Roberta De Michele, PhD

EDUCATION AND TRAINING

02/2019-12/2022	**Postdoctoral Research fellow** *Alma Mater Studiorum - University of Bologna, Bologna*
2015–2018	**PhD "Lavoro, Sviluppo e Innovazione"** *Marco Biagi Foundation, Modena*
09/2012–04/2015	**Master degree in Advertising and Web Communication** *University of Modena and Reggio Emilia, Reggio Emilia*
09/2007–03/2012	**Bachelor degree in Communication** *University of Basilicata, Potenza*
09/2009–07/2010	**ERASMUS** *Universidad de Valladolid, Valladolid (Spain)*
2002–2007	**Linguistic high school diploma** *I.T.C. Leonardo da Vinci, Potenza*

WORK EXPERIENCE

2023-Present	**Communication consultant** *VPH Institute (Belgium)*
2019-Present	**Adjunct Professor** *University of Modena and Reggio Emilia* ▪ Teaching of the Lab activities for the "Tecnologia della comunicazione" class in the bachelor degree course of Communication Sciences
07/2018–12/2018	**Communication consultant** *Reggio Children Foundation, Reggio Emilia*
06/2015–07/2015	**Community Manager (ERASMUS Traineeship)** *Dous Cents Consulting, A Coruña (Spain)*
10/2014–01/2015	**Student Tutor** *University of Modena and Reggio Emilia, Reggio Emilia*
07/2014–09/2014	**Sales and Marketing Assistant (ERASMUS Placement)** *Elanguest English Language School (Malta)*

| 01/2014–05/2014 | **Student Tutor** |
| | *University of Modena and Reggio Emilia, Reggio Emilia* |

| 11/2013–02/2014 | **Communication assistant** |
| | *Reggio Children srl, Reggio Emilia* |

ADDITIONAL INFORMATION

Publications

- De Michele, Roberta. "Benefits, drawbacks and psychological impact of online lectures during quarantine due to Covid-19 pandemic." Proceedings of the 6th EAI International Conference on Smart Objects and Technologies for Social Good. 2020.

- Furini, Marco, and Roberta De Michele. "On improving the engagement between viewers and tv commercials through gamification." *Multimedia Systems* 26.2 (2020): 107-123.

- R. De Michele, M. Furini, "IoT Healthcare: Benefits, Issues and Challenges", Proceedings of the 5th EAI International Conference on Smart Objects and Technologies for Social Good (Goodtechs2019), 25-27 September 2019, Valencia, Spain (pp. 160-164). ACM.

- De Michele, Roberta, Marco Furini, and Manuela Montangero. "Crowd-sensing Images to Understand Citizens' Emotions, Issues and Interests." *IEEE INFOCOM 2019-IEEE Conference on Computer Communications Workshops (INFOCOM WKSHPS)*. IEEE, 2019.

- R. De Michele, S. Ferretti, M. Furini, "On helping broadcasters to promote TV-shows through hashtags", Multimedia Tools and Applications, August 2018 (online). ISSN: 1380-7501 (print). ISSN: 1573-7721 (online). Springer US. DOI: 10.1007/s11042-018-6510-7

- R. De Michele, M. Furini, "Viewer-Tailored Advertising for Video on Demand Platforms", Proceedings of the IEEE International Consumer Communications and Networking Conference (CCNC2019), Las Vegas, Nevada, USA, 11-14 January 2019. IEEE Press.

- R. De Michele, G. Marchi, "Influencer identification and selection in social networking sites: An analysis on Instagram", Special Issue "Emerging trends in qualitative research. A focus on Social Media" in "MERCATI & COMPETITIVITÀ" 4/2018 (in press)

- R. De Michele, T. Fabbri, C. Canali, "Social Technologies for the Workplace: Metrics Proposal for Adoption Assessment", 4th EAI International Conference on Smart Objects and Technologies for Social Good (Goodtechs 2018), 28-30 Novembre 2018, Bologna, Italia. ACM Press.

- R. De Michele, M. Furini, "Smart City and Images: The use of Image Hashtags to Get Insights on Citizens", Proceedings of the 3rd GoodTechs

Conference, Pisa, Italy, 29-30 November, 2017. Springer Press.

- R. De Michele, M. Furini, "The Use of Hashtags in TV-Shows: Analysis and Guidelines", Proceedings of the 3rd GoodTechs Conference, Pisa, Italy, 29-30 November, 2017. Springer Press.

- R. De Michele, M. Furini, "TV Commercials: Improving Viewers Engagement Through Gamification and Second Screen", Proceedings of the IEEE Symposium on Computers and Communications (ISCC 2017), Heraclion, Greece, 3-6 July 2017. IEEE Press.

- R. De Michele, "Smart Working, Smart Learning: Skills And Competences In The Digital Era", Digital and Smart Work – XV International Conference in Commemoration of Professor Marco Biagi, 20-21 march 2017.

- R. De Michele, M. Furini, "Understanding the city to make it smart", Proceedings of the Internet of Things Conference, Rome, Italy, 26-27 October 2015. Springer-Verlag in the Lecture Notes of ICST (LNICST). ISBN: 978-3-319-47063-4.