

Dr. Cristina Loi**Postdoctoral Researcher in Empirical Literary Studies**

ORCID: 0000-0002-3694-5837

Nationality: Italian

Date of birth: 24/06/1995

Email: loi.cristina01@gmail.com / cristina.loi@unibas.ch

Education

From – To	Title	Academic Institution
01/10/2020 – 13/12/2023	PhD in Digital Humanities	University of Basel (CH)
	PhD in Educational Sciences and Humanities	University of Stavanger (NO)
	<i>Title:</i> On How Fiction Impacts Our Self-Concept. Contemporary Reading Practices and Storyworld Possible Selves <i>Grade:</i> Summa cum Laude <i>Note:</i> Double Doctorate issued within the ELIT Network, an European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No. 860516. https://www.elitnetwork.eu/	
30/09/2017 – 21/07/2019	Master of Arts in Italian Studies, European Literary Cultures, Linguistics	University of Bologna (IT)
30/09/2014 – 17/07/2017	Bachelor of Arts in Modern Literature	University of Bologna (IT)

Academic Employment

From – To	Position	Academic Institution
01/01/2026 – 31/12/2026	<i>Postdoctoral Researcher</i> Forschungsfonds (Excellent Junior Researcher) PI of the Project: Narratives as an Identity Laboratory: Developing and Testing a Reliable Measure of Self-Concept Activation During Narrative Engagement	University of Basel (CH) Digital Humanities Lab
01/01/2026 – 30/09/2026	<i>Lecturer</i> ETS-Projekt "CONSTRUCT STATS" (Designing a statistics course for students of English linguistics and literary studies)	RWTH Aachen University (DE) - Aachen Center for Cognitive and Empirical Literary Studies
15/07/2025 – 31/01/2026	<i>Postdoctoral Researcher</i> Part time researcher in the SHARD project, led by Prof. Dr. Moniek Kuijpers and funded by the Swiss National Science Foundation (https://data.snf.ch/grants/grant/203293)	University of Basel (CH) Digital Humanities Lab
01/02/2024 – 31/05/2025	<i>Postdoctoral Researcher</i> Principal Investigator and grantee of the “Turning the Page on Climate Anxiety” project, funded by BRIDGE Proof of Concept, Swiss National Science Foundation. (https://data.snf.ch/grants/grant/222419)	University of Basel (CH) Digital Humanities Lab

01/02/2025 – 31/05/2025	<i>Lecturer</i> Teaching contracts for two courses at the master level	University of Basel (CH) -Digital Humanities Lab -Department of Languages and Literatures
01/02/2024 – 30/09/2024	<i>Lecturer/Master theses supervisor</i> First supervisor of 4 master theses in the fields of media psychology and computational text analysis	Vrije Universiteit Amsterdam (NL) Department of Communication Sciences
01/08/2023 – 31/12/2023	<i>Lecturer</i> Teaching contract for one course at the master level	University of Basel (CH) Department of Languages and Literatures
01/05/2020 – 15/07/2020	<i>Teaching Assistant</i> I developed teaching and exam materials in the “Contemporary Literature” bachelor curriculum.	Mercatorum University (IT), Department of Humanities and Social Sciences

Mobility

Academic mobility

01/10/2021 – 01/12/2021	Visiting researcher at the Institute for Cultural Inquiry (ICON)	Utrecht University
01/09/2018 – 06/06/2019	Erasmus Programme during MA studies, master thesis abroad (09/2018 – 06/2019)	University of Edinburgh (UK)
15/08/2016 – 02/01/2017	Erasmus Programme during BA studies(08/2016 – 02/2017)	Dalarna University (SE)

Intersectorial mobility

01/04/2023 – 01/07/2023	Non-Academic Secondment in a local organization for reading promotion.	IG Leseförderung (CH)
01/02/2024 – 31/05/2025	Collaboration with local Shared Reading organization	Sharing Stories Verein (CH)

Teaching and supervision

Teaching

- Statistical Methods for Literature and Language Studies Using R (University of Basel, Department of Language and Literatures: Autumn Semester 2023; Spring Semester 2025)
- Sentiment Analysis for the Humanities (University of Basel, Digital Humanities: Spring Semester 2025)

Supervision

- First supervisor to four master theses at Vrije Universiteit Amsterdam, Department of Communication Sciences: **(1)** Greenwashing by World’s Biggest Corporations: Analyzing the Impact of Emissions on Sentiment in Corporate Communications Using ClimateBERT **(2)** Green Campaigns in the Fashion Industry: The Effects of Greenwashing versus Vocal Green Strategies on Corporate Reputation **(3)** Message framing in green advertising: investigating the effect of construal level and elicited emotion on message credibility and pro-environmental buying intentions. **(4)** Examining the Impact of Airline Sustainability Initiatives on Public Perception: A Post-COVID-19 Perspective

Fellowships and institutional responsibilities

- BRIDGE Proof of Concept Fellowship (Swiss National Science Foundation). **Project:** Turning the Page on Climate Anxiety: Empowering Youth for Sustainable Change. Establishing a Shared Reading program for young adults in Switzerland **Amount:** 148,201 CHF

Period: 01/02/2024 – 31/05/2025

Role: Grantee and sole Principal Investigator

<https://data.snf.ch/grants/grant/222419>

Project website: www.sharingfutures.com

- Board Member and Online Presence Coordinator: The International Society for the Empirical Study of Literature. (2024–2028).
- Co-Organizer of the 21st Conference of the International Society for the Empirical Study of Literature (IGEL). June 5th–6th, 2025, Austin, Texas (USA), <https://igelsociety.org/events/event-igel2025/>.

Publications

1. Loi, C. (under review). Investigating the effects of a narrative-based program on young adults' well being, climate emotions, and pro environmental behaviors.
2. Loi, C., Hakemulder, F., Kuijpers, M. (in press). The impact of “future narratives” and “climate fiction” on young adults. Applying content analysis to audiovisual transcripts of shared narrative experiences. *Handbook of Qualitative Content Analysis*. Edward Elgar.
3. Loi, C., Luseti, M., Kuijpers, M. (2025). Absorption and Impact on Self-Concept when Reading Climate Fiction. A case study in empirical literary studies using online book reviews. *Routledge Companion to Literature and Cognitive Studies*.
4. Loi, C. (2025). Is fiction a remedy for our wish to live many lives? Testing a popular assumption among contemporary readers. *Poetics*, 111, 102018. <https://doi.org/10.1016/j.poetic.2025.102018>
5. Loi, C., Scapin, G., Alber, J., & Martínez, M. Á. (2024). Measuring storyworld possible selves in depression stories: Linguistic features, personal relevance, and the narrative experience. *Psychology of Aesthetics, Creativity, and the Arts*. <https://doi.org/10.1037/aca0000721>
6. Loi, C., Hakemulder, F., Kuijpers, M. and Lauer, G., 2023. On how Fiction Impacts the Self-Concept: Transformative Reading Experiences and Storyworld Possible Selves. *Scientific Study of Literature*, 12(1), p.44–67. <https://doi.org/10.61645/ssol.181>
7. Loi, C., Kuijpers, M., Ensslin, A., & Lauer, G. (2023). Paths to transformation across contemporary reading practices: The role of motivations and genre preferences. *Psychology of Aesthetics, Creativity, and the Arts*. <https://doi.org/10.1037/aca0000622>
8. Scapin, G., Loi, C., Hakemulder, F., Bálint, K., & Konijn, E. (2023). The role of processing foregrounding in empathic reactions in literary reading. *Discourse Processes*, 1-21. <https://www.tandfonline.com/doi/full/10.1080/0163853X.2023.2198813>. Role as second author: data analysis, interpretation and manuscript writing.
9. Loi, C. & Scapin, G. (2024). Il Con-Tatto tra lettore e testo: l'impatto della letteratura sulla percezione del Sé e dell'Altro. *Numero Cromatico* (publication based on a presentation at the public event HOBIT - How Our Brain Innovates Thinking, 06/04/2023, Rome, Italy. Podcast available at: <https://open.spotify.com/episode/4kHgSwICCX7SVXmi0IY4Nb>
10. Loi, C. (2020). I fantasmi del testo. Tracce del possibile nel modernismo italiano. *Testo e Senso*, (21). <https://testoesenso.it/index.php/testoesenso/article/view/462>

Selection of Talks and Conferences

- Invited speaker for International Workshop of Data Triangulation, organized by the international project “Reading Post-Postmodernist Fictions of the Digital: Narrative, Technology, and Cognition in the Twenty-First Century” (funded by UK Research and Innovation, hosted at Giessen University and Sheffield Hallam University), October 20th 2025. *Title of presentation:* Mixed-Methods in Empirical Literary Studies.
- IGEL (International Society for the Empirical Study of Literature), Austin (US), June 5th 2025. *Title of presentation:* Investigating the effects of a narrative-based program on young adults’ well being, climate emotions, and pro environmental behaviors.
- IGEL (International Society for the Empirical Study of Literature), Aachen, July 19th 2024. *Title of presentation:* Shared Reading Meets Empirical Ecocriticism: Presenting the Sharing FutureS Program for Young Adults.
- Environmental Humanities Conference, Cappadocia University, May 22nd 2024. *Title of presentation:* Shared Reading and Climate Fiction: Empowering Youth for Sustainable Change and Mental Health.
- IGEL (International Society for the Empirical Study of Literature), Monopoli (IT), 26-28 September 2023. *Title of poster presentation:* On how Fiction Impacts the Self-Concept: Transformative Reading Experiences and Storyworld Possible Selves.
- PALA (Poetics and Linguistics Association) International conference. Bertinoro (IT), 12-16 July 2023. *Title of presentation:* Measuring the impact of reading climate fiction. Co-authored with Massimo Lusetti and Moniek Kuijpers.
- Invited speaker for joint presentation with ELIT PhD student Giulia Scapin at: HOBIT - How Our Brain Innovates Thinking, festival organized by “Numero Cromatico”- Rome (online) 6th April 2023. *Title of presentation:* Il Con-Tatto tra lettore e testo: l’impatto della letteratura sulla percezione del Sé e dell’Altro.
- Invited speaker: NARRALINCOG 2023 International Seminar on Storyworld Possible Selves. University of Twente (NL) 17-19 May 2023. *Title of presentation:* On how fiction activates and transforms the self concept: quantifying storyworld possible selves.
- IAEA 2022 - International Association of Empirical Aesthetics. Philadelphia, 08.31.22 - 9.02.22. *Title of presentation:* Books and Digital-Born Fictional Narratives Comparing Transformative Effects within the Self-Concept.
- IGEL (International Society for the Empirical Study of Literature) conference, hosted through UCF, Orlando (online) 14/07/2022. *Title of presentation:* Self-schemas and possible selves: Locating the effects of transformative reading on the self-concept.
- ELO (Electronic Literature Organization) International Conference. Como, 01/06/2022. *Title of presentation:* Motivations for reading, genre preferences and transformative effects an empirical study on digital fiction readers.

Selection of Certificates and other Training

- Habilitation course to act as Master Theses Supervisor: *Supervise an internship effectively and efficiently*, Vrije University Amsterdam, Centre for Teaching and Training, 12th April, 26th April, 31st May, 7th June 2024.
- Workshop: *Neurocognitive Models of Literary Reading and Foregrounding*, Free University Berlin, 4-5 April 2022.
- Workshop: *Eye Tracking and Other Online Measurements*, organized by the University of Warsaw and University of Vienna under the ELIT project (<https://www.elitnetwork.eu/>), 24th-25th October 2022.
- Training School: *Contributing to Empirical Studies of Literature and Media*, organized by the VU University Amsterdam and the University of Verona, 12th-16th July 2021.

- Summer school: *The Psychology of Narrative Impact* (SALON 2021) at Julius-Maximilians-University Würzburg Germany, July 5th –July 9th 2021.
- Training School: *Sentiment Analysis*, organized by the International Society for the Empirical Study of Literature, 17-18 June 2021.
- Training for teachers: *24 ECTS in Pedagogy and Education*, the University of Teramo (IT), 28th May 2020.