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## :: SHORT BIOGRAPHY



I am research fellow and PhD student. I graduated in 2006 from the Department of Communication Science, University of Salzburg, with a major in Information and Communication Technologies and Society [ICT&S]. I support the scientific activities of the eTheory-Unit since 2004. Since October 2006 I am coordinator of the ICT&S Doctoral Program. My research interests are technology assessment, innovation and open source.

### **Research Foci:**

- :: Open Source and Cooperation
- :: Information and Communication Technology Assessment, Innovation, Design
- :: Transdisciplinary Research

### **Other Research Interests:**

communities, community informatics, cooperation, cyberprotest, internet, ICTs, open innovation, social impact, social informatics, social innovation, social movements, social networks, social software, technology assessment, techno-social systems

## :: CURRICULUM VITAE

# Celina E. Raffl

Summer 2009	July – September 2009 Visiting Scholar Information School, University of Washington, Seattle
2007 –	Since October 2007 Junior Lecturer at the Department of Communication Science, University of Salzburg
2007 –	PhD Studies at the University of Salzburg
2006 –	Since November 2006 Research Assistant at the ICT&S Center, University of Salzburg
2006 – 2009	Doctoral Candidates Coordinator of the ICT&S Doctoral Programme
March 2006	Final Degree: <i>Mag.Komm</i> (with honours) Master in Communication Science with a major in ICTs-and-Society University of Salzburg
2004 – 2006	Teaching and scientific Project Assistant at the ICT&S Center, University of Salzburg
2004 – 2006	Since April 2004 Master Studies in Communication Science, University of Salzburg with a major in ICTs-and-Society
July 2004	Ditact_Women’s Summer IT Studies 2004 Internship (6 weeks)
April 2004	Final Degree: <i>Bakk.Komm</i> Bachelor in Communication Science
2003 – 2004	Project Assistant for the World Summit Award International Center for New Media (ICNM) Project Assistant (12 months)
2000 – 2004	Bachelor Studies in Communication Science at the University of Salzburg with an emphasize on Journalism
1998 – 2000	Studies in Political Science, Italian and Communication Science, University of Salzburg
June 1998	<i>AHS Matura</i> Bundesrealgymnasium Imst/Tirol (A Level)
1990 – 1998	Grammar School in Imst/Tirol
1986 – 1990	Primary School in Tarrenz/Tirol

## :: ACADEMIC WORK EXPERIENCE

### **ICT&S Center, University of Salzburg**

Center for Advanced Studies and Research in  
Information and Communication Technologies and Society  
eTheory Working Unit

Since November 2006     **Research and Teaching Assistant**

50% research  
20% teaching activities  
20% administration  
10% doctoral program related work

on demand: supporting project proposal writing,  
organization of conferences and workshops

Contact:

Prof.Dr. Wolfgang Hofkirchner  
<http://www.icts.uni-salzburg.at/hofkirchner>  
<http://www.uti.at/hofkirchner>

Ass.Prof.Dr. Christian Fuchs  
<http://www.icts.uni-salzburg.at/fuchs>  
<http://www.uti.at/fuchs>

Since October 2007     **Lecturer** at the Department of Communication Science  
For a list of taught courses please see "Teaching  
Activities" and "Teaching Assistance"

October 2006

**Conference Organization**  
Space Construction and Space Experience  
27.10.2006-29.10.2006, Salzburg

October 2004 –  
October 2006

**Teaching Assistant and Project Collaborator**  
supporting the scientific activities of the eTheory Unit  
led by Prof.Dr. Wolfgang Hofkirchner  
organizational and administrative support to lectures  
preparation and maintenance of online learning tool

## :: FURTHER EDUCATION

Organized by: European Communication Research and Education Association [ECREA]  
University of Tartu, Estonia

Hosted by: Tartu [EST], July 27 – August 09 2008

Taught by: **Nico Carpentier, Dennis McQuail, Bart Cammaerts,  
Pille Pruulmann-Vengerfeldt, Maren Hartmann,  
Tobias Olsson, Peter Dahlgren, etc.**

Academic Program: Lectures, Workshops, final paper and Presentation

Information: <http://www.comsummerschool.org/node/85>

Proceedings: [http://www.researchingcommunication.eu/reco\\_book4.pdf](http://www.researchingcommunication.eu/reco_book4.pdf)

### **Complex Physical, Biological and Social Systems -**

A Coherent Program of Study of Complex Systems Concepts and Methods

Full intensive semester course [8 ECTS points]

Organized by: New England Complex Systems Institute [NECSI]

Hosted by: Massachusetts Institute of Technology [MIT]  
Cambridge, MA [USA], January 9-13 2006

Taught by: **Yaneer Bar-Yam**  
Additional lecture on (Social) Network Analysis taught by  
**Albert-Laszlo Bárábási**

Academic Program: Lectures, Workshops, final paper and Presentation

Information: <http://www.necsi.org/education/oneweek/winter06.html>

### **Summer School of Systems Design -**

Continuing Education in Systems Thinking

Lecture and Workshops [6 ECTS points]

Organized by: Lugano Summer School of Systems Design

Hosted by: University of Italian Switzerland, Lugano, CH  
Lugano, CH, May 30 – June 10 2005

Taught by: **Peter Checkland** (Soft Systems Methodology - SSM)  
**Werner Ulrich** (Critical Systems Heuristics – CSH)

Academic Program: Lectures, Workshops and Individual Papers

Information: <http://www.lss.unisi.ch>

## :: TEACHING ACTIVITIES [SINCE OCTOBER 2007]

Winter Semester 2009/2010 | Seminar

**Open Access, Open Content, Open Source – Open Media?**

Winter Semester 2009/2010 | Practical Course

**Practices in Media and Communication Organizations**

Summer Semester 2009 | Seminar

**Introduction to Scientific Working in Communication Studies**

[exemplified on the research field Internet and Society]

Winter Semester 2008/2009 | Seminar

**Social Software: Tools for Cooperation**

Summer Semester 2008 | Seminar

**Introduction to Scientific Working in Communication Studies**

[exemplified on the research field Internet and Society]

Winter Semester 2007/2008 | Seminar

**Web 2.0: Collective Intelligence Reloaded?**

All courses are taught at the Department of Communication Science,  
University of Salzburg

Summer 2008

**Social Software: Tools for Cooperation**

one-day workshop at ditact\_women's IT summer studies

## :: TEACHING ASSISTANCE [OCTOBER 2004 – JULY 2007]

Winter Semester 2004/2005 – Winter Semester 2006/2007 | Seminar & Lecture

**Foundation of Information Science**

Summer Semester 2005 – Summer Semester 2007 | Seminar and Lecture

**Information Society Theory**

Winter Semester 2004/2005 | Master Seminar

Winter Semester 2004/2005 | Seminar

**WS 2004/2005 SE Knowledge Society**

Summer Semester 2005 | Lecture and Practice

**Selforganization of the Information Society**

## :: SINGLE PUBLICATIONS

**Raffl, Celina** (2009). Innovation durch Kooperation. Information and Communication Technology Assessment und Design für Open Innovation. In: Aichholzer, Georg/Bora, Alfons/Bröchler, Stephan/Decker, Michael/Latzer, Michael [Edts.]. Technology Governance. Der Beitrag der Technikfolgenabschätzung. Reihe: Gesellschaft – Technik – Umwelt. Edition Sigma: Berlin (accepted chapter in print).

**Raffl, Celina** (2008). Is the Virtual Space a Social Space? In: Zimmermann, Rainer E. [Ed.]. Design Science Bd. 2. Shaker Verlag: Munich [pp. 218–240].

**Raffl, Celina** (2008). Assessing the Impact of Open Content Knowledge Production in Web 2.0. In: The International Journal of Technology, Knowledge and Society. Volume 4, Issue 3 [pp. 85-92] and in: <http://icts.sbg.ac.at/media/pdf/pdf1616.pdf>.

**Raffl, Celina** (2006). The Two Cultures: A Third Look. In: Trappl, Robert [Ed.]. Cybernetics and Systems 2006. Austrian Society for Cybernetic Studies: Vienna.

**Raffl, Celina** (2006). Einheit des Wissens durch Vielfalt der Wissenschaften. Paradigmenwechsel in der Wissenschaft, Transdisziplinarität und ICTs. Unveröffentlichte Magisterarbeit: Universität Salzburg [180 Seiten].



## :: JOINT PUBLICATIONS

Fuchs, Christian/Bichler, Robert/**Raffl, Celina** (2009). Cyberethics and Cooperation in the Information Society. In: Science and Engineering Ethics. 15 (4): 447-466.

Neumayer, Christina/**Raffl, Celina**/Bichler, Robert M. (2009). Politics and Social Software: Recommendations for Inclusive ICTs. In: Riha, Daniel/Maj, Anna [Edts.]. The Real and the Virtual. Critical Issues in Cybercultures. Interdisciplinary Press: Oxford [pp. 183 – 191].

Neumayer, Christina/**Raffl, Celina**/Bichler, Robert (2009). Politics and Social Software. Recommendations for Inclusive ICTs. In: Riha, Daniel/Maj, Anna [Edts.]. Proceedings of the 4th Global Conference on Cybercultures: Exploring Critical Issues (accepted paper in print).

Neumayer, Christina/**Raffl, Celina** (2008). Facebook for Protest? The Value of Social Software for Political Activism in the Anti-FARC Rallies. In: DigiActive Research Series, December 2008. In: [http://www.digiactive.org/wp-content/uploads/research1\\_neumayerraffl.pdf](http://www.digiactive.org/wp-content/uploads/research1_neumayerraffl.pdf).

Neumayer, Christina/**Raffl, Celina** (2009). Facebook for Global Protest. The Potential and Limits of Social Software for Grassroots Activism. In: Stillman, Larry/Johanson, Graeme. Proceedings of the 5th Prato Community Informatics & Development Informatics Conference 2008: ICTs for Social Inclusion. Faculty of Information Technology. Monash University, Caulfield, Australia (CD-Rom).

Bichler, Robert/Fuchs, Christian/**Raffl, Celina** (2008). Perspectives of Cyberethics in the Information Society. In: Billias, Nancy/Curry, Agnes B. (Edts.). Framing Evil. Portraits of Terror & the Imagination. Interdisciplinary-Press: Oxford [p. 153 – 162] (<http://inter-disciplinary.net/publishing/idp/eBooks/frev%20v1.4.pdf> to download the full book).

Obermair, Christoph/Lankes, Michael/**Raffl, Celina** (2008). Cooperative Play for Preventive Healthcare in the Office. In: Oinas-Kukkonen, Harri/Hasle, Per/Harjumaa, Marja/Segerstahl, Katarina [eds.]. Poster Proceedings of the Third International Conference on Persuasive Technology, PERSUASIVE 2008, Oulu University Press: Oulu, Finland [pp. 9-12] and in: <http://icts.sbg.ac.at/media/pdf/pdf1622.pdf>.

**Raffl, Celina**/Fuchs, Christian/Hofkirchner, Wolfgang/Schafranek, Matthias (2008). The Web as Techno-Social System. The Emergence of Web 3.0. In: Trappl, Robert [Ed.]. Cybernetics and Systems 2008. Austrian Society for Cybernetic Studies: Vienna [pp. 604-609] and in: <http://www.bertalanffy.org/media/pdf/pdf39.pdf>.

Hofkirchner, Wolfgang/Fuchs, Christian/**Raffl, Celina**/Schafranek, Matthias/Sandoval, Marisol/Bichler, Robert (2007). ICTs and Society: The Salzburg Approach. Towards a Theory for, about, and by means of the Information Society. Salzburg: ICT&S Center. In: <http://icts.sbg.ac.at/media/pdf/pdf1490.pdf>.

**Raffl, Celina**/Bichler, Robert (2007). Vom Sozialen in den Virtuellen Raum. Ernst Blochs Konkrete Utopie im Cyberspace? In: Zeilinger, Doris [Ed.]. Raumkonstruktion und Raumerfahrung, Antogo Verlag: Nürnberg [pp. 107-128].

Bichler, Robert/Doucette, Dail/Hofkirchner, Wolfgang/**Raffl, Celina** (2007). Toward a New Science of Information. In: Data Science Journal, Vol. 6 [pp. 198-205] and in: [http://www.jstage.jst.go.jp/article/dsj/6/0/6\\_S198/\\_article%20](http://www.jstage.jst.go.jp/article/dsj/6/0/6_S198/_article%20).

Bichler, Robert/Fuchs, Christian/**Raffl, Celina** (2006). Co-operative Cyberethics for a Sustainable Information Society. In: Proceedings of the 16th ISA World Congress of Sociology, International Sociological Association: Durban.

**Raffl, Celina**/Hofkirchner, Wolfgang (2006). Transdisziplinarität. Dialektik und Systemtheorie II. In: Zimmermann, Rainer [Ed.]. Naturallianz. Von der Physik zur Politik in der Philosophie Ernst Blochs. Verlag Dr. Kovac: Hamburg.

Maier-Rabler, Ursula/Hofkirchner, Wolfgang/Hartwig, Christiana/**Raffl, Celina** (2005). New Approaches to Research on Social Implications of Emerging Technologies. Draft Position Papers for MIT-OII Joint Workshop. Oxford: Internet Institute [pp. 92-94].

## :: PRESENTATIONS AT CONFERENCE

Towards Criteria of Sustainability and Social Meaningfulness in Development  
19.12.2009 – 20.12.2009, Bangkok | Thailand

Invited Participant; Presentation

### **Meaningful to Whom?**

5th International Conference on Open Source Systems

03.06.2009 – 06.06.2009, Skövde | Sweden

Presentation at the Doctoral Consortium

### **Innovation Through Cooperation. Information and Communication Technology Assessment and Design for an Inclusive Society**

4th Global Conference on Cybercultures: Exploring Critical Issues

13.03.2009 - 15.03.2009, Salzburg | Austria

Presentation together with Christina Neumayer

of joint paper with Robert Bichler and Christina Neumayer

### **Politics and Social Software. Recommendations for Inclusive ICTs**

CivilMedia 2008: Cultures – Participation – Dialogue

04.12.2008 - 06.12.2008, Salzburg | Austria

Presentation together with Christina Neumayer

### **Social Software for Networked Political Activism?**

5th Community Informatics and Development Informatics Conference in Prato

27.10.2008 - 30.10.2008, Prato | Italy

Presentation together with Christina Neumayer

### **Facebook for Global Protest: The Potential and Limits of Social Software for Grassroots Activism**

TA'08 & NTA 3: Technology Governance. Der Beitrag der  
Technikfolgenabschätzung  
28.05.2008-30.05.2008, Vienna | Austria  
Poster Presentation

**Innovation Through Cooperation. Information and Communication  
Technology Assessment and Design for Open Innovation**

19th EMCSR - 19th European Meeting on Cybernetics and Systems Research  
25.03.2008-28.03.2008, Vienna | Austria  
Presentation

**The Web as Techno-Social System: The Emergence of Web 3.0**

T08: Technology, Knowledge & Society Conference  
18.01.2008-20.01.2008, Boston | MA, USA  
Presentation

**Assessing the Impact of Open Content Knowledge Production in Web 2.0**

TA'07: Technikfolgenabschätzung zwischen Inter- und Transdisziplinarität  
04.06.2007-04.06.2007, Vienna | Austria  
Presentation

**Warum Technikfolgenabschätzung transdisziplinär sein soll.  
Information and Communication Technology Assessment [ICTA]**

Raumkonstruktion und Raumerfahrung  
27.10.2006-29.10.2006, Salzburg | Austria  
Presentation

**Vom sozialen in den virtuellen Raum**  
(From the Social to the Virtual Space)

18th EMCSR - 18th European Meeting on Cybernetics and Systems Research  
18.04.2006-21.04.2006, Vienna | Austria  
Presentation

**The Two Cultures: A Third Look**

FIS 2005 - 3rd Conference on the Foundations of Information Science  
04.07.2005-08.07.2005, Paris | France  
Poster Presentation

**Unity of Knowledge Through Diversity of Sciences**

Internationale Fachkonferenz: Von der Physik zur Politik:  
Die Naturphilosophie Ernst Blochs  
22.04.2005-25.04.2005, Ludwigshafen | Germany  
Presentation together with Wolfgang Hofkirchner

**Transdisziplinarität und Systemtheorie II**