



## Irene Cisma Díaz

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🌐 **LinkedIn:** <https://www.linkedin.com/in/irecisma/>

**Gender:** Female **Date of birth:** 23/07/1993 **Nationality:** Spanish

### ABOUT ME

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Aspiring to pursue a PhD in behavioural sciences, leveraging my interdisciplinary background in neuroscience and social sciences to contribute to research and advancements in the mental health field.

### EDUCATION AND TRAINING

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[ 15/10/2023 – Current ]

#### Ms in Neuroscience

**Universitat Autònoma de Barcelona** <https://www.uab.cat/web/universitat-autonoma-de-barcelona-1345467954774.html>

**City:** Barcelone | **Country:** Spain | | **Thesis:** Taking politics personally: an fMRI study on political exclusion

#### Double International Degree in Marketing and Market Research

[ 15/09/2011 – 30/06/2015 ]

**Universidad de Sevilla & Université de Haute Alsace** <https://www.us.es/>; <https://www.uha.fr/>

**City:** Seville | **Country:** Spain | **Field(s) of study:** Business, administration and law: • *Inter-disciplinary programmes and qualifications involving business, administration and law* | **Thesis:** A study of the slow fashion consumption behaviour

Part of the first generation of a unique collaboration program to obtain University qualifications in France and Spain. The list of qualifications obtained were:

- DUT in Marketing Techniques, Haute Alsace University, 2013
- Degree in Economics and Management, Haute Alsace University, 2014
- Degree in Marketing and Market Research, Seville's University, 2015

### WORK EXPERIENCE

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[ 10/10/2018 – 05/11/2023 ]

#### Science Communication Manager

**Atlantia Clinical Trials** <https://atlantiaclinicaltrials.com/>

**City:** Cork | **Country:** Ireland

- Developed B2B marketing department and drove science communication plan
- Managed a small team of 3 young professionals
- Organised over 40 face to face conferences and symposium attendance
- Organised over 15 online panels with highly cited scientist in the microbiome research field

[ 01/07/2017 – 01/10/2018 ]

### **Account Services Representative**

**DELL EMC** <https://www.dell.com/en-us/blog/tags/dell-emc/>

**City:** Cork | **Country:** Ireland

- Coordinated maintenance services for institutional and business clients

[ 01/03/2015 – 30/06/2015 ]

### **Science communication Assistant**

**CITIUS** <https://citus.us.es/web/>

**City:** Seville | **Country:** Spain

- Assisted in creating commercial offerings for research services

## **RESEARCH EXPERIENCE**

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[ 10/11/2023 – Current ]

### **Research Student at Social Brain Lab**

- Neuroimaging study set-up
- Recruitment of participants
- Recruitment and study materials design
- Neuroimaging study conduct
- Scientific writing
- Data analysis
- Outreach material design
- Manuscript writing

[ 01/03/2012 – 15/06/2012 ]

### **Data Collection Student at Real Betis Balompíe**

- Assisted in data collection for a consumer behavior research project

## **PUBLICATIONS**

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[ 2024 ]

### **[Scaling crowdsourcing interventions to combat misinformation](#)**

**Reference:** Pretus, C. et al (2024)

Partisan misinformation hijacks people's right to make decisions based on accurate information, posing a threat to democracy and liberal values.

Current interventions to counter misinformation

are less effective when it comes to politically polarizing content, especially among extreme partisans who share the most misinformation. A new line of

research suggests that crowdsourcing interventions, or using laypeople's judgments to help people spot misinformation, provide an additional layer of content moderation that can help overcome these limitations. We present a model that explains when crowdsourcing interventions will be successful based on three factors: trust in fact-checking sources, dissonance with previous beliefs, and crowd size. These three factors are often at odds in politically polarized social media environments, leading to less effective fact-checking. Based on this model, we discuss how crowdsourcing interventions could

be scaled in a way that is ethical and leverages artificial intelligence to connect people with neighboring communities outside their ideological echo chambers.

## CONFERENCES AND SEMINARS

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[ 06/2023 ] **Poster presentation at Neuropsychoeconomics conference** Granada

Cisma Díaz, I. "Shedding light into the dark box of consumer behavior." Abstract and poster presented at the Neuropsychoeconomics conference, 2023.

**Link:** <https://www.neuropsychoeconomics.org/conference/>

[ 05/2023 ] **Poster presentation at European Medical Writers Association** Prague

Barbosa, V., Lucking, S., & Cisma, I. "A method of selecting appropriate Quality of Life Patient Reporting Measures in clinical trials." Presented at the European Medical Writers Association, 2023.

**Link:** <https://www.emwa.org/>

## CREATIVE WORKS

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[ 2022 ] **Publication Graphical Abstract Design, Foods**

- Responsible for the design of the article's Graphical Abstract in collaboration with the authors as stated in the acknowledgment section.

Giuntini, E.B.; Sardá, F.A.H.; de Menezes, E.W. "The Effects of Soluble Dietary Fibers on Glycemic Response: An Overview and Futures Perspectives." *Foods* (2022), 11, 3934.

**Link:** <https://www.mdpi.com/2304-8158/11/23/3934>

[ 2021 ] **Publication Graphical Abstract Design, Nutrients**

- Responsible for the design of the article's Graphical Abstract in collaboration with the authors as stated in the acknowledgment section.

de Andrade LS, Sardá FAH, Pereira NBF, Teixeira RR, Rodrigues SD, de Lima JD, Dalboni MA, Aoike DT, Nakao LS, Cuppari L. "Effect of Unripe Banana Flour on Gut-Derived Uremic Toxins in Individuals Undergoing Peritoneal Dialysis: A Randomized, Double-Blind, Placebo-Controlled, Crossover Trial." *Nutrients*. (2021); 13(2):646.

**Link:** [www.mdpi.com/2072-6643/13/2/646](http://www.mdpi.com/2072-6643/13/2/646)

[ 2024 ] **Glial cells Illustration**

Finalist at the International Scientific Illustration Prize - CSIC

**Link:** <http://www.blog.illustraciencia.info/2024/03/irene-cisma-diaz-celulas-gliales-del.html>

## TEACHING EXPERIENCE

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[ 04/2023 ] **Guest Speaker at Griffith College Cork**

- Delivered a scientific communication lecture and business case study

**Link:** [https://www.griffith.ie/find-a-course-results/all/all/all/cork?utm\\_source=google-ads&utm\\_medium=pmax&utm\\_campaign=performance&utm\\_term=spring24&gad\\_source=1&gclid=CjwKCAjw3NyxBhBmEiwAyofDYUsS7nZ7G2bn4QFx6FRexqZTKMPpmi7p6tcMXZwBtl27jjfliXzVcBoCR4oQAvD\\_BwE](https://www.griffith.ie/find-a-course-results/all/all/all/cork?utm_source=google-ads&utm_medium=pmax&utm_campaign=performance&utm_term=spring24&gad_source=1&gclid=CjwKCAjw3NyxBhBmEiwAyofDYUsS7nZ7G2bn4QFx6FRexqZTKMPpmi7p6tcMXZwBtl27jjfliXzVcBoCR4oQAvD_BwE)

## LANGUAGE SKILLS

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**Mother tongue(s):** Spanish

**Other language(s):**

**English**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

**French**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

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### My Digital Skills

Adobe (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe AfterEffects, Adobe XD) | Microsoft Office | G-suite (G-mail, G-drive, G-meet) | Statistical analyses softwares (SPSS, R / R Studio, Amos, NVivo) | APPLIED SOFTWARE PRODUCTS (ERP, CRM) | Data Analytics, Data Visualization

## DRIVING LICENCE

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**Cars:** B

## RECOMMENDATIONS

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**Name: Clara Pretus** Assistant Professor at Universitat Autònoma de Barcelona

Master thesis supervisor

**Phone number:** (+34) 933161440 | **Email:** [clara.pretus@uab.cat](mailto:clara.pretus@uab.cat)

**Name: Francisco Javier Rondán Cataluña** University Professor at Universidad de Sevilla

Thesis Supervisor

**Phone number:** (+34) 955420787 | **Email:** [rondan@us.es](mailto:rondan@us.es)

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