

Stefana Broadbent

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Dipartimento di Design
Politecnico di Milano
Via Durando
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ACADEMIC POSITIONS

ASSOCIATE PROFESSOR, POLITECNICO DI MILANO (2019- current)

ICAR/13 - Disegno Industriale

Master Program of Product Service System Design - School of Design

Master Program of Digital and Interaction Design - School of Design

Research Programmes:

member of the DESIS network

member of TESACO research at Académie des Sciences Morales et Politiques Paris

member of the Erasmus+ TISE network

VISITING PROFESSOR COLLEGE d'EUROPE (2021-)

Master Programme in European General Studies

VISITING PROFESSOR, POLITECNICO DI MILANO (2016-2019)

Master Program of Product Service System Design - School of Design

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

Coordinator and convener of the Digital Anthropology MSc.

The MSc. programme sits in the Material Culture section of the department.

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

VISITING LECTURER, AA ARCHITECTURAL ASSOCIATION, School of Architecture (2014-)

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)

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.

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

Research on pragmatics of communication. [Fyssen Foundation](#) Post-doctoral Scholarship.

PROFESSIONAL POSITIONS

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

Broadbent, S., Gallotti, M. (2015) Collective Intelligence : how does it emerge. NESTA London UK

Broadbent, S., Nicholas, L. (2015) Collective Intelligence in Patient Organisations. NESTA London UK

Role :

Member of the Director Committee of Policy and Research

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

CO-FOUNDER OF CLEANWEB Ltd (2016-current)

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

HEAD OF THE USER OBSERVATORY, SWISSCOM INNOVATIONS, BERN, 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.

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, STOCKHOLM, 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 (1993 - 1999)

CBJ is 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 projects that established a European User-Centred Design model.

Research :

Modelling of operators' behaviour in the 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

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

Research and design of Air Traffic Control Systems.

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)

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 DGCONNECT ADVISORY FORUM
member of the Advisory Forum for ICT Research and Innovation, DG CONNECT (2013-2015)

BOOKS AND CHAPTERS IN BOOKS

Broadbent, S. Forestier, F, Zolinsky,C. 2024 *Pour une nouvelle culture de l'attention*. Paris: Odile Jacob

Broadbent, S. 2022 L'economia dell'attenzione. In *Ecologia digitale. Per una tecnologia al servizio di persone, società e ambiente*. Altra Economia

Broadbent, S., 2019 Les mécanismes sociaux de l'attention in N. Grandjean. and A. Loute eds. *Les Valeurs de l'attention*. Lille : Editions du Septentrion

Broadbent, S. 2018. Anthropology, Ethnography and Massive Codesign for Complex Services. In *Massive Codesign a proposal for a collaborative design framework*. ed. A. Meroni, D. Selloni, and M. Rossi, Milano: Franco Angeli

Broadbent, S. 2016. *Intimacy at work: how digital media bring private life to work*. New York: Routledge

Broadbent, S. 2015. Collective Intelligence: questioning the individual approach to skill development In *Technology, globalisation and the future of work*. Ed.T. Dolphin London: IPPR

Broadbent, S. Lobet-Maris C. 2014. Towards a grey ecology. In *The Online Manifesto: being Human in a Hyperconnected Era*. ed. L. Floridi London: Springer

Broadbent, S. (2013) Mots d'experts in V. Bauwens and L. Carles *Ethnographie au service des entreprises : Guide pratique pour mieux comprendre vos clients et vos employés*. Limoges : FYP Editions

Broadbent, S. 2013. Le temps réel. In *TIC: les nouveaux temps réels, société, entreprise, individus: comment les TICs changent notre rapport au temps*. ed. Y. Lejeune and M. Bocabeille, Limoges: FYP Editions

Broadbent, S. (2013) Internet Lavoro vita privata, Il Mulino, Bologna

Broadbent, S. 2012. Issues in personal communication in *Digital Anthropology* ed. H.A. Horst and D. Miller London: Berg Publisher

Broadbent, S. (2011) L'intimité au travail, Paris : FYP Editions

Broadbent, S. Cara, F. 2006 The new architecture of Information, in Origg G. ed., *Text-e :Text in the Age of Internet*, Palgrave/MacMillan Publishers, London

Broadbent, S. Cara F. 2011 Evolution des usages d'Internet, In *Comprendre les usages de l'Internet*, ed. E. Guichard Paris : Presse de l'Ecole Normale Supérieure

Broadbent, S., Charles L. 2000, Modèles naïfs d'internet. In *Représentations*, MSHS, Université Poitiers

Bagnara, S. Broadbent, S. (1993) L'interazione con gli artefatti cognitivi. in Anceschi G. ed. *Il progetto dell'interfaccia. Strumenti e tecniche dell'anafora elettronica*. Domus Academy Editrice, Milano

Broadbent, S. 1992 Structuration des connaissances par domaine de développement. in D. Andler P. Jacob J. Proust F. Récanati et D. Sperber eds., *Epistémologie et cognition*, Bruxelles : Madraga

PRIZES

Le PRIX AFCI 2012 for the book: *L'Intimite' au Travail* FYP Editions 2011

VIDEOS

TED Conference 2009 How the Internet enables intimacy. 1.5 Million viewers https://www.ted.com/talks/stefana_broadbent_how_the_internet_enables_intimacy?language=en

Mythes et Machines Colloque de l'Académie des Sciences et l'Académie des Sciences Morales et Politiques. 2021 <https://www.academie-sciences.fr/fr/Colloques-conferences-et-debats/mythes-et-machines.html>

Meet the Media Guru 2016 Collective Intelligence <https://www.meetcenter.it/it/lecture/stefana-broadbent/>

MEDIA

Interviews on the BBC, FRANCE CULTURE, RADIO SUISSE, TELEVISION SUISSE ROMANDE, The ECONOMIST, LE FIGARO, LE MONDE, CORRIERE DELLA SERA, LA STAMPA, WIRED, TAGES ANZEIGER, NY TIMES, LIBERATION, RADIO POPOLARE, RADIO FRANCE, SOLE 24 ORE, BUSINESS WEEK, SVENSKA DAGBLAT, THE GUARDIAN¹

¹ Consenso del trattamento dei dati personali ai sensi del Dlgs 196 del 30 giugno 2003 e dell'art. 13 GDPR