

PERSONAL INFORMATION Ervin GOCI



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Sex: Male | **Date of birth:** 27/12/1982 | **Nationality:** Albanian

WORK EXPERIENCE

2006 – to date:

Senior Lecturer, Faculty of History and Philology, Department of Journalism and Communication

University of Tirana, Tirana Albania

- Lecturer for Bachelor and Master level courses; Models of Communication Theory, Civil Society and Public Space, Social Theory and Public Relations, Information in Social Media Platforms

EDUCATION

November 2021

Ph.D. in Communication Sciences

Department of Journalism and Communication, Faculty of History and Philology, University of Tirana, Tirana Albania.

Thesis: "Albanian Society confronting the challenge of routinized perpetual measuring of the media audience". (EQF level 8)

September 2006- July 2008:

Master of Science in Human Sciences, Faculty of Social Sciences, University of Tirana, Tirana, Albania EQF level 7

October 2001 – July 2005

Bachelor of Arts in Philosophy, Department of Philosophy Sociology, Faculty of Social Sciences, University of Tirana, Albania EQF level 6

Mother tongue(s) **Albanian**

| Other language(s) | UNDERSTANDING | | SPEAKING | | WRITING |
|-------------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C1 | C1 | C1 | C1 | C1 |
| Italian | C1 | C1 | C1 | C1 | C1 |

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Publications and presentations in several national and international conferences:

- *Aspects of Media Literacy Education in Albania: Youngsters caught in between new technologies and conventional media abandonment*; This scientific research study and publication was undertaken as a part of the Erasmus + project , Fakespotting` / Project n.2020-1-IT02-KA203-079902 (in process of publication) / Link: <https://fakespottingproject.eu/>
- *Digitization of the news, the journalist's work between replication and professional creativity as a subsequent value* - article written in the context of talks at the conference "Revisiting the digitization process, ten years later.", Faculty of History and Philology, Department of Journalism and Communication, December 2022 - (original title in Albanian: *Digjitalizimi i lajmit, puna e gazetarit mes replikimit dhe krijimitarise profesionale si vlere e shtuar*) (in process of publication)
- *The difficult transition of traditional Albanian media to the online ecosystem, the mandatory transformation from media logo to "brand-platform"* - article published in the study publication "(Albanian Studies) Traditional Journalism in front of new audiences", Faculty of History and Philology, Department of Journalism and Communication, October 2021, (Ed) pp 151-165 - (original title in Albanian: *Tranzicioni i vështirë i logove tradicionale mediatike shqiptare, drejt ekosistemit online, transformimi i detyrueshëm nga logo mediatike në "brand"- platforma* (ISSN: 2304-3828)
- *The quality of information as an indicator of a crisis beyond media editorial offices* - article published in the study publication "(Albanian Studies) News Quality of Albanian Television Broadcasters, Faculty of History and Philology, Department of Journalism and Communication 2020/ (Ed) pp 103-107, Tirana, June 2020 - (original title in Albanian: *Cilësia e informimit si tregues i një krize përtej redaksive të mediave*) (ISSN: 2304-3828)
- *Labour market in the media* - Co-author of the report in the framework of the cooperation of the Journalism and Communication Department in the University of Tirana with USAID Mission in Albania and the Institute for Development, Research and Alternatives (IDRA). This study took great care in collecting information to measure the gap levels between knowledge acquired in the Journalism and Communication Department in the University of Tirana and the practical and professional competency levels of journalists who have completed their studies at JCDUT. March 2019. Link: <https://bit.ly/3fXLB83>
- *Building and distributing programming formats in the eyes of audiences* - article presented at the national conference: "The programming strategies, in the challenging environment of broadcasting in the Albanian tv", Faculty of History and Philology, Department of Journalism and Communication, 2019, (Ed) pp 141-154. - (original title in Albanian : *Ndërtimi dhe shpërndarja e formateve programore në sytë e audiencave*) (ISSN: 978-9928-4525-9-7)

- *The administration of environmental information in Albania.*, Report, REC Albania/ EcoAlbania, October 2018, Tirana. Co-author of the report in the framework of a project-study focused on tracing the circulation of the institutional information towards public based on the annual report on the environmental assessment in Albania. Link : https://ecoalbania.org/wp-content/uploads/2018/11/Raport_23x16_84_Faqe_Web.pdf
- *Reliability of traditional media outlets during the transition to the horizontal ecosystem of social networks* - article presented at the national conference: *"Fakenews and fight for truth in the media"*, Albanian Audio-visual Media Authority (AMA), (Ed) pp 11-21, February 2018 - (original title in Albanian: Besueshmëria e logove tradicionale informative përgjatë tranzicionit në ekosistemin horizontal të rrjeteve sociale) Link : <http://ama.gov.al/wp-content/uploads/2018/10/Fakenews.pdf>
- *Information in the era of social media: The case of the newspaper "Panorama"*, - article published on the international Journal "THESIS", AAB University, Pristina, 2017/1, (Ed) pp 143-171 - (original title in Albanian: Informimi në epokën e mediave sociale : Rasti i gazetës "Panorama") ISSN: 1848-4298 / Link : <https://rep.thesis-journal.net/jspui/bitstream/123456789/130/1/Ervin%20Goci.pdf>
- *The media business model in Albania between innovation and resistance* - article presented at the national conference: *"The Economic Models of the TV Industry in Albania"*, Faculty of History and Philology, Department of Journalism and Communication, (Ed) pp 256-262 2017 - (original title in Albanian: Model i biznesit të mediave në Shqipëri, mes inovacionit dhe rezistencës) - ISSN 978-9928-171-80-1)
- *Typologies of audience behavior into the perspective of digitization process* – article presented at the international conference *"The digitization of the analog broadcast media: challenges, paradoxes, expectation"*, Faculty of History and Philology, Department of Journalism and Communication 2015/(Ed) pp 196-201 (original title in Albanian: *"Tipologji të sjelljes së audiencës në perspektivën e digjitalizimit"*) ISBN: 978-9928-214-10-2
- *"The audience measurement in Albania - Efforts to institutionalize"* - article published on the international Journal - "THESIS"- AAB University, Pristina, 2014/1, pp 75-95 (original title in Albanian: *Matja e audiencës në Shqipëri, përpjekje për institucionalizim*) ISSN: 1848-4298 Link: https://rep.thesis-journal.net/jspui/bitstream/123456789/34/1/Ervin_GOCI75-93.pdf
- *Youth media exposure, and their behavior as interactive audiences* - article presented at the national conference: *"Mediology"* - Faculty of History and Philology, Department of Journalism and Communication, December 2013 - (Ed) pp 15-30 (original title in Albanian: *Ekspozimi i nxënësve ndaj medias, dhe sjellja e tyre si audience interaktive"*) ISSN : 2305-3828

- *Short history of measuring the audience in Albania. Evidences and Expectations* – article presented at the national conference : “Making history through media, as mediatisation of history, Faculty of History and Philology, Department of Journalism and Communication, November 2012 - (Ed) pp 244-254 (original title in Albanian: “Historiku i matjes së audiencës në Shqipëri- Konstatime dhe Pritshmëri”) ISSN: 2305-3828
- *Social isolation in the “Total Institution”, routinizing the stress (E.Goffman)* - article presented at the international conference: “ Communication in the “Total Institutions”, Faculty of History and Philology, Department of Journalism and Communication, December 2011 - (Ed) pp 227-241 (original title in Albanian: *Izolimi social i të izoluarve në institucionet totale, stresi si gjendje e rutinizuar (E.Goffman)*). ISBN: 978-9928-139-16-0
- *Promoting the image of mobile communication industry in Albania (Tools and Strategies)* – article presented at the national conference “Integrated Marketing Communication (IMC)”, Faculty of History and Philology, Department of Journalism and Communication, November 2011 - (Ed) pp 103-112 (original title in Albanian: *Promovimi i imazhit të kompanive të telefonisë së lëvizshme në Shqipëri (teknika dhe strategji)*).
- *Dynamics in scheduling media programming in Albanian TV milieu* – article presented at the international conference “ Albanian media milieu in transition”, Faculty of History and Philology, Department of Journalism and Communication, November 2010 - (Ed) pp 199-207 (original title in Albanian: “Dinamika në skedulimin e programacionit në mediat shqiptare”)
- *TV Industry as a dominator of mediated communication* – article presented at the **national** conference: “Recent developments in political communication in Albania” - Faculty of History and Philology, Department of Journalism and Communication, December 2009 - (Ed) pp 80-91 (original title in Albanian: *Dominimi i hapësirës mediatike nga industria televizive*).
- *Media, an integrating and disintegrating reality*“ - article presented at the national conference “Communication in the Albanian-Speaking space” - Faculty of History and Philology, Department of Journalism and Communication, December 2008 – (Ed) pp 56-66 (original title in Albanian: “Media , një realitet integrues apo diversifikues”).

Projects

March 2023 – present

- Member of the research team, of the project “*Fakespotting*”. “Fakespotting is a project co-financed by Erasmus +, which aims to focus on the existing gaps in digital and information education in Higher Education, in the project it is foreseen to carry out: research, surveys and training interviews with international teams , and a collective publication on the state of media education in schools. **Link :** <https://fakespottingproject.eu/>

October 2022 - January 2023

- Member of the research team, of the project: *Revisiting the digitization process, ten years after implementation*”, a research project supported by the Audiovisual Media Authority, to re-evaluate the progress of the digitization process. The project aimed to monitor the penetration level of the digitization process in the Albanian media market with attention to innovations and "pure digital" operators.

June - October 2021

- Member of the research team, of the project “*Traditional journalism in front of new audiences*”, a project supported by the Audiovisual Media Authority (AMA) to measure Albanian television logos' ability to adapt to online spaces. The project was realized through a one-week monitoring of the informational activity of television logos in the online space

February – September 2020

- “*Media in focus - strengthening of the public broadcaster and the school of journalism in Albania*” - This project had as its object a measure in the labor market of how far journalism students manage to penetrate the market with the knowledge they have. This project is financed by the EU and implemented by the presence of the OSCE in Albania - Product: Study “*Journalists in Albania, a study on market requirements*”, part of the work team, designer of the questionnaire and sample of the study

February – March 2019

- “*Skill Gap Analysis in the Media Market*” (Analiza e hendekut të aftësive në tregun e medias) 2019 – Leading role in the research project of the Department of Journalism and Communication in cooperation with USAID and IDRA (Research Agency), aiming at trying to overhaul the media work market mostly focused on the work performance for the students of Department of Journalism and Communication.

November 2018 – January 2019

- Member of the research team, of the project” *The programming strategies, in the challenging environment of broadcasting in the Albanian tv* (Strategjitë e programacionit dhe sfidat e transmetimeve televizive në Shqipëri) – 2019. A Research project, Department of Journalism and Communication collaborating with Albanian Audio-visual Media Authority (AMA) aiming to try, sift and explore how strategies of programming are build and proposed to the public.

September- October 2018

- *The administration of environmental information in Albania (Menaxhimi i Informacionit Mjedisor në Shqipëri).*, supported by REC Albania/EcoAlbania, October 2018, Tirana. Co-authored of the study in the framework of this project, focused on tracing the circulation of the institutional information towards public based on the annual report on the Environmental Assessment in Albania. The Report aims to change the way public institutions perceive informing public opinion.

June – December 2017

- Member of the research team of the project “*Albanian Media confronting challenges with an outdated economic model*” of the Department of Journalism and Communication in cooperation with Albanian Audio-visual Media Authority (AMA), aiming at trying to shed light on the difficulties that Albanian traditional media are facing, and confronting them with the new models in the digital era.

April – November 2016

- Member of the research team of the “*Television without tv screen*” project run jointly by Department of Journalism and Communication, University of Tirana and Albanian Audio-visual Media Authority AMA, aiming to tackle the migration trend of the audience to the other screens and other platforms, disintegrating the traditional television.

December 2015-April 2016:

- *Measuring the perception of the public about Public Television, and the offer of the programming schedule.* - Member of the research team of the project run jointly by the Department of Journalism and Communication, University of Tirana and Albanian Public TV (RTSH)

May – November 2015:

- *Measuring audience behavior in the incumbent digital milieu and registering the new trends.* - Member of the research team of the project run jointly by Department of Journalism and Communication, University of Tirana, and Albanian Audio-visual Media Authority AMA

January – June 2012:

- *Monitoring the impact of community ethnic-based media on Roma community in south-east Albania.* Member of the research team of the project run jointly by UNICEF and Department of Journalism and Communication, University of Tirana

March – June 2011:

- *Monitoring media exposure and access of communication in the “closed institutions” (Prisons).* Member of the research team of the project run jointly by Department of Journalism and Communication, University of Tirana and Soros” Foundation