

CURRICULUM VITAE

1. Full Name and date

Full name **Salla-Maaria Laaksonen**
CV Updated Wednesday 15 August 2018

2. Date and place of birth, nationality, current residence

Born 23.5.1983, Hattula, Finland
Nationality Finnish
Online identity @jahapaula <http://www.iki.fi/jahapaula>



3. Current position and date of appointment

Postdoctoral researcher, Centre for Consumer Society Research (Kuluttajatutkimuskeskus), Faculty of Social Sciences, University of Helsinki

4. Education and degrees awarded

- **Dr. Soc.Sc., University of Helsinki, Faculty of Social Sciences**, Media and Communication studies, 2010-2017 (29.8.2017)
- **M. Soc.Sc., University of Helsinki, Faculty of Social Sciences**, Media and Communication studies, 2003–2008 (graded *eximia cum laude approbatur*).
- High-school graduate (*laudatur*), May 2002, Kaurialan lukio, Hämeenlinna
- Elementary school: Kosken ala-aste and Hattulan yläaste 1990-1999

IT skills **Operating systems and software:** Excellent knowledge of Windows and Mac OS, basic knowledge of Unix. Microsoft Office, Macromedia Dreamweaver, InDesign, photo editing and vector graphics.
Online publishing: XHTML and CSS; basics of XML, PHP, XSL.
Research software: SPSS, Atlas.TI, RStudio, NodeXL, Gephi, OpenRefine, principles of Python.
Typing course.

Language skills Finnish (native)
English: fluent written and oral skills
Swedish, French: moderate written and oral skills
German, Spanish: preliminary

5. Previous professional appointments

- 1.9.2016-31.5.2018 — Project Researcher / Postdoctoral Researcher, Media and Communication Studies, University of Helsinki. Projects: *HYBRA/AcadFI* and *Smarter Social Media Analytics/Tekes*.
- 1.4.2016–31.12.2016 — Grant Researcher, Phd Candidate, Media and Communication Studies, University of Helsinki
- 1.4.2015–31.3.2016 — Project Researcher, / Doctoral Student Communication Research Centre CRC, University of Helsinki. Project Digital Elections 2015 (Digivaalit 2015/HSS).
- 1.1.2013–31.3.2015 — Grant Researcher/Doctoral Student, Media and Communication Studies, University of Helsinki
- 7.1.2010–31.12.2012 — Project Researcher, Communication Research Centre CRC, University of Helsinki. Projects *Digital Reputation* (Tekes) and *Media2 – Media game of the future* (Helsingin Sanomat Foundation HSS).
- 21.9.2010 —> Part-time lecturer, Helsinki University Open University, Helsinki. Online and in class courses related to social media, organizational communication, science communication, and scientific writing.
- 18.9.2006–31.1.2010 — Online Editor and Press Officer, Finnish Virtual University Service Unit (Helsinki University of Technology), Espoo.
- 29.8.2005–17.9.2006 — Communication Secretary, Uusimaa Parkinson Association, Helsinki.
- 8.8.2005–31.12.2006 — Freelance Reporter, Digital Communications in the University of Helsinki, Helsinki.

6. Research awards, research honours and major stipendiary support for research

Received funding:

- Grants for doctoral studies 2012, 2013, and 2014, Liikesivistysrahasto (19.000eur, 19.000eur, 12.000eur)
- *Smarter Social Media Analytics* (Tekes, 440.000eur, 1.12.2016–31.5.2017): Designing and writing the research plan, handling the negotiations with Tekes representatives, coordinating the project.
- *Digivaalit 2015* (Digital elections 2015) - Using big data to study the election agenda (Helsingin Sanomat Foundation, 100.000eur): Planning and writing the research plan for the project together with Matti Nelimarkka; executing, coordinating and leading the research project together with Matti Nelimarkka. Official project PIs Mikko Villi (UH/JYU) and Marko Turpeinen (Aalto/HIIT).
- *Racisms and public communications in the hybrid media environment (HYBRA)* (Academy of Finland, 698.828eur, Consortium PI Kaarina Nikunen): participation in the application planning and writing, designing one of the work packages.
- *Media2 - media game of the future* (Helsingin Sanomat Foundation, 300.000eur, 2011-2012, PI professor Pekka Aula). Participation in application planning and writing.

Awards:

- 3rd best paper of the Round Table discussions in 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, 2010.

7. Editorial board memberships/editor

- Sub-Editor, *Media & viestintä*, a scientific journal of Finnish Media and Communication Research association 2011–2012

8. Elected memberships in scientific societies

- **Nordmedia** Conference, Division: Organization, Communication and Society. Vice Chair 2013–2017, Chair 2017–
- Media- ja viestintätutkimuksen seura **MEVI ry** (Finnish Media and Communication Research Association). Member of the Board 2011–2017.
- **Rajapinta ry.** (association of social scientific studies of technology, Finland), Vice President, founding member 2017–
- **Communication Research Centre CRC**, Member of the Steering Group 2012–2013.
- **Mediatutkimuksen päivät**, Finnish Media Studies Conference 2006, member of the organizing board.

9. Supervision of research work and postgraduate studies

- Co-supervising three master's theses and one bachelor thesis conducted within the project Digivaalit 2015 (Arto Kekkonen, UH; Iris Lagus, UH; Mari Tuokko, JYU; Netta Karttunen, UH)

10. Scientific and societal impact of research

- 28 scientific publications in total, including the following ten selected most relevant ones:
 1. Laaksonen, S-M (2017). *Hybrid Narratives – Organizational Reputation in the Hybrid Media System*. Doctoral Dissertation (article-based). Publications of the Faculty of Social Sciences, Media and Communication Studies 53/2017. ISBN 978-951-51-2612-2.
 2. Laaksonen, S-M.; Nelimarkka, M; Tuokko, M. & Marttila, M.; Kekkonen, A. & Villi, M. (2017). Working the fields of big data: Using big-data-augmented online ethnography to study candidate–candidate interaction at election time, *Journal of Information Technology & Politics*, DOI: 10.1080/19331681.2016.1266981
 3. Pöyry, E.; Laaksonen, S-M.; Kekkonen, A. & Pääkkönen, J. (2018). Anatomy of Viral Social Media Events. Paper accepted to *HICSS'2018*.
 4. Laaksonen, S-M. (2016). Casting Roles to Stakeholders –A Narrative Analysis of Reputational Storytelling in the Digital Public Sphere. *International Journal of Strategic Communication*. DOI: 10.1080/1553118X.2016.1159564.
 5. Laaksonen, S-M. (2016). Sosiaalinen media – tutkimusaineiston hankala aarrearkku. *Sosiaalilääketieteellinen aikakauslehti / Journal of Social Medicine* 53(2), 145-146.
 6. Ojala, M. M., Pantti, M. K. & Laaksonen, S-M. (in press) Networked publics as agents of accountability: Online interactions between citizens, the media, and immigration officials during the European refugee crisis. Accepted to *New Media & Society*.
 7. Ravaja, N.; Aula, P.; Falco, A.; Laaksonen, S-M.; Salminen, M. & Ainamo, A. (2015). Online news and corporate reputation: A neurophysiological investigation. *Journal of Media Psychology*, 27(3): 118-133.
 8. Laaksonen, S-M. & Nelimarkka, M. (2018). Omat ja muiden aiheet – laskennallinen analyysi vaalijulkisuuden teemoista ja aiheomistajuudesta. *Politiikka : Valtiotieteellisen yhdistyksen julkaisu* 60(2), 132-147.

9. Laaksonen, S-M., & Porttikivi, M. (2014). Constructing local heroes – collaborative narratives of Finnish corporations in Wikipedia. In Fichman, P., & Hara, N. (Eds.). *Global Wikipedia: International and Cross-Cultural Issues in Online Collaboration*. Scarecrow Press, pp. 119-133.
10. Laaksonen, S-M; Matikainen, J. & Tikka, M. (2013) (Eds.). *Otteita verkosta. Verkon ja sosiaalisen median tutkimusmenetelmät. (Snippets from the Net: Research Methods for Studying the Internet and Social Media)* Tampere: Vastapaino, 380 pages. www.otteitaverkosta.fi

11. Other academic and professional activities

Teaching merits:

- Planning and teaching various courses in the field of digital communication at the University of Helsinki, Open University and the Faculty of Social Sciences since 2010, with over 400 students attending my courses in total.
- Various invited public talks and presentations in public science events, associations and companies, including Studia Generalia, Palmenia/HY+ center for continuous education at the University of Helsinki, Lahti Science Day, Methods Festival 2013, Digital Humanities Breakfast session, ThinkFest 2016, Open Science and Research Initiative training, Finnish Internet Forum 2017.
- *Troika Learning*. A digital peer-learning platform designed by Petro Poutanen, Olli Parviainen, Salla-Maaria Laaksonen and Timo Tiuraniemi in 2012 to facilitate collaborative, informal learning.
- Reviewing for scientific journals, including *International Journal of Strategic Communication*, *Wider Screen*, *Fafnir - Nordic Journal of Science Fiction and Fantasy Research*.

Other professional activities:

- Collaboration with NGOs and companies, including a hate speech detection project during the Municipal Elections 2017, Suomi24 Data Science Hackathon 2015, crisis communication exercises in the Loviisa nuclear plant (2013, 2016), collaboration with a documentary theatre production *Eduskunta III* (2016).
- Coordinating the Citizen Mindscapes researcher collective and administering the website.
- Conferment Ceremony of the Faculty of the Social Sciences in the University of Helsinki 2011, member of the organizing committee

Science communication and expertise in the media:

- Blogging and tweeting: blog Rajapinta: <http://www.rajapinta.co>. Guest blog entries written for *Viestijät.fi*, *Biblo.fi*, *Uutistamo*, *Futurice*. Over 2000 Twitter followers.
- Tens of comments and contributions given to national media regarding social media use, organizations and social media and political communication in the digital public sphere.