

Academic Personnel Short Profile / Short CV

University:	University Of Nicosia
Surname:	Tao
Name:	Papaioannou
Rank:	Professor
Faculty:	School Of Humanities And Social Sciences
Department:	Communications
Scientific Domain:	Media, Civic And Political Participation, Media Literacy And Education, Digital Media And Youth Practice

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D.	2004	Keele University, UK	School of Business and Information Management	Using social network analysis to examine organizational use of electronic mail
MA in Communication	1997	University of Arizona, USA	Department of Communication	Incorporating facework into the leader-member exchange model to predict subordinate selection of conflict strategies
BA in Journalism & Public Relations (double major)	1995	University of Northern Iowa, USA	Department of Communication	N/A

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
09/2022	Present	University of Nicosia	Nicosia, Cyprus	Professor Course Coordinator of the MA program in Digital Media and Communications
09/2012	05/2022	University of Nicosia	Nicosia, Cyprus	Associate Professor Course Coordinator of the MA program in Digital Media and Communications
09/2012	05/2020	University of Nicosia	Nicosia, Cyprus	Associate Professor Head of the Department of Communications Course Coordinator of the MA program in Digital Media and Communications
09/2007	09/2012	University of Nicosia	Nicosia, Cyprus	Assistant Professor Associated Head of the Department of Communications Course Coordinator of the BA program in Public Relations, Advertising and Marketing

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected – (max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2023	Affect as Community Connectedness: Re-framing Weight-related Stigma and Disordered Eating Online	Monaghan, L.	Communication Inquiry	Online First at: https://	

					doi.org /10.11 77/019 68599 23121 0794	
2	2023	Online criticism in digital marketing: A case study of audience perceptions of brand cancellation	Kyriakou, C. & Komodromos, K.	International Journal of Technology Enhanced Learning	15(4)	412-427
3	2022	Appropriating media coverage of protests: A framing analysis of the "Save Akamas" campaign in national news		European Journal of Communication	37(5)	495-511
4	2022	Youth and participatory politics: Enhancing digital engagement through media literacy education		In D. Lemish (Ed., 2 nd Edition), <i>The Routledge International Handbook of Children, Adolescents and Media</i> . Routledge ISBN: 9780367633356		403-411
5	2021	Media, obesity discourse, and participatory politics: Exploring digital engagement among university students		Journal of Media Literacy Education	13(3)	19-34
6	2020	Dominant and emerging news frames in protest coverage: The 2013 Cypriot anti-austerity protests in national media		International Journal of Communication	14(1)	3289-3308
7	2018	Media representations of anti-austerity protests in the EU: Grievances, identities and	Gupta, S.	Routledge ISBN: 9781138685932	2018	250 pages in total

		agency				
8	2017	Definitions and values of media and information literacy in a historical context	Wijnen, C., Murru, M. F.	In D. Frau-Meigs, I. Velez and J. Flores Michel (Eds.), <i>Public policies in media and information literacy in Europe: Cross-country comparisons</i> . Routledge ISBN: 9781138644373	2017	91-115
9	2013	Cultural identity and social media in the Arab Spring: Collective goals in the use of Facebook in the Libyan context	Olivos, H. E.	Journal of Arab & Muslim Media Research	6(2)	99-114
10	2012	Critical insights in European media literacy research and policy	Livingstone, S.	Media Studies	6(3)	1-12

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)

Ref. Number	Date	Title	Funded by	Project Role
1	07/2018-07/2021	Media literacy for living together (LC – 00865164 - MILT; http://milt.ulusofoona.eu/el/)	The European Commission	Coordinator of the Cypriot national project
2	01/2015-01/2018	Project for the Update and the Pilot Test Implementation of the Media Pluralism Monitor	The European Commission	Scientific coordinator of the Cypriot national project
3	02/2014-12/2016	Framing financial crisis and protest: North-West and South-East Europe (F/00 269/W; http://www.open.ac.uk/arts/research/finance-crisis-protest)	The Leverhulme Trust	Scientific coordinator of the Cypriot national project
4	09/2009-2013	Research grant - A platform for sharing and	Life Learning	Scientific coordinator of the

		representing (505503-2009-LLP-IT-KA3-KA3MP)	Program for Education and Culture in the EU	Cypriot national project
5	03/2005-09/2007	Ethnicity and race in contemporary Cyprus	Cyprus Institute for the Promotion of Research	Scientific researcher
6	01/2005-12/2007	Optimization of flight reservations using a combination of artificial intelligence algorithms, statistics, mobile telephony and information technology	Cyprus Institute for the Promotion of Research	Scientific researcher

**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	05/2019-present	European Cooperation in the Field of Scientific and Technical Research (COST)	Member of the Management Committee	Participating in “Interactive Narrative Design for Complexity Representations,” a 4 year (2019-2013+) European Concerted Research Action (COST Action CA18230). The aim of this action is to build a network for the interdisciplinary study of interactive digital narratives in order to address societal challenge of representing, experiencing, and comprehending complex phenomena. Tao

				Papaioannou is member of the Management Committee and has been conducting research projects within the Action for its Fourth Work Group on digital narrative complexity and societal contexts. A total number of 30 countries are participating.
2	01/2014-present	the European Union Agency for Fundamental Rights	Expert Panel Member	Serving since 2014 on the Cypriot expert panel for FRANET. FRANET is a 4-year research project with the European Union member states on fundamental rights. It is funded by the European Union Agency for Fundamental Rights (www.fra.europa.eu). The project operates on the basis of a framework contract, under which the FRA regularly requests deliverables from the national expert panels in the form of reports on the situation of fundamental rights within the European Union.
3	01/2013-present	the New Media Consortium (NMC) and the European Commission's Directorates-General on Education and Culture	Member of the Horizon Project Europe's Expert Advisory Board	Serving since 2013 on the Horizon Project Europe's Expert Advisory Board. The Horizon Project Europe is a partnership between

		(EAC)		<p>the New Media Consortium (NMC) and the European Commission's Directorates-General on Education and Culture (EAC), along with the Institute for Prospective Technological Studies (IPTS); Inholland University; QIN AS; and CellCove, Ltd. The goal of the project is to create an ongoing process for understanding the trends and challenges impacting strategic technology planning and policymaking in education across Europe. The Horizon Project Europe's Expert Advisory Board provides vision and stimulus to the effort and has been of critical importance for identifying and describing key emerging technologies that will be influential for teaching, learning and creative expression in European schools over the next five years.</p>
4	09/2010-12/2014	European Cooperation in the Field of Scientific and Technical Research (COST)	Member of the Management Committee	<p>Participating in "Transforming Audiences, Transforming Societies", a 4 year (2010-2014+) European Concerted</p>

				Research Action (COST Action IS 0906). Tao Papaioannou is a member of the Management Committee and has been conducting research projects within the Action for its first Work Group on new media genres, media literacy and trust in the media.
5	09/2013-present	Research Foundation - Flanders (Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO)	Member of review committee of proposals submitted to the Research Foundation - Flanders (Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO)	Reviewing research proposals