

Irina Bănoiu, MA, MA

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RESEARCH INTERESTS

LGBTQ+, Visibility, Social Justice, Platformization, Social Media, Gaming

EDUCATION

- | | |
|-------------------|--|
| Since 07/2025 | PhD Sociology , University of Vienna
<i>Title:</i> (In)Visibilization and Platformization: The Case of Queer Romanian TikTok Creators
<i>Supervisor:</i> Univ.-Prof. Dr. Anna Durnová |
| 09/2023 – 07/2024 | MA Media Innovation , Breda University of Applied Sciences
(cum laude) |
| 08/2020 – 10/2021 | MA Philosophy of Contemporary Challenges , Tilburg University |
| 09/2017 – 07/2020 | BA Moral and Political Philosophy , University of Bucharest |

CAREER

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| Since 01/2025 | Junior Researcher (Prae-doc) , IHS Vienna
Digitalization and Social Transformation |
| Since 10/2025 | Lecturer , JKU Linz
SE Technology and Society |

ACADEMIC PUBLICATIONS

Journal Articles

1. Bănoiu, Irina / Wiesböck, Laura (2027): The Governance of Queer Visibility in Platformized Public Spheres. Media and Communication [accepted].

Research Reports

2. Wiesböck, Laura / Wang, Nuoyi / Reitzer, Pauline / Bănoiu, Irina (2026): ADDICT. Addictive Design in Digital Consumer Technologies. Materialien für Konsumforschung, 20. Wien: Kammer für Arbeiter und Angestellte für Wien. 42 p. <https://doi.org/10.60739/IHS-7369>
3. Wiesböck, Laura / Wang, Nuoyi / Reitzer, Pauline / Bănoiu, Irina (2026): ADDICT. Bewertungsansätze für das Risikomanagement suchtfördernder Designs und Praktiken digitaler Plattformen. Materialien zur Konsumforschung, 20. Wien: Kammer für Arbeiter und Angestellte für Wien. 46 p. <https://doi.org/10.60739/IHS-7368>

Theses

4. Bănoiu, Irina (2024): Designing Diversity: Exploring the Effects of Gendered Preferences for Design-Oriented Video Game Mechanics and Dynamics on Immersion and Identification. Breda: Breda University of Applied Sciences (cum laude).
5. Bănoiu, Irina (2021): On the Morality of the Virtual Space: Problems and Solutions. Tilburg: Tilburg University.

ADDITIONAL RESEARCH ACHIEVEMENTS

Conference Presentations

1. **Platformized (In)Visibilization:** Queer Representation in Digital Public Spheres, Ethics of queer in/visibility Conference, Sep 30-Oct 2, Heidelberg University, Germany.
2. **Platformized Visibility:** The Case of Romanian QueerTok. PhD Conference Platformization of Society: Power, Participation and Social Transformation, September 17–18, 2026, Vienna, Austria.
3. **Representation and Resistance:** When Queer Visibility Meets Platform Power. 17th European Sociological Association Conference 2026 “Strengthening Democracies: Social Action, Solidarity, and Sustainable Futures”, Aug 25-28, 2026, Warsaw, Poland.
4. **Out for the Algorithm:** Platformized (In)Visibilization and Queer Self-Presentation on TikTok. 14th international conference on “Social Media & Society”, July 13-15, 2026, Glasgow University, UK.

Academic Conference Organization

5. **Organizing committee** of the international PhD Conference Platformization of Society: Power, Participation and Social Transformation, September 17–18, 2026, Vienna, Austria.

Invited Panels and Talks

6. **Navigating Academic Career Paths:** Challenges and Strategies. Career Days, Doctoral School of Historical and Cultural Studies and Vienna Doctoral School of Social Sciences, University of Vienna, May 7, 2026, Vienna. Further Panelists: Juliane Schiel, Andreas Streinzer, Martin Gumiela.
7. **Balancing Innovation and Responsibility.** Academic Year Opening Ceremony, Breda University of Applied Sciences, 10 September 2024

University Teaching

8. **SE Technology and Society**, 4 ECTS (MA), Johannes Kepler University Linz, together with Laura Wiesböck (2025W), and together with Pauline Reitzer (2026W).

Third Mission

9. Instagram: **Educational content on Digital Platform Power and Society**
<https://www.instagram.com/digitranslab/>