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Katerina Diamantaki is Assistant Professor and Graduate Program Coordinator at the MA in Digital Communication and Social Media program at Deree, where she currently teaches the courses in communication theory, strategic communication, social networks behavior, new media theory and research, digital public relations and advertising theory. She holds a Ph.D. on virtual communities from the Department of Communication and Media Studies at the National and Kapodistrian University of Athens. She holds an MA in Media and Communication Studies from the same department, and a degree in Politics from the University of London.

Her research focuses on New Media and the Internet from a socio-cultural perspective, examining how digital and online media impact on social interaction, community-building, politics, discourse, memory, and space, but also to other areas in the wider field of communication, such as strategic communication, persuasion, audience research, rhetorical discourse and memory/space studies. Dr. Diamantaki has participated in numerous research projects covering a wide range of topics, such as media representations, science communication, educational technologies, online political communication, locative media, the adaptive web, user experience, and the Internet of Things. She currently holds the position of Independent Expert in Community-building for the EU-Community project (7th Framework of the European Commission). Besides her academic career, Dr. Diamantaki also has extensive professional experience, having worked as a communications specialist for the European Parliament, the Greek Ministry of Foreign Affairs, and other social, political and scientific organizations.

