

Samantha Conte

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EDUCATION

Bachelor's Degree in Communication, Innovation, Multimedia - Summa Cum Laude

Università di Pavia | 2019 - 2022

- Key courses: Digital Media, Sociology and Social Research, Web Design and technologies, Public Opinion and Media Analysis, Political Economy and Information
- Final grade 110/110 cum laude

Bachelor's Degree in Communication Studies - Exchange Student Scholarship

San Francisco State University | Spring 2022

- Key courses: Broadcast and Electronic Communication, Research Methods, Social Movements
- GPA 4.0

Master's Degree in Digital Communication

Università di Pavia | 2022 - 2024

- Key courses: Data Science, Big Data and Computational Models for Marketing, Digital Journalism, Digital Communication Technologies, Digital Epistemology
- Final grade 110/110 cum laude

PhD in Communication, Social Research and Marketing

Sapienza Università di Roma | 2025 - Present

Summer School in Digital Methods for Critical Consumer Studies

Lake Como School of Advanced Studies | Jul 2023

- Research techniques for studying social phenomena including data collection, network analysis, digital content analysis, visual analysis, data scraping, API usage, digital tracking techniques, and data visualization.

ECPR Winter School in Methods and Techniques - Visual Analysis for Politics Research with Prof. Erik Bucy, Texas Tech University

KU Leuven | Feb 2023

- Systematic analysis of visual and nonverbal elements in news, political events, and leader behavior using both quantitative and qualitative approaches.
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RELEVANT WORK EXPERIENCE

Research Assistant - Tavolo 4, Spoke 6 National Biodiversity Future Center

Università di Pavia | Jun 2025 - Present

- Provided support in organizing and managing research data with a particular focus on qualitative interview datasets

Independent Contractor - Research Data Support

Dipartimento di Scienze Politiche e Sociali, Università di Pavia | 2025

- Reviewed, coded, and archived qualitative interview transcripts.
- Cleaned and organized data collected through web scraping activities.
- Supported the organization of research data produced within Tavolo 4 - Spoke 6 - National Biodiversity Future Center.

Business Developer - Extracurricular Internship

H-Ventures | Mar 2025 - May 2025

- Conducted interviews and surveys to identify market needs and generate insights for business development strategies

Research Assistant and Data Analyst - POSTGEN Project | Generational gap and post-ideological politics in Italy

Università di Pavia | Aug 2024 - Oct 2024

- Analyzed media narratives' impact on public debate using content analysis and multivariate statistical techniques to identify recurring patterns in media representations of socially relevant events.

Research Assistant and Data Analyst - V-DATA Project

Università Cattolica del Sacro Cuore, Università degli studi di Milano Bicocca, Università di Pavia | Apr 2023 - Aug 2024

- Collaborated on the "Citizens and the Value of Digital Data" project, focusing on digital data dynamics, public opinion, and social inequalities
- Conducted research on algorithm fairness, surveillance capitalism, social exclusion, discrimination, social issues of information, and digital data value creation.

Executive Assistant

Department of Law and School of Specialization for Legal Professions - Università di Pavia | Jun 2020 - Jun 2021

- General management, archival work, customer satisfaction management, post-purchase analysis, promotion, advertisement, and supervising courses offered by the department
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FELLOWSHIPS AND SCHOLARSHIPS

Fulbright Scholarship | 2024-2025

- Fulbright Graduate Study Self-placed (Awarded but declined)

"Prof. Giacinto Romano" Scholarship Prize | 2024

- Awarded as outstanding academic achievement for being the top student in my degree course.

Research Fellowship - V-DATA Project | 2023 - 2024

- Fellowship supported by the "Citizens and the Value of Digital Data" project, funded by Università Cattolica del Sacro Cuore, Università degli studi di Milano Bicocca, Università di Pavia, Cariplo Foundation, and careof - Organization for contemporary art

Scholarship - Overseas Exchange Program | Jan 2022 - Jun 2022

- Scholarship awarded by Università di Pavia and San Francisco State University
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PUBLICATIONS

- Legnante, G., Baretto, C., Bordignon, M., **Conte, S.**, Marchese, M., & Sassi, S. (2025), *A multifaceted issue: the coverage and the politicization of the climate change issue on Italian television*, Italian Political Science Quarterly
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CONFERENCE PRESENTATIONS

Beyond digital political communication: platforms, algorithms, and automation - Italian Association of Political Communication

Research Paper | May 2023

- Co-authors of the paper: Legnante G.

The new European public sphere, the crises and challenges of "post-truth" - Italian Association of Political Communication

Research Paper | May 2024

- Co-authors of the paper: Biancalana C., Ladini R., Legnante G., Loreti D.
- Co-authors of the paper: Colombo A.

Visible and invisible in changing capitalism: Companies, work, territories and policies - IX Conference SISEC, Italian Society of Economic Sociology

Research Paper | January 2025

- Co-authors of the paper: Peterlongo G., Romano D.
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TEACHING EXPERIENCE

Lecturer - Representation of gender-based violence in Italian media

Bandi PNRR Progetto DM934/2022 | Mar 2024 - Apr 2024

- Presented lessons on how digitalization and social media influence public opinion.
- Led discussions and interactive activities to help students understand the dynamics of digital communication.
- Developed educational materials to facilitate learning and stimulate critical debate among students on topics such as information, public opinion, and the role of digital data in contemporary society.

Teaching Assistant in Public Opinion and Media Analysis - Undergraduate course

Teaching Assistant in Digital Public Opinion - Graduate course

Università di Pavia | Jun 2021 - Present

- Mentoring both a class of approximately 150 graduate students and another class of equal size consisting of undergraduate students each year in the field of social research methods.
- Teaching qualitative and quantitative research methods, including surveys, ethnographies, network analysis, interviews, statistical correlation methods, sentiment analysis, content analysis
- Providing individual mentoring and consultation for defining and implementing research projects
- Assisting the professor in class; organizing course materials; providing support in mid-terms and final exams management

Teaching Assistant in English for Communication Studies for Beginners and Advanced Levels

Università di Pavia | Oct 2022 - Present

- Conducted weekly classes in collaboration with professors to prepare students for English exams (levels A1 to B2).
- Prepared teaching materials for the classes.
- Assigned and evaluated written and oral essays and assignments.
- Taught students critical analysis of content in the 2022 Midterm Election American campaign advertisements.

- Provided individual mentoring and tutoring for students with specific needs.

Teaching Assistant - Lake Como Summer School on Digital Methods for Critical Consumer Culture

Lake Como School of Advanced Studies | 2025

- Supported course activities focusing on artificial intelligence as a methodological resource and its applications in consumer culture research.

Teaching Assistant in Social Demography

Università di Pavia | Oct 2022 - Mar 2023

- Management of a tool to assess students' learning progress throughout the semester.
- Creation of midterm assessments to test acquired knowledge in social statistics methods.

OTHER RESEARCH EXPERIENCE

- Conte S., Legnante G (2024) **Climate Change and Extreme Events in the Media: A Comparative Analysis of Traditional and Digital Coverage of the 2023 Emilia-Romagna Flood**
- Ballante E., Conte S., Quetti F. M. (2024) **Let's make the Intifada go viral: data-driven analysis of TikTok Network on the Israeli-Palestinian conflict**
- Bordignon, M., Colombo, A., Conte, S., Legnante, G. (2025) **Left for Her, Right for Him? Youth Radical Voting, Gender Polarization, and Trust in Six European countries (2002-2022) - accepted at Convegno annuale dell'Associazione Italiana di Comunicazione Politica 2025**

CERTIFICATIONS

GRE | Dec 2023

- Score: 299

TOEFL | Nov 2023

- Score: 111

SKILLS

R	Stata	Python	Visual Studio Code	Final Cut Pro X
Gephi	Visual Analysis	Surveys	Interviews	NVivo
HTML, CSS, Java, JavaScript, HTML5	Social Network Analysis	Fundamentals of Machine Learning	Web Scraping	

AWARDS

University Marketing Award - XXXIV EDITION

Ferrarelle & SIMktg Marketing Italian Society | 2022

- Creation of a marketing plan for Ferrarelle aimed at gain market leadership and +2% of market share value, collecting first-hand data with research and observation on competitors and consumers' analysis, managing targeting, buyer personas, positioning, pricing and distribution policies, digital media plan, and designing the customer journey, placing amongst the 40 best plans on 625 competing.

VOLUNTEER & LEADERSHIP EXPERIENCE

Christian Community of St. Egidio

Genova, Liguria, Italy | 2016 - 2017

- Helping integration and teaching Italian to refugees

Amnesty International | ActionAid

Italy | 2017 - 2018

- Fundraising on the territory, leader of fundraising groups.