

# Violeta Camarasa San Juan

PhD in Communication Candidate

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## EDUCATION

**PhD in Communication (Media Technologies).** School of Journalism and Communication, Chinese University of Hong Kong (Graduation Date: March 2026). 2021- present

**MA in Global Communication.** Chinese University of Hong Kong. Recognition of Academic Excellence award. Included in the 2012 Faculty of Social Science's Dean's List. GPA=3.875. 2011-2012

**MA in Communication Management.** Barcelona School of Management, Spain. 2007-2008

**Degree in Journalism.** University of Valencia, Spain. 2000-2005  
Average Grade Scale: 1-4: 2.09; 5-10: 7.83

## RESEARCH INTERESTS

Digital society, digital identity, automation, global digital cultures, ethnography

## RESEARCH PUBLICATIONS

### JOURNAL ARTICLES

**Camarasa San Juan, V., & Feng, M. (2024).** Instrumentalization of Fake News and Fake News Laws: A Content Analysis of Hong Kong Newspapers in Transitional Times. *Mass Communication and Society*, 27(6), 1659-1684.

### CONFERENCE PAPERS

**Camarasa San Juan, V. & Witteborn, S. *The attributed human: how tokenization ledgerizes experience.*** Paper accepted for presentation at the 2025 Association of Internet Researchers (AoIR) annual conference in Rio de Janeiro, Brazil.

Lytvynova, A., Aebli, **Camarasa San Juan, V., A., Silberstein-Bamford, F., Bamford, J. (2025).** *Reflecting Controversies: Epistemologies of Studying Blockchain and Other Politically Charged Technologies.* Paper accepted for presentation at the upcoming June 2025 STS-CH Conference in Zurich.

**Camarasa San Juan, V. *Tracing Badges: a Conceptual Exploration of Social Platforms' Badges as Credentials.*** Paper presented at the 2025 Lisbon Winter School, organized by the Universidade Católica Portuguesa and Annenberg School for Communication, University of Pennsylvania.

**Camarasa San Juan, V., & Kuznetsov, D. (2024).** *Brokers of the Metaverse: How a Web3 Play-to-earn Gaming Guild Acts as Cultural Mediator on Twitter.* Paper presented at the 2024 Association of Internet Researchers (AoIR) annual conference in Sheffield.

**Camarasa San Juan, V. (2023).** *Tokenized Visibility: how NFTs Mediate the Authenticity of Users in the Context of Web3 Gaming Guilds.* Paper presented at the Media Sociology postconference associated with the 2023 International Communication Association (ICA) annual conference.

**Camarasa San Juan, V. & Feng, M. (2022).** *Instrumentalization of "fake news" and fake news laws: A content analysis of Hong Kong newspapers in transitional times.* Paper presented at the 2022 Association for Education in Journalism and Mass Communication (AEJMC) annual conference.

#### JOURNAL ARTICLE MANUSCRIPTS IN PREPARATION

**Camarasa San Juan, V.** *Tracing Badges: a Conceptual Exploration of Digital Badges as Microcredentials in Social Platforms and Beyond*. [Expected submission date to *New Media & Society*: April, 2025].

Lytvynova, A., Aebli, **Camarasa San Juan, V.**, A., Silberstein-Bamford, F., Bamford, J., de Keere, K. *Reflecting Controversies: Epistemologies of Studying Blockchain and Other Politically Charged Technologies*. [Writing phase. Expected submission date: July, 2025].

**Camarasa San Juan, V.**, & Kuznetsov, D. *Brokers of the Metaverse: How a Web3 Play-to-earn Gaming Guild Acts as Cultural Mediator on Twitter*. [Writing phase].

**Camarasa San Juan, V.** & Witteborn, S. *The attributed human: how tokenization ledgerizes experience*. [Analysis phase].

#### RESEARCH VISITS

Visiting scholar at the **School of Media Studies, University of Amsterdam**. Jan- July 2024  
Global Digital Cultures research priority area, Amsterdam School for Cultural Analysis.

Academic visit at the **Department of Audiovisual Communication, Documentation and Art History of the Polytechnic University of Valencia**, Spain. Feb 19 - Feb 23, 2024  
Delivered a 90 minutes seminar at the Digital Lab space, and taught a 105 minutes lecture within the Interactive Communication course [Degree of Audiovisual Communication]. Both were based on my dissertation research.

#### TEACHING EXPERIENCE

Guest lecturer at the course 'AI and the New Conditions of Creativity'. Part of the MA in Cultural Data & AI, **University of Amsterdam**. April 23, 2024

Teaching Assistant for the Journalism & Communication core undergraduate course "Critical Studies in Media and Communication". **School of Journalism and Communication, Chinese University of Hong Kong**. Fall 2022, 2023, 2024

Teaching Assistant for the Journalism & Communication core undergraduate course "Development of Mass Communication". **School of Journalism and Communication, Chinese University of Hong Kong**. Spring 2022, 2023

Guest lecturer in the seminar series on Sociology of Consumption and Social Structure, organized by the **Department of Philosophy and Sociology of the Jaume Primer University of Castelló**, Spain. April 26, 2024

Part-time lecturer at the M.A. in Global Communication of the **School of Journalism and Communication, Chinese University of Hong Kong**. Aug 2012- Jan 2021 (one semester per year)

Guest lecturer at the Seminar on Translation and Interpreting of the **University Jaume I** (Spain). "The Internet: Breaking language barriers. The case of Global Voices Online". Feb 12, 2013

Guest lecturer at the School of Professional Education and Executive Development of the **Hong Kong Polytechnic University**. "Social media: the new place to be". Nov 22, 2012

## INDUSTRY EXPERIENCE

<b>Independent communication consultant:</b> consulting services, design and execution of digital strategies, community manager, copy writer.	2013- 2021
Communications Manager, Director of Yoga and yoga instructor at <b>Pause Fitness Studio and Wellness Centre</b> , Hong Kong.	Nov. 2016- June 2018
Communication consultant at <b>Manifesta Comunicació Corporativa</b> (Barcelona, Spain) with expertise in strategic and crisis communication. Strategic plan design and execution, press and institutional relations, digital communications.	2008- 2011
Account executive at PR agency <b>Tinkle Consultants S.A.</b> (Barcelona, Spain).	2007- 2008
Cultural coordinator and media officer at the <b>October Centre for Contemporary Culture</b> (Valencia, Spain).	2006- 2007
Politics and culture editor at regional newspaper <b>Levante-EMV</b> (Valencia, Spain).	2005- 2006
<b>Freelance journalist</b> for Catalan political and cultural magazines.	2005- 2007
Coordinated summer campaigns to promote reading at publishing house <b>Bromera Publications</b> (Valencia, Spain). In partnership with main regional newspapers.	April- July 2006, 2007

## ACADEMIC SERVICE AND ACTIVITIES

Co-organizer, <i>Decrypting Crypto: Unpacking the Political and Cultural Logics of the Cryptocurrency Ecosystem, and their Societal Implications</i> , upcoming <b>workshop</b> co-organized with five other early-career scholar from different institutions. [ <b>University of Amsterdam</b> ]	July 4, 2025
Volunteer staff at the 2024 quadrennial joint meeting of the European Association for the Study of Science and Technology ( <b>EASST</b> ) and the Society for Social Studies of Science ( <b>4S</b> ), Amsterdam.	6-19 July, 2024
Co-coordinator, <b>reading group</b> on Media Technologies with Saskia Witteborn, Dmitry Kuznetsov, Liu Jindong, Jiao Fang, and Qing Fangyu [School of Journalism & Communication, CUHK].	Oct 2023- May 2024
Member, online <b>writing group</b> Publish not Perish, led by Dr. Jenn McClearen	2025
Co-organized online <b>writing groups</b> including regular co-writing sessions, accountability scheme, and thematic discussions.	2024, 2025
Participant at the CUHK's <b>Peer Tutoring Scheme</b> tutoring undergraduates and postgraduates in English writing and presentation skills	Aug 2022- June 2024
Counselor at the <b>counseling program UrHeard</b> offered by the CUHK Office of Students Affairs	Oct 2023- May 2024
Editor and coordinator at <b>Global Voices Online</b> , a global network of journalists, translators, academics, and digital rights activists.	2012- Present

## PROFESSIONAL DEVELOPMENT

<b>Flourish. Cultivating a Sustainable Writing Practice</b> , by Dr. Jenn McClearen. 10-week online program for early career scholars on academic writing.	Feb-April, 2025
<b>12-week PhD Sprint</b> . 12-week online program led by Dr Emma Brodzinski with structured content, co-writing sessions and lifelong support community.	Jan-April, 2024
<b>PhD plan-a-thon</b> led by Dr Emma Brodzinski. One-week online workshop with structured content, peer feedback and mentoring.	January, 2024

## LANGUAGE SKILLS

<b>English:</b> Proficient	<b>French:</b> Fluent	<b>Catalan:</b> Native
<b>Spanish:</b> Native	<b>German:</b> Limited practical use	<b>Chinese:</b> Limited practical use