

## PERSONAL INFORMATION

## GIUSEPPE LUGANO

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Sex Male | Date of birth 26 March 1977 | Nationality Italian

## PRESENTATION

## Job-related skills

Excellent knowledge on EU institutions and Europe2020 growth strategy. Familiar with H2020 R&I programme thanks to the experience as Science Officer at COST. Previous research work in academic and business contexts allows clear identification of bottlenecks and possible solutions. Additionally, my long involvement in student organisations provides me also with an in-depth knowledge on mobility and educational aspects linked to smart growth initiative “youth on the move”.

*Strengths:* ability to understand, mediate and speak to actors involved in a common project, particularly those with a different background (e.g. social and technical experts). In-depth knowledge of scientific writing and presentation of relevant data to a wide range of audiences.

## WORK EXPERIENCE

01/08/2011 – Present

**Science Officer**

European Cooperation in Science and Technology (COST), Brussels (Belgium) <http://www.cost.eu>

Summary of key responsibilities and recent achievements:

- Scientific coordination of trans-disciplinary research networks (COST Actions). This includes policy advice and support based on COST Policies on Inclusiveness, Early Stage Researchers, Gender and Innovation. This is embedded in the negotiation of yearly work and budget plans and in the monitoring of compliance to scientific objectives.
- Supporting the evaluation and selection procedure of Trans-Disciplinary Proposals (TDP) submitted to the COST Open Call. This involves, among others, to identify suitable experts for the evaluation panels, quality control of submitted evaluation, assisting experts at evaluation meetings
- Implementation of a pilot evaluation procedure for trans-disciplinary proposals submitted to the COST Open Call by coordinating the work of different units in the organisation
- Establishment, maintenance and development of the COST Expert database, involving coordination of information campaign to relevant stakeholders
- Organisation of trans-disciplinary strategic activities such as "The future concept and reality of Social Robotics: Challenges, Perception and Applications - Role of Social Robotics in current and future society" (<http://www.cost.eu/events/socialrobotics>)

**Business or sector** Professional, scientific and technical activities

12/04/2010 – 31/12/2010

**Researcher**

Nokia Research Center, Helsinki (Finland) <http://research.nokia.com>

Researcher, Sustainable Solutions Virtual Team.

Tasks and responsibilities:

- Implementation of a technological solution for enabling ride-sharing via smartphones.
- Design of a feasibility Study on Sustainable ICT Solutions
- Assessment of the social experience in usage of the application, description of use scenarios
- Employment of futures research methodology as environmental scanning and scenario analysis
- User-experience analysis of the solution and communication to internal and external partners

Contribution to two patent applications:

- Nokia #74558: “Method & apparatus for automating management of ride sharing sessions”
- Nokia #74559: “Method and apparatus for speeding up pick-up and drop-off of ride sharing passengers”

**Business or sector** Information and communication

- 07/08/2008 – 30/11/2008 **Consultant, R&D Communication Services**  
 TeliaSonera Finland, Helsinki (Finland) <http://www.teliasonera.com>  
 Social media expertise for the development of a mobile social networking service.  
 - proposition of innovative service concepts  
 - preparation of supporting material on e.g. future trends  
**Business or sector** Information and communication
- 12/03/2007 – 15/05/2007 **Higher education teaching professional**  
 HAMK University of Applied Sciences, Riihimäki (Finland)  
<http://portal.hamk.fi/portal/page/.../HAMK/InEnglish>  
 Lecturer: course "Introduction to mobile social software applications".  
 - preparing and giving lectures in English language  
 - assigning and evaluating readings/tasks  
 - identifying and inviting guest speakers  
**Business or sector** Education
- 18/10/2006 – 07/12/2006 **Higher education teaching professional**  
 University of Jyväskylä (Finland) <https://www.jyu.fi/en>  
 Lecturer: course "Introduction to mobile social software applications".  
 - preparing and giving lectures in English language  
 - assigning and evaluating readings/tasks  
 - identifying and inviting guest speakers  
**Business or sector** Education
- 28/02/2006 – 30/09/2006 **Book Author**  
 Edizioni Cierre, Rome (Italy)  
<http://www.edizionicierre.it>  
 Author of the Book "Comunicazione Mobile" [Mobile Communication] for the general public  
 "Comunicazione Mobile. Nuove frontiere tra consumo, collaborazione e controllo di contenuti digitali  
 [Mobile communication. New frontiers between consumption, collaboration and control of digital  
 content] for the Series "Diritto, Economia e Società dell'Informazione" [Law, Economy and Information  
 Society] of the Italian publishing house Edizioni Cierre.  
<http://www.amazon.it/Comunicazione-mobile-Giuseppe-Lugano/dp/8871377451>  
**Business or sector** Professional, scientific and technical activities
- 01/10/2003 – 21/06/2004 **Digital Library Consultant**  
 Italian Institute of Culture in Helsinki, Helsinki (Finland)  
[http://www.iichelsinki.esteri.it/IIC\\_Helsinki](http://www.iichelsinki.esteri.it/IIC_Helsinki)  
 Freelance ICT consultant for the management of the library of the Italian Institute of Culture in Helsinki  
 through the Bibliwin (CGSI) software.  
**Business or sector** Professional, scientific and technical activities

EDUCATION AND TRAINING

- 07/07/2014 – 11/07/2014 **Intensive Training on EU Affairs** EQF level 7  
 College of Europe (Belgium)
- 01/06/2005 – 15/07/2010 **Ph.D. in Cognitive Science** EQF level 8  
 University of Jyväskylä (Finland)  
 Specialisation in Social Computing and Societal Implications of Digital Community Interaction  
**Doctoral Dissertation:** "Digital Community Design: Exploring the Role of Mobile Social Software in the Process of Digital Convergence"  
**Keywords:** Digital Convergence, Mobile Social Networks, Mobile Social Software, Conceptual Analysis, Design Thinking  
**URL:** <https://jyx.jyu.fi/dspace/bitstream/handle/123456789/24577/9789513939281.pdf?sequence=1>
- 15/09/2004 – 28/2/2005 **EC/Leonardo Vocational Training** EQF level 7  
 "Sonera Information Society Unit" at TeliaSonera Finland, Helsinki (Finland)  
 Internship at TeliaSonera on Exploratory research on Mobile Social Networking.
- 01/09/2003 – 28/11/2004 **Postgraduate Research on Educational Technologies and Computer-Supported Collaborative Learning (CSCL)** EQF level 7  
 Helsinki Institute of Information Technology (HIIT), Helsinki (Finland)  
 Research on Educational Technologies and Computer-Supported Collaborative Learning (CSCL).
- 01/09/1997 – 26/03/2003 **MSc in Computer Science** EQF level 7  
 University of Bologna (Italy)  
 Specialisation in educational technologies  
**Master's thesis:** "Finnish and Italian Technology in the Global Environment of European Community: a Comparison of ICT Strategies in Education". **Final Grade:** 103 / 110  
**Keywords:** ICT strategies, Information Society, ECDL  
**URL:** [http://www.edscuola.it/archivio/software/itc\\_fi\\_it\\_en.pdf](http://www.edscuola.it/archivio/software/itc_fi_it_en.pdf)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C1	C1	C1	C1
TOEFL (2004) Score: 260 / 300; Passport Language Schools courses (1994)					
French	C1	C1	B2	B1	B1
VUB Open University Brussels (Intermediate Course 2.2bis 2011-12)					
Finnish	B2	B2	B1	B1	A2
University of Helsinki - "Suomi 2" Proficiency Level (beginner/intermediate) University of Jyväskylä Intensive Summer Course in Finnish language and culture (2003)					
Spanish	B2	B2	A2	A2	A2

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

**Communication skills** Excellent communication skills, team spirit and adaptability to multicultural environments developed throughout 10+ years involvement in international organisational contexts (TeliaSonera, Nokia, COST) and internationally-oriented student organisations (e.g. Erasmus Student Network - ESN; Tsemppi; Maailma Tutuksi / Get to Know the World Association).

Organisational / managerial skills	Ability to manage organisational change, identify and communicate business requirements, conceive innovative solutions and to work under pressure. Skills in motivating team members in adopting collaborative approach towards a common objective.
Computer skills	Advanced knowledge of several software packages including (but not limited to) <ul style="list-style-type: none"> <li>- word processing / spreadsheet / database usage</li> <li>- computer graphic packages</li> <li>- Internet / WWW standards</li> </ul>

## ADDITIONAL INFORMATION

### Academic/Professional Memberships

#### ACADEMIC AND PROFESSIONAL MEMBERSHIPS

Association for Computing Machinery-Special Interest Group on Computer-Human Interaction (ACM/SIGCHI); International Network for Social Network Analysis (INSNA); The European Association for the Study of Science and Technology (EAAST)

### Scientific Expert Contributions

**Contributions as Scientific Expert:** EC JRC/IPTS MATEL Study on “Mapping and Analysing Prospective Technologies for Learning” (2013); EC JRC/IPTS Online Consultation on “Experts’ Views on Digital Competence” (2012)

**Co-Editor of Books and Scientific Journals:** Cognitive Computation Special Issue 6(4) 2014, The Information Society Special issue (forthcoming), Book “Social Robots from a Human Perspective” with Springer (forthcoming)

**Scientific Reviewer for Conferences and Journals:** NordiCHI - Nordic Conference on Human-Computer Interaction (2014); International Journal of Social Robotics (2014); The Information Society (2013); Entertainment Computing conference (2011), Human Technology Journal (2011), IADIS e-Society conference (2009, 2010, 2011, 2012, 2013, 2014).

**Evaluator for Research Project and Grants:** Unity through Knowledge Fund (2013)

### Honours and awards

**2010** Scholarship awarded by the Union of Teachers and Researchers in Finland

**2009** Special mention for “best early stage researcher” at EU/COST298 Conference

**2007** 1-year scholarship awarded by the Rector of the University of Jyväskylä, Finland

**2004** Mention in [www.e.finland.fi](http://www.e.finland.fi) for “Article of the Month” for the article “Finnish and Italian Technology in the global environment of the European Union: a comparison of ICT strategies in education”

### Positions of Trust

#### POSITIONS OF TRUST

1999 – Present **Erasmus Student Network (ESN)**. Currently member of ESN Alumni Society. Previously: Founder of ESN Camerino (2005); Vice-President ESN International (2004-2005); Board Member of ESN/HYY Helsinki (2003-2004); Board member ESN Bologna (1999 – 2003).

2004 - 2011 **Tsemppi, Finland**. Co-founder (2004), President (2005/06), Board Member. Organization for internationally-minded students & researchers in Finland

2001 - 2011 **Get to Know the World Association, Finland**

Adviser for intercultural projects fostering dialogue in Europe through comparative studies

2004 – 2006 **Int. Affairs at the University of Helsinki, Finland**

Student Union Representative for International Students

### Publications

**REFEREED ARTICLES:** 19      **CITATIONS:** 146      **H-INDEX:** 6 (Source: Google Scholar)

#### ARTICLES IN REFEREED SCIENTIFIC JOURNALS

- 1) Fortunati, L., Esposito, A. and Lugano, G. (2015) Introduction to the Special Issue Beyond Industrial Robotics: Social Robots Entering Public and Domestic Spheres. *The Information Society* 31(3).
- 2) Esposito, A., Fortunati, L. and Lugano, G. (2014) Modeling emotion, behaviour and context in socially believable robots and ICT interfaces. *Cognitive Computation* 6(4), 623-627.
- 3) Lugano, G. (2012) Interacting with Broadband Society (book review). *FirstMonday*, Vol. 17(4).
- 4) Lugano, G. (2010) Do only computers scale? On the cognitive and social aspects of scalability. *Encyclopaedia. Journal of Phenomenology and Education*, Vol. 14(28), 89-110.
- 5) Lugano, G. (2008) Mobile social networking in theory and practice, *FirstMonday*, Vol. 13(11).

**BOOKS & BOOK CHAPTERS**

- 1) Vincent, J., Taipale, S., Sapio, B., Fortunati, L. and Lugano, G. (2015) *Social Robots from a Human Perspective*. Springer.
- 2) Lugano, G. (2014). *Convergence: history, meanings and implications for the design of community interactions*. In Mongili & Pellegrino (Eds) *Information Infrastructure(s): Boundaries, Ecologies, Multiplicity*. Cambridge Scholars Publishing, 309-333.
- 3) Lugano, G. & Peltonen, P. (2012) *Building intergenerational bridges between digital natives and digital immigrants: attitudes, motivations and appreciation for old and new media*. In Loos, Haddon & Mante-Meijer (Eds) *Generational use of new media*. Ashgate.
- 4) Lugano, G. (2008) *L'evoluzione dei media [The evolution of media]*. In: Diurisi (Ed.), *Nuove forme e nuovi ruoli della comunicazione*, Ed. Cierre, Rome.
- 5) Lugano, G. (2008) *L'innovazione-telefonino: significato, opportunità, rischi [The mobile asinnovation: meaning, opportunity, and risks]*. In: Diurisi (Ed.), *Nuove forme e nuovi ruoli della comunicazione*, Edizioni Cierre, Rome.
- 6) Lugano G. (2007) *Comunicazione Mobile. Nuove frontiere tra consumo, collaborazione e controllo di contenuti digitali [Mobile communication. New frontiers between consume, collaboration and control of digital content]*, Diritto, Economia e Società dell'Informazione, Ed. Cierre, Rome.

**ACADEMIC THESES**

- Lugano, G. (2010) *Digital Community Design. Exploring the role of mobile social software in the process of digital convergence*. Doctoral thesis. Jyväskylä Studies in Computing 114, Univ. of Jyväskylä (Finland).
- Lugano, G. (2003) *Finnish and Italian technology in the global environment of the European Community. A comparison of ICT strategies in education*. Master's thesis. Univ. of Bologna (Italy).

**ARTICLES IN REFEREED CONFERENCE PROCEEDINGS**

- 1) Lugano, G. (2014) *Extracting Individual and Group Behavior from Mobility Data*. In Alhaji and Rokne (Eds.) *Encyclopedia of Social Network Analysis and Mining*. Springer Science & Business Media.
- 2) Lugano, G. (2012) *Social computing: a Classification of Existing Paradigms*. Proc. of the ASE/IEEE Int. Conference on Social Computing, Amsterdam (The Netherlands), September 2012.
- 3) Lugano, G. (2009) *Towards an inclusive Information Society: an empirical study on digital natives and digital immigrants in Finland*. Proc. EU/COST 298 Conference "The good, the bad and the challenging", Copenhagen (Denmark), 757-766.
- 4) Lugano, G. & Saariluoma P. (2007) *To Share or not to share: supporting the user decision in Mobile Social Software applications*. Proc. of the International User Modelling conference (UM 2007), Springer, Corfu (Greece), June 2007, 440-445.
- 5) Lugano, G. (2007) *Mobile Social Software: Definition, Scope and Applications*. Proc. of the eChallenges 2007 conference, The Hague (Holland), 1434-1442.
- 6) Lugano, G., Kämäräinen, A. & T Heiskanen (2007). *Mobile Communication: the misunderstood user*. IASS/AIS World Congress of Semiotics, Helsinki/Imatra (Finland).
- 7) Lugano, G., Viherä M.-L. & Viukari L. (2006) *Towards a Network-Based Civil Society: The Communications Camp Paradigm*. Proc. of the 6th IEEE International Conference on Advanced Learning Technologies (ICALT 2006), Kerkrade (Holland), 1012-1013.
- 8) Lugano, G., Nokelainen P., Miettinen M., Kurhila J. & Tirri H. (2004) *On the Relationship Between Learners' Orientations and Activity in CSCL*. Proc. of the 4th IEEE Int. Conference on Advanced Learning Technologies (ICALT 2004), Joensuu (Finland), 759-761.

**ARTICLES FOR THE GENERAL PUBLIC (IN NEWSPAPERS & MAGAZINES)**

- 1) Lugano, G. (2011) *Egypt. History's first "Facebook revolution"?* Helsinki Times 9(189), 03.03.2011.
  - 2) Lugano, G. (2010) *Mobile social software per un futuro più sostenibile [Mobile social software for a more sustainable future]*. Education2.0 web magazine.
  - 3) Lugano, G. (2010) *MoSoSo and the shift towards collaborative consumption*. Tiedosta magazine 4/2010.
  - 4) Lugano, G. (2010) *Promoting more sustainable futures, the MoSoSo way*. Helsinki Times 34(163), 26.08.2010.
  - 5) Lugano, G. (2009) *Per una società dell'informazione dal volto umano [For an Information Society with a human face]*. Education2.0 web magazine.
- Lugano, G. (2004) *Implementation of the ICT strategies in Finland and Italy*. Edisty 2/04.