



Heidi Campana Piva

Nationality: Brazilian **Date of birth:** 07/09/1994 **Gender:** Female

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ABOUT ME

Doctoral Fellow at the University of Turin, in the EU-funded Marie Skłodowska-Curie Doctoral Network VORTEX (Coping with varieties of radicalization into terrorism and extremism).

ORCID: <https://orcid.org/0000-0003-2477-3246>

EDUCATION AND TRAINING

PhD in Humanities

Univeristy of Turin - Italy [01/10/2023 – Current]

Field(s) of study: Political Semiotics

Thesis: "Fake and Conspiracy: Disinformation Dynamics and Radicalization". Project: MSCA Doctoral Networks 2021 "VORTEX" HORIZON-MSCA-2021-DN-01, Grant Agreement 101073440.

Master of Arts in Semiotics (cum laude)

University of Tartu - Estonia [01/09/2021 – 16/06/2023]

Field(s) of study: Sociosemiotics; Political Semiotics.

Final grade: 4.94 (out of 5.0)

Thesis: Semiotic Approaches to Understanding Anti-Scientific Conspiratorial Discourse on Social Media

Bachelor's Degree in Social Communication (with highest honours)

São Paulo State University (UNESP) - Brazil [01/03/2014 – 01/03/2018]

Field(s) of study: Media Studies

Final grade: 9.29 (out of 10.0).

Thesis: Original Screenplay for a 6-episode TV show and an additional report describing the creative process - Published in UNESP's library.

PUBLICATIONS

(under peer-review) Breakdown of Knowledge Authority; a Case Study of Anti-Vax Conspiracy Theories on Twitter

2023. Submitted to *Social Semiotics* in October 2023.

(under peer-review) YouTube Interview with a Climate Change Denier Analysed as Conspiracy Theory

2023. Submitted to *Sign System Studies* in September 2023.

Modelling the Semiosphere on Thermodynamic Open Systems

2023. Book Chapter. In: *Explorations in Dynamic Semiosis*, Springer in series 'Theory and History in the Human and Social Sciences'. Expected publication date: Dec-2023

A Resurgence of the Cooperation Between Scientists and Laypersons

2023. *Acta Baltica Historiae et Philosophiae Scientiarum*. [DOI: 10.11590/abhps](https://doi.org/10.11590/abhps)

Semiotically Mediated Human-Bee Communication in the Practice of Meliponiculture

2022. *Biosemiotics*. DOI: [10.1007/s12304-022-09519-2](https://doi.org/10.1007/s12304-022-09519-2)

An Overview of Fan Production and Participatory Culture in the Digital Age

2022. *Hortus Semioticus*, Special Issue (9), p. 89-102. ([article link](#))

Heidi Piva also won the contest for the cover artwork of this special issue ([cover link](#)) and gave an interview about the creative process to the journal blog ([interview link](#)).

A Estrutura Temporal na Narrativa Complexa: estudo de caso da Série 'How to Get Away With Murder'

2017. *Revista Anagrama*. v.1, p.1- 16. DOI: [10.11606/issn.1982-1689.anagrama.2017.135298](https://doi.org/10.11606/issn.1982-1689.anagrama.2017.135298)

Apontamentos e Discussões Sobre o Conceito de FanFiction

2017. *Revista Temática*. v.13 (7), p.151- 164. DOI: [10.22478/ufpb.1807-8931.2017v13n7.35384](https://doi.org/10.22478/ufpb.1807-8931.2017v13n7.35384)

'How to Get Away With Murder': Estudo da Estrutura Temporal na Narrativa Complexa'

2016. Book Chapter. In: *Cinema, Arte y Narrativas Emergentes*. ISBN 978-987-702-194-3

Estrutura Temporal no Roteiro de 'How to Get Away With Murder

2017. Book Chapter. In: *Histórias de Roteiristas*. ISBN 978-85-5702-003-0

Design Narrativo: Notas Referentes à Roteirização Clássica Audiovisual

2018. Conference Paper. *III GEMInIS International Day*. São Carlos, Brazil. ([article link](#))

A Estrutura Temporal na Narrativa Complexa

2016. Conference Paper. *II GEMInIS International Day*. São Carlos, Brazil. ISSN 2358-8977

PROJECTS

Fake and Conspiracy: Disinformation Dynamics and Radicalization

[01/10/2023 – Current]

EU-funded Marie Skłodowska-Curie Doctoral Network [VORTEX](#) (Coping with varieties of radicalization into terrorism and extremism) HORIZON-MSCA-2021-DN-01, Grant Agreement 101073440.

Gross amount of the annual scholarship: **EUR 38.052,00**

A Estrutura Temporal na Narrativa Complexa: estudo de caso da Série "How to Get Away With Murder"

[01/12/2015 – 01/12/2016]

Fundação de Amparo à Pesquisa do Estado de São Paulo GRANT_NUMBER: [FAPESP 2015/17934-1](#)

H. Campana Piva was awarded a Scientific Initiation scholarship from the São Paulo Research Foundation. This program's aim is to promote an academic experience through the development of a scientific project, similar to what happens in a PhD course.

Project awarded **BRL 8,348.40**

Amazon project to translate and create subtitles for videos on the AWS Educate platform

[01/08/2017 – 31/12/2017]

Laboratory of Applied Information Technology, UNESP - Bauru, Brazil.

H. Campana Piva worked on this project as a translator, English reviewer, and subtitle producer, with a team of twelve other undergraduate students.

Total grant received by Heidi Piva (not the whole project): **BRL 1,500.00**

FUNDING (OTHERS)

The 2022 Tartu Raefond Scholarship [12/2022 – 06/2023]

Scholarship is granted to support successful studies. Up to nine Scholarships are granted per year and at least 1 to an international student. Total grant amount: **EUR 700**

Dora Plus Sub-Action 1.1 Short-term mobility [29/08/2022 – 04/09/2022]

Support was granted to the presentation of my research at the World Congress of Semiotics in Thessaloniki, Greece (grant identifier: 5.10-6.1/22/473-2). Total grant amount: **EUR 1059**

Achievement Stipend [01/02/2022 – 31/01/2023]

University of Tartu, Estonia. The aim of this stipend is to offer recognition and support to students who have excellent study results when studying with a 100% workload (grant identifier: doc-tudeng-1016-01). Total grant amount: **EUR 1000**

CONFERENCES AND SEMINARS

Modelling Flat Earth

[Semiosalong series "Semiotics of Space", 10/11/2022]

Invited speaker ([seminar recording link](#)). Semiosalong: the afterhours international semiotic salon (since 2011).

Scientific Research in Undergraduation: why and how

[São Paulo State University (UNESP), 05/07/2017]

Workshop Invited lecturer - 4 hours

How to assemble your supporting documentation and curriculum

[School of Arts, Sciences and Humanities (EACH-USP), 28/02/2020]

Workshop Invited lecturer - 5 hours.

MOST RELEVANT CONFERENCE PRESENTATIONS

13th Annual Lotman Conference: Fear in Culture and Culture of Fear

[15/06/2023 – 17/06/2023]

Tallinn, Estonia.

Work title: Anti-Vaccination Conspiracy Theories and the Digital Dissemination of the Fear of Authority.

XXIII Conference of the Nordic Association for Semiotic Studies: Feeling, Skill, Knowledge

[07/06/2023 – 09/06/2023]

Helsinki, Finland.

Work title: Modelling Flat Earth.

15th World Congress of Semiotics: Semiotics in the Lifeworld

[28/08/2022 – 04/09/2022]

Thessaloniki, Greece.

Work title: 'Why I Said Global Warming is the Biggest Fraud in History': Critical Discourse Analysis of Youtube Interview with a Climate Change Denialist.

HONOURS AND AWARDS

Academic Merit

São Paulo State University [08/03/2018]

Received during the Graduation Ceremony for having obtained the best performance among all students of the same graduation year (top of the class). It is the São Paulo State University's equivalent to a summa cum laude or highest honours degree.

WORK EXPERIENCE

Audiovisual Producer

Innovation Office / University of São Paulo [01/02/2020 – 30/06/2021] Full time employment.

Communication planning; promotion of projects involving production of video content; recording images and sound at public events and interviews; editing; rendering; monitoring publication and dissemination; participation in impact analysis and contributing to the formulation of future strategies.

Translator

Self-Employed / Freelancer [2017 – Current]

Translation of scientific papers from Portuguese to English for submission to peer-reviewed journals; grammar correction both in Portuguese and English of academic works such as theses, essays, papers, etc.
Official translator for the Brazilian Journal of Biosystems Engineering – starting from January 2021 (ongoing).

Graphic Designer

Self-Employed / Freelancer [2016 – Current]

Design and elaboration of artwork for scientific dissemination, including: creation of scientific journal covers, graphical abstracts/table of content illustrations, schemes, experimental setups, and figures. ([Portfolio link](#))

VOLUNTEERING

Jury Lotman's Semiosphere Congress

[25/02/2022 – 28/02/2022]

Contribution in registration, technical assistance in sessions, and other organization tasks. Tartu, Estonia. ([event link](#))

44th International Conference on Computer Graphics and Interactive Techniques

[28/07/2017 – 03/08/2017]

Student Volunteer (operational support) for ACM SIGGRAPH (Association for Computing Machinery's Special Interest Group on Computer Graphics and Interactive Techniques). Los Angeles, United States. ([event link](#))

LANGUAGE SKILLS

Mother tongue(s): **Portuguese**

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Italian

LISTENING A2 READING A2

SPOKEN INTERACTION A1

Japanese

LISTENING A1 READING A1

SPOKEN INTERACTION A1

Spanish

LISTENING A2 READING A2

SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SUMMARY

Scientific Productions

Peer Reviewed Articles	5
Book Chapters	3
Conference Proceedings (complete papers).	2
Total Conference Abstracts	9
Total Works Presented at Conferences	16
Total Participations in Conferences	21