



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

29 November, 2025 – 10.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

User generated Content as a language and a metric

Shift in perspective: the user is no longer just
a receiver, but a co-creator of information

INTRODUCTION

Fulvio Ferrari

Professor at LUMSA University

Course in Communication metrics – Web analytics and Datamining

SPEAKER

Valentina Panetta

Award-winning Journalist & LUMSA Alumna



Valentina Panetta is a journalist and digital communications specialist who combines strong editorial rigour with a deep understanding of audience-led content and metrics. A proud alumna of LUMSA University, she has earned multiple honours for her work, including the prestigious *Premio Fenice CONAI per il Giornalismo Ambientale Giovane* (2024, category *audiovisivo*) for her investigative piece on the circular economy, the *Premio Giornalistico Alessandra Bisceglia per la Comunicazione Sociale* (2025, section *giornalisti professionisti*) for her work on social communication, and the *Premio di Giornalismo e Comunicazione – La Rosa d'Oro* for her broader journalistic contributions.

In the seminar, Valentina explores how **user-generated content (UGC)** functions simultaneously as a **language**—shaping narratives, community engagement, and identity—and as a **metric**, an indicator of authenticity, influence, and value in digital ecosystems. Drawing on her newsroom experience and strategic communication expertise, she offers both conceptual frameworks and actionable insights for interpreting and leveraging UGC in professional contexts.