

DR ELISA SERAFINELLI

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PROFESSIONAL EXPERIENCE

8/2020 - ongoing **Research Fellow and Co-Director** of the [Digital Society Network](#)

UNIVERSITY OF SHEFFIELD *Sociological Studies*

Research project: Drones in Visual Culture: Developing a New Theory of Visual Mobile Communication. AHRC Leadership Fellowship – ECR (AH/T012528/1).

Research project: Users' and Developers' Perspectives on Drone Usage. BA/Leverhulme (SRG18R1\180618).

12/2017 - 8/2020 **Post-Doctoral Research Associate** for the [Digital Society Network](#)

UNIVERSITY OF SHEFFIELD *Sociological Studies*

Main responsibilities: I helped to coordinate digital society research, facilitate collaborations within and beyond Faculty, and organise events. I developed grant applications (independently and collaboratively) and contributed to teaching.

05/2016 – 12/2017 **Post-Doctoral Research Associate**

UNIVERSITY OF SHEFFIELD *Information School*

Research project: 'IMPROVER: Improved risk evaluation and implementation of resilience concepts to critical infrastructure' (EC Horizon 2020).

03/2016 – 05/2016 **Research Assistant and Project Admin** (part-time)

UNIVERSITY OF HULL *Social Sciences*

Research project: '[The Common Good: Ethics and Rights in Cyber Security](#)' (ERCS).

02/2016 – 05/2016 **Research Assistant** (part-time)

UNIVERSITY OF HULL *Education Studies*

Research project: '[tMAIL](#)-Mobile Learning Network for Innovative Learning' (Erasmus+).

05/2015 - 07/2015 **Research Assistant and Admin Support**

UNIVERSITY OF HULL *Learning Enhancement & Academic Practices*

01/2013 – 01/2014 **Researcher**

UNIVERSITY OF HULL *Social Sciences*

Research project: '[MIG@NET](#) Transnational Digital Network, Migration and Gender' (CORDIS).

01/2012 – 09/2013 **Web Development Assistant** (part-time)

[FORWARD THINKERS DEVELOPMENTS](#) Ltd

07/2011 – 12/2011 **Research Assistant**

MACQUARIE UNIVERSITY (AUS) *Media, Music and Communication*

04/2011 – 06/2011 **Trainee in project design** (part-time)

TAMTAM ONLINE (IT) *Media, Communication and Multimedia Production Agency*

04/2011 – 06/2011 **MA in Management and TV Production Tutor and PR Officer** (part-time)

RUFA – *Rome University of Fine Arts* (IT)

01/2011-07/2011 **Research Assistant**

UNIVERSITY OF ROMA TRE (IT) *Media, Communication and Multimedia Production*

Research Project: 'The Future of the Internet' (AGCOM).

TEACHING

I contribute to teaching the module Visual Methods for Social Scientists (PG), Researching Digital Media, Social Media, Data & Society (PG). I supervise MA students' dissertations for Sociological Studies and Information School, and have acted as an internal reader for PhD students.

09/2018 – ongoing **Teaching Assistant**

UNIVERSITY OF SHEFFIELD *Sociological Studies*

Modules: Visual Methods (PG), Researching Digital Media (PG), Social Media, Data & Society (PG).

10/2015 – 01/2016 **Associate Lecturer**

UCLan *School of Journalism, Media and Performance*

Modules: Critical Theory, New Media and Practices of Visual Communication (UG), Research Methods and Dissertation Proposal (UG).

01/2013 - 06/2014 **Teaching Assistant**

UNIVERSITY OF HULL *Social Sciences*

Modules: Cyber Culture and its Discontents (UG), Media Convergence: Political Economy and Social Networking (UG).

10/2010 – 03/2011 **Course Teacher and Admin Support**

PERCORSI S.p.A. (IT) *Learning Centre*

Module: History and Critics of Photography.

10/2008 – 07/2011 **Teaching Assistant**

UNIVERSITY OF ROMA TRE (IT) *Media, Communication and Multimedia Production*

Modules: History and Critics of Photography (UG), Digital Media (UG), Culture and Format of TV and Radio (UG), Practices and Formats of Social Networks (UG).

EDUCATION

2012 – 2015 **PhD in Media, Communication and Society**

UNIVERSITY OF HULL *Social Sciences*

2008 – 2010 **MA in Literature and Philosophy: Cinema, TV and Multimedia Production** (110/110 summa cum laude)

UNIVERSITY OF ROMA TRE (IT) *Media, Communication and Multimedia Production*

2005- 2008 **BA in Literature and Philosophy, Music and Performative Arts** (110/110 summa cum laude)

UNIVERSITY OF SIENA (IT) *Media, Communication and Performance*

Student exchange with St. Mary's University, Twickenham, London (funded by Erasmus+).

RESEARCH

My research has broadly covered three fields over the past nine years: (1) digital media; (2) mobile media; and (3) visual communication in society. Mainly, my research focuses on exploring the impact that new

technologies have in society and their implications in visual culture and social practices more broadly. This includes the effects of new surveillance and monitoring systems on democratic societies, the political economy of social media, and how visual technologies affect the way we see the world, inform and communicate. Methodologically, my empirical work involves mainly qualitative research methods. I am also interested in employing new digital research methods for the study of mediated phenomena.

Current research

I am working on an **AHRC (Arts and Humanities Research Council) Leadership Fellowship** for the study of [Drones in Visual Culture](#). This project aims at exploring whether and how drones are shaping the way we see the world and our visual culture. I am also working on a **British Academy/Leverhulme** small grant research project that examines [Users' and Developers' Perspectives on Drone Usage](#). This project investigates users' and developers' thoughts about this technological advancement, legislative gaps and related risks and opportunities. Both research projects aim to generate interdisciplinary knowledge which will contribute to media and communication studies, science and technology studies, and visual studies. Methodologically, these projects employ qualitative research methods from the field of human computer interaction and more ethnographic approaches.

Collaboratively, I am collaborating to the development of an **ESRC large grant application** titled [Meaningful relationships to people, places and self: understanding the social determinants of, and solutions to loneliness alongside colleagues in Sociological Studies, CATCH and SchARR](#).

Future research

As part of my AHRC project, I am working to establish an interdisciplinary **Research Network** called Drones in Society and Culture with the aim to engage with colleagues (nationally and internationally) through an open lecture and two workshops. These events will open a space where we will identify research challenges for the study of drones and it will allow us to apply collaboratively for further research funding.

GRANT CAPTURE, RESEARCH DISSEMINATION AND IMPACT

2020 AHRC Leadership Fellowship - ECR

UNIVERSITY OF SHEFFIELD *Sociological Studies*

Project Title: 'Drones in Visual Culture: Developing a New Theory of Visual Mobile Communication'. Elisa Serafinelli (PI) (£177,857).

2018 British Academy/Leverhulme (small grant)

UNIVERSITY OF SHEFFIELD *Sociological Studies*

Project Title: 'Users' and Developers' Perspectives on Drone Usage'. Elisa Serafinelli (PI) (£7,811).

2017 ESRC Festival of Social Sciences (impact)

UNIVERSITY OF SHEFFIELD *Information School*

Initiative Title: 'Could Social Media Help You in a Disaster?' Paul Reilly (PI), Elisa Serafinelli (Co-I), and Martina McGuinness (Co-I) (£1,187.50).

2017 Social Sciences Partnerships, Impact and Knowledge Exchange (SSPIKE), Knowledge Exchange and Impact Opportunities (KEIO) Scheme (impact)

UNIVERSITY OF SHEFFIELD *Information School*

Initiative Title: 'Building Community Disaster Resilience: Helping Emergency Managers and Critical Infrastructure Operators Communicate With the General Public During Crisis Situations'. Paul Reilly (PI), Elisa Serafinelli (Co-I) (£5,200).

PUBLICATIONS

Books

Serafinelli E. [in progress]: *Drones in Visual Culture: Developing a New Theory of Mobile Visual Communication*. London: Bloomsbury.

Serafinelli E. (2018): *Digital Life on Instagram. New Social Communication of Photography*. Bingley: Emerald.

Karatzogianni A., Nguyen D., and Serafinelli E. (eds.) (2016): *The Digital Transformation of the Public Sphere*. London: Palgrave MacMillan.

Book Chapters

Serafinelli E. (2016): 'Italian Migrants and Photosharing Practices in the UK', in Karatzogianni A., Nguyen D., and Serafinelli E. (eds): *The Digital Transformation of the Public Sphere*. London: Palgrave MacMillan, pp. 341-362.

Refereed Publications

Serafinelli E. [under review]: Drone Vision: A Multimodal Ethnographic Perspective, *Visual Communication*.

Serafinelli E. [under review]: Imagining the Social Future of Drones, *New Media and Society*.

Serafinelli E. (2020): Networked Remembrance in the time of Insta-Memory, *Special Issue: Studying Instagram beyond Selfies, Social Media+Society*, 6(3), 1-12. <https://doi.org/10.1177/2056305120940799>

Serafinelli E. and Cox A. (2019): "Privacy does not interest me" A comparative analysis of photosharing on Instagram and Blipfoto, *Visual Studies*, 34(1), 67-78. <https://doi.org/10.1080/1472586X.2019.1621194>.

Petersen L., Fallou L., Reilly P., and Serafinelli E. (2018): Public expectations of critical infrastructure operators in times of crisis. *Sustainable and Resilient Infrastructure*. <https://doi.org/10.1080/23789689.2018.1469358>.

Serafinelli E. and Villi M. (2018): Mobile Mediated Visualities: An Empirical Study of Visual Practices on Instagram. *Digital, Culture & Society*, 3(2), 165-182. <https://doi.org/10.14361/dcs-2017-0210>.

Petersen, L., Fallou, L., Reilly, P., and Serafinelli, E. (2017). European Expectations of Disaster Information provided by Critical Infrastructure Operators: Lessons from Portugal, France, Norway and Sweden. *International Journal of Information Systems for Crisis Response and Management (IJISCRAM)*, 9(4), 23-48. [doi:10.4018/IJISCRAM.2017100102](https://doi.org/10.4018/IJISCRAM.2017100102).

Serafinelli E. (2017): Analysis of Photo Sharing and Visual Social Relationships. Instagram as Case Study. *Photographies*, 10(1), 91-111. <https://doi.org/10.1080/17540763.2016.1258657>.

Peer-reviewed Conference Papers and Proceedings

Petersen L., Fallou L., Reilly P., and Serafinelli E. (2019): Public Expectations of Social Media Use by Critical Infrastructure Operators During Crises: Lessons Learned from France, in Murayama Y., Velvel D., and Zlateva P. (Eds.): *Information Technology in Disaster Risk Reduction, 2nd IFIP TC 5 DCITDRR International Conference, ITDRR 2017*, Sofia, Bulgaria, October 25– 27, 2017. ISBN 978-3-030-18293-9.

Reilly P., Serafinelli E. and Stevenson R. et al (2018): Enhancing Critical Infrastructure Resilience Through Information-Sharing: Recommendations for European Critical Infrastructure Operators. Chowdhury, G., Mcleod, J., Gillet, V., Willet, P. (Eds.) In *Transforming Digital Worlds. Proceedings of 13th International iConference 2018*, Sheffield, UK, March 25-28, 2018. ISBN 978-3-319-78104-4.

Petersen L., Fallou L., Reilly P., and Serafinelli E. (2017): Should CI operators use social media to communicate with the public during crisis situations? Lessons learned from Oslo Harbour, *Proceedings of 4th International Conference of Information and Communication Technologies for Disaster Management*. Munster, Germany, 11-13 December, 2017.

Petersen L., Fallou L., Reilly P., and Serafinelli E. (2017): Public Expectations of Disaster Information Provided by Critical Infrastructure Operators: Lessons Learned from Barreiro, Portugal. In Dokas, I.M., Bellamine-Ben Saoud, N., Dugdale, J., Díaz, P. (Eds.) *Information Systems for Crisis Response and Management in Mediterranean Countries. 4th International Conference, ISCRAM-med 2017*, Xanthi, Greece, October 18-20, 2017.

[Award nominated] Petersen L., Fallou L., Reilly P., and Serafinelli E. (2017): Public Expectations of Social Media use by Critical Infrastructure Operators in Crisis Communication, *14th International Conference of Information Systems for Crisis Response and Management*, Albi, France, May 2, 2017.

Petersen, L., Fallou, L., Reilly, P., and Serafinelli, E. (2017) Critical Infrastructure Operators, Risk Communication and Community Resilience, *Proceedings of 12th International Conference on Structural Safety & Reliability*, Vienna, Austria, August 6-10, 2017.

Petersen, L., Fallou, L., Reilly, P., and Serafinelli, E. (2017): Exploring Public Expectations for aid from Critical Infrastructure Operators, *Proceedings of 52nd European Security, Reliability & Data Association Seminar, Lithuanian Energy Institute*, Kaunas, Lithuania, May 30-31, 2017.

Non-refereed Publications

Serafinelli E. (2016): 'The Paradox of Privacy on Instagram', in Reilly P., Veneti A., and Atanasova D. (eds): *Politics, Protest, Emotion: Interdisciplinary Perspectives. A Book of Blogs*. Open access publication , pp. 28-32.

Scientific Reports

Serafinelli E., Reilly P., Stevenson R., Peterson L., Fallou L. and Carreira E. (2017): A Communication Strategy to build Critical Infrastructure Resilience. IMPROVER project report. D4.2.

Petersen L., Fallou L., Reilly P., Serafinelli E., Carreira E., and Utkin A. (2016): Social Resilience Criteria for Critical Infrastructures during Crises, IMPROVER project report. D4.1.

TALKS

Invited Talks

5th August, 2018

Visual Media Marketing Strategies on Instagram. *West Summer School: The Cybernetic Advertising Agency*, The Hague, Netherlands.

23rd -24th November, 2017

Methodological Challenges in Researching Online Photosharing Practices, *Workshop Collecting Social Photography*, Nordiska Museet, Helsinki, Finland.

20th November, 2017

AESOP: Enhancing Critical Infrastructure Resilience Through Effective Crisis Communication: Identifying Best Practices for European CI Operators, *Information School Research Seminar*, University of Sheffield, UK.

28th October, 2016

SPEAK: Crisis Communication During Cascading Disasters, *Earthquake Engineering Research Seminar*, University of Sheffield, UK.

29th September, 2016

Visual Social Relationships on Instagram. Methodological Approaches and Ethical Challenges, *Digital Society Research Seminar*, University of Sheffield, UK.

Conference Presentations

Serafinelli E. (2018): Mobile Mediated Visualities: An Empirical Study of the Photosharing Practices of Instagramers, *Media, Communication and Cultural Studies Association (MeCCSA): Creativity and Agency*, London South Bank University, January 10-12, 2018.

Petersen, L., Fallou, L., Reilly, P., and Serafinelli, E. (2017): Unreasonable expectations? Examining the use of public tolerance levels as critical infrastructure resilience targets, paper to be presented at *Poised to Adapt: Enacting resilience potential through design, governance and organization*, 7th Resilience Engineering Association Symposium, Liege, Brussels, June 26-29, 2017.

Reilly P. and Serafinelli E. (2017): AESOP Guideline for Effective Crisis Communication, 5th International Crisis Communication Conference, entitled "Risk and Crisis Communication in the Digital Age", organized by ECREA's Crisis and Communication section, Lisbon, Portugal, November 3, 2017.

Serafinelli E. (2016): Fishbowl Session. Instagram: The Return of Visual Communication and its Methodological Challenges, *Association of Internet Researchers Conference (AoIR)*, Berlin, Germany, October 5–8, 2016.

Serafinelli E. and Reilly P. (2016): SPEAK: Crisis Communication During Cascading Disasters. 6th International Disaster and Risk Conference, Davos, Switzerland, September 28-August 2, 2016.

Serafinelli E. (2016): Drone Technology and Visual Ownership: Privacy and Security Issues, *Surveillance and Security in the Age of Algorithmic Communication*, International Association for Media and Communication Research (IAMCR), University of Leicester, July 26, 2016.

Serafinelli E. and Routh P. (2014): Affect and Memory in Selfie Production. Material Matters in Times of Crisis Capitalism. *International Conference: Material Matters in Times of Crisis Capitalism: Transnational Feminist and Decolonial Approaches*, Giessen, Germany, November 13– 15, 2014.

Serafinelli E. (2014): Instagram is Changing the Traditional Concept of Sociality Online, *Visual In-Sights. Theory, Method, Practice. International Conference*. Newcastle University, June 26– 27, 2014.

Serafinelli E. (2014): Instagram is changing the Traditional Concepts of Identity, Memory and Information Toward New Mobile Visualities, *Center for Mobilities Research Annual Research Event*, Lancaster University, June 10, 2014.

Serafinelli E. (2014): The Empowerment of Photography. Instagram as Case Study. *Photographic Powers, Helsinki Photomedia. 4th International Photography Research Conference*, Aalto University, Helsinki, Finland, March 26-28, 2014.

Serafinelli E. (2013): Italian Migrants and Photosharing in the UK, *Intersectional Conflict and Dialogue, Transnational Migrants and Digital Diaspora Networks Conference. Media@Social Sciences Conference*, Hull University, April 11– 12, 2013.

MEMBERSHIP OF LEARNED SOCIETIES AND PROFESSIONAL ACTIVITIES

IVSA (International Visual Sociology Association), **ICA** (International Communication Association), **AoIR** (Association of Internet Researchers) **MeCCSA** (Media, Communication and Cultural Studies Association), **ECREA** (European Communication Research and Education Association) member since 2012. **DSN** (Digital Society Network, University of Sheffield) member since 2016. **Sheffield Robotics** member since 2018.

LEADERSHIP, MANAGEMENT AND ADMINISTRATION

2020 - ongoing **Digital Society Network Co-Director**
UNIVERSITY OF SHEFFIELD *Sociological Studies*

2017 – 2020 **Digital Society Network Research Associate**
UNIVERSITY OF SHEFFIELD *Sociological Studies*

2017 – 2019 **Early Career Researchers Representative**
UNIVERSITY OF SHEFFIELD *Sociological Studies*

2016 – 2017 **Research Staff Representative** (research staff and student committee)
UNIVERSITY OF SHEFFIELD *Information School*

05/2015 - 07/2015 **Admin Support**
UNIVERSITY OF HULL *Learning Enhancement & Academic Practices*

PROFESSIONAL AND EXTERNAL STANDING

I review for the following journals and publishers: *Photographies, Online Information Review, Health: An Interdisciplinary Journal for the Social Study of Health, Illness and Medicine, Social Media + Society, New Media & Society, Palgrave, and Routledge.*

CAREER PROFESSIONAL DEVELOPMENT

2021 **The Digital Methods Initiative** (DMI)

UNIVERSITY OF AMSTERDAM

Design methods and tools for the study of online devices and platforms for the research of social and political issues.

2020 **Becoming an Effective Leader** (Think Head webinar)

UNIVERSITY OF SHEFFIELD

Understand how to manage and inspire people.

2019 **Practical Project Management** (TRAM workshop)

UNIVERSITY OF SHEFFIELD

Understand practical tools and techniques for effective research project management.

2018 **Content Management System** (CMS)

UNIVERSITY OF SHEFFIELD

Manage and publish content on the University website.

2018 **Fellowship of the Higher Education Academy**

UNIVERSITY OF SHEFFIELD

Expect to have this qualification by June 2021.

2017 **REF2021 Consultation** (workshop)

UNIVERSITY OF SHEFFIELD

2016 **Social Media and Public Engagement** (masterclass)

UNIVERSITY OF SHEFFIELD

2011 **Inspiring Excellence in Research** (training course)

CRUI FOUNDATION (IT) *Rome Learning Center*

REFEREES

Professor Helen Kennedy, Professor in Digital Society, Department of Sociological Studies, University of Sheffield, Northumberland Rd, Sheffield S10 2TU, T: 0114 222 6488 h.kennedy@sheffield.ac.uk.

Dr. Paul Reilly, Senior Lecturer in Social Media and Digital Society, Information School, University of Sheffield, Regent Court, 211 Portobello Rd, S1 4DP. T: 0114 222 2647 E: p.j.reilly@sheffield.ac.uk.

Dr. Athina Karatzogianni, Associate Professor in Media and Communication, School of Media, Communication and Sociology. University of Leicester, Bankfield House 132 New Walk, LE1 7JA. T: 01162297290 E: Athina.K@leicester.ac.uk.