

## SOHAM Launch Workshop

TCD-TU Dublin Joint Centre for Sociology of Humans and Machines

Tuesday 1st April 2025

Technological University Dublin – Grangegorman – Central Quad, Room 408

09:00	10:00	Check in/Networking/Coffee	
10:00	10:15	Taha Yasseri Brendan Jennings Victoria Mackechnie	Welcome and Introduction
10:15	11:30	Reiner Kree	An extremely short introduction to AI for everyone
		Sepideh Bazazi	Data, analytics and AI in a consulting firm
		Bahador Bahrami	Why is it so hard to teach your dog not to jump on the bed?
		Kimmo Kaski	Social Physics: Data-driven studies of human social networks
11:30	11:45	Coffee Break	
11:45	13:00	Alexander Hartman	Large-deviation simulations for complex systems
		Greetje Corporaal	Organisational and industry transformation in the digital economy
		Nima Hamedani-Raja	Controlled vs. Natural Experiments: What the Gaming Industry Can Teach Us
		Janos Kertesz	Automating terror: The role and impact of telegram bots in the Islamic State's online ecosystem
13:00	14:00	Lunch	
14:00	15:00	8 Lightning talks by SOHAM researchers	
15:00	15:30	Claire Gillan	Understanding the mechanisms of compulsive behaviour using citizen science
		Baidyanath Biswas	Examining cyber-risks in a darknet forum
15:30	15:50	Coffee Break	
15:50	16:20	Sinead Impey	Can a serious game elicit and evaluate expert nurses' tacit knowledge? And why this is important.
		Jan Skopek	The social structure of romance – online dating as a research site
16:20	16:30	Closing Remarks	

## Hosts

1. Dr Brendan Jennings  
Vice President, Research & Innovation, Technological University Dublin, Ireland
2. Ms Victoria Mackechnie  
Director of Corporate Affairs & Operations, Workday, Dublin, Ireland
3. Prof Taha Yasseri  
Workday Professor and Chair of Technology and Society, Trinity College Dublin and Technological University Dublin, Director of Centre for Sociology of Humans & Machines

## Invited Speakers

1. Dr Bahador Bahrami  
Senior Scientist and Director of Crowd Cognition Lab, Department of Psychology, Ludwig Maximilian University, Munich, Germany
2. Dr Sepideh Bazazi  
Senior Data Scientist, Oliver Wyman Digital, London, UK
3. Dr Greetje Corporaal  
Assistant Professor of Organization and Digitization, Rotterdam School of Management, The Netherlands
4. Dr Nima Hamedani-Raja  
Game Industry Veteran, London, UK
5. Prof Alexander K Hartman  
Professor for Computational Theoretical Physics, Institute for Physics, University of Oldenburg, Germany
6. Prof Kimmo Kaski  
Professor of Computational Science, School of Science, Aalto University, Espoo, Finland
7. Prof Janos Kertesz  
Professor, Department of Network and Data Science, Central European University, Vienna, Austria
8. Prof Reiner Kree  
Professor for Statistical Mechanics and Complex Systems, Institute for Theoretical Physics, Georg August University Göttingen, Germany

## SOHAM Faculty members

1. Dr Baidyanath Biswas  
Assistant Professor, Trinity Business School, TCD
2. Prof Claire Gillan  
Professor, Trinity Inst. of Neuroscience and School of Psychology, TCD
3. Dr Sinead Impey  
Clinical Tutor (Healthcare Informatics), School of Nursing & Midwifery, TCD
4. Dr Jan Skopek  
Associate Professor, School of Social Sciences and Philosophy, TCD

## SOHAM Researchers

1. Mr Francisco Anguita Rodriguez (SFI INSIGHT PhD Student, UCD)
2. Dr Hao Cui (Research Fellow, TCD)
3. Mr Michele d'Errico (IRC PhD Student, TCD)
4. Ms Faezeh Fadaei (SFI CRT PhD Student, UCD)
5. Dr Guillaume Falmagne (Senior Research Fellow, TU Dublin)
6. Dr Rachel Han (Research Fellow, TCD)
7. Ms Saeedeh Mohammadi (SFI CRT PhD Student, UCD)
8. Mr Nico Mutzner (Visiting PhD Student, TCD)