

## 1. Personal details and the date of the CV

Full name **Salla-Maaria Laaksonen**  
Nationality Finnish  
Residence Helsinki, Finland  
Research ID ORCID: 0000-0003-3532-2387  
Online identity @jahapaula <http://www.iki.fi/jahapaula>  
CV Updated 23 November 2022



## 2. Degrees

- **Title of Docent**, Communication University of Helsinki Faculty of Social Sciences (Feb 25, 2021)
- **D. Doc. Sc., University of Helsinki, Faculty of Social Sciences**, Media and Communication studies, 2010-2017 (defended June 16th, 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

## 3. Other education and expertise

IT skills **Operating systems and software:** Excellent knowledge of Windows and Mac OS, basic knowledge of Unix. Microsoft Office, Macromedia Dreamweaver, InDesign, PageMaker, photo editing and vector graphics. **Online publishing:** XHTML and CSS, basics of Flash animation and video editing, principles of XML, PHP, XSL, R and Python.

**Research software:** SPSS, Atlas.TI, NodelXL, Gephi.

Typing course.

Courses: Digital Methods Initiative Winter School 2015  
Reputation Institute Doctoral Colloquium 2013  
ECREA European Media and Communication Doctoral Summer School 2012

## 4. Language skills

Finnish: native

English: fluent written and oral skills

Swedish, *Civil Service* Language Proficiency (CSLP) Certificate in Swedish

French: moderate written and oral skills

German, Spanish: preliminary

## 5. Current employment

- **Yliopistotutkija (Senior Researcher)**, Centre for Consumer Society Research, University of Helsinki 1.8.2021-
- **Research Fellow** in HELDIG: Helsinki Centre for Digital Humanities & the Centre for Social Data Science, University of Helsinki; CoCoDigi research group, University of Jyväskylä; Digital ESP, Aalto University; NOHATE project, Institute for Media and Communication Studies, Freie Universität Berlin

## 6. Previous (academic) work experience

- 1.6.2018-31.5.2021 Postdoctoral researcher, Centre for Consumer Society Research, University of Helsinki
- 1.3.-1.5.2020 Visiting Associate Professor, Organization Studies, Vrije Universiteit Amsterdam.
- 1.1.2017-31.5.2018 Postdoctoral researcher, Media and Communication studies and Consumer Society Research Centre, University of Helsinki (projects: HYBRA, SSMA)
- 1.4.-31.12.2016 Grant Researcher, PhD Candidate, Media and Communication Studies, University of Helsinki
- 1.4.2015-31.3.2016 Project Researcher, Communication Research Centre CRC, University of Helsinki (project Digital Elections 2015, Digivaalit 2015)
- 1.1.2013-31.3.2015 PhD Grant Researcher, Media and Communication Studies, University of Helsinki
- 1.1.2011-31.12.2012 - Sub Editor, Media & viestintä journal, Finnish Media and communication research association.

# CURRICULUM VITAE: LAAKSONEN SALLA-MAARIA

- 7.1.2010–31.12.2012 – Project Researcher, Communication Research Centre CRC, University of Helsinki.
- 21.9.2010 → Part-time lecturer Helsinki University Open University, Helsinki.

## 8. Research funding and grants

- *SODA: Fluid Organizing on Digital Platforms* (Finnish Foundation for Economic Education, 300.000€, 1.1.2022–31.12.2024), research project PI.
- *Unconventional Communicators in the Corona Crisis* (Vaihtoehtoiset viestijät koronakriisissä, Helsingin Sanomat Foundation, 99.000€, 1.11.2020–30.4.2022), research project PI.
- *ERBIT Environmental Responsibility of BigTech* (HSSH, 15.000eur), networking project PI
- *Smarter Social Media Analytics* (Tekes, 440.000€, 2016–2017): Project Coordinator and informal leader. Designed and wrote the research plan, handled the negotiations with Tekes and companies.
- KAUTE Foundation grant in a special call for Algorithms and AI (10.000€, 2018)
- *Digivaalit 2015* (Digital elections 2015) (Helsingin Sanomat Foundation, 100.000€): Project designed and coordinated with Matti Nelimarkka. Project formal PIs Mikko Villi (UH/JYU) and Marko Turpeinen (Aalto/HIIT).
- Grants for Doctoral Studies 2012, 2013, and 2014, Liikesivistysrahasto (19.000€, 19.000€, 12.000€)
- Participation in application planning, writing, and designing: *Media2* (Helsingin Sanomat Foundation, 300.000€, 2011, PI Pekka Aula), *HYBRA Racisms and public communications in the hybrid media environment* (Academy of Finland, 698.828€, 2016, Consortium PI Kaarina Nikunen, UTA), *MAPS Media platforms and social accountability* (Academy of Finland, 497.746€, 2020, Project PI Mervi Pantti, UH), *Political Humor in Democratic Power Struggles* (Kone Foundation, 190.800€, 2022–2024, PI Juha Herkman, UH).

## 9. Research output

**Total number of publications: 77, including the following ten selected (full list available [online](#)):**

- A1: Laaksonen, S-M., Koivula, M. & Villi, M., (2022). Mediated by the giants: Tracing practices, discourses and mediators of platform isomorphism in a media organization. *New Media & Society*, <https://doi.org/10.1177/14614448221122220>
- A1: Laaksonen, S-M.; Koivukoski, J. & Porttikivi, M. (2021). Clowning around a polarized issue: Rhetorical strategies and communicative outcomes of a political parody performance by Loldiers of Odin. *New Media and Society* <https://doi.org/10.1177%2F1461444821989621>
- A1: Laaksonen, S-M. & Porttikivi, M., (2021). Governing with conversation culture – Conditioning organizational interaction in a digital social movement. *Information, Communication and Society*. <https://doi.org/10.1080/1369118X.2021.1873401>
- A1: Laaksonen, S-M., Pantti, M., & Titley, G. (2020). Broadcasting the Movement and Branding Political Microcelebrities: Finnish Anti-immigration Video Practices on YouTube. *Journal of Communication* 70(2). doi:10.1093/joc/jqz051
- A1: Välvirronen, E., Laaksonen, S-M., Jauho, M. & Jallinoja, P. (2020). Liberalists and data-solutionists: redefining expertise in Twitter debates on coronavirus in Finland. *Journal of Science Communication*, 19(5). [https://jcom.sissa.it/archive/19/05/JCOM\\_1905\\_2020\\_A10](https://jcom.sissa.it/archive/19/05/JCOM_1905_2020_A10)
- A1: Nelimarkka, M.; Laaksonen, S-M.; Tuokko, M. & Valkonen, T. (2020). Platformed Interactions: How social media Platforms Relate to Candidate-Constituent Interaction during Finnish 2015 Election Campaigning. *Social Media + Society*. <https://journals.sagepub.com/doi/10.1177/2056305120903856>
- A3: Laaksonen, S-M., Hokka, J., Nelimarkka, M. & Nikunen, K., (2021). Affective visual rhetoric of the far-right across social media. In Pettersson, K. & Nortio E. (Eds.), *The far-right discourse of multiculturalism in everyday talk: Reproduction and contestation in the Nordic region*. Palgrave Macmillan, (Studies in Discursive Psychology).
- A1: Ojala, M., Pantti, M. & Laaksonen, S-M. (2019). Networked publics as agents of accountability: Online interactions between citizens, the media, and immigration officials during the European refugee crisis. *New Media & Society* 21(2), 279–297. <https://doi.org/10.1177/1461444818794592>
- A3: Knuutila, A. & Laaksonen, S-M. (2020). Viraali vihaisuus ja tahmea nauru: tunteet ja algoritmit digitaalisessa vaalikampanjoinnissa. [Viral anger and sticky laughter: affects and algorithms in digital election communication] In S. Borg, E. Kestilä-Kekkonen & H. Wass (Eds.) (2020). *Politiikan ilmastonmuutos. Eduskuntavaalitutkimus 2019* (pp. 394–418). Helsinki: Oikeusministeriö.
- A1: 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* 14(2), 110–131. doi: 10.1080/19331681.2016.1266981

## 10. Research supervision and leadership experience

- Doctoral students: Five supervisor positions at Uni Helsinki, Two 2nd supervisor positions at Uni Jyväskylä, one in Aalto Uni, four doctoral candidate Thesis Committee positions.
- Undergraduates: Five 1st supervisor positions in sociology and social policy, Uni Helsinki (completed 2019, 2020, 2021, 2022, 2022exp); 1st supervisor in Consumer Economics, Uni Helsinki (2020, laudatur)
- Project Leader in UnCoCo project (2020–2022); WP leader in AoF project MAPS (2020-2024); Coordinator of projects SSMA and Digivaalit 2015 including unofficial theses supervision.
- Chair of the academic association Rajapinta ry. 2019-2020.

## 11. Teaching merits

- University pedagogy module (25 ECTS, 2019-2022, University of Helsinki)
- Teaching and planning various courses in the field of digital social sciences, digital communication, organizational communication, science communication and research methods at Uni Helsinki since 2010: 454hrs bachelor level, 194 hrs. master level, 235 hrs. doctoral level, Finnish/English
- Edited book on online research methods (Otteita verkosta, Vastapaino, 2013) and part of the editorial team of Toolkit for Digital Methods (2020) wiki resource.
- Invited guest lectures and keynotes in several Finnish universities, Lund University, Freie Universität Berlin.
- Two publications related to collaborative learning (Laaksonen & Poutanen, 2015; Poutanen, Laaksonen, Parviainen, & Tiuraniemi, 2014).

## 12. Awards and honours

- Best Paper Prize at the Internet, Politics and Policy conference 2018, Oxford Internet Institute, Oxford, UK.
- 3rd best paper of the Round Table discussions in 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, 2010.
- Recognition for exceptional performance by the Faculty of Social Sciences 2019

## 13. Other key academic merits

### Positions of trust:

- Member of [Nuorten Tiedeakatemia](#), the Young Academy Finland (2019-2023)
- Nordmedia division Organization, Communication and Society. Vice Chair 2013-2017, Chair 2017-2021.
- Rajapinta ry. (Association of social scientific studies of ICT, Finland), President (2019-2020), Vice President and founding member 2016-
- Ethical Advisor of EU Horizon 2020 projects [RISE SMA](#) (Uni Duisburg, DE) and [ImagiDem](#) (Uni Helsinki, FI)
- MEVI ry (Finnish Media and Communication Research Association). Member of the Board 2011-2017.
- Communication Research Centre CRC, Member of the Steering Group 2012-2013.

### Editorial positions in scientific journals and conferences:

- Edited special issues for Media and Communication ("New Forms of Media Work and Its Organizational and Institutional Conditions", 2022); Informaatiotutkimus ("At the Boundaries of Digital Social Sciences", 2021)
- Media and Communication, Member of the Editorial board (2019->); Review Editor for Organizational Communication in Frontiers in Communication 2022-
- Conference program committee memberships: ICA 2022 Regional Conference on Computational Communication in Central and Eastern Europe; #SMSociety (2019, 2020); Social Informatics (2018,2022), Rajapinta ry. unconferences 2017-19; AoIR 2017 preconference: Less Hate in Politics; Finnish Media Studies Conference 2006
- Media & viestintä (Media & Communications), Sub-Editor (2011-2012), Editorial board 2022-.
- Think Open blog (UH Library) editorial board member (2019->)

**Reviewing for scientific journals and conferences:** e.g. New Media & Society, Communication Research, Journalism, International Journal of Strategic Communication, Social Media + Society, Digital Journalism,

Journalism Practice, Human-Machine Communication, PlosONE, Poliitikka, Prologos, Wider Screen, Media & Viestintä, Fafnir, CSCW, CHI, HICSS, ICA, ECREA.

**Reviewer for funding applications** for the European Research Council, the Swedish Academy of Science, and the Swiss National Science Foundation.

**Doctoral Thesis Evaluation:** Opponent for a PhD dissertation in economic sociology Uni Turku 2022, External pre-examinator for Uni Jyväskylä (2021), Uni Oulu (2020), Uni Turku (2022). Four Doctoral Thesis Committee positions at Uni Helsinki.

## 14. Scientific and societal impact

### Positions of trust:

- Advisory member in *Viestinnän Eettinen Neuvottelukunta VEN* (The Council of Ethics for Communication Finland (2020-).
- Prime Minister's Office Finland Covid-19 Research Reports Committee member 2022
- *Conferment Ceremony of the Faculty of the Social Sciences*, University of Helsinki 2011, member of the organizing committee
- Media ry, Association of Communication Students in Uni Helsinki. President 2005, other positions 2004-2007
- Helsinki University Student Union Representative Council, Vice Member, HYAL Helsingin yliopiston ainejärjestöläisten edustajistoryhmä 2006-2007.

### Various public talks in science events, associations and companies, including:

- Studia Generalia lecture 6.10.2016: *What is big data?*
- Open Science -related events: Lahti Science Day, Methods Festival 2013, Digital Humanities Breakfast session, ThinkFest 2016: The Digitalization of our Cultural Heritage, Open Science and Research Initiative training, Finnish Internet Forum 2017, Avoimen tieteen kevätpäivät 2019, Tiedejulkaisemisen päivät 2019, Tieteiden yö (2019, 2020), CMAD conference 2020, Tieteen päivät 2021.
- Several lectures given at the Palmenia / HY+ center for continuous education at the University of Helsinki (e.g., Sosiaalisen median seminaarisarja / Social Media Seminar Series, COMMA press officer training, SOMEPRO Social Media Expert training, ProViestijä)

### Collaborations with officials, NGOs and companies:

- Report on the Uses Social Media Analytics to the Prime Minister's Office Finland (2019)
- A machine learning project to identify Hate Speech during the Municipal Elections 2017, with Open Knowledge Foundation Finland, Non-Discrimination Ombudsman, The Finnish League for Human Rights
- Organizing and leading a Suomi24 Data Science Hackathon 2015, with Futurice, Aller and the Citizen Mindscapes researcher collective.
- Organizing a crisis communication exercise together with the Nuclear Safety Authority Finland, Loviisa/Olkiluoto nuclear plants and various authorities (2013, 2016, 2017). Combined with ethnographic fieldwork and a bachelor-level course.
- Coordinating the Citizen Mindscapes researcher collective and administering the website.
- Data and background interview collaboration with theatre productions Eduskunta III (2016), Versailles (2022)

### Science Communication and expertise in the media

- Blogging: Research and technology-related issues in general: <http://www.rajapinta.co>. Guest blog entries written e.g., for Poliitikasta.fi Viestijät.fi, Biblo.fi, Uutistamo, Futurice Oy, Yhteiskunta-alan korkeakoulututut ry.
- Over 4,000 Twitter followers
- Frequent comments and contributions given to national media regarding social media use, organizations and social media, and political communication in the digital public sphere.