

Michael Bossetta

Curriculum Vitae

Dept. of Communication and Media
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Sweden

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ACADEMIC APPOINTMENTS

2020-Present. Assistant Professor (Biträdande Lektor), Department of Communication and Media, Lund University

2019-2023. Postdoctoral Fellow, Centre for European Studies, Lund University
Funded by Vinnova (Sweden's Innovation Agency)

EDUCATION

Ph.D., Political Science, University of Copenhagen, 2019
M.Sc., Political Science, University of Copenhagen, 2017
M.A., European Studies, Lund University, 2012
B.A., Philosophy, Columbia University, 2010

PUBLICATIONS

Refereed Journal Articles

2023. Bossetta, M., Dutceac Segesten, A., and Bonacci, D. "Reconceptualizing Cross-Cutting Political Expression on Social Media: A Case Study of Facebook Comments during the 2016 Brexit Referendum." *Political Communication*.
2023. Bossetta, M. and Schmøkel, R. "Cross-Platform Emotions and Audience Engagement in Social Media Political Campaigning: Comparing Candidates' Facebook and Instagram Images in the 2020 US Election." *Political Communication*.
2022. Freelon, D., Bossetta, M., Wells, C., Lukito, J., Xia, Y., and Adams, K. "Black Trolls Matter: Racial and Ideological Asymmetries in Social Media Disinformation." *Social Science Computer Review*.
2022. Schmøkel, R. and Bossetta, M. "FBAdLibrarian and Pykognition: Open Science Tools for the Collection and Emotion Detection of Images in Facebook Political Ads with Computer Vision." *Journal of Information Technology & Politics*.
2022. Dutceac Segesten, A., Bossetta, M., Niehorster, D., and Holmberg, N. "The Cueing Power of Comments on Social Media: How Disagreement in Facebook Comments Affects User Engagement with News." *Information, Communication & Society*.
2019. Bossetta, M. "Political Campaigning Games: Digital Campaigning with Computer Games in European National Elections." *International Journal of Communication*.

2019. Dutceac Segesten, A. and Bossetta, M. "Can Euroscepticism Contribute to a European Public Sphere? The Europeanization of Media Discourses about Euroscepticism across Six Countries." *JCMS: Journal of Common Market Studies*.
2018. Bossetta, M. "The Digital Architectures of Social Media: Comparing Political Campaigning on Facebook, Twitter, Instagram, and Snapchat in the 2016 U.S. Election." *Journalism & Mass Communication Quarterly*.
2018. Bossetta, M. "A Simulated Cyberattack on Twitter: Assessing Partisan Vulnerability to Spear Phishing and Disinformation ahead of the 2018 U.S. Midterm Elections." *First Monday*.
2018. Bossetta, M. "The Weaponization of Social Media: Spear Phishing and Cyberattacks on Democracy." *Journal of International Affairs*.
2018. Bossetta, M., Dutceac Segesten, A., and Trenz, H.J. "Political Participation on Facebook during Brexit: Does User Engagement on Media Pages Stimulate Engagement with Campaigns?" *Journal of Language and Politics*.
2017. Bossetta, M. "Fighting Fire with Fire: Mainstream Adoption of the Populist Political Style in the 2014 Europe Debates between Nick Clegg and Nigel Farage." *The British Journal of Politics and International Relations*.
2017. Dutceac Segesten, A. and Bossetta, M. "The Eurosceptic Europeanization of Public Spheres: Print and Social Media Reactions to the 2014 European Parliament Elections." *Comparative European Politics*.
2017. Dutceac Segesten, A. and Bossetta, M. "A Typology of Political Participation Online: How Citizens used Twitter to Mobilize during the 2015 British General Elections." *Information, Communication & Society*.

Edited Journals

2022. De Wilde, P., Rasch, A., and Bossetta, M. "Analyzing Citizen Engagement with European Politics through Social Media." *Politics and Governance*.
2017. Bossetta, M. and Husted, E. "Populism: Critical Reflections on a Global Phenomenon." *Politik (Copenhagen University)*, vol. 20(4).

Book Chapters

- In press.* Bossetta, M. "Social Media Digital Architectures: A Platform-First Approach to Political Communication and Participation," In S. Coleman & L. Sorensen (Eds.) *Handbook of Digital Politics (2nd Edition)*. Cheltenham: Edward Elgar Publishing.
2022. Bossetta, M. "Gamification in Politics," in A. Ceron (Ed.) *Elgar Encyclopedia of Technology & Politics*. Cheltenham: Edward Elgar Publishing.
2022. Bossetta, M. "Antisemitism on Social Media: Placing the Problem into Perspective," in M. Hübscher and S. von Mering (Eds.) *Antisemitism and Social Media*. London: Routledge.

2017. Bossetta, M., Dutceac Segesten, A. and Trenz, H.J. “Engaging with European Politics through Twitter and Facebook: Participation beyond the National?” in M. Barisione & A. Michailidou (Eds.), *Social Media and European Politics: Rethinking Power and Legitimacy in the Digital Era*. Basingstoke: Palgrave MacMillan.

Peer-Reviewed Conference Proceedings

2020. Bossetta, M., Stromer-Galley, J., & Hemsley J. “Cross-platform Social Media Campaigning: Strategic Platform Differentiation on Facebook and Twitter in the 2020 US Election.” *International Communication Association*, 2020.
2018. Bossetta, M., Dutceac Segesten, A., Zimmerman, C., Bonacci, D. “Shouting at the Wall: Does Negativity Drive Ideological Cross-Posting in Brexit Facebook Comments?” *Proceedings of the 2018 International Conference on Social Media & Society*.
2015. Bossetta, M. and Dutceac Segesten, A. “Tracing Eurosceptic Party Networks via Hyperlink Network Analysis and Failing: Can Web Crawlers Keep up with Web Design?” *ACM Web Science*, 2015.

Book Reviews

2018. Bossetta, M. “The Citizen Marketer: Promoting Political Opinion in the Social Media Age.” *Journal of Communication*.

Essays, Reports, and Public Scholarship

2020. Bossetta, M. “Scandalous Design: How Social Media Platforms’ Responses to Scandal Impacts Campaigns and Elections.” *Social Media + Society*.
2020. Bossetta, M. and Schmøkel, R. “Detecting Emotions in Facebook Political Ads with Computer Vision,” in D. Jackson, D. Sarver Coombs, F. Trevisan, D. Lilleker, and E. Thorson (Eds.) *US Election Analysis 2020: Media, Voters, and the Campaign* (Report, Bournemouth University).
2020. Bossetta, M. “Podcasts in the European Union: Why Spotify will Shape the Future of European Podcasting,” in Y. Sang, J. Lee, and S. Park (Eds.) *Podcast Trends and Issues in Europe and Beyond: Global Perspectives* (Report, University of Canberra).
2019. Bossetta, M. “The Professional Benefits of Podcasting Politics.” *PS: Political Science and Politics*.
2019. Bossetta, M. and Williams, L. “A Podcasting Primer.” *PS: Political Science and Politics*.
2019. Bossetta, M. “Amidst Facebook Data Lockouts, It’s Time to Forge Real Academic-Industry Partnerships,” in K. Dommett and S. Power (Eds.), *Challenges to Studying Digital Campaigning* (Report, The British Academy).
2018. Bossetta, M., Dutceac Segesten, A., and Trenz, H.J. “The Brexit Battle on Facebook: Assessing Echo Chambers and Polarization.” *LSE Brexit Blog*.

2017. Dutceac Segesten, A. and Bossetta, M. “Sharing is Caring: Labour Supporters' Use of Social Media #GE2017” in E. Thorsen, D. Jackson, and D. Lilliker (Eds.), *UK Election Analysis 2017: Media, Voters, and the Campaign* (Report, Bournemouth University).

PODCASTS

2016-Present. *Social Media and Politics*. 162 episodes, 185,000 downloads.

- Monthly audience of 1,000+ unique listeners
- Top 10% of podcasts globally

2018. EuroPCom Podcast. (8 episode mini-series for the 2018 EuroPCom Conference).

- Developed in cooperation with the European Committee of the Regions.

VIDEOS

2021. Emotion Classification in Images with Amazon’s Rekognition API, *SAGE Doing Research Online*, SAGE Research Methods.

AWARDS

2023. Top Paper, AEJMC Linda Lee Kincaid Award in Political Communication (with Deen Freelon, Chris Wells, Josephine Lukito, Kirsten Eddy, and Yiping Xia)

2021. Sweden’s Best Research Presenter (Forskar Grand Prix Winner), Vetenskap & Allmänhet.

2021. Top Student Paper, ICA Computational Methods Division (with Rasmus Schmøkel).

2020. European Young Researchers’ Award (Jury Prize), EuroScience.

2020. Best PhD Thesis Award, German Society for Online Research.

2019. Seal of Excellence for European Commission Horizon 2020 Marie Curie Individual Fellowship (MSCA-IF) Application.

2015. James Thomas Memorial Prize for best postgraduate paper presented at Political Studies Association (PSA) Media and Politics Group Annual Conference.

RESEARCH FUNDING

2022. Swedish Research Council, “A Divided Digitalized Democracy,” \$470,000. Co-PI (25%) with Emma Renström & Hanna Bäck.

2019. Grant to organize international symposium on digital methods, Marcus Wallenberg Foundation, \$10,700.

2019. Two-Year Postdoctoral Fellowship funded by the Swedish Government Agency for Innovation Systems (Vinnova), \$200,500.

2019. Travel Grant for EuroScience Open Forum, Swedish Research Council, \$1,000.

2019. Travel Grant, Knut and Alice Wallenberg Foundation, \$600.

2018. Wahlgrenska Stipendium for Media Researchers, Wahlgrenska Foundation, Research funding (co-authored with Anamaria Dutceac Segesten), \$8,200.
2018. EliteForsk [Elite Research] Travel Stipend, Danish Ministry of Higher Education, \$32,000.
2018. Open access grant, Department of Political Science, University of Copenhagen, \$3,000.
2017. Grant to organize an international symposium of political communication researchers, EuroChallenge project, University of Copenhagen, \$8,500.
2015. European Research at the University of Copenhagen (EURECO) Grant, funding for the organization of social media data collection workshop, \$1,700.
2015. Wahlgrenska Stipendium for Media Researchers, Wahlgrenska Foundation, Research funding (co-authored with Anamaria Dutceac Segesten), \$9,000.

INVITED PRESENTATIONS (*denotes digital)

2023. Audencia Business School, Responsible Citizenship Conference, Panel Discussant. June 27.
- 2023.* ICWSM Workshop, Images in Online Political Communication, Keynote. June 5.
2023. Elevate Festival: Music, Art, and Political Discourse, Panel Discussant, March 3.
2022. World Health Organization, Keynote: Communications Week, November 16.
- 2022.* Åbo Akademi University, Department of Political Science, October 4.
- 2022.* Federal University of Rio de Janeiro, NETLAB Group, March 10.
- 2021.* Bournemouth University, Research Process Seminar, November 23.
2021. Weizenbaum Institute: News, Campaigns, and the Rationality of Public Discourse Group, November 23.
2021. Frei Universität, JFK Institute for North American Studies, Social Science Research Colloquium, November 16.
- 2021.* University of Helsinki, European Media and Platform Policy Conference, October 28.
- 2021.* Wesleyan Media Project, Political Advertising Workshop, May 20.
- 2021.* St. Petersburg State University, Comparative Media Studies in Today's World Conference, April 20.
- 2020.* European Parliament, Special Committee on Foreign Interference in All Democratic Processes in the European Union including Disinformation, Invited Expert, October 26.
2020. European Commission Joint Research Center, Foresight Exercise, "The Future of the European Information Space," March 11.

2020. PROTECT Consortium (Horizon 2020), The Global Refugee Compact and its Consequences for Refugee Protection, March 9.
2019. European Parliament (Strasbourg), Liaison Offices Meeting, Training Workshop: “Podcasting for EU Institutional Communication,” December 17.
2019. EuroPCom, European Public Communication Conference, Training Workshop: “How to Start a Podcast and Why you Should,” November 7.
2019. iCEE.fest, Speaker, “Models of Democracy: Pros and Cons,” June 13.
2019. Co-Inform (Horizon 2020), Combating Misinformation through Media Literacy, “Disinformation: It Ain’t Fake News,” June 7-8.
2019. European Commission, Meeting of the INFORM and INIO Networks of EU Cohesion Policy Communicators, Keynote: “Social Media, Euroscepticism, and the European Public Sphere,” May 15-17.
2019. European Commission Representation in Romania, “What’s Up, EU?,” April 18.
2019. European Parliament, European Science-Media Hub (ESMH) Workshop, “Virality and Influencers in Digital Political Communication,” April 3.
2019. German Association for Political Education Rhineland-Palatine/OSCE, “Anti-Semitism in Social Networks,” February 14-15.
2019. University of Sheffield, Workshop on “The Rise of Digital Campaigning: Challenges, Implications, and Response,” January 24-25.
2018. Max Planck Institute, Centre for Adaptive Rationality, “The Digital Architectures of Social Media: Information, Manipulation, and Weaponization in Politics,” December 6.
2018. Lund University, Artificial Intelligence and Machine Learning Workshop, “Ethical, Legal, and Social Consequences of Artificial Intelligence,” November 22.
2018. EuroPCom, European Public Communication Conference, “Social Media and EP2019: Overcoming Challenges to Pan-European Communication,” November 8-9.
2018. European Commission Joint Research Centre, Workshop on Social Media, Targeting, and Democracy. October 8-9.
2018. #Ganzohr2018 Science and Media Conference, Keynote: “Podcasting Science: Why Podcasts are the Perfect Medium for Science Communication and Social Impact.” September 28-30.
2018. Facebook/Social Science One, European Advisory Committee Meeting, September 7.
2018. EuroScience Open Forum, Panelist on Round Table “Big Data and the Future of Democracy: How can People Hold Analytics and Algorithms to Account?,” July 9.

2018. NIOD Institute for War, Holocaust, and Genocide Studies, Invited Speaker for Mind, Text, and Mining Seminar Series, February 28.
2018. European Commission Joint Research Centre, Workshop on Big Data, Psychometrics and the Future of Democracy, “Lessons from Political Campaigns in 2016 and 2017,” January 18-19.
2017. Elections Go! Scientific Workshop (DG Justice), “Deliberation Online: Measuring Arguments in the Facebook Comments of Three Brexit Campaigns,” December 11.
2017. Uppsala Association of International Affairs, “Social Media and Politics: Democracy in the Digital Age,” November 9.
2017. OSCE/ODIHR, Expert Meeting on Media Consumption and its Impact for Education to Address Anti-Semitism in the OSCE Region, October 18.
2016. University of Amsterdam, European Studies Research Seminar, “Eurosceptics, Europeanization, and Public Spheres in the Digital Age,” with Anamaria Dutceac Segesten, April 21.

TEACHING EXPERIENCE

2023. Quantitative Methods Module in “Analys- och utredningsmetod,” BSc Course, 3 ECTS, Communication and Media, Lund University.
2022. “Media and Political Engagement,” MSc Course, 15 ECTS, Communication and Media, Lund University (Course Leader).
2022. “Advanced Data Gathering: Using APIs for Social Science Research,” MSc Course, 7.5 ECTS, Social Science Data Master’s, Graduate School at the Faculty of Social Sciences.
2020. “Web Scraping for Social Science Research,” PhD Course, Lund University Graduate School at the Faculty of Social Sciences.
2017. “Social Media, Political Communication, and Democracy,” PhD Course, European University Institute. (2-day course co-taught with Anamaria Dutceac Segesten).
- 2016-7. “Social Media and the Politics of the Digital Age,” MSc Course, 15 ECTS, University of Copenhagen (Course Designer and Coordinator).

THESIS SUPERVISION

2021 – 2023: Supervised 12 Master’s Theses (MSc) at Communication and Media, Lund:

- Avsec, K. (2023). “‘Pardon Me if I Don't Weep for Your Victimhood’: Examining the Aftermath of Deplatformization through Influential Far-right Activists’ Framing and Alliance-building on Telegram.”
- Lloyd, C. (2023). “Too Private for a Politician or Too Public for a Mother?: Representative Claims of Motherhood in Ebba Busch and Annie Lööf’s YouTube Videos.”

- McElroy, O. (2023). "Bytes, Bias, and Bylines: Examining AI and the Fourth Estate."
- Tran, U. (2023). "Uncovering the Cultural Expression and Identity of Young Vietnamese Americans through TikTok."
- Bajor, N. (2022). "Media Representation of the LGBTQ+ Community in Poland: Framing of Politicized Issues as a Representation of Political Parallelism in the Polish Public Service Broadcaster TVP."
- Bang, A. (2022). "A Different Welcoming: A Comparative Case Study on the Danish Refugee Debate."
- Gehringer, L. (2022). "Constructing Meaningful Memories Online: Investigating Construction and Meaning of Cultural Memories in Audience Engagement with Re-enacted Historical Personae on Social Media in the Case of @ichbinsophiescholl."
- Liu, S. (2022). "Science Documentary as Tool to Form National Identity: A Case Study of Science Documentaries Produced by CCTV."
- Oladiran, T. (2022). "The Other Side of the Pandemic Reportage: Audience Perception of COVID-19 Media Framing and its Influence on Social Polarization."
- Ren, M. (2022). "Rock Music Groupies, Fandom Hierarchy, and Gender Resistance in a Subcultural Social Media Community in China."
- Blasquez, A. (2021). "There and Back Again: Online Media Engagement of Transnational Migrants in London."
- Longo, J. (2021). "Emotional Expectations of Educators: The Social Imaginary and Emotional Labor of Teachers in American News Media."

MEDIA COVERAGE (SELECTED)

2022. "Abortion Rights versus Life: How Campaigns are Talking about the Supreme Court Abortion Decision." *USA Today*, June 30.

2019. "Democrats Seek Young Voters, and the Memes that Move Them," *The New York Times*, April 23.

2018. "Hear Here: Podcasts of the Week," *The Guardian*, February 9.

2017. "How Facebook is Changing Democracy," *The Financial Times*, June 15.

SERVICE TO PROFESSION

2019-Present. Associate Editor, *Journal of Information Technology & Politics*

2019-2022. Secretary, Information Technology & Politics Section of the American Political Science Association

Reviewer: *Political Communication; Information, Communication & Society; International Journal of Communication; Information Technology & Politics; West European Politics; Journalism; New Media & Society; Social Media + Society; The Social Science Journal; Journalism & Mass Communication Quarterly; Journal of Alternative and Community Media; Journal of Elections, Public Opinion, and Parties; PS: Political Science and Politics; First Monday; Nordicom Review; Journal of Political Marketing; West European Politics; Party Politics*

Research Councils: *Polish, Czech, Serbian*

Doctoral Committees:

2022. Dr. Ofra Klein (European University Institute): “Radical Right Mobilisation on Social Media: Platform Architectures and the Politics of Framing, Rhetoric, and Visuals.”

CONFERENCE PARTICIPATION

Conferences/Symposia Organized

2023. “Frontiers of Science in Social Media Research: Computational and Experimental Methods to Study Digital Democracy: A Marcus Wallenberg Symposium,” Lund University, May 9-10.
- Supported by the Marcus Wallenberg Foundation and AI Lund Network.
2023. “Frontiers of Science in Social Media Research: Computational and Experimental Methods to Study Digital Democracy,” Sciences Po Toulouse, April 25-28.
- ECPR Joint Sessions Workshop, co-chaired with Isabelle Borucki.
2018. “Social Media and Political Polarization: Trends in the EU and US,” Lund University, November 12-13, co-organized with Anamaria Dutceac Segesten
2017. “Social Media and Democracy: Contemporary Challenges for Political Communication Research,” Copenhagen/Lund, October 26, co-organized with Anamaria Dutceac Segesten.

Panels Organized

2016. “Euroscepticism and the Media: 2014 European Parliament Elections,” European Consortium for Political Research Standing Group on the European Union Conference, June 15-18.
2016. “Euroscepticism and the Media: New Forms of Online Euroscepticism,” European Consortium for Political Research Standing Group on the European Union Conference, June 15-18.

Papers Presented

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| 2023, 2022, 2021,
2020, 2019, 2018,
2017. | International Communication Association (ICA). |
| 2023, 2019, 2017. | NordMedia. |
| 2023, 2018, 2015. | ECPR Joint Sessions Workshops. |
| 2022, 2021, 2019,
2018. | American Political Science Association (APSA). |
| 2020. | General Online Research Conference (GOR). |
| 2019, 2017. | European Communication and Research Education Association (ECREA) Political Communication Section Interim Conference. |
| 2019. | NOS-HS Workshop, Online Disinformation: An Integrated View (Aarhus University). |
| 2018. | Information, Communication & Society Symposium on Challenges to Studying Disinformation (IT University Copenhagen). |

- 2018, 2016, 2014. European Consortium of Political Research (ECPR) General Conference.
- 2017. International Political Science Association (IPSA).
- 2017. Nordic Political Science Association (NOPSA) Workshops.
- 2017. Council for European Studies (CES).
- 2016, 2015. Political Studies Association (PSA) Media and Politics Group.
- 2016. Amsterdam Text Analysis.
- 2016. ECPR Standing Group on the EU.
- 2016. Populism as Movement and Rhetoric (University of Jyväskylä).
- 2016. Social Media and European Politics Book Workshop (University of Oslo)
- 2015. European Sociological Association (ESA).
- 2015. International Political Science Association (IPSA) Communication, Democracy and Digital Technology.
- 2015. Association for Computing Machinery (ACM) Web Science.
- 2015. International Studies Association (ISA).
- 2014. Academic Association for Contemporary European Studies (UACES)

CAMPUS PRESENTATIONS

- 2020. “Social Media and American Elections: Cutting through the Hype,” The Association of Foreign Affairs in Lund, Lund University, October 7.
- 2017. “Social Media and Contemporary Political Participation: Transatlantic Trends in the EU and US,” EURECO Distinguished Lecture Series, October 11.
- 2017. “Political Participation on Facebook during Brexit: Does Citizen Engagement on Media Pages Stimulate Engagement with Campaigns?” with Anamaria Dutceac Segesten and Hans-Joerg Trenz, Centre for European Politics Research Seminar, University of Copenhagen, January 23.
- 2016. “Contesting Future Integration: The Rise of Populism and Euroscepticism in Contemporary Europe,” EURECO Distinguished Lecture Series, October 5.
- 2015. “Eurosceptic Europeanization of Public Spheres,” with Anamaria Dutceac Segesten, European Politics Research Seminar, University of Copenhagen, November 14.

EXTRA TRAINING

- 2017. Civil Society Empowerment Program, Radicalization Awareness Network, European Commission, May 16.
- 2017. LSE Quanteda Text Analysis Workshop, LSE, April 24-25.
- 2017. Spring School, Media, Culture, and Power, Catholica University Portugal, April 3-7.
- 2016. International Summer School in Political Communication and Electoral Behavior, International Communication Association (ICA), July 18-23.

LANGUAGES

English (Native)
Swedish (B1)