

Irina Bănoiu, M.A.

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EDUCATION

- | | |
|-------------------|---|
| 07/2025 - Ongoing | University of Vienna , PhD in Sociology
Thesis "Queer and Romanian Subjectivities in Performance: TikTok as a Site of Political Negotiation"
Supervisors: Prof. Anna Durnová & Ass.-Prof. Andreas Streinzer |
| 09/2023 – 07/2024 | Breda University of Applied Sciences , MA in Media Innovation
Thesis "Designing Diversity: Exploring the Effects of Gendered Preferences for Design-Oriented Video Game Mechanics and Dynamics on Immersion and Identification" (cum laude) |
| 08/2020 – 10/2021 | Tilburg University , MA in the Philosophy of Contemporary Challenges
Thesis "On the Morality of the Virtual Space: Problems and Solutions" |
| 09/2017 – 07/2020 | University of Bucharest , BA in Moral and Political Philosophy
Thesis "A New Philosophical Vindication of the Rights of Artificial Intelligence" |

CAREER

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| 01/2025 - Ongoing | Junior Researcher (prae doc), Junior Research Group "Digitalization and Social Transformation", Institute for Advanced Studies (IHS) Vienna |
| 10/2025 - 02/2025 | Lecturer , SE Technology and Society: Seminar in AI, together with Dr. Laura Wiesböck, 4 ECTS (MA), Johannes Kepler University Linz (2025W) |

RESEARCH PROJECTS

ADDICT - Addictive Design in Digital Consumer Technologies

Funding: Chamber of Labour Vienna
Duration: 09-12/2025
Role: Project Proposal Draft, Junior Researcher
PI: Dr. Laura Wiesböck
Institution: Institute for Advanced Studies Vienna

PUBLICATIONS

Wiesböck, Laura; Bănoiu, Irina; Reitzer, Pauline; Wang, Nuoyi (2025): Platform Interface Design Features in Relation to Addictive Behaviors: A Literature Review. New Media and Society [in preparation].

CONFERENCES / TALKS

Bănoiu, Irina (2024): Balancing Innovation and Responsibility. Academic Year Opening Ceremony, Breda University of Applied Sciences, 10 September 2024.

FURTHER FUNCTIONS AND ACTIVITIES

2020 **Didactic Certification Level I**, University of Bucharest