

Darío Doña Falcón

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|---------------------------------|--|------------|--|
| FIELDS | Communications, sentiment analysis, machine learning, digital humanities, feminist critique of technology, Marxist studies | | |
| EDUCATION | <i>PhD in Communications</i> | Since 2023 | |
| | Universitat Pompeu Fabra, Spain | | |
| | <ul style="list-style-type: none">• Funded by a PIPF-UPF grant.• Thesis titled: <i>Matters Before Methods: A Critical Approach to Sentiment Analysis</i>, supervised by Prof. Pilar Medina-Bravo. | | |
| | <i>M.Res in Cognitive Systems and Interactive Media</i> | 2023 | |
| | Universitat Pompeu Fabra, Spain | | |
| | <ul style="list-style-type: none">• Courses on machine-learning and applications in the field of digital humanities.• Class valedictorian. Thesis directed by Prof. Davinia Hernández-Leo. | | |
| | <i>B.Eng Telecommunications</i> | 2022 | |
| | Universidad de Las Palmas de Gran Canaria, Spain | | |
| | <ul style="list-style-type: none">• Dean's list and class valedictorian upon graduation. | | |
| FUNDING & AWARDS | PIPF-UPF PhD grant — <i>Universitat Pompeu Fabra</i> | Since 2023 | |
| | Class valedictorian — <i>M.Res Cognitive Systems and Interactive Media</i> | 2023 | |
| | Class valedictorian — <i>B.Eng Telecommunications</i> | 2022 | |
| | Academic excellence award — <i>COITTCAN</i> | 2022 | |
| PUBLICATIONS | <ol style="list-style-type: none">4. <i>The automation of affects: On the embedding of neoliberal ideology in Machine Learning models and its impact on psychotherapy</i>. Science as Culture (in review).3. <i>Women are too easily offended, but robots aren't: A feminist critique of Sentiment Analysis</i>. AI & Society (in review).2. <i>Homebound by capital: On the mediation of the employment contract in the family structure and gender as capitalist category</i>. Science & Society (in review).1. La seguridad de las mujeres no es un derecho: Tipologías de discursos antifeministas en las redes contemporáneas. In Soto-Sanfiel, María T., Masanet, Maria-Jose, y Vázquez-Tapia, Esmeralda (Ed.), <i>Perspectivas globales sobre género y sexualidades en los medios</i>, 2025. | | |
| ACADEMIC CONFERENCES | <ol style="list-style-type: none">5. <i>Home is Where the Wage is: A Study on the Mystification of Wages and the Family as Accumulation Unit</i>. PSA 75th Annual International Conference, 2025.4. <i>Beyond social reproduction theories: Marxism, gender and the international division of labour</i>. 9th Conference of the Danish Society for Marxist Studies, 2024.3. <i>De la carne al cuerpo: Un análisis del control biopolítico de mujeres y animales</i>. Geu ere animalia - construyendo un futuro antiespecista, 2024. | | |

2. *Towards a Critique of Sentiment Analysis*. UPF-STIRLING Research Seminar, 2024.
1. *Matters Before Methods: A critique of Sentiment Analysis techniques*. Seminari temàtic JOVIScom, 2024.

TALKS & LECTURES

3. *Més enllà de les teories de reproducció social: valor, gènere i divisió del treball*. Ateneu Barcelonès, 2025.
2. *Booktok y el fetiche literario*. Crudo, 2024.
1. *Uniendo lo cualitativo y lo cuantitativo, una introducción a las técnicas de Sentiment Analysis en la investigación en Comunicación*. Lecture, 2023.

PERSONAL SKILLS

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| <i>Languages</i> | Spanish – Native English – Cambridge C1 Catalan – CIFALC C1 French – B1 | |
| <i>Programming</i> | Python – Advanced C – Intermediate | Java – Advanced Assembly Language – Intermediate |
| <i>Technical</i> | Data mining, Machine Learning programming | |
| <i>Software</i> | Microsoft Office, Video editing software, Audio production in DAWs | |