

Ana Kubrusly, PhD Candidate

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Research Interests

childhood and digital media, digital well-being, critical pedagogies, critical digital literacies, youth-centered methodologies, disconnection studies

Education

Academic degrees

2028 **NOVA University of Lisbon**

PhD in Communication Sciences — Contemporary Culture and New Technologies

Dissertation Title: **Digital well-being according to youth: perceptions, strategies, and recommendations**

Advisors: Dr. Susana Batista and Dr. Lídia Marôpo

2023 **NOVA University of Lisbon**

Master's degree in Education Studies

Thesis Title: **Who cares about big data? An Educational Manual for Youth**

<http://hdl.handle.net/10362/168266>

Advisors: Dr. Susana Batista and Dr. Lídia Marôpo

External Examiner: Dr. Maria José Brites

2021 **NOVA University of Lisbon**

Bachelor's degree in Communication Sciences

Honours and Awards

2025 **Kelly Quinn Travel Scholarship for the AoIR Conference** 260\$

2024 **Travel Grant for the Youth Media Life Conference** 600€

2023 **Best Masters Award NOVA University of Lisbon**

The Best Masters Award is a distinction given annually to the best students in each master's course at the NOVA University of Lisbon – School of Social Sciences and Humanities (NOVA FCSH).

2020 **Erasmus+ Grant** 1519€

This grant was a part of the Erasmus+ Programme. I received this grant to spend a semester abroad studying at Complutense University of Madrid.

Other Educational Opportunities

2025 **Universidade Federal Fluminense**, Brazil
Association of Internet Researchers (AoIR) Doctoral Colloquium

2025 **Södertörn University**, Flemingsberg, Sweden
ECREA European Media and Communication Doctoral Summer School

2025 **GCYFRG Research Group**, Cotswolds, United Kingdom
Geographies of Children, Youth and Family Research Group Writing Retreat

2025 **NOVA University of Lisbon**, Lisbon, Portugal
NOVA Doctoral School — Healthy Writing Retreat

2020 **Complutense University of Madrid**, Madrid, Spain
Courses: *Gender and Communication*
Communication Psychology
History of Cinema
History of Contemporary Political Thinking

Research

Employment History

2024-2028 **Individual PhD Studentship**
Interdisciplinary Centre of Social Sciences (CICS.NOVA) and Polytechnic Institute of Setúbal, Lisbon, Portugal
Reference: PRT/BD/154767/2023
Funding: Portuguese Foundation for Science and Technology (FCT)
DOI: <https://doi.org/10.54499/PRT/BD/154767/2023>

2023-2024 **Research Assistant**
Centre for Research in Applied Communication, Culture, and New Technologies (CICANT), Lusófona University, Lisbon, Portugal
PhD Studentship awarded within the **On&Off: Atmospheres of Dis/connection** project.
Project Reference: 2022.01282.PTDC
Funding: Portuguese Foundation for Science and Technology (FCT)
PI: Dr. Ana Jorge
Co-PI: Dr. Sofia Caldeira

Research Projects

Research Funding: internal grants

2024-2025	Digital Well-being: a participatory action-research project Polytechnic Institute of Setúbal , Lisbon, Portugal	1900€
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Funding: Polytechnic Institute of Setúbal and Santander Pedagogical Innovation Grant

PI: Dr. Lídia Marôpo

Co-Applicants: **Ana Kubrusly** (NOVA University of Lisbon, CICS.NOVA and IPS/FCT), Dr. João Torres, Dr. João Duarte (ESE-IPS), and Dr. Susana Batista (NOVA University of Lisbon, CICS.NOVA)

Research Assistance

2025-2029	Research Assistant Understanding Our Digital Futures: KidTech, AdTech and Branded Content in the DigiVerse
<i>Funding:</i>	SSHRC Insight Grant (€290 000)
<i>PIs:</i>	Dr. Natalie Coulter (York University)
<i>Co-Applicants:</i>	Rebekah Willett (UW-Madison), Brandee Easter (York), Stephanie Fisher (York, Pixelles), Kara Brisson-Boivin (MediaSmarts), Jonathan Hardy (UAL, UK), Patricia Núñez Gomez (U Complutense, Spain)
	<i>Project was ranked 1st out of 46.</i>

2025	Research Assistant Kids, KidTech and the Metaverse: Global childhoods in digital capitalism project
<i>Funding:</i>	SSHRC Partnership Development Grant (€200 000)
<i>PIs:</i>	Dr. Natalie Coulter (York University) and Dr. Rebekah Willett (University of Wisconsin–Madison)
<i>Co-Applicants:</i>	Alison Harvey (York University), Michael Dezuanni (QUT, Australia) and Hyeon-Seon Jeong (GINUE, South Korea)

2022-2023	Collaborator Youth Skills project (ySKILLS)
<i>Funding:</i>	Horizon 2020 Research & Innovation Programme (€3 188 703,50)
<i>Grant reference:</i>	ID 870612
<i>DOI:</i>	http://doi.org/10.3030/870612

International Research Visits

2025	Institute for Research on Digital Literacies, (IRDL) York University Toronto, Canada (3-month visit)
<i>Supervisor:</i>	Dr. Natalie Coulter <i>Associated Professor Communication and Media</i>
2024	School of Communication, Media and Information, Fundação Getúlio Vargas (ECMI FGV) Rio de Janeiro, Brazil (2-month visit)
<i>Supervisor:</i>	Dr. Renata Tomaz <i>Assistant Professor and Undergraduate Coordinator</i>

Research Affiliations

Member — Futures + Literacies + Methods Lab (Utrecht University)

FLL brings together communities of practice across scientific and community sectors to experiment with creative methods for fostering greater critical consciousness around the personal and societal impacts of AI, datafication, and deeply entangled human-technology relations. <https://fll.pubpub.org>

Research Fellow — Institute for Research on Digital Literacies (York University)

IRDL has a broad interdisciplinary approach to research and practice related to digital technologies, digital media, and digital cultures as sites of formal and informal pedagogy and learning. <https://irdl.info.yorku.ca>

Researcher — Rede Recria: Network of Research in Communication and Childhoods

Network of Brazilian researchers based in Brazil and Portugal dedicated to studying children's and adolescents' engagements with media. <https://rederecrica.com.br>

Resident Author — CriA.On: Crianças e Adolescentes Online

A platform or Portuguese-speaking researchers to share resources and knowledge about children's and adolescents' digital skills, cultures and rights with families and educators. <https://criaon.fch.unl.pt>

Doctoral Research Fellow — CICS.NOVA: Interdisciplinary Centre of Social Sciences

Doctoral Research Fellow — School of Education, Polytechnic Instituto of Setúbal

Publications

Forthcoming Articles

Caldeira, S. P., Lamartine, C. & **Kubrusly, A.** "We go online to call them to the street:" Exploring multi-directional flows in contemporary hybrid digital feminism. *Signs*.

Forthcoming Book Chapters

Caldeira, S. P., Jorge, A. & **Kubrusly, A.** Platformised feminisms and social media ambiences. In A. Jorge & S. P. Caldeira (Eds.), *Atmospheres and Digital Media: Connection and Disconnection across Everyday Life*. Bristol University Press.

Jorge, A., Neto, F. **Kubrusly, A.** & Santos, E. Affective temporalities in pilgrimage: anticipation, presence and (pro)longing. In A. Jorge & S. P. Caldeira (Eds.), *Atmospheres and Digital Media: Connection and Disconnection across Everyday Life*. Bristol University Press.

Refereed Journal Articles

2025 Pronzato, R. & **Kubrusly, A.** Critical, qualitative and situated: pedagogical initiatives in a datafied society. *Societies*, 15(9), 263. <https://doi.org/10.3390/soc15090263>

2025 **Kubrusly, A.** Practical Resources for Youth's Digital Well-being: Themes and Strategies. *Medi@ções*, 13(1), 35–49. <https://doi.org/10.60546/mo.v13i1.433>

2025 Caldeira, S. P., Jorge, A., & **Kubrusly, A.** "How Can You Be a Feminist if You're Always Online?" Online Activisms, Ambivalence, and Dis/Connection. *Television & New Media*, 26(4), 399-420. <https://doi.org/10.1177/15274764241281693>

2024 Marôpo, L., Torres, J., Grácio, J., Senos, S. Loureiro, M. J., **Kubrusly, A.** Youth Digital Cultures Occupying Schools: Teachers' Views. *Estudo em Comunicação*, 39(2), 60-77. <http://doi.org/10.25768/1646-4974n39v2a04>

2024 **Kubrusly, A.**, Marôpo, L., & Batista, S. Big data literacy for youth: an intervention agenda. *Revista de Comunicação e Linguagens*, 60, 114–137. <https://doi.org/10.34619/jvda-wgve>

2023 Matos, T., **Kubrusly, A.**, & Batista, S. Online political participation and digital skills: a case study with university students. *Medi@ções*, 11(2), 145–163. <https://doi.org/10.60546/mo.v11i2.391>

2023 **Kubrusly, A.** Digital well-being, children and young people: perspectives beyond pathologization. *Pós-Limiar*, 6. <https://doi.org/10.24220/2595-9557v6a2023e7005>

Reports

2024 Ponte, C., Batista, S., Marôpo, L., Castro, T., **Kubrusly, A.**, Garcia, M. & Matos, T. Digital literacy among Portuguese teenagers. *Faculdade de Ciências Sociais e Humanas, Universidade NOVA de Lisboa*. <https://doi.org/10.34619/vtu0-ck7v>

Published Conference Proceedings

2025 Navigating ambient toxicity in platformised feminist practices. *AoIR Selected Papers of Internet Research*.

2025 Jorge, A., & **Kubrusly, A.** Affective temporalities on social media: world youth day 2023. *AoIR Selected Papers of Internet Research*. <https://doi.org/10.5210/spir.v2024i0.13967>

2025 Marôpo, L., **Kubrusly, A.**, & Batista, S. Digital well-being: a participatory action research. In S. Pereira & D. Brandão (Eds.), *Congresso bYou Crianças, jovens e media: vidas (des)ligadas?* pp.18. CECS. https://www.byou.ics.uminho.pt/wp-content/uploads/2025/01/Congresso_bYou_LivroResumos.pdf

2023 **Kubrusly, A.**, Batista, S., & Marôpo, L. Big Data Literacy: A Systematic Review of the Literature and Guidelines for Future Research. In F. Bonacho (Eds.), *VI Congresso literacia, media e cidadania transição digital e políticas*, pp.139-168. Públlicas. IPL. <https://doi.org/10.34629/ipl.sp.ebook.005>

Conference Presentations

2026 Pronzato, R. & **Kubrusly, A.** *Critical, qualitative and situated: Pedagogical initiatives in datafied societies*. Beyond the Audience: Rethinking Participation and Power in the Age of Data Capitalism, Rome, Italy.

2025 Marôpo, L., **Kubrusly, A.**, Duarte, J., Torres, J., & Batista, S. *Digital well-being: Reports from a participatory action research project*. VII Congresso 'Literacia, Media e Cidadania', Coimbra, Portugal

2025 Matos, T. & **Kubrusly, A.** *Young leaders and consultants: A collaborative approach to big data literacy*. VII Congresso 'Literacia, Media e Cidadania', Coimbra, Portugal

2025 Caldeira, S. P. & **Kubrusly, A.** *Navigating ambient toxicity in platformised feminist practices*. AoIR Conference, Niterói, Brazil.

2025 **Kubrusly, A.** *From datafication to digital well-being: a missing link in educational resources*. Emerging Research on Datafied Living Conference, Copenhagen, Denmark.

2025 **Kubrusly, A.**, Caldeira, S. P., & Lamartine, C. *Dis/connected feminism: exploring the International Women's Day march in Portugal*. Connection: The Fifth Annual Critical Femininities Conference. Online.

2025 Batista, S., Urbano, C., **Kubrusly, A.**, Pappámikail, L. & Marôpo, L. *The digital world in the school of the future: utopian and dystopian narratives from pre-service teachers*. Portuguese Congress of Sociology, Azores, Portugal.

2025 **Kubrusly, A.**, Marôpo, L., & Batista, S. *What is digital well-being? Perspectives from high school students*. Portuguese Congress of Sociology, Azores, Portugal.

2025 **Kubrusly, A.** *Digital well-being according to adolescents: 'think aloud' tours and youth juries*. Youth Perspectives on Digital Media Methods Workshop. Online.

2025 Marôpo, L. **Kubrusly, A.**, Duarte, J., Torres, J. & Batista, S. *Digital well-being and pedagogical innovation: students as trainers and researchers*. 3.ª Edição do Seminário de Práticas Pedagógicas do Instituto Politécnico de Setúbal, Setúbal, Portugal.

2025 Jorge, A., Caldeira, S. P., & **Kubrusly, A.** *Social media ambiences*. I Colóquio de Estudos Atmosféricos, Niterói, Brasil.

2025 **Kubrusly, A.** *Digital Well-being and Youth: The development of a holistic conceptual framework*. Interrogating the Lifeworld: Critical Futures and Ways of Being, Toronto, Canada.

2024 **Kubrusly, A.**, Marôpo, L. & Batista, S. *Big data literacy for high schoolers: An action research initiative implemented with undergraduate students*. Developing Digital Literacies in Algorithmic Cultures ECREA24 Post-Conference Webinar, Online.

2024 Marôpo, L. Batista, S. & **Kubrusly, A.** *Digital literacy: An analysis of teachers' perspectives in Portugal based on the ySKILLS conceptual*. ECREA Communication & social (dis)order, Ljubljana, Slovenia.

2024 **Kubrusly, A.** *Digital Well-being: The Importance of Children's Perspectives*. Designing for Children's Rights and Digital Wellbeing: An Agenda for Research, Policy and Practice Workshop at the ACM International Design and Children Conference, Delft, Netherlands. <https://drive.google.com/file/d/1qK5mqnIP9gFahrTHIBKeovb0fN0hJMpc/view>

2024 Jorge, A., Neto, F., & **Kubrusly, A.** *Digital paths: digital media in pilgrimages to Santiago and World Youth Day*. Perpetuum mobile: trânsitos literários, culturais e linguísticos, Aveiro, Portugal.

2024 **Kubrusly, A.** *Big Data Literacy: an educational manual for adolescents*. Youth Media Life, Vienna, Austria.

2024 **Kubrusly A.** & Porfírio, F. *Representations of family well-being in the podcast “Tal Pai, Tal Panda”*. Between Digital Wellness and Hellness: Negotiations, Appropriations, and Expressions, Lisbon, Portugal.

2024 Porfírio, F., **Kubrusly, A.**, & Jorge, A. *Privacy and surveillance among families with children*. XIII Congresso da Sopcom: Comunicação, Culturas e Comunidades, Braga, Portugal.

2024 Marôpo, L., **Kubrusly, A.**, Torres, J., & Grácio, J. *When youth digital cultures take over schools: Teachers’ perspectives*. XIII Congresso da Sopcom: Comunicação, Culturas e Comunidades, Braga, Portugal.

2023 **Kubrusly, A.** *Methodologies for investigating youth digital well-being: how to overcome an individualistic perspective?* X Jornadas Doutorais do CECS, Braga, Portugal.

2023 Jorge, A., Caldeira, S. P., & **Kubrusly, A.** *Negotiating On- and Offline Feminisms: Digital Activism and Small Acts of Disengagement*. Contested Visibilities: Everyday politics and online imaginaries of the body, Lisbon, Portugal.

2023 **Kubrusly, A.**, Caldeira, S. P., & Jorge, A. *Online feminist activisms and affective ambiences of dis/connectivity*. Temporary Working Group Affect, Emotion & Media: Interdisciplinary Approaches to Affect and Emotion Research in Media and Communication Studies, Copenhagen, Denmark.

2023 **Kubrusly, A.** *Youth and big data literacy: a scoping literature review*. Presented at Arts and Humanities in Digital Transition, Lisbon, Portugal.

2023 **Kubrusly, A.** *Digital well-being, children and young people: perspectives beyond pathologization*. XII Congresso Português de Sociologia, Coimbra, Portugal.

2023 Matos, T., **Kubrusly, A.**, & Batista, S. *Young university students and online political participation: do digital skills matter?* Presented at XII Congresso Português de Sociologia, Coimbra, Portugal.

Unrefereed Publications

2022 **Kubrusly, A.** *Teenagers and Digital Well-being*. CriA.On.
<https://criaon.fcsh.unl.pt/artigo/adolescentes-e-bem-estar-digital/>

2022 **Kubrusly, A.** *Childhood and the Culture of Intimate Surveillance*. CriA.On.
<https://criaon.fcsh.unl.pt/artigo/infancia-e-cultura-da-vigilancia-intima/>

Educational Resources

2025 **Kubrusly, A.** & Matos, T. *Mission: Digital footprints*. CriA.On.
<https://criaon.fcsh.unl.pt/wp-content/uploads/2025/05/Operacao-Pegadas-digitais.pptx.pdf>

2025 **Kubrusly, A. & Matos, T.** *Mission: Data everywhere.* CriA.On.
<https://criaon.fcsh.unl.pt/wp-content/uploads/2025/05/Operacao-Pegadas-digitais.pptx.pdf>

Invited Research Talks

Keynotes

2025 **Youth Digital Well-being: gaps between theory and practice**
 'Entre a Escola e o Ecrã' — Erasmus+ ASAP – A Systemic Approach to Social Media and Pre-Adolescents Conference
 Polytechnic Institute of Management and Technology, Gaia, Portugal

Guest Speaking

2023 **Who cares about big data? A handbook for digital literacy for young people.**
I Colóquio Internacional Artes, Educação e Tecnologias
 Hosted by CICS.NOVA, State University of Rio de Janeiro, and Estácio de Sá University Online

Teaching Experience

Course Teaching

2023 – 2024 **Teaching Assistant**
 Course: School of Education, Polytechnic Institute of Setúbal, Portugal
(01100189) Educação para os Media e Gestão da Informação

Guest Lectures

2025 **Universidade Europeia, Portugal**
 Course: Media and Digital Literacy
Lecture title: Digital well-being and literacy: gaps between theory and practice

2025 **NOVA University of Lisbon, Portugal**
 Course: Production and Analysis of Qualitative Data
Lecture title: Participatory methodologies: experiences, pros/cons and other thoughts

2025 **York University, Canada**
 Course: (CMDS 2150) Introduction to Research Methods in Communication and Media Studies
Lecture title: Dis/connected Methodologies: Making Sense of Online and Offline Data

2025 **Brock University, Canada**
 Course: (CHYS 3V94) Children's Participation
Lecture title: Youth and Digital Political Participation

2024 **Fundação Getúlio Vargas, Brazil**
Course: Comunicação e Cultura Digital
Lecture title: Digital Literacies: How to educate for digital technologies?

2024 **Polytechnic Institute of Setúbal, Portugal**
Course: (SIESE12) Children, Youth and Media
Lecture title: Youth and Digital Well-being

Professional Service

Event Organization

2025 **Roundtable: Girls + Roblox: Identity, Digital Capitalism, and Family Life**
Organizer and presenter
Roundtable with the RECRIA Network [Research Network on Communication, Childhood and Adolescence] (Brazil) and the Kids, KidTech and the Metaverse team (Canada)

2025 **Methods Workshop: Youth Perspectives on Digital Media**
Project Lead
Online
Organized in partnership with Dr. Natalie Coulter and attended by 56 people.

Conference Chair

2025 **Panel Chair**
Datafied Living Conference
University of Copenhagen, Copenhagen, Denmark

2025 **Conference Chair**
Connection: The Fifth Annual Critical Femininities Conference
Online

2024 **Conference Chair**
On&Off: Atmospheres of connection and disconnection from digital media conference
Lusófona University, Lisbon, Portugal

Academic Volunteering

2025 **Emerging Research on Datafied Living Conference**
Centre for Tracking and Society (CTS), University of Copenhagen, Denmark

2023 **Arts and Humanities in Digital Transition**
ICNOVA – NOVA University of Lisbon, Portugal