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Her main research interests concern multimodal persuasive strategies in political and ethical communication by deepening the role played by personal (i.e. charisma), interactional processes (i.e. parody and discredit) within classic and new media (inter alia, social media). She works on emotions by exploring cognitive, expressive and communicative elements as in the case of feeling offended, pride, empathy, bitterness and acidity.

She took part to several national and international Research Projects and, in particular, she was member of Social Signals Processing European Network of Excellence (Sspnet; www.sspnet.eu) by studying multimodal communication and signals of dominance, agreement and by contributing to the theoretical cognitive modelling of social signals. Furthermore, she authored/co-authored more than 100 studies published on international journals and chapters, and she also co-editor of 2 Springer Books on Multimodal approach to the study of political communication and a special issue on Cognitive Processing “Social Signals. From theory to application” https://link.springer.com/journal/10339/13/2/suppl/page/1)

Review Editor for the following international Journal: Frontiers in Psychology; Frontiers in ICT; Frontiers in Digital Humanities, Frontiers in Personality and Social Psychology and Internet Research, Multimodal Technologies and Interactions.

Hosting reviewers for Journal of Community Psychology, Political Psychology, Journal of Social and Political Psychology, Computers in Human Behaviors, Language & Communication, Transaction on internet technologies, Transaction on affective computing, Cognitive Processing, Cognitive Computation, Journal of multimodal users interfaces, Entertainment computing, Robotics, Transactions on Internet Technologies.

Publications:

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