

MORA MATASSI

Ph.D. Candidate, Department of Communication Studies, Northwestern University

Coordinator, Center for Latinx Digital Media, Northwestern University

moramatassi@u.northwestern.edu

Research interests

computer-mediated communication, mobile communication, social media studies, digital disconnection, digital wellbeing, comparative research

Education

Northwestern University

expected: 2023

Doctorate in Media, Technology, and Society

Department of Communication Studies

Advisor: Pablo Boczkowski

Northwestern University

2019

M.A. in Media, Technology, and Society

Department of Communication Studies

Committee: Pablo Boczkowski (advisor), Claudio Benzecry, and

James Webster

Harvard University

2018

Ed.M. in Technology, Innovation, and Education

Harvard Graduate School of Education

Fulbright Scholar

Universidad de San Andrés

2015

B.A. in Communication *Summa Cum Laude*

Department of Social Sciences

Committee: Silvia Ramírez Gelbes (advisor) and Oscar Traversa

Academic publications

a. Books-in-progress

[BIP 1] **Matassi, M.**, & Boczkowski, P. (forthcoming, April 2023). *To Know Is to Compare: Studying Social Media across Nations, Media, and Platforms*. MIT Press.

b. Journal articles

[A 8] **Matassi, M.**, Mitchelstein, E., & Boczkowski, P. (2022). Social media repertoires: Social structure and platform use. *The Information Society*.

[A 7] **Matassi, M.**, & Boczkowski, P. (2021). An agenda for comparative social media studies: The value of understanding social media practices from cross-media, cross national, and cross-platform perspectives. *International Journal of Communication*, 15(2021), 207–228.

[A 6] Mitchelstein, E., **Matassi, M.**, & Boczkowski, P. (2020). Minimal effects, maximum panic: Social media and democracy in Latin America. *Social Media + Society*, 6(4), 1–11.

[A 5] **Matassi, M.**, & Boczkowski, P. J. (2020). Redes sociales en Iberoamérica. Artículo de revisión. *El Profesional de la Información*, 29(1), 1–21.

[A 4] **Matassi, M.**, Boczkowski, P. J., & Mitchelstein, E. (2019). Domesticating WhatsApp: Family, friends, work, and study in everyday communication. *New Media & Society*, 21(10), 2183–2200.

[A 3] Boczkowski, P. J., **Matassi, M.**, & Mitchelstein, E. (2018). How young users deal with multiple platforms: The role of meaning-making in social media repertoires. *Journal of Computer-Mediated Communication*, 23(5), 245–259.

[A 2] Boczkowski, P. J., Mitchelstein, E., & **Matassi, M.** (2018). “News comes across when I’m in a moment of leisure”: Understanding the practices of incidental news consumption on social media. *New Media & Society*, 20(10), 3523–3539.

[A 1] Boczkowski, P., Mitchelstein, E., & **Matassi, M.** (2017). Incidental news: How young people consume news on social media. *Proceedings of the 50th Hawaii International Conference on System Sciences*, Hawaii, USA, pp. 1785–1792.

c. Reviews

[RV 1] **Matassi, M.** (2022). The Digital Environment. How We Live, Learn, Work, and Play Now. *InMediaciones de la Comunicación*, 17(1).

d. Reports

[RP 1] Boczkowski, P., Mitchelstein, E., & **Matassi, M.** (2019). *Social media and democracy in Latin America*. A report for the Kofi Annan Foundation. Cited in the *Report of the Kofi Annan Commission on Elections and Democracy in the Digital Age* (2020).

e. Research-in-progress

[RIP 3] **Matassi, M.** Deconstructing “digital wellbeing”: Towards a critical conceptualization.

[RIP 2] **Matassi, M.** “Away from me”: Users’ mental and physical distancing from smartphones under the lenses of medicalization, healthism, and addiction metaphors.

[RIP 1] **Matassi, M.** “What’s going on that you are not answering me?”: Emotions and practices while facing delayed responses on WhatsApp communication.

Conference presentations

[CP 22] **Matassi, M.** (2022). *“Harmful, unhealthy, addictive”*: Disconnection from smartphones and moral mandates of wellbeing. Paper presented at the annual conference of the International Communication Association, Paris, May 26-30, 2022.

[CP 21] **Matassi, M.** (2022). *Interpersonal digital disconnection and the modulation of WhatsApp’s “read receipt” and “last seen” functionalities*. Paper presented at the Digital Disconnection Studies Beyond Borders Preconference, annual meeting of the International Communication Association (ICA), Paris, May 26, 2022.

[CP 20] **Matassi, M.** (2021). *Una domesticación paradójica de la conectividad permanente: Aproximaciones críticas al bienestar digital*. Paper presented at the seventh annual meeting of the Center for the Study of Media and Society in Argentina, converted to virtual due to COVID-19, November 26-27, 2021.

[CP 19] **Matassi, M.** (2021). *Deconstructing “digital wellbeing”*: Towards a critical conceptualization. Paper presented at the 4S Annual Meeting of the Society for Social Studies of Science, Toronto, Canada, and converted to virtual due to COVID-19, 6-9 October, 2021.

[CP 18] **Matassi, M.** (2021). *Dangerous Liaisons? Mental and physical distancing from smartphones in Argentina*. Paper presented at the Digital Media in Latin America Preconference, annual meeting of the International Communication Association (ICA), converted to virtual due to COVID-19, May 26.

[CP 17] Mitchelstein, E., **Matassi, M.**, & Boczkowski, P. (2021). *Minimal effects, maximum panic: Social media and democracy in Latin America*. Poster presented at the annual conference of the International Communication Association, converted to virtual due to COVID-19, May 27-31.

[CP 16] **Matassi, M.** (2020). *“¡Lejos de mí!”*: Distanciamiento mental y físico de los usuarios respecto de sus smartphones bajo los lentes de la medicalización, el saludismo y las metáforas de adicción. Paper presented at the sixth annual meeting of the Center for the Study of

Media and Society in Argentina, converted to virtual due to COVID-19, November 11-13.

[CP 15] **Matassi, M.** (2020). Discussant at the sixth annual meeting of the Center for the Study of Media and Society in Argentina, converted to virtual due to COVID-19, November 11-13.

[CP 14] **Matassi, M.** (2020). *Not everything is waiting when we expect a reply: How WhatsApp users define and act upon the absence of timely reciprocity*. Paper presented at the annual convention of the National Communication Association, converted to virtual due to COVID-19, November 19-22.

[CP 13] **Matassi, M.** (2020). *Between waiting and expecting: Assumptions, emotions, and practices around non-reciprocity in WhatsApp conversations*. Paper presented at the Digital Media in Latin America Preconference, annual meeting of the International Communication Association (ICA), converted to virtual due to COVID-19, May 21.

[CP 12] **Matassi, M., & Boczkowski, P.** (2020). *An agenda for comparative social media studies: The value of understanding practices from cross-media, cross-national, and cross-platform perspectives*. Paper presented at the annual conference of the International Communication Association, converted to virtual due to COVID-19, May 21-25.

[CP 11] **Matassi, M., Boczkowski, P., & Mitchelstein, E.** (2019). *The role of age, gender and socioeconomic status in Argentina's social media repertoires*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November 22-23.

[CP 10] **Matassi, M., Boczkowski, P., & Mitchelstein, E.** (2019). *Domesticating WhatsApp: Family, friends, work, and study in everyday communication*. Paper presented at the annual convention of the National Communication Association, Baltimore, MD, November 14-17.

[CP 9] **Matassi, M.** (2019). *¿Cuándo es más de una red? Repertorio de redes sociales y sus predictores sociodemográficos en Argentina*. Paper presented at the fifth annual meeting of

the Center for the Study of Media and Society in Argentina, Buenos Aires, August 29-30.

[CP 8] **Matassi, M.** (2019). Discussant at the fifth annual meeting of the Center for the Study of Media and Society in Argentina, Buenos Aires, Argentina, August 29-30.

[CP 7] **Matassi, M.** (2019). Discussant at Digital Journalism in Latin America Preconference, annual meeting of the International Communication Association, Washington D.C., May 24-28.

[CP 6] **Matassi, M.** (2018). *No preguntas quién sino cómo: La domesticación de WhatsApp a través de grupos etarios en Argentina*. Paper presented at the fourth annual meeting of the Center for the Study of Media and Society in Argentina, Buenos Aires, October 19.

[CP 5] Boczkowski, P., **Matassi, M.**, & Mitchelstein, E. (2018). *A portfolio approach to social media use*. Paper accepted for poster presentation at the annual meeting of the International Communication Association, Prague, May 24-28.

[CP 4] Boczkowski, P., **Matassi, M.**, & Mitchelstein, E. (2017). *A comparative account of how young people use social media platforms*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November 17-18.

[CP 3] Boczkowski, P., Mitchelstein, E., & **Matassi, M.** (2017). *Incidental news: How young people consume news on social media*. Paper accepted for presentation at the annual meeting of the Hawaii International Conference on System Sciences, Hawaii, January 3-7.

[CP 2] **Matassi, M.** (2016). *Exploring WhatsApp read receipt function: A reception study of young adults from Argentina*. Paper presented at the annual convention of the National Communication Association, Philadelphia, PA, November 9-13.

[CP 1] **Matassi, M.** (2015). *Sé que leíste mi mensaje: Explorando la “confirmación de lectura del mensaje” en WhatsApp en jóvenes adultos argentinos*. Paper presented at the first annual meeting of the Center for the Study of Media and Society in Argentina, Buenos Aires, October 28.

Invited presentations

[IP 6] **Matassi, M.** (November 19, 2021). *Comparative Social Media Studies*. Comparative Research in Media Studies Workshop, organized by Cicant - Lusófona University, University of Oslo, University of Bergen, & Católica Research Centre for Psychological, Family and Social Wellbeing.

[IP 5] Mitchelstein, E., **Matassi, M.**, & Boczkowski, P. (October 14, 2021). *Redes sociales y democracia en América Latina*. IV Jornada de Ciudadanía Digital, Uruguay.

[IP 4] **Matassi, M.** (2021, February 9). “*What’s going on that you are not answering me?*”: *Emotions and practices while facing delayed responses on WhatsApp communication.*”
Ethnography Workshop, Department of Sociology, Northwestern University [by videoconference].

[IP 3] **Matassi, M.** (2020, November 2). *Comunicación móvil: Del paradigma de la conectividad permanente a la pregunta por la desconexión*. III Jornadas de Comunicación Estratégica, Universidad Nacional de Lomas de Zamora, Buenos Aires, Argentina [by videoconference].

[IP 2] **Matassi, M.** (2020, May 7). *La domesticación de WhatsApp en tiempos de aislamiento*. Área de Comunicación, Universidad Andina Simón Bolívar, Quito, Ecuador [by videoconference].

[IP 1] **Matassi, M.** (2018, December 11). *Redes sociales y experiencia cotidiana*. XI Encuentro Internacional NeoMediaLab, Universidad Nacional de Tres de Febrero, Buenos Aires, Argentina [by videoconference].

Public scholarship

- [PS 12] **Matassi, M.** (2022, March 6). Hola, Chano, te estamos llamando. *Revista Anfibia*. Available online at: <https://www.revistaanfibia.com/web-stories/hola-chano-te-estamos-llamando/>
- [PS 11] **Matassi, M.** (2021, November 5). Larga vida al rey. *Revista Anfibia*. Available online at: <https://www.revistaanfibia.com/larga-vida-al-rey/>
- [PS 10] **Matassi, M.** (2021, July 18). La videollamada de Messi en el Maracaná y las tensiones de la conectividad permanente. *Diario Perfil*. Available online at: <https://www.perfil.com/noticias/opinion/la-videollamada-de-messi-en-el-maracana-y-las-tensiones-de-la-conectividad-permanente.phtml>
- [PS 9] **Matassi, M.** (2021, April 23). WhatsApp a través de la vida. *Blog Cátedra UNESCO AMIDI, Universidad de Guadalajara*. Available online at: <http://www.amidi.org/whatsapp/>
- [PS 8] **Matassi, M., & Boczkowski, P.** (2020, January 23). Ni apocalípticos ni integrados: Los efectos pragmáticos del uso de las redes sociales. *Infobae*. Available online at: <https://www.infobae.com/america/opinion/2020/01/23/ni-apocalipticos-ni-integrados-losefectos-pragmaticos-del-uso-de-las-redes-sociales/>
- [PS 7] **Matassi, M.** (2018, October 3). Un observatorio público de la comunicación humana. *Infobae*. Available online at: <https://www.infobae.com/opinion/2018/10/03/un-observatorio-publico-de-la-comunicacion-humana/>
- [PS 6] **Matassi, M.** (2018, July 26). Dejá de stalkear. *Revista Anfibia*. Available online at: <http://revistaanfibia.com/ensayo/deja-de-stalkear/>
- [PS 5] **Matassi, M.** (2018, April 19). Te tiro un audio. *Revista Anfibia*. Available online at: <http://revistaanfibia.com/ensayo/te-tiro-un-audio/>
- [PS 4] **Matassi, M.** (2018, February 5). ¿Cuántos grupos de WhatsApp tenés? *Revista Anfibia*. Available online at: <http://revistaanfibia.com/ensayo/cuantos-grupos-whatsapp-tenes/>

[PS 3] Boczkowski, P., Mitchelstein, E., & **Matassi, M.** (2017, September 4). Vivir en las redes. *Revista Anfibia*. Available online at:

<http://www.revistaanfibia.com/ensayo/vivir-en-las-redes/>

[PS 2] **Matassi, M.** (2017, February 23). Me clavó el visto. *Revista Anfibia*. Available online at: <http://revistaanfibia.com/ensayo/me-clavo-visto/>

[PS 1] Boczkowski, P., Mitchelstein, E., & **Matassi, M.** (2016, July 29). El medio ya no es medio ni mensaje. *Revista Anfibia*. Available online at:

<http://www.revistaanfibia.com/ensayo/medio-yano-mensaje/>

Fellowships, awards, and honors

- 2022 *Conference Travel Award*, Buffett Institute for Global Affairs, Northwestern University.
- 2022 *Conference Travel Grant*, The Graduate School, Northwestern University.
- 2020, 2021 *Nominated for Northwestern University's Presidential Fellowship*, Media, Technology, and Society Ph.D. program.
- 2020 *Global Campus Collaborative Grant*, Buffett Institute for Global Affairs, Northwestern University (PI, Pablo Boczkowski; Project Coordinator, Mora Matassi).
- 2020 *Conference Travel Grant* (cancelled due to COVID-19 restrictions), The Graduate School, Northwestern University.
- 2018-2022 *Conference Travel Grant*, Dept. of Communication Studies, Northwestern University.
- 2018-2022 *Conference Travel Grant*, Media, Technology, and Society program Northwestern University.
- 2018 *Finalist*, Digital Communication Research Award, Universidad Autónoma de Barcelona.

- 2018 *Selected Participant*, Harvard Innovation & Ventures in Education’s Silicon Valley Study Trek, March 12–16.
- 2018 *Invited Participant*, Fulbright Enrichment Program, St. Louis, MO, February 1–4.
- 2017 *Best Paper Award Nomination*, Hawaii International Conference on System Sciences.
- 2017 *Conference Travel Grant*, Harvard Graduate School of Education.
- 2017 *Fellowship*, Francis and Peggy Cahn Fund for Argentinean Students at Harvard.
- 2017 *Merit and Need-based Grant*, Harvard Graduate School of Education.
- 2017 *Scholarship for Graduate Studies*, Fulbright Commission - Argentina’s Ministry of Education.
- 2015 *Award for Best Undergraduate Thesis in Communication*, Universidad de San Andrés.
- 2015 *Valedictorian*, Universidad de San Andrés.

Research and relevant professional experience

December 2020 – Present **Creator, curator, and producer**, *Journeys*, ongoing editorial project by the Center for Latinx Digital Media that aims to showcase and connect the work of Latinx and Latin American scholars studying media and communication topics across the Americas.

- Sept. 2020 – June 2020 **Coordinator**, *Center for Latinx Digital Media*,
Department of Communication Studies,
Northwestern University.
- Sept 2018 – June 2020 **Research assistant** to Prof. Pablo Boczkowski,
Department of Communication Studies,
Northwestern University.
- Sept – Dec 2017 **Research assistant** to Dr. Meredith Thompson,
Scheller Teacher Education Program, Massachusetts
Institute of Technology.
- Mar 2016 – Aug 2017 **Research coordinator**, *Center for the Study on Media
and Society in Argentina* (MESO).

Teaching experience (in chronological order)

University of Zurich, Department of Communication and Media Research

- Guest lecturer, *Digital well-being* (undergraduate course). Instructor: Moritz Büchi (forthcoming).

Northwestern University in Qatar, Medill School of Journalism

- Grader, *Journalism in the Digital World* (undergraduate course). Instructor: Eddy Borges-Rey (Fall 2021).

Texas A&M International University, Department of Psychology and Communication

- Guest lecturer, *Comparative Political Communication* (graduate seminar). Instructor: Arthur Soto-Vásquez (November 8, 2021).

Universidad Sergio Arboleda, Programa Cuba

- Guest lecturer, *Sociedad, Medios y Redes Sociales en América Latina* (undergraduate and graduate seminar). Instructor: Sergio A. Baquero (September 28, 2021).

Universidad Nacional de Córdoba, School of Education Sciences

- Guest lecturer, *Tecnología educativa* (undergraduate course). Instructor: Gabriela Sabulsky (April 23, 2021).

Hebrew University of Jerusalem, Department of Communication and Journalism

- Guest lecturer, *Connected* (undergraduate course). Instructor: Neta Kligler-Vilenchik (April 19, 2021).

Northwestern University, Department of Communication Studies

- Teaching assistant, *Organizational Processes in Creative Enterprises* (graduate course). Instructor: Pablo Boczkowski (Fall 2019, Fall 2020).
- Teaching assistant, *The Sociology of Online News* (undergraduate course). Instructor: Pablo Boczkowski (Winter 2019).
- Guest lecturer, *Communication Studies 394* (undergraduate course). Instructor: Renwen (Alice) Zhang (October 15, 2019).

Universidad Nacional de Quilmes, Graduate School in Communication

- Guest lecturer, *Teorías de la Opinión Pública y Construcción de Agendas* (undergraduate course). Instructor: Natalia Aruguete (December 14, 2020).

Universidad de San Andrés, Department of Social Sciences

- Teaching assistant, *Introducción a la Lingüística* (undergraduate course). Instructor: Silvia Ramírez Gelbes (Spring 2016, Spring 2017).
- Teaching assistant, *Historia de la Mediatización* (undergraduate course). Instructors: Oscar Traversa and Federico Buján (Fall 2016, Fall 2017)
- Teaching assistant, *Teorías de la Comunicación* (undergraduate course). Instructors: Belén Igarzábal and Nicolás Nobile (Spring 2015, Spring 2016).

Service to the profession

Book reviewer:

Polity Press

Journal reviewer:

Cuadernos.info; Digital Journalism; First Monday; Information, Communication and Society; Harvard Kennedy School (HKS) Misinformation Review; International Journal of Communication; International Journal of Press/Politics; Learning, Media and Technology; New Media & Society; Palabra Clave; Perspectivas de la Comunicación; Revista Contratexto; Social Media + Society; Social Science Computer Review.

Conference/Panel organization

- Session co-organizer and presenter of the panel “WhatsApp as culture: Managing everyday life in Latin America,” accepted at the Latin American Studies Association (LASA) 2022 Annual Conference.

Participants: Ingrid Bachmann, Edgar Gómez Cruz, Mora Matassi, Carolina Parreiras, and Gabriel Pereira.

- Co-organizer and moderator of the ICA Preconference “Media and Communication in Global Latinidades,” accepted at the ICA 2022 Annual Conference.

Co-organizers: Pablo J. Boczkowski, Claudia Bucciferro, Eddy Borges-Rey, Ayleen Cabas-Mijares, Nivia Escobar Salazar, Miriam Hernandez, Ezequiel Korin, Juan S. Larrosa-Fuentes, Lucía Magis-Weinberg, Pablo Miño, Eugenia Mitchelstein, Mora Matassi, Adrián Pino, Pablo Porten-Cheé, Jessica Retis, Laura Robinson, Magdalena Saldaña, Mariana Sánchez Santos, Arthur D. Soto-Vásquez, María Celeste Wagner, and Silvio Waisbord.

Professional affiliations

Latin American Studies Association (2021), International Communication Association (2020, 2021, 2022), National Communication Association (2016, 2019, 2020).

Media production/appearances

- Executive producer of 60 episodes of *El Café Latinx*, podcast where host Pablo Boczkowski interviews scholarly voices producing knowledge about Latinx and Latin American digital media across the Americas. September – June 2020.
- Co-producer and co-host of 8 episodes of *La Enredadera*, podcast about self-tracking technologies, with interventions from more than 15 social science experts from Ibero-America. Produced by *Revista Anfibia*, sponsored by *Movistar*. June – October 2020.

- Contributor to *CNN Radio Argentina*; 16 columns for the radio show *Redes y Noticias* on the societal impact of communication technologies. February – September 2020.
- Frequent participation in news venues from Argentina to engage in contemporary debates about media and communication technologies. Total number of media appearances: 56.