

CURRICULUM VITAE

LUDMILA LUPINACCI

l.lupinacci@leeds.ac.uk | ludmilalupinacci.com

ACADEMIC APPOINTMENTS

- 2023– **Lecturer (Assistant Professor) in Digital Media**
Deputy Director of Research and Innovation (2025–)
School of Media and Communication, University of Leeds – Leeds, UK
- 2022–23 **Lecturer in Media and Cultural Studies**
School of Media, Arts and Humanities, University of Sussex – Brighton, UK

ACADEMIC EDUCATION

- 2022 **PhD in Media and Communications**
Department of Media and Communications, London School of Economics and Political Science (LSE)
Dissertation: "Live, here and now: Experiences of immediate connection through habitual social media", supervised by Professor Nick Couldry & Professor Ellen Helsper
- 2016 **MSc in Communication and Information – Social Networks and Technologies**
Universidade Federal do Rio Grande do Sul (PPGCOM/UFRGS) – Porto Alegre, Brazil
Thesis: "The appropriations of the animated GIF: cultural, expressive, and affective dimensions of an outdated technology", supervised by Professor Alessandra Primo
- 2012 **BA in Social Communication – Advertising**
Pontifícia Universidade Católica do Rio Grande do Sul (Famecos, PUCRS) – Porto Alegre, Brazil

PUBLICATIONS

Journal Articles (Peer-reviewed)

- Valiati, V., Lupinacci, L., & Soares, F. B. (2026). "Wrap your head around it: algorithmic self-making and performances of taste on Spotify Wrapped". *Information, Communication & Society*, 1–22. <https://doi.org/10.1080/1369118X.2026.2647352>
- Lupinacci, L. (2024) "Phenomenal algorithms: the sensorial orchestration of 'real-time' in the social media manifold". *New Media & Society*, 26(7), 4078-4098. <https://doi.org/10.1177/14614448221109952>
- Lupinacci, L. (2021) "Absentmindedly scrolling through nothing: liveness and compulsory continuous connectedness in social media". *Media, Culture & Society*, 43(2), pp. 273-290. <https://doi.org/10.1177/0163443720939454>
- Lupinacci, L. (2021) "'From my living room to yours': theorising social media's live-streaming phenomenon". *Galáxia*, São Paulo, PUC-SP. <https://doi.org/10.1590/1982-2553202149052> (Available in Portuguese).
- Lupinacci, L. (2017) "Even Travolta got confused: on the conceptual haziness of the "internet meme" (and what GIFs have to do with it)". *Revista Culturas Midiáticas*, João Pessoa, UFPB, v.10, n.1. Available in Portuguese.
- Lupinacci, L. (2017) "A (moving) picture is worth a thousand words: the animated GIF as a communicative resource". *Revista Comunicare*, São Paulo, Faculdade Casper Líbero, n.16.2. Available in Portuguese.

- Primo, A., Valiati, V., Lupinacci, L., Barros, L. (2018) "Facebook interactions and practices". *Revista Contracampo*, Niterói, UFF, v.37, n.2, ago-nov 2018. Available in Portuguese.
- Primo, A., Valiati, V., Lupinacci, L., Barros, L. (2016) "Fluid conversations in cyberculture". *Revista Famecos*, Porto Alegre, PUCRS, v.24, n.1, jan-apr 2017. ISSN: 1415-0549. Available in Portuguese.
- Primo, A., Lupinacci, L., Valiati, V., Barros, L. (2015) "Private communication on the internet: from the invention of the particular in the Middle Ages to hyper-disclosure on the net". *Intexto*, Porto Alegre, UFRGS, n.34, p.513-434, set/dez 2015. ISSN: 1807-8583. Available in Portuguese.
- Sardá, T., Lupinacci, L., Cornutti, C., Zago, G., Valiati, V., Araújo, W. (2015) "The BuzzFeedization of journalism: 5 things you need to know about Zero Hora's case". *Lumina*, Juiz de Fora, UFJF, v.9, n.2. Available in Portuguese.

Journal Articles (In preparation and under review)

- Campos Valverde, R., Lupinacci, L. "Wellness creep into music streaming platforms: from pure chill to aural slop". Pending revisions, *Convergence*.
- Galip, I., Lupinacci, L. "Degenerative AI: Slop, brainrot, and the gimmick of generative culture". Under review as part of the Cultural Commons special issue on Slop, Brainrot and the Enshittification of the Internet, *European Journal of Cultural Studies*.
- Morales, E., Lupinacci, L. "Rule #1, don't be a d1ck: vibe checks in the platform governance assemblage". Revisions submitted, *Platforms & Society*.
- Lupinacci, L. "Making personalisation delightful: staging power for data indulgence on Spotify". In preparation.

Book Chapters

- Lupinacci, L. (2019) "The closest thing to teleportation: The concept of liveness in the age of connectivity". In: Murru, M.F., Colombo, F., Peja, L., Tosoni, S., Kilborn, R., Kunelius, R., Pruulmann-Vengerfeldt, P., Kramp, L., Carpentier, N. (Eds.) *Communication as the intersection of the old and the new*. ECREA Researching and Teaching Communication. Bremen, Edition Lumière, 2019.
- Primo, A., Lupinacci, L., Valiati, V., Barros, L. (2016) "#RIPorkut: a reação dos usuários brasileiros ao fim desse site que a gente conhecia bem e considerava pakas". In: *Pesquisa, Comunicação e Informação*. Nísia Martins do Rosário and Alexandre Rocha da Silva (Editors). Porto Alegre, Editora Sulina, 2016.

Conference Proceedings

- (2025) "Making personalization delightful: staging power for data indulgence on Spotify". Selected Papers of Internet Research. Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/15227>
- (2025) "The sky is bluer on the other side: fleeting from toxic vibes on #Xodus". Co-authored with Felipe Bonow Soares and Vanessa Valiati. Selected Papers of Internet Research. Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/15324>
- (2025) "Chill vibes: wellness creep into music streaming platforms". Co-authored with Raquel Campos Valverde. Selected Papers of Internet Research. Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/15226>
- (2024) "Mixed feelings: the platformisation of moods and vibes". Selected Papers of Internet Research, Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/13992>
- (2024) "Wrap your head around it: Brazilian users' algorithmic imaginaries of Spotify Wrapped". Co-authored with Vanessa Valiati and Felipe Soares. Selected Papers of Internet Research. Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/13924>
- (2024) "Scrolling nonsense: making sense of mobile social media in everyday life". Selected Papers of Internet Research. Association of Internet Researchers (AoIR). <https://spir.aoir.org/ojs/index.php/spir/article/view/14084>
- (2023) "Not like other social networks? BeReal and the remediation of liveness in the platform environment". Selected Papers of Internet Research, Association of Internet Researchers (AoIR). <https://doi.org/10.5210/spir.v2023i0.13452>

- (2022) 'Reclaiming the experience: social media, the Metaverse, and extractive imaginaries of experiential enhancement'. Selected Papers of Internet Research, Association of Internet Researchers (AoIR). <https://doi.org/10.5210/spir.v2022i0.13045>
- (2021) "Liveness and deadness in social media: on the perceived lack of life of the infinite stream". Selected Papers of Internet Research, Association of Internet Researchers (AoIR). <https://doi.org/10.5210/spir.v2020i0.11265>

PhD Thesis

Lupinacci, L. (2022). "Live, here and now: experiences of immediate connection through habitual social media". Doctoral Thesis, *The London School of Economics and Political Science*. <http://dx.doi.org/10.21953/lse.00004421>

AWARDS AND DISTINCTIONS

Top Student Paper Award, ICA's Philosophy, Theory and Critique division (2022)

The article '*Mediated as-if-ness: toward a critical phenomenology of liveness in social media*' was selected as the Top Student Paper of the division for ICA 2022. The award included a conference fee waiver and a travel grant.

LSE PhD Studentship, LSE (2017-22)

Funding covering tuition fees and living expenses for the duration of the doctoral program. This competitive studentship was awarded by the School based on outstanding academic merit and research potential.

Studentship, National Council of Scientific and Technological Development (CNPq) (2014-16)

Funding provided by the Brazilian government, comprising monthly stipends for the duration of the MSc degree. This competitive grant was awarded by the Department based on academic merit.

Award for Outstanding Performance (Prêmio Formando Destaque PUCRS) (2012)

Distinction given by the university as an acknowledgement of academic excellence, thanks to the achievement of the best overall performance amongst graduates of Social Communication – Publicity & Advertising, class of 2011/2.

Studentship for Academic Merit (Bolsa Mérito Acadêmico PUCRS) (2008)

Scholarship covering the full tuition of the Bachelor's degree, awarded for achieving the first position amongst candidates of Social Communication at the university's entrance exam.

PRESENTATIONS, APPEARANCES, AND PUBLIC ENGAGEMENT

Guest lectures and invited talks

- (Forthcoming) "The vibes are immaculate: towards a critical phenomenology of vernacular affective atmospheres". Keynote, *Styles of Perception: From historical perspectives to the digital age*. University of York, UK.
- (2025) "The gimmick of generative culture: AI slop, brainrot, and the aesthetics of capitalist contradiction", co-written with Idil Galip. Guest presentation, *Slop, Brainrot and the Enshittification of the Internet – a Media and Cultural Studies Symposium*. Anglia Ruskin University, Cambridge, UK.
- (2025) "The vibes are immaculate: towards a critical phenomenology of vibes". Keynote, *Tuning In: A Vibes Symposium*. University of Amsterdam, Netherlands.
- (2024) "Mixed Feelings: on the platformisation of moods and vibes". Guest presentation, *On & Off: Atmospheres of disconnection*. Universidade Lusofona, Lisbon, Portugal.
- (2023) "Orchestrated Serendipity: ambivalent experiences with social media platforms". Guest lecture, module *Digital Identities & Social Media*. Aarhus University, Denmark.

- (2023) "Mixed Feelings: on the platformisation of moods and vibes". Guest presentation, seminar series of the *Warwick's Centre for Media and Cultural Policy Studies*. University of Warwick, UK.
- (2023) "Serendipidade Orquestrada: a contraditória busca pela experiência imediata em plataformas digitais". Guest lecture, module *Tópico Especial*. Universidade Tuiuti do Paraná, BRA.
- (2022) "Reclaiming the Experience: social media, the 'metaverse' and extractive imaginaries of experiential enhancement". Presentation, *Media at Sussex* research seminar. University of Sussex, UK.
- (2021, 2022) "Digital technologies and continuous connectedness". Guest lecture as part of the modules *Technology, Power and Culture*, and *Digital Technology, Speed and Culture*. Department of Sociology, LSE, UK.
- (2020) "Continuous Connectedness". Guest lecture, module *Internet use & wellbeing*. University of Zurich, Switzerland.
- (2020) "Liveness & Social Media". Invited talk for the research network *Digital Consumption*. Universidade Feevale, BRA.
- (2016) "Linguagens da Internet". Guest lecture on the module *Comunicação Digital e Redes Sociais*. Universidade do Vale do Rio dos Sinos (Unisinos), BRA.

Selected conference papers and presentations

- (2025) "Degenerative AI: slop and brainrot as creative practices", co-written with Idil Galip. *Generative AI and Creative Practices*, University of Amsterdam, Netherlands.
- (2025) "Making personalisation delightful: stating power for data indulgence on Spotify". Association of Internet Researchers, AoIR 2025. Niteroi, Brazil.
- (2025) "Chill vibes: selling wellness in music streaming platforms", co-written with Raquel Campos Valverde. Association of Internet Researchers, AoIR 2025. Niteroi, Brazil.
- (2025) "The sky is bluer on the other side: fleeing from toxic vibes on #Xodus", co-written with Felipe Soares and Vanessa Valiati. Association of Internet Researchers, AoIR 2025. Niteroi, Brazil.
- (2025) "The vibes are immaculate: theorising 'staging power' in the platformisation of atmospheres". *Media Atmospheres International Symposium – Jönköping*, Sweden.
- (2025) "Rule #1, don't be a dick: Vibe-check as governance of platformized violence", co-written with Esteban Morales. AoIR 2025 Flashpoint Symposium, From Platform Governance to Generative AI. Bremen, Germany.
- (2024) "Mixed Feelings: on the platformisation of moods and vibes". Global Digital Intimacies conference. Global Digital Cultures, University of Amsterdam – Amsterdam, Netherlands.
- (2024) "Wrap your head around it: Brazilian users' algorithmic imaginaries of Spotify Wrapped", co-written with Vanessa Valiati and Felipe Soares. *Social Media & Society 2024 – London*, UK.
- (2024) "Scrolling nonsense: making sense of mobile social media in everyday life", as part of the panel "Revitalising the concept of the everyday in internet research". Annual conference of the Association of Internet Researchers. AoIR 2024 – Sheffield, UK.
- (2024) "Mixed Feelings: on the platformisation of moods and vibes". Annual conference of the Association of Internet Researchers. AoIR 2024 – Sheffield, UK.
- (2024) "Wrap your head around it: Brazilian users' algorithmic imaginaries of Spotify Wrapped", co-written with Vanessa Valiati and Felipe Soares. Annual conference of the Association of Internet Researchers. AoIR 2024 – Sheffield, UK.
- (2023) "Not like other social networks?": BeReal and the remediation of liveness in the platform environment". Annual Conference, Association of Internet Researchers – AoIR 2023. Philadelphia, USA.
- (2023) "Here for the vibes: theorising social media's experiential turn". 73rd annual conference of the International Communication Association – ICA 2023. Toronto, Canada.
- (2023) "BeReal won't make you waste time: liveness and the temporalities of disconnection". Key Themes in Digital Disconnection Research. ICA Pre-conference. Toronto, Canada.
- (2022) "Reclaiming 'the experience': social media, the 'metaverse', and extractive imaginaries of experiential enhancement". Annual meeting of the Association of Internet Researchers – AoIR 2022. Dublin, Ireland.
- (2022) "Mediated as-if-ness: Toward a critical phenomenology of liveness in social media". 72nd annual conference of the International Communication Association – ICA 2022. Paris, France.

- (2022) "Phenomenal algorithms: The sensorial orchestration of 'real-time' in the social media manifold". 72nd annual conference of the International Communication Association – ICA 2022. Paris, France.
- (2020) "Liveness and deadness in social media: on the perceived lack of life of the infinite stream". Association of Internet Researchers – AoIR 2020. Virtual conference, October 2020.
- (2020) "Going with the (social media) flow: notes on doomscrolling and stream flow-breakers in viral times". Affect & Social Media 4.5 – Media Virality and the Lockdown Aesthetic. Online program, July 2020.
- (2020) "Compulsory continuous connectedness: Liveness and uncertainty in mainstream social media". Lisbon Winter School for the Study of Communications – Media and Uncertainty. Lisbon, Portugal.
- (2019) "Experiences of liveness: theorising audiences' engagements with connective media as sensorially perceived and discursively articulated". Annual Conference, International Association for Media and Communication Research (IAMCR). Madrid, Spain.
- (2019) "Connected Live: realliveness and immediacy in connective platforms". Connected Life 2019 – Data & Disorder. Oxford/London, United Kingdom.
- (2019) "Living with connective platforms: social media and the underlying claim of liveness". Digital Culture Conference. Nottingham, United Kingdom.
- (2018) "Liveness beyond live video: immediacy and presence on Instagram Stories". Instagram Conference – Middlesex University. London, United Kingdom.

Public engagement and knowledge exchange

- (2026) [AFP](#), quoted in piece on the rise of AI-generated short-video drama series, written by Katie Forster.
- (2024) [New Scientist](#), quoted in a story on why general users believe they are being tracked by their mobile devices and social media, written by Chris Stokel-Walker.
- (2024) [BBC Look North](#), news segment on mobile media use and screentime amongst teenagers. Interviewed by Amy Garcia, June 2024.
- (2023) [Media Whatever Podcast](#), hosted by Dr Chris Bilton and Dr Carolina Bandinelli. Centre for Culture and Media Policy Studies, University of Warwick.
- (2021) "[The Metaverse and the matter of experience: Why we need a critical phenomenology of social media](#)". Media@LSE Blog, 04 November 2021.
- (2021) "[When terror became a media event](#)", radio show for SWR2 Germany. Interviewed by Marisa Gierlinger.
- (2021) "[Into 'the pit': the science of mindless scrolling](#)". CANVAS8 report. Interviewed by Hannah Elderfield.
- (2021) "['Study with me' videos become a hit during the pandemic](#)". Journalistic piece published in the Brazilian newspaper Folha de São Paulo. Interviewed by Susana Terao.
- (2021) "[Continuous connection as a business model](#)". Digital Content Next. Cited in piece published by Rande Price.

TEACHING EXPERIENCE

University of Leeds (2023-)

Lecturer in Digital Media, School of Media and Communication

Mobile Media (BA) – module leader, lecturer, seminar teacher

Platforms & Society (BA and MA) – module leader, lecturer, seminar teacher

Dissertation supervision (BA and MA)

University of Sussex (Fall 2022, Spring 2023)

Lecturer in Media and Cultural Studies, School of Media, Arts and Humanities

Digital Histories, Objects and Processes (BA) | Culture and the Everyday (BA) | Debates in Media Studies (BA) | Media, Memory, History (BA) | New Developments in Digital Media (MA) | Researching the Cultural and Creative Industries (MA) | Supervision of 9 BA and 10 MA students on the writing of their dissertations

King's College London (Spring and Summer 2022)

Dissertation Advisor, Department of Digital Humanities

Successful supervision of 8 MA students to the completion of their degrees

Goldsmiths, University of London (Spring 2022)

Associate Lecturer, Department of Media, Communications, and Cultural Studies

Social Media in Everyday Life: A Global Perspective (MA)

London School of Economics and Political Science

Graduate Teaching Assistant, LSE Summer School (Summer 2022)

International Journalism and Society

Graduate Teaching Assistant, Department of Sociology (Fall 2018, 2019, 2020)

Digital Technology, Speed, and Culture (BA)

Graduate Teaching Assistant, Department of Media and Communications (Fall 2018, Spring and Summer 2019)

Dissertation Study Skills (MA)

ACADEMIC MEMBERSHIPS

Fellow of the Higher Education Academy (FHEA PR188043)

Member, Association of Internet Researchers (AoIR)

Member, International Communication Association (ICA)

Communication and Technology division | Philosophy, Theory, and Critique division

ACADEMIC SERVICE

Deputy Director of Research and Innovation, School of Media and Communication, University of Leeds (2025-)

Peer-review (academic journals): *New Media & Society*, *Social Media + Society*, *Communication Theory*, *International Journal of Communication*, *Information, Communication & Society*, *Convergence*, *Cyberpsychology*, *Platforms & Society*, *International Journal of Cultural Studies*, *Time & Society*, *Journal of Gender Studies*, *Networking Knowledge*

Peer-review (academic events): *Association of Internet Researchers*, *International Communication Association*, *International Media and Communication Research Association*, *Compós*, *Intercom*

Support in the elaboration of the Impact Case Study for Professor Ellen Helsper's project *From Skills To Outcomes: Improving digital inequalities' metrics, policy and interventions*, submitted to the REF 2021.

Administrative assistant, attending meetings and drafting minutes for the Research and Teaching Committees, Department of Media and Communications (LSE)

Co-organiser of 'Media at Sussex', the research seminar series of the School of Media, Arts and Humanities at University of Sussex (2022).

Co-organiser of 'Disruption, Transition and Transformation' – a one-day symposium for early-career researchers hosted by LSE's Department of Media and Communications (2019).

Student representative in the Studentships Committee, reviewing applications and nominating recipients of governmental funding, Faculty of Communication and Information (PPGCOM/UFRGS, 2015-16)

FURTHER PROFESSIONAL TRAINING AND DEVELOPMENT

2020

Postgraduate Certificate in Higher Education (LSE PGCertHE)

Eden Centre, London School of Economics and Political Science (LSE), UK

Teaching our disciplines; Course Design; Feedback and Assessment

- 2014 **Social media data: mining, modelling, and visualisation**
Federal University of Rio Grande do Sul (UFRGS), Brazil
- 2013 **Animation Techniques**
Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil
- 2008 **Web Design**
National Service of Commercial Learning (SENAC-RS), Brazil

OTHER PROFESSIONAL EXPERIENCE

- LSE
2019 – 22 **Research Assistant for Public Engagement & Communication**
Impact, public engagement, and communications management for *DiSTO – From digital skills to tangible outcomes*, an international multi-method project convened by Professor Ellen Helsper and supported by the International Inequalities Institute at LSE.
- City Marketing
Consultancy
2011 – 2013 **Market Analysis & Research**
Collection of primary and secondary data with customers and stakeholders, strategic analysis, and elaboration of pitches, reports, and presentations to support strategic decisions on branding, product design, and communication for a range of clients from different sectors.
- Opus
Promoções
2011 **Advertising, Art Direction**
Production of commercial and institutional graphic materials. Assistance on the promotion and advertisement of entertainment shows, plays, concerts, and live events.

LANGUAGE SKILLS

Portuguese	Native	French	Intermediate proficiency
English	Professional proficiency	Italian	Elementary proficiency