

| <b>PhD Programme in<br/>PHILOSOPHY, EPISTEMOLOGY, HUMAN SCIENCES</b>  |   |
|---|---|
| - Curriculum 1: PHILOSOPHY AND HISTORY OF CONCEPTS<br>- Curriculum 2: LOGICS AND EPISTEMOLOGY<br>Curriculum 3: PEDAGOGICAL AND PSYCHOLOGICAL SCIENCES |   |
| DISCIPLINARY SCIENTIFIC AREAS   | 11 - HISTORICAL, PHILOSOPHICAL, PEDAGOGICAL AND PSYCHOLOGICAL SCIENCES; 14 - POLITICAL AND SOCIAL SCIENCES  |
| COORDINATOR   | PROF. GIUSEPPE SERGIOLI   |
| HEAD DEPARTMENT   | DEPARTMENT OF PEDAGOGY, PSYCHOLOGY, PHILOSOPHY  |
| DURATION  | 3 YEARS   |
| LEARNING OUTCOMES AND RESEARCH TOPICS   | <p>The PhD programme aims at fostering theoretical and methodological skills required for high-level research. It is subdivided into three different curricula.</p> <ol style="list-style-type: none"> <li>1. The “Philosophy and History of Concepts” curriculum deals with problems and methodologies of theoretical research, with reference to rationality models that hark back to the tradition. It also addresses knowledge conservation and transmission processes through the circulation of ideas, against the backdrop of philosophical doctrines, scientific theories, artistic and cultural experiences, social and political practices.</li> <li>2. The “Logic and Epistemology” curriculum centres about logic, the foundations and formal analysis of the deductive, natural and human sciences, and communication of scientific contents. Issues related to information theory and artificial intelligence (big data &amp; machine learning) will be especially taken into account.</li> <li>3. The “Education and Psychology” curriculum addresses on the one hand the historical and theoretical-foundational aspects of pedagogy, didactics and educational research; on the other, social, developmental and clinical psychology in a life-span perspective. Typical and atypical mental processes (motivation, attachment and intersubjectivity, meta-representation, theory of mind, language) will be investigated, promoting a development of inclusion and diversity in educational and community contexts.</li> </ol> <p>The PhD programme prepares students for job opportunities at universities, public or private institutes; in particular, high-impact theoretical or applied research, information processing, knowledge dissemination, planning in educational, clinical and community contexts (including diversity and inclusion). The training is based on horizontal and interdisciplinary aimed at a critical approach to problem solving. The PhD programme is mainly devoted to high level research, applicable in such fields as IT, data analysis, complex phenomena, human resource management, design and evaluation of development interventions for the development of individual and collective potential. The multidisciplinary character of the PhD programme facilitates a collaboration among different research fields, including social and educational sciences, artificial intelligence and the theory of scientific thinking.</p> |
| ELIGIBILITY AND OTHER REQUIREMENTS FOR CANDIDATES   | EVERY ITALIAN 2ND CYCLE DEGREE (LAUREA MAGISTRALE/SPECIALISTICA/VECCHIO ORDINAMENTO) AND EQUIVALENT AND SUITABLE FOREIGN ACADEMIC DEGREES   |
| ADMISSION TESTS   | ASSESSMENT OF QUALIFICATIONS AND CURRICULUM VITAE, AND  |



|  |  |
|--|--|
|  | <b>VIDEOCONFERENCE INTERVIEW</b><br>The interview will mainly focus on the presentation and discussion of the candidate's research project (to be written using the form available on the webpage <a href="https://unica.it/dottoraticerca">https://unica.it/dottoraticerca</a> - "Instructions for registration to the competition and forms - Annex C"), in order to assess the adequacy of the profile with regard to personal competence in the disciplinary field of the project, aptitude for scientific research and linguistic knowledge (English language).   |
| POSITIONS  | 1  |
| SCHOLARSHIPS   | 1 funded by NRRP Ministerial Decree no. 630/2024   |
| CONTACT PERSON   | PROF. GIUSEPPE SERGIOLI<br>EMAIL: <a href="mailto:giuseppe.sergioli@gmail.com">giuseppe.sergioli@gmail.com</a> - TEL. +39 0706757113   |
| WEBSITE  | <a href="http://dottorati.unica.it/fesc/">http://dottorati.unica.it/fesc/</a>  |
| <b>SCHOLARSHIP FUNDED BY MINISTERIAL DECREE NO. 630/2024</b> |  |
| CUP  | F22B24000210005  |
| RESEARCH PROJECT   | The Challenges of Communication in the Age of AI: New Frontiers in Social Media Marketing  |
| PRINCIPAL INVESTIGATOR                                       | Prof. Elisabetta Gola  |
| DESCRIPTION OF DOCTORAL TRAINING                             | The PhD student will initially acquire the conceptual and methodological foundations of language theory, AI logic, principles of machine learning, and state-of-the-art AI tools. They will also examine some exemplary case studies through interviews and focus groups to complete the state-of-the-art overview. In the second semester of the first year, to acquire cutting-edge skills, a period abroad is planned. In the second year, a 12-month period will be spent at the host company, during which innovative strategies related to the key project themes will be tested: social media management and digital content production using AI tools, storytelling, and gamification, tailored to the desired communication characteristics. Training courses will be offered in the company by the PhD student, to be translated into self-learning modules. The third year will be primarily dedicated to validation, feasibility assessment, and effectiveness measurement, as well as the drafting of guidelines. |
| COMPANY  | The Bloomers S.r.l., headquartered in via Cosimo del Fante 10, Milan - Contact person: Simone Sangiorgi  |
| NO. OF MONTHS TO BE SPENT IN THE COMPANY                     | 12   |
| FOREIGN INSTITUTION  | Universidad Complutense de Madrid  |
| NO. OF MONTHS TO BE SPENT IN THE FOREIGN INSTITUTION         | 6  |