. Come le affordance di Instagram modellano la diffusione dell'informazione cospirazionista. Problemi dell'informazione, 43 (3), 447-478. Società editrice il Mulino. DOI: 10.1445/91661

42. Giglietto, F; Righetti, N; Marino, G; (2018). Il sistema dei media digitali in Italia nei sei mesi precedenti le elezioni politiche 2018. COMUNICAZIONEPUNTODOC, 20 (2), 101-114.