

Arianna Colombo

born on **01/08/1997**

born in **Biella, Italy**

Personal information

Nationality: Italian
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Professional experience

October 2022 - present	PhD Candidate in Political Studies <i>NASP Graduate School, University of Milan</i> Research topic: “The role of social media and digital influencers in new dynamics of youth political engagement”.
May 2022 – October 2022	Research Assistant for V-DATA project <i>University of Pavia</i> Research topic: “The value of digital data: enhancing citizens’ awareness and voice about surveillance capitalism” funded by Fondazione Cariplo.
July 2022 - present	Academic Tutor <i>University of Pavia</i> Provided tutoring support for teaching activities coordinated by Prof. Guido Legnante within the Bachelor’s degree program in Communication, Innovation and Multimedia (University of Pavia). Primarily involved in <i>Public Opinion and Media Analysis</i> and <i>Digital Public Opinion: Research and Case Studies</i> courses, among others.

University education

October 2019 - December 2021	Master’s Degree in Digital Communication <i>University of Pavia</i> – Final grade: 110/110 cum laude Dissertation title: “ <i>So let’s walk down Pennsylvania Avenue: the destructive power of Trump’s rhetoric</i> ”. Explored the role of disinformation, post-truth, and rhetorical violence in contemporary political communication, with a focus on January 6, 2021 Capitol Hill assault as a case study.
September 2016 – October 2019	Bachelor’s Degree in Humanities and Communication <i>University of Milan</i> – Final grade: 109/110

Academic Acknowledgments

March 2023	“Cultore della Materia” (Subject Expert and Examiner) <i>University of Pavia</i> in <i>Digital Public Opinion</i> , Master’s-level course in Digital Communication MA program (University of Pavia, Department of social and political studies), taught by Prof. Guido Legnante.
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Study Grants

October 2022 – present	Three-year PhD scholarship in Political Science <i>NASP Graduate School, University of Milan.</i>
September 2018 – December 2018	Erasmus+ Project <i>Université de la Sorbonne Nouvelle - Paris III</i> (Department of media and communication).

Teaching experiences

April 7, 2025	Guest Lecturer <i>University of Pavia</i> Delivered a guest lecture on “ <i>Qualitative Interviews in Social Research: Approach, Analysis, and Application</i> ”, as part of <i>Digital Public Opinion</i> , a
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Master's-level course taught by Prof. Guido Legnante within the MA program in Digital Communication (University of Pavia, Department of social and political studies).

November 26-27, 2024

Guest Lecturer

University of Pavia

Delivered two guest lectures on “*Generations and Public Opinion*”, focusing on the role of social media and influencers in youth political engagement.

The lectures were part of *Public Opinion and Media Analysis*, a Bachelor's-level course taught by Prof. Guido Legnante within the BA program in Communication, Innovation and Multimedia (University of Pavia).

Visiting appointments and international exchanges

March 2025 - present

Visiting PhD Student

University of Vienna - Communication Department

Collaborating with Prof. Desirée Schmuck, principal investigator of the research project *InformMe!* The project, funded by the Belgian Research Fund, focuses on the political socialization of adolescents through social media influencers.

September 2018 - December 2018

Erasmus+ Programme

Université de la Sorbonne Nouvelle - Paris III – Institut de la communication et des médias (ICM).

Exchange programme focusing on communication and humanities.

National and international conferences

October 17-18, 2024

Giornate di studio: le elezioni europee 2024, Roma,

Voter behavior, party strategies, and emerging forms of political participation.

(Italian Political Science Association and Italian Society of Electoral Studies),

“*Making sense of the influencers' ecosystem: an exploration of digital political landscape on Facebook and Instagram*” [with M. Bordignon and G. Legnante].

September 12-14, 2024

SISP Conference, Trieste,

(Italian Political Science Association)

“*Information, Entertainment, or Data Mining? Citizens' Attitudes Toward Digital Platforms*” [with G. Legnante and S. Sassi];

“*Making sense of the influencers' ecosystem: an exploration of digital political landscape on Facebook and Instagram*” [with M. Bordignon and G. Legnante];

“*Political leaders or social media influencers? The cases of Alexandria Ocasio-Cortez and Chiara Ferragni*” [with D. Ceccobelli].

August 12-15, 2024

ECPR General Conference, Dublin,

(European Consortium for Political Research),

“*Coalition Politics, Policy and Media: The Case of Reddito di Cittadinanza in Italy (2018-2023)*” [with V. De Tommaso].

May 30 - June 1, 2024

ComPol Conference, Catania,

(Italian Association of Political Communication)

“*Beyond Trends: Analyzing Influence in Pro-Palestinian TikTok Discourse*” [with S. Conte].

November 29 – December 2, 2023

CNDSS Conference, Catania,

(National Social Sciences Doctoral Conference),

“Party competition and Minimum Income Scheme: The case of Citizenship Income in the last Italian election campaign” [with V. De Tommaso].

September 14-16, 2023

SISP Conference, Genova
(Italian Political Science Association),
“The role of social media and influencers in information consumption behaviours, opinion formation dynamics and new forms of political participation: An analysis of young Italian citizens”.

June 8-10, 2023

ComPol Conference, Torino
(Italian Association of Political Communication).

Seminars

April 3, 2025

Vienna Media Change and Innovation Lab (VMCI) Seminar Series,
University of Vienna - Communication Department
“A Multidimensional Framework To Classify Political Influencers”.

July 17, 2024

Parties, Voters & Elections (PVES) POLS Seminar Series,
University of Milan – Department of political and social studies
“Political competition and Minimum Income Scheme. The case of Citizenship Income in the last Italian election campaign” [with V. De Tommaso].

Summer schools and workshops

June 28–30, 2023

NASP–Collegio Carlo Alberto Days: Frontiers of Methods in Social and Political Science, Torino
Workshop on Methodological Approaches in Social and Political Sciences.

November 10-13, 2022

Election Days – Youtrend, Torino
Workshop on political communication and campaign strategy. Awarded Second Prize (Academic Jury) and First Prize (Audience Vote).

Publications

Ceccobelli, D., & **Colombo**, A. (2025). Political leaders or social media influencers? The cases of Alexandria Ocasio-Cortez and Chiara Ferragni. *Polity*, 57(2), 253–281.

Working papers

“From Screens to Ballots? Adolescents' Use of Traditional and Novel Information Sources and their Engagement in the EU Elections” [work in progress] [with D. Schmuck; H. Dekoninck; D. Harff; E. Van Houtven; and P. Guldemon].

“A Multidimensional Framework To Classify Political Influencers” [work in progress] [with L. De Sio; M. Boldrini; and G. Legnante]. This paper is part of the research project *“Generational Gap and Post-Ideological Politics in Italy (POSTGEN)”*, funded by the Italian Ministry under the PRIN (Projects of Relevant National Interest) program.

“Making sense of the Influencers' ecosystem: an exploration of digital political landscape on Facebook and Instagram” [work in progress] [with L. De Sio; M. Bordignon; and G. Legnante]. This paper is part of the research project *“Generational Gap and Post-Ideological Politics in Italy (POSTGEN)”*, funded by the Italian Ministry under the PRIN (Projects of Relevant National Interest) program.

“A Hyper-Politicized Policy: Coalition Dynamics and Media Coverage of the Italian Reddito di Cittadinanza (2018–2023)” [Submitted to *Contemporary Italian Politics*] [with V. De Tommaso and G. Legnante].

“Left for Her, Right for Him? Youth Radical Voting, Gender Polarization, and Trust in Six European countries (2002-2022)” [work in progress] [with M. Bordignon and G. Legnante].

“Beyond Trends: Analyzing Influence in Pro-Palestinian TikTok Discourse” [work in progress] [with S. Conte and G. Legnante].

“The Role of Social Media and Digital Influencers in New Dynamics of Youth Political Engagement: An Interview Study of Young Italian Citizens” [work in progress].

Languages

Italian	Mother tongue	
English	Advanced (C1)	IELTS 7.5 (British Council, 2022).
French	Intermediate (B2)	(Ministère de l'Éducation Nationale, 2019).

11.04.2025