

## ● WORK EXPERIENCE

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09/2021 – 02/2024 Bucharest, Romania

**ASSOCIATE TEACHER** NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

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**Faculty of Communication & Public Relations, Department of Communication Studies**

Courses:

- Introduction to Marketing - MA in Communication and Advertising
- Marketing and Branding - MA in Communication and Advertising
- Consumer behavior in the digital context - BA Communication and Emerging Media

**Website** <https://www.comunicare.ro/index.php?page=roxana-varvara-boboc>

01/02/2023 – 31/12/2023 Bucharest, Romania

**TECHNICAL AND RESEARCH EXPERT** EUROCOMUNICARE

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In response to **The European Media and Information Fund Call Boosting Fact-checking Activities in Europe**, Eurocomunicare proposed a project aimed at strengthening the fact-checking skills of journalists in Romania, named **FactBoost**.

My tasks include deploying and coordinating research activities, fact-checking methodologies, as well as developing educational materials for various audiences.

**Website** <https://factboost.eu/sp/>

18/10/2021 – 20/04/2023 Bucharest, Romania

**WEB DESIGN AND SOCIAL MEDIA EXPERT** EUROCOMUNICARE

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Expert within the project Strategy for the management of the Romanian governmental communication, financed through the European Social Fund through the Operational Program Administrative Capacity 2014-2020.

**Website** <https://sipoca754.eurocomunicare.ro/>

01/11/2022 – 31/01/2023 Bucharest, Romania

**RESEARCHER** NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

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Expert researcher for the research project: A pilot study on mapping the attitudes towards Covid-19 vaccination in online communities (ROHUVax), hosted by **CIVICA – The European University of Social Sciences**.

**Website** <https://www.civica.eu/news-events/news/detail/snspe-ceu-joint-workshop-to-present-the-preliminary-results-of-the-civica-project-a-pilot-study-on-mapping-the-attitudes-towards-covid-19-vaccination-in-online-communities-rohuvax/>

31/10/2020 – 15/01/2021 Amsterdam, Netherlands

**TEACHING ASSISTANT** UNIVERSITY OF AMSTERDAM

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Teaching assistant to the Digital Methods and Information Analytics course.

**Link** <https://studiegids.uva.nl/xmlpages/page/2023-2024-en/search-course/course/104038>

14/10/2018 – 30/06/2019 Bucharest, Romania

**COUNSELOR, MEMBER OF THE RESEARCH UNIT** NATIONAL INSTITUTE OF ADMINISTRATION

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My duties were mostly aimed at conducting and organizing research activities and conferences in the context of the Romanian Presidency of the Council of the European Union. I was also involved in conducting and implementing brand identity activities.

## ● EDUCATION AND TRAINING

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09/2021 – 09/2024 Bucharest, Romania

**PHD CANDIDATE** National University of Political Studies and Public Administration

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### **Faculty of Communication & Public Relations**

Domain: **Communication Science**

**Thesis** Digital Regulation in the European Union: Public Interests Through Digital Sovereignty or Commercial Expansion through Technological Innovation?

09/2023 – 12/2023 Vienna, Austria

**APPLIED POLICY RESEARCH** Central European University

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4 ECTS

24/01/2022 – 28/01/2022 Bucharest, Romania

**INTENSIVE TRAINING PROGRAMME ON BIG DATA ANALYSIS** "Mihai Viteazul" National Intelligence Academy

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**Website** <https://project-theseus.eu/>

09/2019 – 31/08/2021 Amsterdam, Netherlands

**RESEARCH MASTER'S MEDIA STUDIES - THE NEW MEDIA AND DIGITAL CULTURE TRACK** University of Amsterdam

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The main courses focused on New Media Theory, Research Practices and Methods, Digital Issue Mapping for Politics, Global Digital Cultures.

The main skills developed here target critical new media research on urgent societal issues, combining both quantitative and qualitative methods.

**Thesis** The European Union's Digital Public Infrastructure on Artificial Intelligence: A Critical Account of Public-Private Partnerships

10/2018 – 07/2020 Bucharest, Romania

**MASTER'S IN MARKETING AND BUSINESS COMMUNICATION** The Bucharest University of Economic Studies

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**Courses:** Management of Marketing, Designing marketing research. Exploratory research, Analyzing and planning the marketing mix, Services marketing, Psycho-sociology of communication, Advertising and media planification, Consumer behaviour, Marketing research methods, Marketing communication strategies.

18/11/2018 – 22/11/2018 Bucharest, Romania

**EXPERT IN ACCESSING EUROPEAN STRUCTURAL AND COHESION FUNDS** European Institute in Romania

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Diploma issued by the National Accreditation Center obtained after concluding the course with maximum score in the evaluation.

This course certifies my skills to identify types of funding programs by type of funds, to know the main elements for each program (objectives, eligible applicants, activities, target group, eligible expenditure), to present each fund, to provide rigorous and necessary justification for the urgency of the project, to identify the project management features, to prepare the financing file as required by the operational program.

09/2015 – 07/2018 Bucharest, Romania

**BACHELOR'S DEGREE** National School of Political Studies and Public Administration

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### **Faculty of Communication & Public Relations**

*I have graduated as valedictorian*

**Thesis** The Digital Meme: Interpretative Communities' Code - The Classical Art Memes Case

Programme: F.L.O.W.S. - Focus on Healthy Life - Organisations and Well-being in Society

Website <https://www.vives.be/nl/node/4902>

## ● CONFERENCES AND SEMINARS

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31/08/2023 – 01/09/2023 Berlin, Germany

### **ECREA Political Communication Conference**

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Presentation topic: **Constructing COVID-19 Disinformation Narratives: The Weaponization Of Public Discontent As Populist Political Communication Strategy**

Panel: Populist Communication

*The Political Communication Section of the European Communication Research and Education Association from 2023 was hosted by the Weizenbaum Institute for the Networked Society and the Freie Universität Berlin.*

Link <https://ecreapolcomm2023.ecreapoliticalcommunication.com/>

08/05/2023 – 10/05/2023 Graz / Online

### **The 21th Annual STS Conference Graz 2023 "Critical Issues in Science, Technology and Society Studies"**

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Presentation: **The Architecture of a Platformized Market - A Cross-Platform Study of the Romanian-Based Sneaker Reselling Market**

Panel: Digital Platforms in Society and Industry

*Conference organized as part of the Annual Conference of the Science Technology and Society Unit of the Institute of Interactive Systems and Data Science of Graz University of Technology, the Inter-University Research Centre for Technology, Work and Culture (IFZ) and the Institute for Advanced Studies of Science, Technology and Society (IAS-STs).*

Link <https://stsconf.tugraz.at/program-2/>

06/07/2022 – 09/07/2022 Madrid, Spain

### **EASST 2022 Congress "Politics of Technoscientific Futures"**

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Presentation: **The health sector and new battleground on data and technological innovation**

Panel: Conflict, contradiction, and crisis in data-intensive health innovation

*Conference organized by the European Association for the Study of Science and Technology.*

Link <https://easst2022.org/home.asp>

17/06/2021 – 19/06/2021 Trieste / Online

### **The VIII STS Italia Conference "Dis/entangling Technoscience. Vulnerability, Responsibility and Justice"**

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Presentation: **Digital Contact Tracing as Entry Point to a Digital Public Infrastructure: A Critical Perspective on Public-Private Partnerships**

Panel: Surveillance Infrastructures Or Open Platforms? Aid And Control Of Vulnerable Populations Through Digital Data

*Conference organized by the Italian Society of Science and Technology Studies, in collaboration with the Department of Political and Social Sciences of the University of Trieste.*

Links [http://www.stsitalia.org/wp-content/uploads/2021/06/STS\\_Italia\\_CONF\\_FinalProgramme.pdf](http://www.stsitalia.org/wp-content/uploads/2021/06/STS_Italia_CONF_FinalProgramme.pdf) | <http://www.tecnoscienza.net/index.php/tsj/article/view/476>

26/05/2021 – 29/05/2021 Bucharest, Romania

### **Semiosis in Communication: Culture, Communication and Social Change**

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Presentation: **From Metaphor to Myth: Facebook's Oversight Board and the claim of platform neutrality**

Conference organized by the National University of Political Studies and Public Administration, Bucharest, Romania (SNSPA), through the Applied Semiotics and Communication Lab (ASCL) - affiliated to the Centre for Research in Communication (CRC) of the Communication and Public Relations Faculty, as well as their network of collaborators.

Link <http://www.comunicare.ro/en/index.php?page=semiosis-2020>

04/01/2021 – 08/01/2021 Amsterdam, Netherlands

### **Digital Methods Initiative Winter School and Data Sprint**

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Topic: **Bias in content recommendation and moderation**

Link <https://wiki.digitalmethods.net/Dmi/WinterSchool2021>

05/2020 – 06/2020 Maastricht / Online

### **Research School for Media Studies - Summer School**

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Topic: **The New Normal: Design Thinking and Maker Culture in the Humanities - Constructing Knowledge for Creativity and Impact**

Link <https://www.rmes.nl/rmes-summer-school-2020-design-thinking-and-making-for-the-humanities/>

23/03/2020 – 27/03/2020 Amsterdam / Online

### **Digital Methods Initiative Virtual Data Sprint**

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Topic: **Problematic information on Google Web Search: exploring Google results' political bias in the context of the 2020 US elections.**

13/01/2020 – 17/01/2020 Amsterdam, Netherlands

### **Digital Methods Initiative Winter School**

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Topic: **Post-API Research? On the contemporary study of social media data**

Link <https://wiki.digitalmethods.net/Dmi/WinterSchool2020>

05/09/2018 – 09/09/2018 Sozopol, Bulgaria

### **XXIII Early Fall School of Semiotics (EFSS) Love and Sex in the Digital Age: A Semiotic Perspective**

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Paper: **Love Portrayed in a Digital Community: Classical Art Memes Case Study**

Conference organized by the Southeast European Center for Semiotic Studies in collaboration with the Hungarian cultural institute Sofia and VR LAB-BG.

Link <https://sociosemiotics.net/events/2018/love-and-sex-digital-age-semiotic-perspective>

14/06/2018 – 16/06/2018 Bucharest, Romania

### **Semiosis in Communication - Differences and Similarities**

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Presentation: **The Digital Meme - Code of Code of Interpretative Communities: the Classical Art Memes Case**

Conference organized by the National University of Political Studies and Public Administration, Romania (NUPSPA) in participation with Southeast European Center for Semiotic Studies (SEECSS) at New Bulgarian University (NBU), Sofia, Bulgaria, Semiotics and Visual Communication Research Lab at Cyprus University of Technology and under the auspices of the International Association for Semiotic Studies (IASS-AIS).

Link <https://snspsa.ro/conferinta-internationala-semiosis-in-communication-differences-and-similarities-2018-call-for-papers/>

## ● **PUBLICATIONS**

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### **Constructing COVID-19 Disinformation Narratives in Romania: The Weaponization of Public Discontent as Populist Political Communication Strategy**

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Forthcoming collective issue

Boboc, R.V., Baci, R. (forthcoming). Constructing [...], Public communication and challenges [...]

2024

## [A Cross-Platform Study of the Sneaker Reselling Market](#)

Presented at The 21th Annual STS Conference Graz 2023 "Critical Issues in Science, Technology and Society Studies" conference

Boboc, R. V., Baci, R. (2024). A Cross-Platform Study [...], Verlag der TU Graz

2023

## [The Propagation of Misinformation in Social Media. A Cross-platform Analysis](#)

Richard Rogers (ed.), ISBN 9789463720762

Virtual Data Sprint of the *Digital Methods Initiative 2020: Problematic information on Google Web Search: exploring Google results' political bias in the context of the 2020 US elections* output used for Chapter 2, by Guillen Torres.

2021

## [Infodemic 5G. How Interpretative Frames are Co-articulated on Social Media? An Instagram versus Parler Case Study](#)

Authors: Niels ten Oever, Maxigas (coordinators), Bryan Steffen, Eleni Maragkou, Emile Provendier, Emma Breuer, Giovanni Lombardi, Giulio Valentini, Jasper van der Heide, Jörn Preuß, Roxana Varvara Boboc, Selin Ashaghimina, Sylvain Mignot, Veronica Fanzio, Veronica Moretti  
*Digital Methods Winter School and Data Sprint Output*

2021

## [Contact Tracing Apps: Digital Sovereignty vs Infrastructural Power](#)

2021

## [The Digitalisation of Health in the European Union: Better Healthcare, or New Market?](#)

2020

## [Who is /ourguy/? Studying political Internet subcultures through their identification with public figures. Cross and Single Subreddit Analysis Protocol & Case study: popular public figures on political subreddits](#)

Authors: Robert Baci, Ludovic Bersezio, Nathalie Béchet, Roxana Varvara Boboc, Yujie Dong (Doris), Roline Van Limburg Stirum, Ava Macpherson, Josephine Oettle, Emma Yedema  
*Digital Methods Winter School and Data Sprint Output*

2019

## [Impact of Strategic Planning Documents on the Central Public Administration Performance](#)

Authors: Roxana Varvara Boboc, Iuliana Leca, Fabrice Larat  
*A European Public Administration Network study. National Institute of Administration, Romania*

### ● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>FRENCH</b>	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● **DIGITAL SKILLS**

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Microsoft Office | Google (Docs, Slides, Sheets) | Video Conferencing (Zoom, Teams, Skype, Webex) - Advanced | Procreate

### **Tools**

CrowdTangle | Lippmannian Device (independent user) | YouTube Data Tools (basic user) | Search Engine Scraper (independent user) | 4CAT: Capture and Analysis Toolkit (independent user) | Zelist Monitor | Gephi - The Open Graph Viz Platform (basic user)

## ● **RELEVANT SKILLS**

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### **Organisational, communication and job-related skills**

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Due to my experience in so many work and national environments, I acquired the following abilities:

- **Organisational skills:** critical thinking, creative thinking, time-management skills, balanced orientation between big-picture and details, ability to make decisions on short notice, carefully considering any alternatives, proven leadership, responsibility and professionalism, being aware of the work-life balance by practicing several sports.
- **Communication and interpersonal skills:** ease of public discourse, gained through numerous presentations, ease of intercultural communication, requesting feedback when I have the opportunity, adapting to the needs of online challenges.
- **Job-related skills:** adapting to working in the current online environment, ability to adapt to new challenges, correct estimation of my abilities, taking responsibility for both successes and failures, producing academic/research outputs for a variety of audiences.