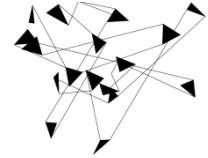




**Digital Sociometrics Lab
Institute for Philosophy and Social Theory
& ADA Consortium**



Multidisciplinary Perspectives in Social Sciences

In this cycle of lectures scholars from various fields examine points of intersection between technical sciences and humanities. We shall look into multidisciplinary approach as necessary counter stone of social research. How can neurosciences help to bring the puzzle together? What is socio physics? What is the take of engineers on artificial intelligence? Why do we need multidisciplinary perspectives in social sciences? DigiLab was brought up on an idea to bring together researchers from various fields. The goal is getting innovative results in social sciences. The cycle is co-organized by the ADA Consortium.

Wednesday, November 4, IFDT, 12:00
DigiLab/ADA – Cycle “Multidisciplinary Perspectives in Social Sciences”
Jelisaveta Petrović
Faculty of Philosophy, University of Belgrade
Big data and climate change – A Sociological analysis

Global climate change and its impact on human life has become one of our era's greatest challenges. On the other hand, advances in big data analytics / data science have been welcomed with great hopes, as a one-for-all solution to many societal problems. However, despite the urgency and gravity of climate change, and the abundance of climate data, thus far data science has had little impact on furthering our understanding of climate change. This is a contrast from other fields such as advertising where big data has been a success story. One of the questions we wish to explore is what are the social barriers for using big data in solving climate change. The observed drawback in big data application in climate sciences, partly stems from the complex nature of climate data. Big data typically has been applied to ‘small problems’, which are well-structured cases characterized by repeated evaluation of predictions. Additionally, while considerable resources have been placed in the commercial and nation-security related uses of big data, significantly less money have been directed in scientific usage of big data (i.e. in climate sciences).



Jelisaveta Petrović is an assistant professor at the Department of Sociology at the Faculty of Philosophy in Belgrade. Her interest lies in digital sociology and critical data studies.

Entrance is free. Venue is the Institute for Philosophy and Social Theory, 45 Kraljice Natalije St., 4th floor.

[Book your seat now >](#)

Monday, November 9, IFDT, 12:00

DigiLab/ADA Consortium– Cycle “Multidisciplinary Perspectives in Social Sciences”

Marija Mitrović Dankulov

Institute of Physics

Socio-physics: How physicists explore collective phenomena in social systems

Statistical physics has been proven to be successful in studying the collective dynamics of complex systems, including systems that do not belong to physics. This led to the emergence of new subfields of physics. One of them is sociophysics. It uses methods and tools of physics for quantitative study and prediction of social phenomena. Due to a lack of high quality and large-scale data, sociophysics was a theoretical discipline at its beginnings. Its main focus was on the development of simple theoretical models of collective social phenomena. While idealistic and straightforward, these models attracted considerable attention. In the past two decades, the development of information communication technologies enabled the quantitative study of social systems. World Wide Web represents an irreplaceable medium for social interactions and a repository of digital traces. In this talk, we will present the most important sociophysics results and accomplishments concerning some of the most important social phenomena. We will present some of the most basic models, originating from statistical physics. We will demonstrate how the application of statistical physics and the theory of complex networks on large-scale data can help us to quantitatively describe and understand humans' collective behavior in the offline and online world.



Marija Mitrović Dankulov is Associate Research Professor at Scientific Computing Laboratory and Head of Innovation Center at the Institute of Physics Belgrade. She completed her Ph.D. in statistical physics at the Faculty of Physics, University of Belgrade in 2012. During her Ph.D. studies she was employed at Department of Theoretical Physics, Institute Jožef Stefan, Slovenia. During this time she was participant at EU FP7 project Cyberemotions - collective emotions in cyberspace. She undertook postdoctoral work at Department of Biomedical Engineering and Computational Science, School of Science Aalto University, Finland. She has extensive knowledge and experience in theoretical and computational

physics. Her primary research interest is statistical physics of socio-economic systems and complex networks theory. She is an author of 23 publications in leading international scientific journals, including Nature and Nature Communications, 5 book chapters and more than 35 invited and contributed talks at international conferences.

Entrance is free. Venue is the Institute for Philosophy and Social Theory, 45 Kraljice Natalije St., 4th floor. [Book your seat now >](#)

Erasmus+ project **Advanced Data Analytics in Business** (ADA/ADA Consortium) is funded with support from the European Commission, within Erasmus+ programme. See more at <https://ada.ac.rs>



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of the European Union

Digital Society Talks

Digital Society Talks is a forum organized by the DigiLab to bring together entrepreneurs, representatives of civil society, public officials and business leaders in a discussion about impact of digital technologies to society and global future. The goal of each conversation is presenting possible solutions to economic, social and political challenges.

Monday, November 30, IFDT, 12:00

DigiLab – Cycle “Conversations about digital society”

Tahir Hasanović

Business leader, former director of the Serbian branch of the Trilateral Commission

Social polarization and the global future

Covid-19 pandemics made an enormous impact to societies around the globe. This global issue triggered conspiracy theories and increased social divisions. Some national leaders have arisen against domination of multinational companies. What are the differences and common points between globalist and nation centered approach to society? Where does this division take us? What is the role of tech companies? Do we live in a new world? What awaits us in the future? Business leader Tahir Hasanovic will present his take on these issues, while being interviewed by Ljubisa Bojic, coordinator of the Digital Sociometrics Lab.

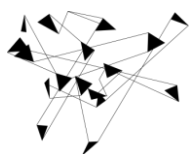


Person who creates bridges where others would like to tear them apart. These words could describe **Tahir Hasanovic**. He has had important roles in political life of the Socialist Federal Republic of Yugoslavia (SFRY), as president of Youth Organization and member of Presidency at the Central Committee. After that period Tahir had been acting as the opposition to president Milosevic in the Democratic Opposition of Serbia (DOS), where he had been president of the Cadre Committee, which oversaw all appointments to government and state-owned industry posts. Tahir's political engagement lasted until 2003. when he dedicated himself to business.

In this new role, Tahir has been CEO of several successful companies from different areas. At the same time, he had been contributing as an executive director of Serbian Branch at the Trilateral Commission, on his personal mission to connect Serbia to the world. Being political veteran and prominent businessman Hasanovic will attempt to put a light on current world issues, including economic, social and political turmoil.

Entrance is free. Venue is the Institute for Philosophy and Social Theory, 45 Kraljice Natalije St., 4th floor.

[Book your seat now >](#)



Digital Sociometrics Lab (DigiLab) at the Institute for Philosophy and Social Theory explores society through big data. See more at <https://digilab.instifdt.bg.ac.rs>