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Noemi Maria Sadowska, alongside teaching commitments, has spent considerable time undertaking research in design. Increasingly aware of feminist discourse, she chose to use her creative/professional design and research skills to address its implications for the ways in which women are targeted within the Internet publishing industry. These interests have seen Sadowska participate in a number of conferences, and lead her to pursue a PhD that questions whether Web design could potentially offer alternative ways of communicating to female users that resist the gendered status quo. This research work has been recently published as part of 01.AKAD, Sweden, and it is featured in the Encyclopedia of Gender and Information Technology, USA.

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