

# Margherita Di Cicco

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Born November 24th 1993

## CURRENT POSITION

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2020 – ongoing

**Ph.D. Student in Sociology and Methodology of Social Research, University of Milan and University of Turin**

Title of the thesis: The Platformization of Sex Work

Supervisor prof. Alessandro Gandini

## RESEARCH

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Research Interests

Digital Sociology, Platform Labour, Sex Work, Gender Studies

### Work in Progress

The presentation of self in the sex gig economy. Self branding strategies of Onlyfans content creators across social media [submitted to *Convergence Special Issue: Social Media and Platform Work*]

## Graduate Schools

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Jun 20 - Jul 1 2022

**Radbaud Summer School in Social Research Methods, Methods Net & Radbaud University**

Digital technologies for qualitative data collection, prof. B. Lobe; Advanced qualitative data analysis, prof. A. Kekez

Apr 18-22 2022

**Oxford Spring School in Advanced Research Methods, University of Oxford**

Qualitative methods and fieldwork, prof. J. Laporte

Jan 2022

**Digital Methods Winter School and Data Sprint, University of Amsterdam**

Data critique and platform dependencies: How to study social media data?, Digital Methods Initiative

June. 2021

**Summer School in Digital Methods for Critical Consumer Studies**

1st edition, Lake Como School of Advanced Studies

## CONFERENCES

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October 18 2022

**Acrea Pre-Conference: 'Doing gender' across mobile apps, MyGender Project and University of Coimbra**

Paper: "Performing femininity in gig economy. A comparative study between domestic and sex work" [with Elief Vandevenne]

September 2-3 2022

**ISRF Workshop: Digital Intimacies and Emerging Adults in Souther Europe: Crisis, Pandemics and Resistences project**

Paper: "The methodological challenges of platform ethnography: The key study of Onlyfans"

August 25 2022

**The 15th Annual Ethnography Symposium, University of Suffolk**

Paper: "The methodological challenges of platform ethnography: The case study of Onlyfans"

June 1st 2022

**ICA Hybrid Postconference on Media Sociology, Sciences Po, Paris**

Paper: "Plug and unplug sex work: The deplatformization of adult content creators and its resistance."

Conference Title: An Unequal Digital World? Critical Perspectives on Media Sociology as Transdisciplinary Global Network

June 1st 2022 **GDC Conference, University of Amsterdam**  
Paper: "The presentation of self in sex gig economy: self-branding strategies on Onlyfans content creators on social media."  
Conference Title: Global Perspectives on Platforms and Cultural Production

Nov. 2020 **3rd International Students' Conference "Identities and Representations", Johannes Gutenberg University, Mainz**  
Paper: "'One of the family': social role and subjectivity negotiation of migrant domestic workers in Italy"

## OTHER ACADEMIC ACTIVITIES

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Spring 2022 **Summer School Coordinator**  
Milan International Summer School of Political Communication: "Political Communication in the Digital Information Environment"

Fall 2021 **Teaching Assistant, B.A. in Communication and Society**  
Prof. Sergio Splendore, University of Milan

2020 **Translator**

- Interview to Dipesh Chakrabarty, "L'Europa tra il 'globale' e il 'planetario'", by M. Frapporti and R. Ventresca. 2020. Zapruder 51 - Finis Europae, Mimesis.
- Interview to William Walters, "Negli interstizi del potere", by M. Frapporti and R. Ventresca. 2020. Zapruder 51 - Finis Europae, Mimesis.

## EDUCATION

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2020 – ongoing **Ph.D. in Sociology and Methodology of Social Research, University of Milan and University of Turin**

2017 – 2020 **Master's Degree (cum laude) in History and Oriental Studies, curriculum in Global Cultures, University of Bologna**  
Dissertation in Global Health and Suffering: "The social suffering of transnational domestic and care workers", Supervisor Prof. Ivo Quaranta, Co-Supervisor Prof. Cristiana Natali

2015 – 2016 **University of Edinburgh**  
Visiting Erasmus+ Student. School of History, Classics and Archaeology

2013 – 2017 **Bachelor's Degree (107/110) in Anthropology, Religions and Asian Civilizations, University of Bologna**  
Dissertation in History of Anthropology: "Riflessioni sul concetto di gioco in antropologia", Supervisor Prof. Gaetano Mangiameli

## EXPERIENCES

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2019 – 2020 **Volunteer: Reception and social media management**  
Sokos, Associazione per l'assistenza a emarginati e immigrati. Bologna.

2019 **Game Designer**  
Co-Author of three role plays published in "Crescendo giocoso. A Live Action Roleplaylist", 2nd edition, NessunDove.  
Winner of the Indie Ground Breaker Awards, Game of the Year 2021

2012 **Volunteer: Recreational activities for children affected by disabilities**  
Gondwanasud, Wanging'Ombe. Tanzania.

## SKILLS

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Computer Office (Word, PowerPoint, Excel), Stata, NVivo

Soft Skills Team work, critical thinking, public speaking, and academic writing

**LANGUAGES (AND  
CERTIFICATES)**

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Italian Native

English Very fluent (IELTS: 8.0 - lev. C1)