# UNIVERSITÀ DEGLI STUDI DI MILANO

**TO MAGNIFICO RETTORE OF UNIVERSITA' DEGLI STUDI DI MILANO**

I the undersigned asks to participate in the public selection, for qualifications and examinations, for the awarding of a type A post-doc fellowship

**[Name and surname]**

**CURRICULUM VITAE**

PERSONAL INFORMATION

| Surname | Keeling |
|---|---|
| Name | Silvia |
| Date of birth | [23, 12, 1990] |

PRESENT OCCUPATION

| Appointment | Structure |
|---|---|
| PhD candidate | University of Milan |

EDUCATION AND TRAINING

| Degree | Course of studies | University | year of achievement of the degree |
|---|---|---|---|
| Degree (BA) | International and DIplomatic Studies | University of Bologna | 2013 |
| Specialization (MA) | Sociology and Social Research | University of Trento | 2016 |
| PhD | Sociology and Methodology of Social Research | University of Milan | *Thesis under revision* |

## FOREIGN LANGUAGES

| Languages | level of knowledge |
|---|---|
| English/Italian | Native speaker |
| Spanish | Intermediate |
| French | Basic |

## TRAINING OR RESEARCH ACTIVITY

**Fondazione Giangiacomo Feltrinelli | Milan | 2020**

*Research consultant: European Social Policy Evaluation. Data collection, dataset and codebook editor.*

**University of Texas at Austin | Austin (US) | 2020**

*Visiting PhD student – Department of Government. Drafting of research paper and conference presentation preparation.*

**Università Federico II | Naples (IT) | 2019**

*Digital Hackathon. Quantitative and qualitative analyses of digital data.*

**Internship – OSSCAR Osservatorio sulle carriere formative e i destini professionali degli studenti dell'Ateneo di Trento | University of Trento | Trento (IT) | 2015-2016**

*Data collection and analysis on alumni's post-graduation career choices at the University of Trento.*

**CESS/Essex Summer School, Introduction to experiments Nuffield College | Oxford (UK) | 2018**

**University of Texas at Austin | Austin (US) | 2019**

*Visiting PhD student – Department of Government. Participation and drafting of Graduates' Seminar.*

**Summer School in Survey Methodology & Multilevel analysis**

**University Pompeu Fabra | Barcelona (ES) | 2014**

## PROJECT ACTIVITY

| Year | Project |
|---|---|
| 2020/2021 | *(Paper in progress)*<br><br>Does online anger favour populists? Negativity bias and Facebook reactions in the online communication of right-wing populist leaders in Western Europe.<br><br>**Abstract**<br>*The recent rise of right-wing populist formations in Western Europe has been often seen as deriving from the way they have managed to exploit social media* |

*affordances to gather supporters and channel anger. However, to date, these assertions have been mostly impressionistic and unsystematic. In this article we develop a cross-country analysis of the use right-wing populists make of Facebook, focusing on how they stimulate engagement by playing on users' emotions in their online communication. Looking at the cases of Matteo Salvini in Italy, Marine Le Pen in France, Santiago Abascal in Spain and Alice Weidel in Germany, we prove that anger is indeed the emotion that distinguishes right-wing populist leaders vis-a-vis their most notable opponents. We develop a mixed methods analysis by using quantitative analysis of social media metrics and complementing it with a qualitative investigation of communicative strategies. We use Facebook reactions to classify users' emotional response, taking "angry" reactions as a reflection of the users' anger towards the content of the post. We see that anger is particularly prominent when the topic of discussion is migration; we also find that anger has a high correlation to user engagement (commenting and sharing); this suggests that there is a "negativity bias" content - one that collects more angry reactions and is hence likelier to capture attention and to acquire visibility. This anger-focused online mobilisation provides empirical proof of the importance of anger and outrage as engagement tools in the hands of the populist Right. Furthermore, it raises important questions for both political science and new media studies research and calls for a more in-depth understanding of processes of political communication on social media.*

*(Paper in progress)*

Women will tell if questioned directly – but politics is still not appealing (or inclusive). Results of an online survey experiment challenging the gender gap in political knowledge, tested on university students in Milan.

**Abstract**

*Traditionally, politics has been a largely male field of expertise and recent data show this is still the case. Because the times are changing but research outcomes are not, scholars have started questioning whether traditional measuring tools are efficiently recording what different groups of people know about politics. Literature shows that survey questions on political knowledge are patriarchal and advantage men – topics are more relevant to men than to women and item format encourages men to provide a correct answer, but not women. The aim of the experimental manipulation is to create a measurement that can take into account both biases. About 200 students from the University of Milan were tested on their political knowledge. Knowledge items included a variety of topics, from institutional politics, to gender-relevant policies. The format varied from open-ended to closed-ended, and the DK option was randomly discouraged. Results show that the gender gap is limited to questions of institutional politics and that the biggest challenge is having women provide a substantive answer. In fact, logistic models reveal that DK discouraging protocols do little in this respect, unless they are paired with questions targeting women.*

CONGRESSES AND SEMINARS

| Date | Title | Place |
|---|---|---|
| 30/10/2020 | "The Political Gender" in a nutshell | University of Milan |
| 14/05/2020 | Look out to look in: why social research on gender relations needs to go beyond the West. | University of Milan |
| 04/2020 | MPSA (postponed to 2021) | Palmer House Hilton, Chicago (IL) |
| 03/2020 | The Global conference on Women and Gender (postponed to March 2021) | Christopher Newport University; Newport (VA) |
| 07/2019 | Old issues, new media. Instruments for the analysis of public opinion, social movements, gender and health in the Information Society | University of Milan |
| 04/2019 | MPSA | Palmer House Hilton, Chicago (IL) |
| 20/02/2019 | What can survey experiments teach us on gendered political behaviour? | University of Milan |
| 07/2018 | Old issues, new media. Instruments for the analysis of public opinion, social movements, gender and health in the Information Society | University of Milan |
| 08/03/2018 | La rete che umilia: violenza di genere e harassment online. | Centro GENDERS | University of Milan |

Declarations given in the present curriculum must be considered released according to art. 46 and 47 of DPR n. 445/2000.

The present curriculum does not contain confidential and legal information according to art. 4, paragraph 1, points d) and e) of D.Lgs. 30.06.2003 n. 196.

Place and date: Milano, 29/01/2021

SIGNATURE