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José Moreno

Research Assistant
CIES-Iscte - Centre for Research and Studies in Sociology



Contacts

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Curriculum

PERSONAL INFORMATION
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EDUCATION AND TRAINING
2016-2019 - PhD Student in Communication Sciences at ISCTE-IUL - Thesis “From news to platforms: the transformative role of digital information and communication technologies in the network society”.
2012-2014 - Master in Communication, Culture and Information Technologies at ISCTE-IUL - Master's Dissertation “The economic and social value of information in the network society”.
1988-1993 - Degree in Social Communication at ISCSP-UTL

PROFESSIONAL EXPERIENCE
From January 2018 to present - Assistant Researcher at ISCTE-IUL
From 2009 to October 2017 - Deputy Director of Multimedia - Motorpress Lisboa, S.A.
From 2000 to 2009 - Director of the monthly magazine “Automagazine” - Motorpress Lisboa, S.A.
From 1998 to 2000 - Editor in chief of the weekly magazine “Autohoje” - Motorpress Lisboa, S.A.
From 2000 to 2009 - Editor of the monthly magazine “Automobile Guide” - Motorpress Lisboa, S.A.

PERSONAL SKILLS
Native language: Portuguese

Other languages: English, French, Spanish
Mastery of various analytics tools (Google Analytics, Gemius)
Mastery of various content management systems (Joomla, Wordpress, Symphony)
Marketing and digital advertising knowledge

Professional knowledge of major platforms and social networks

Research Interests

Sociology of Communication

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Ciências da Comunicação	2021
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Comunicação, Cultura e Tecnologias de Informação	2014
Universidade de Lisboa - Instituto Superior de Ciencias Sociais e Politicas	Licenciate	Comunicação Social	1993

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Disinformation, Polarization and Information Warfare	Post Graduation Program in Digital Communication and Journalism;	No
2026/2027	1º	Technology, Privacy and Digital Rights	Post Graduation Program in Digital Communication and Journalism;	No
2024/2025	1º	Artificial Intelligence Applied to Journalism	Post Graduation Program in Journalism in Portuguese Language;	No
2023/2024	2º	Social Networks Management and Audience	Master Degree in New Media Management;	No
2022/2023	1º	Sports Journalism	Specialization Degree in Communicating in Football - Communication and Press Relations;	No
2021/2022	2º	Social Networks Management and Audience		No
2020/2021	2º	Social Networks Management and Audience	Master Degree in New Media Management;	No

2019/2020	2º	Social Networks Management and Audience	Master Degree in New Media Management;	No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Francisco Gonçalves Cardoso Simão	Analysis of the Digital Marketing Strategies of the "Gucci Ancora" and "Zara x TwoJeys" Campaigns on TikTok and Instagram Reels.	Portuguese	Developing	Iscte

Total Citations

Web of Science®	13
Scopus	17

Publications

• Scientific Journals

- Scientific journal paper

1	Moreno, J., Ferro-Santos, S. & Sepúlveda, R. (2024). Taking Europe home: How political agents stand out in their approach to Europe on social media. Observatorio (OBS*), 17(5), 48?74. - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
2	Hroch, M., Kompatsiaris, P., Grassmuck, V., Moreno, J., Peschke, L., Jirák, J....Poddar, D. (2024). Futures of algorithms and choices: Structuration of algorithmic imaginaries and digital platforms in Europe. Central European Journal of Communication, 17(1(35)), 38?60. https://doi.org/10.51480/1899-5101.17.1(35).707 - Times Cited Web of Science®: 4 - Times Cited Scopus: 5 - Times Cited Google Scholar: 6
3	Moreno, J. & Sepúlveda, R. (2021). Article 13 on social media and news media: disintermediation and reintermediation on the modern media landscape. Communication and Society, 34(2), 141?157. https://doi.org/10.15581/003.34.2.141-157 - Times Cited Web of Science®: 6 - Times Cited Scopus: 6 - Times Cited Google Scholar: 13

4	Moreno, J., Narciso, I. & Sepúlveda, R. (2021). Dinâmicas de circulação de conteúdo (des)informativo sobre a COVID-19 no WhatsApp, nos media e nas redes sociais online.. Observatorio (OBS*), 15(1). https://doi.org/10.15847/obsobs0020211926 - Times Cited Web of Science®: 3 - Times Cited Google Scholar: 12
5	Moreno, J. (2015). O valor económico da informação na sociedade em rede. Observatorio (OBS*), 9(2), 1?28. https://doi.org/10.15847/obsOBS922015801 - Times Cited Scopus: 2 - Times Cited Google Scholar: 10
6	Moreno, J. C. (2013). Do analógico ao digital: como a digitalização afecta a produção, distribuição e consumo de informação, conhecimento e cultura na Sociedade em Rede. Observatorio (OBS*), 7(4), 113?129. https://doi.org/10.15847/obsOBS742013695 - Times Cited Scopus: 2 - Times Cited Google Scholar: 33
7	Moreno, J. (2013). A internet em McLuhan, Baudrillard e Habermas. Observatorio (OBS*), 7(3), 59?77. https://doi.org/10.15847/obsOBS732013697 - Times Cited Scopus: 1 - Times Cited Google Scholar: 28

• Books and Book Chapters

- Book author

1	Cardoso, G., Crespo, M., Pinto-Martinho, A., Moreno, J., Pacheco, L., Di Fátima, Branco...Alexandre, R. (2018). Jornalismo, Indignação e Esperança. - Times Cited Google Scholar: 2

- Book chapter

1	Ferro-Santos, S. & Moreno, J. (2025). Twitter/X. Publicações, conteúdos e análise de redes. In Rita Sepulveda and Gustavo Cardoso (Ed.), Manual de Métodos para Pesquisa Digital (pp. 55?66). Mundos Sociais.
2	Vasconcelos, A., Casquinho, M., Moreno, J. & Cardoso, G. (2024). A desinformação na comunicação em rede: Desafios e identidade desinformativa. In Gustavo Cardoso (Ed.), A nova comunicação (pp. 199?223). Almedina. - Times Cited Google Scholar: 2
3	Sepúlveda, R., Narciso, I., Moreno, J. & Palma, N. (2024). Pensar, desenhar e realizar investigação no contexto da nova comunicação. In Gustavo Cardoso (Ed.), A Nova Comunicação (pp. 71?86). Almedina.
4	Moreno, J. & Cardoso, G. (2018). Os desafios do jornalismo na sociedade em rede. In Gustavo Cardoso, Ana Pinto Martinho, Miguel Crespo (Ed.), Jornalismo, indignação e esperança (pp. 3?70). Mundos Sociais. - Times Cited Google Scholar: 6

• Conferences/Workshops and Talks

- Talk

1	Crespo, M., Sepúlveda, R., Moreno, J., Álvares, Cláudia & Cardoso, G. (2022). From Crowdsourcing Journalism to the Platformization of News: An Analysis of Citizens' Collaboration, Emulation and Remix Practices in Social Media. MEDIA AND INFORMATION LITERACY: THE ROLE OF ACADEMIA AND MEDIA EXPERTS,.

2	Crespo, M., Sepúlveda, R., Moreno, J., Álvares, Cláudia & Cardoso, G. (2022). From Crowdsourcing Journalism to the Platformization of News: A Framework for the Analysis of Citizens' Collaboration, Emulation and Remix Practices in Social Media. SIXTH INTERNATIONAL WORKSHOP ON ENTREPRENEURSHIP, ELECTRONIC AND MOBILE BUSINESS,.
3	Moreno, J., Sepúlveda, R., Crespo, M., Álvares, Cláudia & Cardoso, G. (2022). Expressões da Europeização nas redes sociais - Uma proposta metodológica de investigação. XVII Congresso IBERCOM 2022,.
4	Narciso, I., Moreno, J. & Cardoso, G. (2019). Monitorização de desinformação no Facebook, WhatsApp e Youtube. Eleições em risco? Desinformação e ameaças online nas eleições parlamentares,.
5	Narciso, I. & Moreno, J. (2019). Monitoring elections in Portugal. Social media in upcoming elections in Europe: how to monitor them,.
6	Narciso, I., Moreno, J. & Palma, N. (2019). Monitoring disinformation during the portuguese election campaign. DEVFEST Lisboa'19 VOST DAY,.
7	Narciso, I., Moreno, J. & Cardoso, G. (2019). Desinformação e ameaças em linha: lições das eleições legislativas portuguesas. Desinformação e ameaças em linha: lições das eleições legislativas portuguesas,.
8	Foà, C. & Moreno, J. (2019). Crowd asset, online digital platforms and the pressure on media makers. IAMCR,.

- Conference paper not in proceedings

1	Foà, C. & Moreno, J. (2019). Crowd asset, online digital platforms and the pressure on media makers. IAMCR,.

• Other Publications

- Other publications

1	Pinto-Martinho, A., Sádaba, C., Paisana, M., Tomé, V., Moreno, J. & Margato, A. (2026). Relatório sobre os recursos de literacia mediática IBERIFIER. IBERIFIER - Iberian Digital Media Observatory,. https://doi.org/10.5281/zenodo.23537428
2	Moreno-Castro, C., Paisana, M., Serra-Perales, A., Azurmendi, A., Vázquez-Herrero, J., Calvo, D....Salaverría, R. (2026). IBERIFIER - Assessment of VLOPSEs (Very Large Online Platforms) and VLOSEs (Very Large Online Search Engines). Signatory Reports for the Strengthened Code of Practice on Disinformation (Report 3). IBERIFIER - Iberian Digital Media & Fact-Checking,. https://doi.org/10.5281/zenodo.17966406
3	Moreno-Castro, C., Paisana, M., Vázquez-Herrero, Jorge, Falco-Moreno, N., Calvo-Miguel, D., Negreira-Rey, M.C. ...Salaverría, R. (2025). Annual report on monitoring activities of the Code of Practice of Disinformation. No. 1. IBERIFIER - Iberian Digital Media & Fact-Checking,. https://doi.org/10.5281/zenodo.16044353 - Times Cited Google Scholar: 1
4	Moreno-Castro, C., Paisana, M., Falco-Moreno, N., Vázquez-Herrero, J., Azurmendi, A., Calvo, D....Salaverría, R. (2025). Assessment of VLOPSEs (Very Large Online Platforms) and VLOSEs (Very Large Online Search Engines). Signatory Reports for the Strengthened Code of Practice on Disinformation (Report 2). IBERIFIER - Iberian Digital Media & Fact-Checking,. https://doi.org/10.5281/zenodo.15753699

5	Horowitz, M.A., Botan, M., Bleyer-Simon, K., Brautovi, M., Brogi, E., Bucholtz, I....Weikmann, T. (2025). Literature review on actors of disinformation in the European Union. EDMO European Digital Media Observatory,.
6	Bleyer-Simon, K., Horowitz, M.A., Botan, M., Brautovi, M., Brogi, E., Bucholtz, I....Weikmann, T. (2025). How is disinformation addressed in the member states of the European Union? – 27 country cases. EDMO European Digital Media Observatory,. - Times Cited Google Scholar: 3
7	casquinho, M., Vasconcelos, A., Moreno, J., Cardoso, G., Palma, N., Paisana, M....Pinto-Martinho, A. (2024). Europeias 2024 - Amplificação do discurso político online e desinformação em Portugal. Publicações OberCom,. - Times Cited Google Scholar: 7
8	Couraceiro, P., Paisana, M., Moreno, J., Telo, D., Pinto-Martinho, A. & Cardoso, G. (2018). Barómetro de Notícias - Estado das Notícias 2018. Publicações OberCom,.
9	Cardoso, G., Crespo, M., Foa, C., Lapa, T., Quintanilha, Tiago Lima, Mendonça, S....Vieira, Jorge (2015). Modelos de negócio e comunicação social: "telcos", legacy media, novos media e start-ups jornalísticas em navegação digital: estudo prospectivo (2015-2020). Modelos de negócio e comunicação social: "telcos", legacy media, novos media e start-ups jornalísticas em navegação digital: estudo prospectivo (2015-2020),. - Times Cited Google Scholar: 23

- Report

1	Cardoso, G., Moreno, J., Narciso, I., Couraceiro, P. & Santos, J. (2025). Legislativas 2025: Informação e desinformação nas redes sociais.. https://doi.org/10.5281/zenodo.15781756
2	Moreno, J., Sepúlveda, R., Ferro-Santos, S., Cardoso, G., Álvares, Cláudia, Crespo, M....Üzelgün, M. A. (2023). Platformisation of News in 10 Countries..
3	Crespo, M., Álvares, Cláudia, Cardoso, G., Moreno, J., Sepúlveda, R. & Foà, C. (2022). Catalogue of Best Practices in Citizen Journalism: From citizen journalism to the platformization of news..
4	Cardoso, G., Narciso, I., Moreno, J., Crespo, M., Palma, N. & Sepúlveda, R. (2021). O falso plano de desconfinamento: uma anatomia da desinformação e da contranarrativa.. - Times Cited Google Scholar: 1
5	Moreno, J., Pinto-Martinho, A., Cardoso, G., Narciso, I., Palma, N., Sepúlveda, R....Crespo, M. (2020). INFORMAÇÃO E DESINFORMAÇÃO SOBRE O CORONAVÍRUS EM PORTUGAL - WhatsApp, Facebook e Pesquisas.. - Times Cited Google Scholar: 3
6	Narciso, I., Moreno, J., Palma, N. & Cardoso, G. (2020). Disinformation beyond elections: The Portuguese case..
7	Moreno, J., Cardoso, G., Narciso, I., Palma, N., Pinto-Martinho, A., Crespo, M....Telo, D. (2020). Informação e desinformação sobre o Coronavírus nas notícias e nas redes sociais em Portugal.. - Times Cited Google Scholar: 1
8	Moreno, J., Cardoso, G., Narciso, I. & Palma, N. (2020). Social Media disinformation in the pre-electoral period in Portugal... - Times Cited Google Scholar: 2

9	Cardoso, G., Moreno, J., Narciso, I. & Palma, N. (2019). Disinformation during Portugal's 2019 Elections..
10	Cardoso, G., Crespo, M., Foà, C., Lapa, T., Quintanilha, Tiago Lima, Mendonça, S....Moreno, J. (2015). Modelos de Negócio e Comunicação Social: Legacy Media, Novos Media, "Telcos" e Start-Ups Jornalísticas.. - Times Cited Google Scholar: 4

Research Projects

Project Title	Role in Project	Partners	Period
Empowering Informed Citizens	Research Assistant	CIES-Iscte, ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON - (Greece), CSC - (Italy), ALLI - (Greece), Aproximar - (Portugal), UNIPA - Leader (Italy)	2026 - 2028
Political disinformation monitoring and screening - Legislative 2025	Research Assistant	CIES-Iscte	2025
Desinformação a montante – Identificar e analisar os viveiros de falsidades	Research Assistant	CIES-Iscte, Público - Leader (Portugal)	2025 - 2026
Iberian Digital Media Observatory	Research Assistant	CIES-Iscte, UN - Leader (Spain), AM - (Spain), ELCANO - (Spain), Obercom - (Portugal), UGR - (Spain), UPM - (Spain), UPV - (Spain), UC3M - (Spain), USC - (Spain), Verificat - (Spain), FECYT - (Spain), POLIGRAFO - (Portugal), BSC CNS - (Spain), CENJOR - (Portugal), LUSA - (Portugal), URJC - (Spain), EFE - (Spain), ALPMJ - (Portugal), UMH - (Spain), FUSP-CEU - (Spain), UVEG - (Spain), Newtral - (Spain), IPV - (Portugal), LIP - (Portugal), Learn to Check - (Spain)	2024 - 2025
Monitorização e despistagem de desinformação política - Eleições Europeias 2024	Research Assistant	CIES-Iscte	2024
Desinformação Política em pré-campanha e campanha eleitoral - 2024	Research Assistant	CIES-Iscte, LUSA - (Portugal)	2024
Metodologias de Pesquisa Digital	Research Assistant	CIES-Iscte	2023 - 2024
European Media Platforms: Assessing Positive and Negative Externalities for European Culture	Research Assistant	CIES-Iscte, . - (Germany), NBU - (Bulgaria), UNIMED - (Italy), FUOC - (Spain), IULM - Leader (Italy), UGent - (Belgium), Bilkent - (Turkey), NKUA - (Greece), UNIVE - (Italy), IKED - (Sweden), CU - (Czech Republic)	2021 - 2024
Covid Check	Research Assistant	CIES-Iscte, Cenjor - (Portugal), SPP - (Portugal)	2020

Monitoring of propaganda and misinformation on social media networks	Research Assistant	CIES-Iscte, DN - (Portugal)	2019 - 2020
European Journalism Observatory	Research Assistant	CIES-Iscte	Since 2018