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SUMMARY

The changing world of media and new technologies impacts our personal lives and our communities in unprecedented ways. As a researcher in communication, I have a keen interest in understanding the mechanisms behind digital technologies and in designing research tools in order to measure their impact on public opinion, political systems and societies at large.

Holding both a PhD diploma in sociology (2009) and one in political studies (2012) enables me to have a trans-disciplinary approach towards communication studies, social media and digital technologies.

I feel most challenged when using my academic and organisational experience in order to shape better formats for effective media research, political campaigning and public policies implementation.

EDUCATION

- PhD, Political Communication (2012), National University of Political Studies and Public Administration (SNSPA), Bucharest
- Research fellowship at Amsterdam School of Communication and Research (ASCoR), University of Amsterdam
- PhD, Sociology (2009), L'École Doctorale francophone en Sciences Sociales (EDFSS)/ University of Bucharest/ École des Hautes études en sciences sociales (EHES), Paris/ Université Libre de Bruxelles
- MA, Journalism and Research Methodologies, University of Bucharest/ Université Bordeaux III
- BA, Public Relations and Communication, National University of Political Studies and Public Administration, Bucharest

WORKING EXPERIENCE

Starting with 2023, Senior Researcher, The Bulgarian-Romanian Observatory of Digital Media (BROD), EDMO Hub covering Bulgaria and Romania (<https://brodhub.eu/en/>)

As member of the EDMO hub: Bulgarian-Romanian Observatory on Disinformation (<https://brodhub.eu/en/>), I have the opportunity to gain a more fine-grained understanding of disinformation and very recently I have also been appointed as member of the experts group in charge with monitoring the implementation of the Code of Practice on Disinformation, a joint project of the DG CNECT CoP Disinformation Team, EDMO hubs, ERGA and Kantar.

Starting with 2023, Member of the Management Committee of the COST Action “Redressing Radical Polarisation: Strengthening European Civil Spheres facing Illiberal Digital Media” (DepolarisingEU) CA22165, whose main aim is to create an interdisciplinary network that will advance common understanding of radical polarisation and identify successful interventions to de-escalate uncivil partisanship. In this capacity, my main responsibilities are to engage with civil and media organisations in

order to ensure de-escalation, depolarisation, and pluralism, through a multifaceted approach to strengthening democratic values in Europe.

Since 2022, member of the COST Action CA21129, OPINION: "What are Opinions? Integrating Theory and Methods for Automatically Analyzing Opinionated Communication", within the Working Group dedicated to public opinion conceptualisation and finding common methodologies and tools for researching opinions in a cross-country context.

2008 - Present, Associate Professor, National University of Political Studies and Public Administration/ Bucharest (<https://comunicare.ro/en/index.php?page=centru-cercetare-comunicare>)

Starting with 2008 I've been a senior lecturer in media research studies and political communication within the National University of Political Science and Administration (Bucharest) and from 2011 till 2016 I have been joint-managing director of the Centre for Research in Communication affiliated to the same university.

- For the past nine years I have revised the academic curriculum for several academic topics and I have organised and contributed as a speaker/ discussant to numerous international academic conferences and workshops dedicated to media effects, political psychology, crisis communication and governmental affairs.
- Under my supervision the Centre for Research in Communication has been part of several EU-funded international projects dedicated to media research, political campaigns and populism across Europe. Starting with 2018, due to its expansion, the Centre has been subdivided into multiple Labs and I am a researcher affiliated to the Media Studies Research Lab, dedicated predominantly to the study of disinformation and online hate speech.

Research Adviser for Learn2Think Foundation/ London

2017 - 2019

Starting with 2017 I have been working with the London branch of Learn2Think Foundation, which is dedicated to promote media literacy and critical thinking for UK primary schools.

- I have implemented two national projects dedicated to religious tolerance and civic participation;
- I have delivered media trainings for various London schools and I have contributed to designing a national British program dedicated to promoting media literacy in schools in partnership with The Guardian Foundation, UK.

Managing Director of Majoritas Institute/ Bucharest

2015 - 2017

From 2015 till 2017 I have been part of an international project called Majoritas, whose goal was to harness the potential of new technologies in order to redesign political campaigning and allocate campaign budgets more effectively.

- Managing Majoritas Institute (the education branch of Majoritas) involved working with highly experienced politicians, strategists, campaigners, researchers and scholars in order to deliver custom-made campaign tools and expertise for every campaign Majoritas has been part of.
- During my two years position I have coordinated 30+ trainings for our clients in Romania, Ghana, the Philippines, Kosovo, Serbia, Dominican Republic and Panama; covering topics such as effective campaign management, campaign funding, media training for politicians and campaign staffs to digital political campaigning, SEO and online marketing for campaigns.

Project Coordinator, DC Communication (Independent Lobby & PR Consultancy)/ Bucharest

2005 - 2008

During my three-year position as a project coordinator, I have managed strategic projects for both FMSG brands and institutional clients, such as the EU Commission.

- My main responsibilities were to develop integrated marketing & communication strategies through on-going consumer insight, brand & market analysis.
- For two years I have also been a liaison officer with the European Commission representatives to Romania and in this capacity, I have been part of various joint communication projects implemented by the Commission pre and post adhesion to the European Union.

Teaching Assistant, University of Bucharest (College of Sociology)/ Bucharest

2006 - 2008

- My first academic position involved delivering lectures and course materials for the French MA Program offered by the University of Bucharest, College of Sociology. Besides offering assistantship with courses I was in charge with coordinating the Erasmus Program for the graduate students of the College of Sociology.

PUBLICATIONS

- Buturoiu, R., Corbu, N., **Boțan**, M. (2023). Patterns of News Consumption in a High-Choice Media Environment, Springer, <https://link.springer.com/book/10.1007/978-3-031-41954-6>
- Negrea-Busuioc, E., Buturoiu, R., Oprea, D., **Boțan**, M. (2023). Online hate speech in Romania and its impact on people's civic engagement with the Roma minority. *Romanian Review of Sociology*, 34 (1/2), 21-42, 2023, <https://www.proquest.com/openview/1d24650d21cdf997a9b79dd062feef83/1?pq-origsite=gscholar&cbl=54928>
- Buturoiu, R., Corbu, N., **Boțan**, M. (2022). Profiles of News Consumption in a High-Choice Media Environment: Evidence from Romania, *Media Literacy and Academic Research*, Vol 5 (1), pp. 95-115, <http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-9721744f-6093-4c2a-b60c-874805fb93c0>
- Buturoiu, Raluca, Corbu, Nicoleta, Oprea, Denisa-Adriana and Boțan, Mădălina. (2020) "Trust in information sources during the COVID-19 pandemic. A Romanian case study" *Communications*, vol. 47, no. 3, pp. 375-394. <https://www.degruyter.com/document/doi/10.1515/commun-2020-0052/html>
- **Boțan**, M., Buturoiu, R., Corbu, N., Voloc A. (2020). Deep-Rooted Prejudices: The Online Proliferation of Hate Speech against the Roma Minority Group in Romania. In A. Țăranu (Ed.). *Politics and Knowledge. New Trends in Social Research* (pp. 56-64). Bologna: Filodiritto
- Corbu, Nicoleta, Boțan, Mădălina, Buturoiu, Raluca, Dumitrache, Alexandru-Cristian (2020). Patterns of digital behaviour on instant messaging platforms. WhatsApp uses among young people from Romania. *Romanian Journal of European Affairs*. 20(2), 62-78
- Boțan, Mădălina, Corbu, Nicoleta, Sandu, Dani (2016). The Complicated Relation Between News Frames and Political Trust: A Case Study of Romania. *Central European Political Studies Review*. 18(2-3), 122-140.
- Frunzaru, Valeriu, Boțan, Mădălina. (2015). Social Networking Websites Usage and Life Satisfaction: A Study of Materialist Values Shared by Facebook Users. *Romanian Journal of Communication and Public Relations*, 17(2,) pp. 43-50
- Boțan, Mădălina (2014) *Conflictele din știri. Impactul asupra cinismului, încrederii și participării politice*. Iași: Editura Institutul European.
- Boțan, Mădălina, Frunzaru, Valeriu (2014) „Consumul de știri, dependența de media și încrederea politică: o relație mediată”. *Sfera Politicii*, 176 (4), 125-134.

- Frunzaru, Valeriu, Boțan, Mădălina (2014) „In search of a European identity: the Romanian perspective”, în Corbu Nicoleta, Popescu-Jourdy, Vlad, Tudor (eds.) Identity and Intercultural Communication. Cambridge: Cambridge University Press.
- Boțan, Mădălina, Vlad, Tudor, Popescu-Jourdy, Dana (eds.) (2013) Rethinking the Public Sphere: Theoretical Conceptualization, New Challenges and Dynamics. București: Comunicare.ro.
- Boțan, Mădălina (2013) „Introduction And Overview Of The Field”, în Boțan, Mădălina, Vlad, Tudor, Popescu-Jourdy, Dana (eds.) Rethinking the Public Sphere: Theoretical Conceptualization, New Challenges and Dynamics. București: Comunicare.ro, 9-16.
- Boțan, Mădălina, Corbu, Nicoleta (2013) „Framing European Issues In Romanian Media”, in Boțan, Mădălina, Vlad, Tudor, Popescu-Jourdy, Dana (eds.) (2013) Rethinking the Public Sphere: Theoretical Conceptualization, New Challenges and Dynamics. București: Comunicare.ro, 331-352
- Boțan, Mădălina (2013) „Different types of conflict in the news and their impact on political trust: the cumulated effect of incivility and intrusiveness”. Romanian Journal of Communication and Public Relations, 15 (2), 49-61.
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