

**CARINE GOMES ROOS**  
Doctoral Researcher

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## Education

2026 - Phd Student - Sociological Studies  
[University of Sheffield](#)

2023 - MSc, Gender - Merit, UK System  
[London School of Economics and Political Science \(LSE\)](#)

2013 - Specialization, Web Management - Applied Technologies and Tools - Distinction  
Equivalent in the UK System  
[Centro Universitário SENAC](#)

2010 - BA, Sociology - First Class Equivalent in the UK System  
[University of Brasília \(UnB\)](#)

2009 - BA, Journalism - First Class Equivalent in the UK System  
[University Center of Brasília \(UniCEUB\)](#)

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## Professional Appointments

2020–2025 - Founder and Director, [Newa Consultancy](#) (Policy & Governance Advisory)  
São Paulo, Brazil / London, UK

2017–2020 - Co-Founder and Director, Escola Elas  
São Paulo, Brazil

2012–2015 - Communications Consultant, [UNESCO](#)  
Brasília & São Paulo, Brazil

2014 - Content Manager, NETmundial / [Brazilian Internet Steering Committee \(CGI.br\)](#)  
São Paulo, Brazil

2010–2011 - Researcher, [CNPq – National Council for Scientific and Technological Development](#)  
Brasília, Brazil

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## Peer-Reviewed Publications

**Roos, C. (2026, March).** *Resisting Big Tech: Countergovernance and the future of AI democracy.* In N. A. Smuha, V. Hendrickx, & J. Petroons (Eds.), *Blog symposium 2026* (Law, Ethics and Policy of AI Blog, KU Leuven) (p. 34).

[https://www.law.kuleuven.be/ai-summer-school/blogpost/Blogposts/symposium-on-ai-and-democracy\\_law-ethics-and-policy-of-ai-blog\\_march.pdf](https://www.law.kuleuven.be/ai-summer-school/blogpost/Blogposts/symposium-on-ai-and-democracy_law-ethics-and-policy-of-ai-blog_march.pdf)

Melo, C. de O., & **Roos, C.** (2024, April). *Desenhando organizações com equidade: Inovações de gênero para além do 50:50.* Computação Brasil.

<https://doi.org/10.5753/compbr.2021.44.4436>

## Media and Policy Publications (selection)

**Roos, C.** (2025, May 26). *Gendered disinformation as infrastructure: How tech billionaires shape political power.* Tech Policy Press.

<https://www.techpolicy.press/gendered-disinformation-as-infrastructure-how-tech-billionaires-shape-political-power/>

**Roos, C.** (2025, January 24). *IA não pode ser sustentável se o impacto dos data centers não for reconhecido.* Exame.

<https://exame.com/bussola/ia-nao-pode-ser-sustentavel-se-o-impacto-dos-data-centers-nao-for-reconhecido/>

**Roos, C.** (2025, March 14). *Quando a liberdade se torna uma ferramenta de exclusão.* Nexo Jornal. <https://www.nexojournal.com.br/redes-sociais-regulacao-liberdade-censura-2>

**Roos, C.** (2025, January 22). *O futuro da inteligência artificial e a necessidade da ética relacional para uma governança inclusiva.* IT Forum.

<https://itforum.com.br/noticias/inteligencia-artificial-etica-governanca-inclusiva/>

**Roos, C.** (2025, March 14). *O perigo de abandonar a inclusão.* Você RH.

<https://vocerh.abril.com.br/coluna/carine-roos/o-perigo-de-abandonar-a-inclusao/>

**Roos, C. (2025).** *Desumanização algorítmica: Qual o impacto da gestão automatizada nas mulheres que trabalham no mercado digital?* HSM Management.

<https://hsmmanagement.com.br/desumanizacao-algoritmica-qual-o-impacto-da-gestao-automatizada-nas-mulheres/>

**Roos, C.** (2024, February 16). *Um roadmap para a sua empresa eliminar de vez a cultura “tech bro”.* IT Forum.

<https://itforum.com.br/noticias/roadmap-empresa-eliminar-a-cultura-tech-bro/>

Roos, C. (2026). *Resisting Big Tech: Countergovernance and the Future of AI Democracy*. [Law, Ethics & Policy of AI Blog \(KU Leuven\)](#), Symposium on AI and Democracy. Republished in the [Symposium Booklet on AI and Democracy](#) (2026).

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## Conference Presentations (Peer-reviewed)

Roos, C. (2026). *Misogyny by Design: Why Resisting Big Tech Requires Feminist Countergovernance*. Accepted talk, [Cables of Resistance Conference](#), Berlin, Germany, 11 April.

Roos, C. (2026). *Resisting Big Tech: Countergovernance and the Making of Brazil's Digital Child Statute*. Paper presented at the [PAIRS Symposium on AI, Democracy and Society](#), New Delhi, India, 18 February.

## Teaching Experience

2023–2026 - [IBMEC](#) - *MBA Lecturer (Online)*

Designed and delivered graduate-level lectures on Equity, Diversity and Inclusion (EDI), with emphasis on leadership, psychological safety, and organizational transformation.

2024–2025 - [Faculdade Israelita de Ciências da Saúde Albert Einstein \(FICSAE\)](#) - *Lecturer (Graduate level)*

Delivered lectures on Equity, Diversity and Inclusion (EDI), focusing on organizational culture, leadership, and inclusive practices.

2023–2024 - [Loughborough University London](#) - *Guest Lecturer*

Delivered invited lectures on Equity, Diversity and Inclusion (EDI), engaging with global perspectives on inclusion, gender, and technology.

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## Research Experience

**2025 - Mixed-methods study on Women, Peace and Security in the Brazilian Amazon (Think Twice Brasil)**

Designed and conducted a mixed-methods study combining survey instruments, interviews, and qualitative analysis to examine perceptions of safety, community belonging, and political participation among women in the Brazilian Amazon.

### **2023 - Applied research on gender-responsive governance (GIZ & Takeda)**

Conducted applied research using document analysis, interviews, workshops, and participatory methodologies to assess organizational practices and leadership dynamics. Produced evidence-based recommendations on gender-responsive governance, anti-racism, and inclusion in corporate and development contexts.

### **2023 - MSc Dissertation (Gender), London School of Economics and Political Science**

Conducted documentary analysis and descriptive statistical evaluation of B Impact Assessments of B Corporations, drawing on feminist political economy to examine the persistence of gender inequality in ethical business models.

### **2021–2022 - Mixed-methods research on women in technology, Kraft Heinz (Global IT) - Nawa Consultancy**

Designed and led a mixed-methods study within Kraft Heinz's global IT team, integrating quantitative survey design and qualitative analysis to investigate workplace dynamics, career trajectories, and structural inequalities affecting women in technology. The findings informed organizational strategies on equity, diversity, and inclusion.

### **2013 - Postgraduate Research (Web Management)**

Conducted a critical literature-based study on algorithmic personalization in Google Search, examining its implications for information access, user autonomy, and privacy. The research analysed how personalized filtering shapes users' exposure to information, potentially narrowing worldviews and reinforcing asymmetries in knowledge access.

### **2010–2011 - Researcher (GESAC Programme), CNPq**

Conducted mixed-methods fieldwork in rural and riverine communities to assess socio-cognitive dimensions of digital inclusion, with a focus on access, literacy, and structural inequalities.

### **2010 - BA Dissertation (Sociology)**

Conducted a mixed-methods study combining survey data and virtual ethnography to analyse political communication on Twitter during the 2010 gubernatorial elections in Brazil's Federal District. Drawing on theories of social capital and the public sphere, the research examined how digital interactions shape political discourse, showing the predominance of affective, denunciatory, and episodic forms of engagement over deliberative democratic practices.

### **2009 - BA Dissertation (Journalism)**

Conducted a mixed-methods study based on interviews with journalists at Empresa Brasil de Comunicação (EBC), analysing perceptions of social media and its role in journalistic practice, highlighting resistance to participatory media and the persistence of traditional gatekeeping.

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## Policy and Governance Engagement

2025 - Invited Expert Contributor. Regional Consultation on the Impact of Digital Technologies and AI on Gender Equality — Latin America and the Caribbean. UN Working Group on Discrimination Against Women and Girls (Human Rights Council Thematic Report).

2020–2025 — Nawa Consultancy (Policy & Governance Advisory)  
Advisory for digital rights, AI governance, EDI frameworks and human rights compliance with organizations operating across Latin America and Europe.

2023 - Partnerships Coordinator, Brazil Forum UK, London  
Coordination of institutional partnerships and funding for academic-policy dialogue.

2014 - Content Strategy and Participation Engagement  
NETmundial Global Meeting on Internet Governance, CGI.br.

2015 - Strategic Communications for Child Rights  
UNESCO / Human Rights Secretariat, Government of Brazil.

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## Community Engagement and Public Outreach

Co-Founder — [Marialab Feminist Tech Collective](#), São Paulo.  
Focused on safe and inclusive digital environments and feminist approaches to technology.

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## Additional Training and Certifications

2025 — [ACM Europe Digital Humanism Summer School](#)  
2025 — [Oxford](#) — Women's Leadership Development Programme  
2024 — [AI, Tech and Privacy Academy](#) — EU AI Act Bootcamp  
2021 — [Team As One](#) - Team Psychological Safety  
2020 — [Columbia Business School](#) — Women in Leadership

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## Languages

Portuguese — Native  
English — Fluent  
Spanish — Advanced

## Professional Memberships

Association of Internet Researchers ([AoIR](#))  
International Association for Feminist Economics ([IAFFE](#))