

# Brigitte Sebbah

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For nearly 13 years, my research has focused on digital journalism, evolving journalistic practices, and socio-digital networks. At the intersection of digital media studies, political communication, and social media analysis, my work explores online political events, the platformization of news, and the dynamics of political discourse online.

I defended my PhD in political communication in 2009 under the supervision of Philippe J. Maarek, with a dissertation on ethics and morality in electoral discourse during the 2007 French presidential election. Since then, I have continued to work across political communication and journalism studies, with a sustained interest in online speech, the framing of information, audience participation, misinformation, and the circulation of political discourse. More recently, I have examined how platforms structure attention and influence the visibility of lay and civic voices in the media space.

In 2022, I obtained my Habilitation à Diriger des Recherches (HDR) and was promoted to Full Professor. My HDR, titled *Producing and Deploying Information Online: Questioning Informational Vis-à-vis and the Anchoring of Practices*, reflects my ongoing concern with the transformations of public communication in digital environments.

I currently lead an international research project on the political and economic history of natively digital media since the 2000s, in collaboration with colleagues from Costa Rica, Chile, Mexico, the Democratic Republic of Congo, and potentially the United States. I also aim to explore online protest movements in the U.S. to question the boundaries of civil and civic disobedience in democratic contexts.

In parallel, I co-direct the Observatory of Socio-Digital Practices (OPSN), a research and technological platform at Université de Toulouse. The OPSN organizes research residencies and produces analytical reports on current events, with a focus on digital controversies, public discourse, and platform-based mobilizations.

## ***Selected publications :***

**Sebbah, B.** (2025). *Engagement and scholarly reflexivity in journalism studies: Between disciplinary norms and public positioning. Sur le journalisme, About journalism, Sobre jornalismo.* [in press]

**Smyrnaio, N., Sebbah, B., Dilé-Toustou, J., & Ratinaud, P.** (2025). *Debating the French pension reform: Media agenda-settings versus discussions in social media.* In D. Frau-Meigs & C. Dugoin-Clément (Eds.), *Navigating contemporary political communication* (pp. xx–xx). Springer Nature. [in press]

**Chaouch, E., & Sebbah, B.** (2024). *AI policies and media governance: The blind spot of platform dependency. Mots. Les langages du politique.*

**Sebbah, B., & Rondot, C.** (2024). *"I Hate Taylor Swift": Celebrity power and political choice – Between popular culture and politics. Quaderni, (113), Le politique hors cadre.*

**Marchand, P., & Sebbah, B.** (2023). *Do campaign platforms win elections?* In P.-J. Maarek (Ed.), *The 2022 French presidential election: Toward a reinvention of democratic processes?* (pp. 115–130). L'Harmattan.

- Sebbah, B., Bousquet, F., & Cabanac, G.** (2023). *Scientific journalism under pressure: How the COVID-19 pandemic reshaped news production*. *Les Cahiers du Journalisme*, (8–9), R119–R135.
- Sebbah, B., & Mercier, A.** (2022). *The journalistic challenges of a social movement organized on social media platforms*. In J.-M. Charon & A. Mercier (Eds.), *The Yellow Vests: A journalistic challenge* (pp. [page range]). Paris: Presses de l'Université Panthéon-Assas.
- Ratinaud, P., & Sebbah, B.** (2022). *Media frenzy in the French daily press: A lexicometric analysis of over 100,000 articles on the Yellow Vests*. In J.-M. Charon & A. Mercier (Eds.), *The Yellow Vests: A journalistic challenge* (pp. [page range]). Paris: Presses de l'Université Panthéon-Assas.
- Pignard-Cheynel, N., & Sebbah, B.** (2022). *Twelve years of live coverage at Le Monde: The gradual stabilization of a flagship format in digital journalism*. *Les Enjeux de l'information et de la communication*, (23/1), 53–66. <https://doi.org/10.3917/enic.032.0053>
- Sebbah, B.** (2022). *Producing and deploying information online: The anchoring of digital journalistic practices* [Habilitation à diriger des recherches, Université Toulouse III – Paul Sabatier].
- Sebbah, B., & Joux, A.** (2020). *Implicit representations of media power: The case of the launch of Décodex*. *Sur le journalisme, About journalism, Sobre jornalismo*, 9(1), 166–179. <https://doi.org/10.25200/SLJ.v9.n1.2020.425>
- Sebbah, B., Sire, G., & Smyrnaio, N.** (2020). *Journalism and platforms: From symbiosis to dependency*. *Sur le journalisme, About journalism, Sobre jornalismo*, 9(1), 6–11. <https://doi.org/10.25200/SLJ.v9.n1.2020.413>

# Pierre Ratinaud

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My research focuses primarily on the dynamics of social representation systems. My doctoral thesis, completed in 2003, examined the modeling of social thought through the lens of the social and professional representation theory. This work aimed to explore the processes that regulate the transformations involved in the collective construction of social realities.

For the past fifteen years, I have been developing **IRaMuTeQ** (Interface for Multidimensional Text and Questionnaire Analysis), a free and open-source software designed for statistical analysis of textual data. Initially created in 2008, IRaMuTeQ has become a widely used tool in the social sciences and humanities for textometry, content analysis, and discourse studies. Its first objective was to adapt some of the methods developed in the framework of the theory of social representations to the massive data made accessible by the Internet. I also designed it to make complex lexicometric methods more easier to use by researchers working with large-scale textual corpora.

Since 2018, I serve as the coordinator of the “Media and Digital Mediations” research axis within the laboratory. In collaboration with Brigitte Sebbah and Nikos Smyrnaio, I have developed approaches that enable the ideological underpinnings of online discussions to be accounted for by combining graph analysis and lexicometric analysis on Twitter. These strategies were relevant when we had access to the data and were used to study the Gilets Jaunes movement, among other things.

I also serve as member of the board of Observatory of Socio-Digital Practices (OPSN), a technological and expert platform of the Université de Toulouse. The OPSN hosts research residencies and produces analytical reports on current events, particularly in relation to online debates, controversies, and digital mobilizations.

## ***Selected publications :***

**Figeac, J., Ratinaud, P., & Smyrnaio, N.** (2022). Faire campagne sur Facebook : analyse lexicale des publications des mouvements politiques lors de la campagne présidentielle de 2017 [Campaigning on Facebook: a lexical analysis of the publications of political movements during the 2017 presidential campaign]. *Mots. Les langages du politique*, 130, 143–162. <https://doi.org/10.4000/mots.30742>

**Figeac, J., Ratinaud, P., Smyrnaio, N., Cabanac, G., Fraissier-Vannier, O., Salord, T., & Seffusatti, F.** (2020). Mobile phones in the spread of unreliable information on Twitter: evidence from the 2017 French presidential campaign: *Mobile Media Communication*. <https://doi.org/10.1177/2050157920972157>

**Manchaiah, V., Londero, A., Deshpande, A. K., Revel, M., Palacios, G., Boyd, R. L., & Ratinaud, P.** (2022). Online Discussions About Tinnitus: What Can We Learn From Natural Language Processing of Reddit Posts? *American Journal of Audiology*, 31(3S), 993–1002. [https://doi.org/10.1044/2021\\_AJA-21-00158](https://doi.org/10.1044/2021_AJA-21-00158)

**Ratinaud, P.** (2014). Visualisation chronologique des analyses ALCESTE : application à Twitter avec l'exemple du hashtag #mariagepourtous [Chronological visualisation of ALCESTE analyses: application

to Twitter with the example of the hashtag #mariagepourtous]. *Actes Des 12eme Journées Internationales d'Analyse Statistique Des Données Textuelles* (JADT 2014), 553–565.

<http://lexicometrica.univ-paris3.fr/jadt/jadt2014/01-ACTES/46-JADT2014.pdf>

**Ratinaud, P.** (2018). The Brilliant Friend(s) of Elena Ferrante: A Lexicometrical Comparison between Elena Ferrante's Books and 39 Contemporary Italian Writers. In A. Tuzzi & M. A. Cortelazzo (Eds.), *Drawing Elena Ferrante's Profile* (pp. 97–110). Padova UP.

<http://www.padovauniversitypress.it/publications/9788869381300>

**Ratinaud, P., & Marchand, P.** (2016). Quelques méthodes pour l'étude des relations entre classifications lexicales de corpus hétérogènes : application aux débats à l'assemblée nationale et aux sites web de partis politiques [Some methods for the study of relations between lexical classifications of heterogeneous corpora: application to debates in the National Assembly and to political party websites]. In D. Mayaffre, C. Poudat, L. Vanni, V. Magri, & P. Follette (Eds.), *Statistical Analysis of Textual Data* (pp. 193–202). <http://lexicometrica.univ-paris3.fr/jadt/jadt2016/01-ACTES/83670/83670.pdf>

**Ratinaud, P., Smyrnaio, N., Figeac, J., Cabanac, G., Fraiser, O., Hubert, G., Pitarch, Y., Salord, T., & Thonet, T.** (2019). Structuration des discours au sein de Twitter durant l'élection présidentielle française de 2017 : entre agenda politique et représentations sociales [Structuring discourses within Twitter during the 2017 French presidential election: between political agenda and social representations]. *Réseaux*, 2019/2-3(214–215), 171–208. <https://doi.org/10.3917/res.214.0171>

**Smyrnaio, N., & Ratinaud, P.** (2017). The Charlie Hebdo Attacks on Twitter: A Comparative Analysis of a Political Controversy in English and French. *Social Media + Society*, 3(1). <https://doi.org/10.1177/2056305117693647>