



HORIZON 2020

The EU Framework Programme for Research and Innovation

RENOIR

Reverse EngiNEering of sOcial Information pROcessing

MAIN PILLAR

Excellent Science

TYPE OF ACTION

Marie Skłodowska-Curie Research
and Innovation Staff Exchange

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ABSTRACT

In today's world, access to information is a decisive factor advancing industry, society and even culture. It is therefore of great importance to understand why and how some information (e.g. some memes) spreads virally with great ease, while other is met with disinterest and omission. Uncovering the reasons may allow promoting important information, like warnings about cyber-attacks, while stifle harmful rumors, such as vaccines causing autism. The aim of the project is to treat the vast complexity of such information dynamics in social systems by involving researchers in social sciences, journalism, computing, data mining and complexity science.

RENOIR CONSORTIUM

WUT, WARSAW UNIVERSITY OF TECHNOLOGY, POLAND

Project Coordinator Janusz Hołyst, *Physics of Complex Systems* (jholyst@if.pw.edu.pl)

JSI, JOZEF STEFAN INSTITUTE, SLOVENIA

Marko Grobelnik, *Computer Science*

PWR, WROCŁAW UNIVERSITY OF SCIENCE AND TECHNOLOGY, POLAND

Przemysław Kazienko, *Computer Science*

STA, SLOVENSKA TISKOVNA AGENCIJA, SLOVENIA

Aljoša Rehar, *Media Company*

STF, STANFORD UNIVERSITY, UNITED STATES

Jure Leskovec, *Computer Science*

RPI, RENSSELAER POLYTECHNIC INSTITUTE, UNITED STATES

Boleslaw Szymanski, *Computational Network Science*

NTU, NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

Peter Sloot, *Physics of Complex Systems*

UC SANTA CRUZ, UNITED STATES

Lise Getoor, *Computer Science Department*

CARNEGIE MELLON UNIVERSITY, UNITED STATES

Tom Mitchell, *Machine Learning Department*

NORTHEASTERN UNIVERSITY, UNITED STATES


Tina Eliassi-Rad, *Computer Science*

NOTRE DAME UNIVERSITY, UNITED STATES

Nitesh Chavla, *Interdisciplinary Centre for Network Science and Applications*

UNIVERSITY OF CALIFORNIA, UNITED STATES

Raissa D'Souza, *Davis Complexity Sciences Center*

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PROJECT MANAGER

Anna Grzywacz (agrzywacz@if.pw.edu.pl)

PROJECT OFFICER

Katarzyna Lyson (katarzyna.lyson@cc.europa.eu)



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