

BROADEN YOUR FRAME

THE HUMAN FACTOR

HUMAN, COLLECTIVE, ARTIFICIAL INTELLIGENCE IN CULTURAL INDUSTRIES SEMINAR SERIES 2023

By exploring how technologies are used in cultural enterprises, the cycle opens up a discussion on how content is created distributed and accessed, thus affecting how we build imaginaries and awareness.

FOR INFORMATION

Bocconi University
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NOTE

All the guests mentioned in this version of the document are confirmed. Others will be added for the meetings that don't have any, and some others could be added to the meetings that have already a guest.

ASSESSMENT

Ongoing assignment: after each session students are asked to write a triple tweet (no more than 840 characters) with a (catchy) title, according to the guidelines given in class

Final assignment: after the last session, students will have to write an assignment in 30 mins (no limit of characters) according to the guidelines provided in class.

3 OCTOBER 2023 | 6:15-7:45PM | AULA NOTARI VIA SARFATTI 25 TECH ASSISTED NEWS PRODUCTION – DIFFERENT TECHNOLOGIES FOR PROCESS RECONFIGURATION

SPEAKERS

ELISA AGNETTI Head of Data Strategy GEDI

CLAUDA BETTONI Enterprise Account Executive Google

MODERATOR

PAOLA DUBINI Bocconi University

5 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 RECOMMENDED FOR YOU - MUSIC DISTRIBUTION IN THE DIGITAL ERA

SPEAKER

TBD

MODERATOR

SIMONE AUTERA Bocconi University

12 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 DIGITAL CONTENT CREATOR – WHO IS THE AUTHOR?

SPEAKER

TBD

MODERATOR

MARIA LILLÀ MONTAGNANI Bocconi University

19 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 ME, MYSELF AND AI – OLD TRICKS AND NEW FRONTIERS IN CURATING CONTENT

SPEAKER

GESUALDO VERCIO Vice President Programming Female & Kids Channels, Warner Bros. Discovery

MODERATOR

ANDREA QUARTARONE Bocconi University

24 OCTOBER 2023 | 6:15-7:45PM | AULA FRANCESCHI VIA SARFATTI 25 MAD MEN/MAD MACHINES - ADVERTISING, BRANDING AND SOCIAL MEDIA

SPEAKERS

ALESSANDRO MININNO President and CEO, Gummy Industries, and Co-Founder, Flatmates

CLAUDA BETTONI Enterprise Account Executive Google

MODERATOR

ANDREA QUARTARONE Bocconi University

26 OCTOBER 2023 | 6:15-7:45PM | AULA NOTARI VIA SARFATTI 25 TECHNOLOGICAL HUMILIATION - THE EFFECTS OF THE TECHNOLOGICAL TRANSITION ON SELF-IDENTITY and FINAL ASSESSMENT

SPEAKER

TBD

MODERATOR

EDWARD ROZZO Bocconi University

