

Stefana Broadbent

PROFESSIONAL POSITIONS

CO-FOUNDER OF CLEANWEB Ltd, UK (2016-current)

CLEANWEB harnesses the web to accelerate the transition to sustainable lifestyles across society. We have built the first aggregator of smart green digital services: [LYWTO](#).

HEAD OF COLLECTIVE INTELLIGENCE, NESTA, UK (2014 -2016)

NESTA is an independent charity that works to increase the innovation capacity of the UK. The organisation acts through a combination of practical programmes, investment, policy and research, and the formation of partnerships to promote innovation across a broad range of sectors.

Research :

Member of the Mac Arthur Foundation Research Network on Opening Governance

Convened and organized by the GOVLab at New York University and made possible by a three-year 5 million USD grant from the [John D. and Catherine T. MacArthur Foundation](#), the MacArthur Foundation Research Network on Opening Governance works to develop the blueprints for more effective and legitimate democratic institutions to the end of improving people's lives. A core group of twelve members is complemented by an advisory network of academics, technologists, and current and former government officials.

Coordinator of research programmes on patient groups and new forms of citizen engagement

[Collective Intelligence How does it emerge](#) (July 2015) with Mattia Gallotti

[Collective Intelligence in patient Organisations](#) (July 2015) with Lydia Nicholas

Organisation of a cycle of conferences on collective Intelligence:

At the roots of Collective Intelligence (September 2015) with the School of Advanced Studies University of London Institute for Philosophy

Role :

Member of the Director Committee of Policy and Research

Leading Research and Policy group on Collective Intelligence for Social Innovation.

Management of a team of Senior Researchers

HEAD OF THE USER OBSERVATORY, SWISSCOM INNOVATIONS, CH (2004 - 2008)

SWISSCOM INNOVATION is the Research Department of SWISSCOM, Switzerland largest Telecom Operator.

Research :

The User Observatory at Swisscom systematically collects and analyses data about the evolution of digital lifestyles in Switzerland. Using a range of qualitative and quantitative techniques, we investigated all aspects of digital life, from entertainment to communication, from gaming to photography or music. In 2005 the Observatory initiated a unique longitudinal study of 60 households that were followed for 4 years, looking at every aspect of digital technologies' usage at home. This project gave Swisscom a comprehensive view of digital lifestyles and allowed to isolate patterns of adoption and make

predictions on future behaviours. The Observatory worked closely with innovation and service development teams and had strong links with marketing and communication.

Role :

Member of the Strategy Board of Swisscom

Management of the research unit on the evolution of communication and digital practices.

CHIEF HUMAN-COMPUTER INTERACTION OFFICER, ICONMEDIALAB, S (1999 - 2002)

ICONMEDIALAB/DIGITAS LBi is a global digital media agency, now part of Publicis Group, present with 30 offices across Europe, Asia and the US.

Research and Projects :

Projects were cross-cultural and directed the design of multi-channel media, e-commerce and marketing solutions. We ran studies on the emerging internet and mobile practices for companies such as AOL, France Telecom, Sony, Vodafone, Microsoft, Kodak, etc. The topics explored ranged from interactive TV to gaming, from travel to e-shopping and banking. The transformation of habits in the home and in public spaces were analysed with a variety of techniques.

User Research and design of Internet services for major national and international ISPs

Cross-cultural studies and redesign of global websites: news, e-commerce, financial, gaming websites (Stockholm, Bruxelles, London, Milan, Singapore, NewYork)

User research and design of mobile WAP services (Paris, Stockholm London)

User research and design of interactive entertainment services (Paris, San Francisco)

DIRECTOR and FOUNDER, CBJ, PARIS, F (1993 - 1999)

CBJ was one of Europe's first digital design and research studios, acquired by IconMedialab in 1999. CBJ specialised in industrial process control and office automation, before turning to internet research and web design. In 1997, CBJ started the Observatory of Internet literacy to study emerging online behaviours longitudinally. CBJ was part of seminal EU-funded research projects that established a distinctly European version of User-Centred Design.

Research :

Modelling of operators' behaviour in computerized control rooms of EDF nuclear power plants

Design of a new airlines' flight planning system by SITA, based on user research in France, South Africa, Dubai, Poland

Studies of air traffic control practices, in view of designing Eurocontrol' advanced tools for air traffic control

Adoption of a computerised geographical information system for planning and monitoring road works by local technicians in Paris

Longitudinal study of the initial adoption of Internet in France, Italy and the UK

EU Funded Research Projects :

INUSE, Information Engineering Usability Support Centres (1996 - 1998)

RESPECT, Requirements Engineering and Specification in Telematics (1996 - 1998)

EMMUS, European MultiMedia Usability Services (1998 - 2000)

HIPS, Hyper Interaction in Physical Spaces (1997 - 2000)

SENIOR CONSULTANT, ESTL FRANCE, PARIS (1991 - 1993)

Research and design of Air Traffic Control Systems.

ACADEMIC POSITIONS

INVITED PROFESSOR, POLITECNICO DI MILANO–School of Design (2016, 2017)
Master Program of Product Service System Design

INVITED LECTURER, ARCHITECTURAL ASSOCIATION SCHOOL OF ARCHITECTURE
(2014–2016)

Lecturer in UNIT 7 coordinated by Samantha Hardingham and David Green

Lectures in Digital Anthropology, anthropological methods, and digital culture.

Research themes: The Secret Hospital (2016), The Digital Home, (2015), Communication and Attention (2014)

TEACHING FELLOW, UNIVERSITY COLLEGE LONDON, UK, Department of Anthropology
(2010–2014)

CONVENOR of the DIGITAL ANTHROPOLOGY MSc.

The MSc. programme sits in the Material Culture section of the department and shares some of the courses. Responsibility of running the Programme included defining the overall teaching programme, tutorials, and practicals. The role also included administration, pastoral care, partnership with other department and institutions.

Research themes and programmes :

Digital communication, attention precariousness, migration and digital exclusion.

THE ONLIFE PROJECT INFOSOC DG CONNECT (2011–2012) <https://ec.europa.eu/digital-agenda/onlife-original-outcome>

Dissemination :

Organisation of weekly seminar series in Material Culture

Organisation of a seminar series Anthropology in the Professional World

Teaching :

Lecturer in Digital Anthropology for graduate and undergraduate level

Courses : Digital Anthropology and Material Culture; Advances in Digital Anthropology

Student Supervision, Graduate and Undergraduate

Supervision of over 35 Master Dissertations

PhD. Supervisor : Maria Angel Ramirez Colombia's, Digital Orph@ns and Childless

Parents: maintaining sentiments across national borders, Nick Gatsby Presence,

Absence and Transcendence: The Digital Materiality of MMOs

VISITING FELLOW, UNIVERSITY COLLEGE LONDON, UK, DEPARTMENT OF ANTHROPOLOGY (2009–2010)

Visiting research position while writing the book “L’Intimite’ au Travail” FYP Editions, Paris 2011.

PROFESSEUR INVITE, ECOLE NATIONALE SUPERIEURE DES ARTS DECORATIFS, MASTER IDENTITES NUMERIQUES, PARIS, F (2009–2010)

Lecturing in Digital Anthropology, Online communication practices theory and research methodologies. Supervision of Master students research projects.

DOCENTE A CONTRATTO, POLITECNICO DI MILANO, FACOLTA DI ARCHITETTURA, CORSO DI LAUREA IN DISEGNO INDUSTRIALE (1997 – 1999)

Undergraduate teaching on User-Centered Design and ethnographic theories and methods for design. Theories of cognitive ergonomics, human error and risk analysis. Supervising fieldwork and observations by undergraduate students.

Courses : Ergonomics applied to Design

RESEARCHER, ECOLE POLYTECHNIQUE, CREA PARIS (1990 –1991)

Research on pragmatics of communication. Fyssen Foundation Post-doctoral Scholarship.

ADVISORY BOARDS

MEMBER of COMITE PROSPECTIVE CNIL Paris, (2014–)

Advisory committee of the Centre National Informatique et Liberté. Working group on the future research and policy programmes of the CNIL.

EU DIGITAL AGENDA

member of THE ONLIFE PROJECT , INFOSOC , DG CONNECT (2011–2012) <https://ec.europa.eu/digital-agenda/onlife-original-outcome>

CAF DG CONNECT ADVISORY FORUM

member of the Advisory Forum for ICT Research and Innovation, DG CONNECT (2013–2015)

EU FUNDED RESEARCH PROJECTS

THE ONLIFE PROJECT INFOSOC DG CONNECT (2011–2012) <https://ec.europa.eu/digital-agenda/onlife-original-outcome>

The Onlife Initiative - Concept Reengineering: rethinking public spaces in the digital transition The deployment of ICTs and their uptake by society affects radically the human condition by modifying our relationships to ourselves, to others and to the world around us. The increasing pervasiveness of ICTs upsets established reference frameworks and blurs the boundaries between real and virtual, shifting the primacy from entities to connections & information. Concept reengineering puts us in the best position to reflect meaningfully on what is happening to us, and thereby helps us envision the future in positive terms.

INUSE, Information Engineering Usability Support Centres (1996 - 1998) TELEMATICS APPLICATION TE2310

RESPECT, Requirements Engineering and Specification in Telematics (1996 - 1998) EU TELEMATICS APPLICATION TE2010

EMMUS, European MultiMedia Usability Services (1998 - 2000) ESPRIT 2884

In EMMUS we succeeded in combining Europe's leading usability organizations and multimedia producers in a joint network. Contents and services were developed to support the European MultiMedia industry in producing better and more usable systems.

HIPS, Hyper Interaction in Physical Spaces (1997 - 2000) FP4 Esprit 4

The HIPS project aims at developing new interaction paradigms for navigating physical spaces. The objective of the project was to enrich the "user experience" of a city by overlapping a further dimension with the physical space: contextual and personalised information on the human environment. The project allows people to navigate both a physical space and a related information space at the same time, with a minimal gap between the two.

EDUCATION

Ph.D. in Cognitive Science , UNIVERSITY OF EDINBURGH, UK (1991)
Supervised by Prof. Barry Richards

MSc. in Cognitive Science , UNIVERSITY OF EDINBURGH, UK (1987)

Licence en Psychologie Génétique , UNIVERSITE DE GENEVE, CH (1985)

FELLOWSHIPS

Fellow of the Royal Society of the Arts London

PRIZES

PRIX de l'AFCI 2011, Paris, for the book L'INTIMITE AU TRAVAIL, FYP Editions, Paris (2011)

PUBLICATIONS

BOOKS

INTIMACY AT WORK, Routledge, Oxford (2015)

INTERNET LAVORO VITA PRIVATA, Il Mulino, Bologna (2013)

L'INTIMITE AU TRAVAIL, FYP Editions, Paris (2011)

CHAPTERS IN BOOKS

LES MECHANISMES SOCIAUX DE L'ATTENTION in Nathalie Grandjean. and Alain Loute LES VALEURS DE L'ATTENTION Editions du Septentrion Lille (forthcoming 2018)

TOWARDS A GREY ECOLOGY in Luciano Floridi Ed. THE ONLIFE INITIATIVE Springer, London (2014)

ISSUES IN PERSONAL COMMUNICATION, in Daniel Miller D. and Horst H. eds., Digital Anthropology, Berg Publisher, London (2012)

THE NEW ARCHITECTURE OF INFORMATION, in Origgi G. ed., Text-e : Text in the Age of Internet, Palgrave/MacMillan Publishers, London (2006)

LES NOUVELLES ARCHITECTURES DE L'INFORMATION, in Origgi G., Arikha N. eds., text-e : le texte a l'heure de l'internet, Bibliotheque Centre Pompidou, Paris (2003)

EVOLUTION DES USAGES DE L'INTERNET, in Guichard E. ed., Comprendre les usages de l'Internet, Presse de l'Ecole Normale Supérieure, Paris (2001)

L'INTERAZIONE CON ARTEFATTI COGNITIVI, in Anceschi G. ed. Il progetto dell'interfaccia. Strumenti e tecniche dell'anafora elettronica. Domus Academy Editrice, Milano (1992)

STRUCTURATION DES CONNAISSANCES PAR DOMAINES ET DEVELOPPEMENT, in Andler D., Jacob P., Proust J., Récanati Fet Sperber D. eds., Epistémologie et cognition, Madraga, Bruxelles (1992)

JOURNAL ARTICLES

UNDERSTANDING CONVERGENCE, Interactions of the ACM, 15.1 (2008)

A NARRATIVE APPROACH TO USER REQUIREMENTS FOR WEB DESIGN, Interactions of the ACM, VII. 6 (2000)

MODELES NAIFS D'INTERNET, Représentations, MSHS, Université Poitiers (2000)

KEYNOTES and INVITED TALKS

Anthropology Department UCL London : Living a sustainable digital Life (February 2017)

Federazione dei Verdi Convegno Open - il Futuro Sostenibile Roma (Marzo 2017)

I2A e IUFF Lugano : I nuovi modi di trasmissione delle idee (February 2017)

TEDX Como (November 2016) Sustainable lifestyles and digital worlds

Meet the Media Guru Milan : Collective Intelligence (March 2016)

At the roots of COLLECTIVE INTELLIGENCE London NESTA and School of Advanced Studies University of London (Oct. 15)

Fondation de la Maison des Sciences de l'Homme, Paris, Total Mobilisation-web and socialreality. : Strategies to cope with uncertainty (Oct 2015)

Conference Sociale pour l'Emploi , Ministère du Travail Paris (October 2015)

FUTUR EN SEINE, Paris:Les robots vont-ils détruire les emplois? (June 2015)

European Parliament Digital Agenda for Europe : The ONLIFE directions for the Digital Agenda (February 2015)

LIFT Marseille: Individuals at Work (October 2014)

CNAM Paris, Partnership for European Research in occupational safety and health.: Communication technologies: new challenges at work (May 2014)

CNAM Paris , La sécurité au travail : l'impact des communications personnelles. (February 2014)

Wysing Art Centre , Future Camp.: Digital communication and intimacy (April 2014)

The White House Art Centre : Communication, media and intimacy (February 2013)

UNIVERSITAT OBERTA DE CATALUNYA IN3 Barcelona, Conference : Digital migrants (September 2013)

Architectural Summer School Vico Morcote invited speaker : Communication, risk and work. (August 2013) i

UNIVERSITY of VIENNA Department of Design, Seminar Series Politics as Design: Communication Power and Trust (April 2012)

Salzburg University Department of Sociology: Intimacy in Media culture: Attention and Intimacy (April 2012)

ECOLE NATIONALE SUPERIEURE ARTS DECORATIFS Paris (March 2015) Doctoral School

UNIVERSITY of NAMUR Bozar Bruxelles: cycle L'Ecologie de l'attention (May 2015)

ARCEP Autorite de Regulation des Communications Electroniques et des postes Colloque Annuel Les Territoires du Numerique (September 2012)

GOTTLIEB DUTTWEILER INSTITUTE, Zurich (March 2012)

DESIGN NUMERIQUE, Salon de l'Education, Paris (November 2011)

LA CULTURE MATERIELLE, Université de PARIS I Pantheon-Sorbonne, Quai Branly, Paris (November 2011)

SEMINAIRE DE RECHERCHE, Université de Paris VIII, Département d'Ergonomie (November 2011)

LES PROMESSE DE L'APPRENTISSAGE NOMADE, UN MOBILE POUR (SE) FORMER? Université d'Eté: Université de Poitiers, EMF, CNED, CNAM (September 2011)

FOND NATIONAL SUISSE DE LA RECHERCHE SCIENTIFIQUE (FNS), Bern (September 2011)

MEDIEN FORUM NRW, Koln (June 2011)

HELLO DEMAIN WHERE ENCHANTMENT MEETS THE FUTURE, Orange Institute, Quai Branly, Paris (May 2011)

GUARDIAN ACTIVATE, London (July 2010)

DOT.REAL, Lift France 2010, Marseille (July 2010)

NEXT 10 , Berlin (May 2010)

SIME, Stockholm (January 2010)

OVER-THE-AIR, Imperial College, London (September 2009)

TED GLOBAL 2009, Oxford (July 2009) How Internet enables Intimacy

RESEARCH SEMINAR ON ANTHROPOLOGICAL THEORY, LSE, London (December 2008)

OFCOM, Bienne (May 2008)

CoMdays - 6ème Journées biennoises de la communication, Bienne (October 2007)

SOCIAL COMPUTING SYMPOSIUM, Microsoft Research (September 2007)

PICNIC 2007, Amsterdam (September 2007)

LIFT 2007, Geneva: Communication strategies (February 2007)

PICNIC 2006, Amsterdam: Communication styles and strategies (September 2006)

ECCE06 European Conference in Cognitive Ergonomics, ETH Zurich (September 2006)

CO-CHAIR PANELS, ACM CHI CONFERENCE 2004, Vienna, A (2003 - 2004)

MEDIA

Stefana Broadbent has been interviewed on the BBC, FRANCE CULTURE, RADIO SUISSE, TELEVISION SUISSE ROMANDE, The ECONOMIST, LE FIGARO, LE MONDE, CORRIERE DELLA SERA, WIRED, TAGES ANZEIGER, NY TIMES, LIBERATION, RADIO POPOLARE, RADIO FRANCE, RAI I, SOLE 24ORE, BUSINESSWEEK, SVENSKA DAGEBLAT, THE GUARDIAN