PAgES

Cross-Media Journalism
A learning journey exploring journalism(s) in the digital age

Webinar Series

As part of the PAgES online course, we organise webinars on different aspects of cross-media journalism with international leaders in the field. Participation is open to anyone interested and it is free of charge.

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Investigating Social Dynamics in the Digital Era: A Data-driven Approach

29 March 2021
10:00am-11:15am (time in Italy)

The COVID-19 pandemic has highlighted the challenge of conveying and communicating complexity and uncertainty to the public, also given the increasing central role of the Internet and social media. Designed to maximise users' presence on the platform and to deliver targeted advertising, social media transformed the information landscape and have rapidly become the main information sources for many of their users. Information spreads faster and farther online, in a flow-through system where users have immediate access to unlimited content. This may facilitate the proliferation of mis- and dis-information, generating chaos, and limiting access to correct information. In this talk, I will provide an overview of how online social dynamics and behavioural patterns can be investigated in a quantitative and interdisciplinary way. In particular, I will discuss how data-driven insights can be used to design effective communication strategies and improve the overall quality of the information ecosystem.

Language: English

Speaker	Moderator

Fabiana Zollo
Professor of Computer Science and Digital Humanities, Ca' Foscari University, Venice, Italy

Fabiana Zollo is an Assistant Professor in the Dept. of Environmental Sciences, Informatics and Statistics and Research Fellow in the Center for the Humanities & Social Change at Ca' Foscari University of Venice. Her research investigates information and misinformation spreading, social dynamics, and the emergence of collective narratives on online social media. She collected several papers on this topic, with both national and International co-authors. Since 2019, she is serving as an External Expert to the European Food Safety Authority (EFSA). She is a member of the Task Force "Data Science" established by AGCOM, the Italian Communications Regulatory Authority, and a member of the Working Group established by the Italian Presidency of Council to study the phenomenon of disinformation on COVID-19.

Andrea Miconi
Libera Università di Lingue e Comunicazione IULM, Milan, Italy