

Who are the members of the Multidisciplinary Working Group?

Read the unconventional presentation.



Selma Nametak: cultural anthropologist. To be or not to be? This is the question..... The way you define your identity in the current “melting pot”, where all possible information and experiences are available at your fingertips is Selma’s business. When you speak with her, your multiple identities will be spotted and analysed with care and a unique human touch.

To learn more about her, read “*The Balkan paradox*”, the presentation to a photo exhibition in Florence



Kristian Bankov: semiotician. The Swiss linguist Ferdinand de Saussure defined Semiotics as the study of “*the life of signs within society*”. By working with Kristian, I also learned that a sign can never have a definite meaning, for the meaning must be continuously qualified... For an Italian, like me, who uses gestures more than words, communicating

with Kristian can be almost scary.....

To learn more about him, read his upcoming book “[The digital mind](#)”.



Davide Toschi: Creative producer and director. Davide suffers from fixations: users’ generated content is one of them (trans-media is another...). I have been always convinced that the director and the scriptwriter shape the movie content and me, the spectator, enjoys or does not enjoy it. After working with Davide, I am confused, because he constantly questions this reassuring division of roles....

To learn more about him, watch this [video](#) and the check out this [website](#).



Stefano Volpicelli: sociologist. In the Eighties, when I was a university student, there was a saying that 'It's all about society'. Stefano is a living witness to that saying and a keen observer of the dynamics of the individual as part of the group.

To learn more about him, read his [article](#) “*Who is afraid of..... migration ?*”



Nadejda Komendantova, behavioral marketing: Do not let Nadejda know your tastes or preferred websites. Thanks to her knowledge of artificial intelligence tools, she can find out in which information bubble you are, and make you change your mind about your preferred brand of shoes....

To learn more about her, read her [article](#) “*A value-driven approach to addressing misinformation in social*”.