

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	Francesca Musiani
Country/Region:	France (born Italy), Europe
Affiliation:	Centre national de la recherche scientifique (CNRS), France
Position:	Directrice de recherche au CNRS (eq. Senior researcher or Research Professor)
Years that this Strategic Plan Covers:	2025-2028
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

I am a tenured senior researcher at the French National Center for Scientific Research (CNRS), where I have co-founded and co-directed since 2019 the [Centre Internet et Société](#). I am an interdisciplinary sociologist of technology, and my primary research interest is the role of technical architectures and infrastructures as instruments of Internet governance.

My involvement in IAMCR dates back to my PhD thesis; my first IAMCR conference has been México 2009, and since then, I have been a regular, relishing the highly international and diverse community that is the backbone of the Association, where I have forged lasting intellectual collaborations, as well as personal friendships.

I have actively supported IAMCR since my PhD years: I eventually accepted leadership roles in the Emerging Scholars Network (section co-chair, 2012-2016) and in the Communication Policy and Technology Section (vice-chair, 2017-2019; co-chair, 2020-2023). Since stepping down as CPT co-chair, I have been part of the Finances committee, and was elected to the International Council in 2024 with broad endorsement (<https://iamcr.org/election2024/ic-musiani>).

My intention to serve as an IAMCR Ambassador for France (with broader links to Francophone countries) stems from the willingness to keep on actively contributing to the IAMCR

community, as I have done for more than a decade, but with new responsibilities that would be the primary role linked to my tenure in the IC. Further, French is one of the three official languages of IAMCR and has a big part in its history, which is perhaps slightly “under the radar” at this point of the Association’s history and would do well to be back in the spotlight again.

Incidentally, I am fluent in the three IAMCR languages (including Spanish), which could also be helpful in a broader Ambassador role.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

The main lever that will allow me to promote IAMCR by means of event organization is the leadership role (co-founder, deputy director 2019-2024, director 2025-present) I have in the French Centre for Internet and Society, hosted by the Centre national de la recherche scientifique, my employer (France’s leading research organization). The Centre Internet et Société (CIS) du CNRS is both a lab of CNRS personnel (currently 17) and a research network of more than 700 members hosted at more than 120 institutions in France primarily) and the francophone world, focused on issues of Internet, IA and Society (<https://cis.cnrs.fr>). CIS has strong relationships with several French labs studying digital media and governance (e.g. the CARISM at Université Paris-Panthéon-Assas and the LINC at the French Data Protection Agency), whose members regularly attend CIS events.

The CIS hosts annually its research days (the programme of the most recent ones is here <https://cis.cnrs.fr/journees-du-cis-2024/> for information), which could provide a regular, and already established, occasion to showcase IAMCR (for example by organizing a panel co-sponsored by the Association). Funding for this event is regularly planned on the (fairly meager...) yearly budgets of the lab and the research network.

In addition to this event, further ones could be planned in collaboration with historical

members of IAMCR based in France (notably Philippe Maarek, Divina Frau-Meigs, former ESN chair and my close colleague Ksenia Ermoshina, and the team of Lyon colleagues who organized the IAMCR 2023 conference, notably Françoise Paquien-séguy and Chérifa Boukacem who are both members of the CIS research network). French-speaking Canada-based colleagues (Guillaume Latzko-Toth, Stéphane Couture, both visiting researchers at CIS in the past two years) have also expressed interest in joining initiatives that would promote IAMCR in the francophone world. I am unable to directly provide funding to such events, though, so it would need to be negotiated on an ad-hoc basis, ideally with the support of the IAMCR Section/WG heads fund or similar schemes.

It would most likely be a good idea to issue a call for event organizations under the label of IAMCR, that colleagues could respond to in a bottom-up way.

At least one event in the mandate may be organized in partnership with UNESCO (a historical partner of IAMCR and based in Paris, France).

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

Some of the events organized by CIS (first and foremost its annual research days) will be the occasion to speak about IAMCR and its membership scheme (including the possibility of institutional membership, which is likely to make more sense for some universities with big departments of information and communication sciences than it does for CNRS). It would be helpful in this regard to have any promotional material

As a past IAMCR ESN chair, I would be particularly keen on organizing one or more occasions events focused on emerging scholars which could promote student memberships.

The general mailing list of the CIS research network can also be an opportunity of outreach.

Part of the strategy could also entail negotiating discounts in respective memberships to IAMCR and to SFSIC (the French Association for Information and Communication Sciences) if purchased together. I am not sure this has been done before and/or would be possible, and most likely it would have to be negotiated between the executive boards of both Associations, but I could be in the loop if that ever happens.

Email exchanges with French and Québécois colleagues could also lead to identify current and prospective partners/colleagues they have on the African continent, which is part francophone and could also be a potential membership 'reservoir'.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

Part of the remaining tasks have already been addressed in the above text.

An additional outreach/engagement idea could be on the editorial side. I am a member of the editorial team of the journal RESET – Recherches en sciences sociales sur Internet, which is an open access, primarily francophone online-only peer-reviewed journal managed entirely, in a cooperative manner, by researchers. A partnership between IAMCR and the journal could maybe be envisaged for a special issue supported at least partially by the IAMCR fund.

I propose to send a short yearly report to IAMCR's relevant governance bodies on ambassador activities, and I'll be sure to send along any information that IAMCR might want to relay on its website (typically, the announcements of the biannual SFSIC conference and of the CIS annual research days).