



Notice of call for applications for 1 research fellowship, pursuant to article 22, paragraph 4, letter b) of Law no. 240 of 30 December 2010

THE RECTOR

- CONSIDERING** Law no. 240 of 30 December 2010, and in particular article 22, paragraph 4, letter b);
- CONSIDERING** the Statute of Autonomy of IULM University (Libera Università di Lingue e Comunicazione IULM), published in the Gazzetta Ufficiale della Repubblica Italiana no. 59 on 12 March 1998, as amended;
- CONSIDERING** the University's Academic Regulations, issued by Rector's Decree no. 11738 on 18 September 2001, as amended;
- CONSIDERING** the Regulations for the awarding of research fellowships, issued by Rector's Decree no. 15748 of 5 April 2011, as amended;
- CONSIDERING** the Regulations for the awarding of contracts for teaching activities issued by Rector's Decree no. 15746 of 5 April 2011, pursuant to Article 23 of Law no. 240 of 30 December 2010, as amended, and in particular Articles 4 and 15 thereof;
- ACKNOWLEDGING** that within the framework of the Call for Research Projects of Significant National Interest - PRIN 2022 (Bando PRIN 2022) issued by Director's Decree no. 104 of 2 February 2022, a project has been submitted entitled: "*ALTEREGO: how to emulate intentionality and awareness in remote communications by means of software surrogates*" - Prot. 2022MM8LKM. Principal Investigator: Prof. Antonio Chella, Università degli Studi di Palermo, Head of Local Unit Prof. Guido Di Fraia. CUP Code: H53D23003560008. Internal project order PRIN 2022: 2023-PRINDIF;
- WHEREAS** The call for applications for a one-year research fellowship entitled: "*Research and development of the avatar of a social media influencer through the use of the most recent AI models*" SC: 01/B1 - SSD: INF/01 – Head of the Research Project Prof. Guido Di Fraia, issued by Rector's Decree no. 20498 of 22 December 2023, set the deadline for the submission of applications for 22 January 2024;
- CONSIDERING** previous Decree No. 20530 of 25 January 2024 by which the period for the submission of applications was reopened;
- CONSIDERING** the resolution adopted by the Council of the Faculty of Communication at its meeting of 15 February 2024;
- CONSIDERING** le delibere adottate dal Senato Accademico nelle sedute del 18 dicembre 2023 e del 19 febbraio 2024;
- CONSIDERING** the resolutions adopted by the Board of Governors at its meetings of 19 December 2023 and 1 March 2024;
- DEEMING** it necessary to reopen the period for the submission of applications in order to enable the realisation of the research project "*ALTEREGO: how to emulate intentionality and awareness in remote communications by means of software surrogates*"



DECREES

Art. 1

A selection procedure based on qualifications and interview is hereby announced for the awarding of a grant for the carrying out of research activities, pursuant to the Regulations referred to in the preamble, for **one year** as follows:

Research Project	SC SSD	Head of Research Project	Faculty	Gross annual payment
<i>Research and development of the avatar of a social media influencer through the use of the most recent AI models</i>	SC: 01/B1– SSD: INF/01	Prof. Guido Di Fraia	Faculty of Communication	€ 20,000.00

The research project must be written in Italian for Italian candidates and for foreign candidates the research project must be written in English.

The interview is held in Italian for Italian candidates (however, during the interview proficiency in English will be assessed);

For foreign candidates the interview is held in English.

Art. 2 – Admission requirements

Pursuant to article 5 of the “Regulations for the awarding of research fellowships” referred to in the preamble, the following may participate in the selection process:

- Italian and foreign scholars in possession of a university degree obtained under the old university system, a specialised degree or a master's degree in subjects related to the research project - in possession of a suitable and documented professional scientific curriculum in the research area related to the research project that is the object of the call. If the degree was obtained abroad, it must be declared equivalent by the Selection Committee for the sole purpose of admission to the selection procedures;
- Italian and foreign candidates in possession of a **PhD qualification, which shall be considered a preferential qualification.**

Art. 3 – Evaluation procedures

The selection is carried out through a comparative evaluation of the scientific and professional qualifications possessed by the candidates, integrated by an interview aimed at ascertaining the candidate's aptitude for the research activities envisaged by the project, awarding **up to 75 points for qualifications and up to 25 points for the interview.**

Candidates scoring less than 55 points for qualifications or less than 15 points for the interview will be considered ineligible. Valid reasons for exclusion must be given in the report on the selection procedure.

The Committee may make use of electronic tools for collegial work, which in any case provides for the simultaneous and continuous presence of all members, by means of audio/video conference connections. The interviews may be held either in person at the premises of IULM University, Via Carlo Bo, 1, 20143 Milan, or online.

If the Committee decides that the interviews are to be held in person, and in the event that a candidate is unable to travel to IULM University, he/she may submit a motivated request to the Rector (affari.generalisti@iulm.it) to conduct the interview online.

In the event that the Committee decides that the interviews are to be held online they will be carried out as an electronic document signed with a digital signature pursuant to Legislative Decree no. 82/2005 and subsequent amendments and additions.



out using the Microsoft TEAMS platform, with the IT support of the University and with procedures that guarantee the identification of the candidates, fairness of treatment and the transparency of the session.

To this end, the candidate must provide a personal e-mail address which the Selection Committee will use for the video call.

The candidate must be available on the day and at the time specified in the invitation to the interview.

For identification purposes each candidate must, before the interview begins, identify themselves by producing the same identity document as the one of which they have already forwarded a copy as an attachment to their application. Failure to do so will result in their exclusion from the selection procedure.

Candidates may be excluded if they have not provided their personal email address, if they are unable to connect, if they cannot be contacted on the day or at the time agreed, or if they fail to produce a valid identity document. The University accepts no responsibility if technical reasons prevent the smooth running of the interview.

For those interested in attending as parties other than the candidates, the transparency of the session is guaranteed. The date and time of the interviews and the procedure for admission to the interviews will be published on the University website.

No audio and/or video recordings may be made during the session, nor will it be possible to record the interviews.

At the end of the interviews, the Selection Committee shall formulate a collegial judgement for each candidate and draw up a merit ranking list based on the sum of the points awarded to each candidate, thereby designating the winner.

The Rectoral Decree appointing the Selection Committee and the Rectoral Decree approving the acts are published on the University website.

Art. 4 – Duration of the fellowship

The duration of the fellowship is **one year**.

The duration of agreements entered into pursuant to Article 22 of Law 240/2010 including any renewals, cannot, in any case, exceed six years, including contracts for fellowships concluded with different universities, even for non-continuous periods.

For the purposes of the duration of the aforementioned contracts, periods spent on maternity leave or leave for health reasons are not taken into account, in accordance with current legislation. The duration of the relationship between the University and the holder of a research fellowship may not exceed the limits established by law, with the exception of the period during which the fellowship was used in conjunction with the PhD, up to its maximum duration.

The total duration of the aforementioned relationships, including those with different universities, whether state, non-state or online, as well as with the Institutions referred to in Article 22, paragraph 1 of Law no. 240 of 30 December 2010, with the same person may not in any case exceed twelve years, even if not continuous. For the purposes of the duration of the aforesaid relationships, periods spent on maternity leave or leave for health reasons are not considered, in accordance with the regulations in force.

Art. 5 - Amount of the fellowship – Taxation, social security and insurance

The gross annual payment fixed by this call for applications is net of the costs borne by the University. The aforementioned amount is paid in monthly instalments. The following apply to the research fellowship referred to in Article 4 of the Regulations for the Awarding of Research Fellowships:

- with regard to taxation, the provisions of article 4 of Law no. 476 of 13 August 1984, as amended;
- with regard to social security, the provisions of article 2 paragraphs 26 et seq. of Law no. 335 of 8 August 1995, as amended;
- with regard to sick leave, the provisions of article 1, paragraph 788 of Law no. 296 of 27

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- December 2006, as amended;
- with regard to compulsory maternity leave, the provisions of the Decree of the Ministry of Labour and Social Security of 12 July 2007, published in the Gazzetta Ufficiale no. 247 of 23 October 2007. During the period of compulsory maternity leave, the allowance is paid by INPS pursuant to article 5 of the aforementioned Decree of 12 July 2007.

The University provides insurance coverage for accidents and third-party liability for the fulfilment of the research programme.

Art. 6 – Incompatibility – Non-cumulation – Suspension of activity

The fellowship is not compatible with enrolment in a bachelor's degree course, master's degree, specialisation school or PhD course with a scholarship in Italy or abroad, and entails unpaid leave of absence for employees working for public administration bodies.

Research fellowships cannot be awarded to personnel employed by the bodies referred to in article 22, paragraph 1 of Law no. 240 of 30 December 2010 and, similarly, to University employees holding private law contracts, including part-time and fixed-term contracts.

Research fellowships cannot be awarded to those who have a degree of kinship or affinity, up to the fourth degree inclusive, with a professor belonging to the University, or with the Rector, the Director General or a member of the Board of Governors.

Research fellowships cannot be awarded to all those who, pursuant to the Regulations for the awarding of contracts for teaching activities, hold contracts for official or supplementary courses at the University. However, participation in calls for applications issued by other universities is permitted, subject to authorisation by the Academic Senate.

The acceptance or continued holding of paid positions by the Fellow (other than employment with public administrations, for which unpaid leave is compulsory) is subject to the prior authorisation of the Academic Senate, after consultation with the head of the research project, who shall declare its compatibility with the carrying out of activities related to the fellowship.

The fellowship may not be cumulated with scholarships of any kind, except those granted by national or foreign institutions to supplement the research activities of the holder of the fellowship through stays abroad.

The research work and the fellowship may be suspended for compulsory maternity leave, parental leave and serious illness. A total period of justified absence of less than thirty days in any one year shall not constitute a suspension and, consequently, shall not be required to be made up.

Art. 7 – Contract – Content

The University shall stipulate a contract with the successful candidate, whereby the terms and conditions of the research work and of the payment of the fellowship grant shall be defined.

In particular, the duties of the holders of the fellowships are defined by the research project and specified in the individual contract.

For the purposes of determining the commencement and termination of the agreement, reference shall be made to the date of the signing of the contract.

This contract does not in any way constitute a full employment contract and does not give rise to any right of access to University posts.

The activity of the research fellow shall be carried out autonomously and without predefined working hours, solely within the limits of the research programme and the indications provided by the Head of the research project.

Research fellows may carry out limited **subsidiary teaching activities**, which must not in any case compromise their research activities, subject to the approval of the Academic Senate. Teaching collaboration is optional. Subsidiary activities consist in the carrying out of teaching in support of the official course, i.e. additional activities and support to the lectures (e.g. seminars, tutorials) outside the total number of hours envisaged for the official course, as well as support to lecturers in the preparation of examinations, aimed exclusively at students enrolled in the bachelor's and master's degree courses. The activities entrusted to them do not give rise to training credits. They are also required to receive students and help assess their learning by participating in exam committees. Fellows may carry out ancillary teaching activities without compromising research activities and in compliance with the overall maximum limit of 100 hours per academic year, with a gross hourly remuneration set annually by the Board of Governors. The costs will be charged to the funds allocated to teaching support of the Faculty to which the official course belongs.

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Holders may collaborate with students in research carried out for degree and PhD theses that concern a topic inherent to the research subject of the contract.

Fellows may participate in research groups and projects, whatever the funding body.

At the end of the contract, the holder is obliged to submit a **written report on the research activity carried out** and the results achieved in the project.

Art. 8 – Application to participate in the selection process

The application to take part in the public selection process, as well as the qualifications, documents and publications considered relevant to the process **must be submitted online** using the dedicated online application procedure at: <https://pica.cineca.it/iulm/> **Failure to do so will lead to exclusion from the selection process.**

The app will necessarily require a personal e-mail address in order to allow self-registration in the system. The applicant must enter all the data required to produce the application and **attach the documents in electronic PDF format.**

The application form must be completed in all its parts as indicated in the online procedures and must include the following (**failure to do so will lead to exclusion from the selection process**):

- academic qualification as required under article 2 of this call for applications;
- similar academic qualification obtained abroad, not yet recognised as equivalent, for which equivalence is requested. The foreign qualification may be declared admissible by the Selection Committee for the sole purpose of admission to the selection process. Successful candidates who have obtained the required qualification abroad, shall submit to the Institutional Affairs Office, prior to the stipulation of the contract and under penalty of forfeiture of the right to enter into the contract:
 - a) a copy of their diploma, transcript and declaration of value (for non-European qualifications)
 - b) a copy of their foreign academic qualification and the Diploma Supplement (for European qualifications);
- detailed curriculum vitae, duly signed by the candidate, concerning academic and professional scientific work. The curriculum is valid as self-certification in accordance with Articles 46 and 47 of Presidential Decree 445/2000 regarding the possession of the qualifications listed therein;
- project relating to the specific research programme described in the call for applications, following the guidelines described in **Annex A**;
- list of scientific publications;
- identity card or passport, and tax code;

No other form of submission of applications or documents required for participation in the procedure will be accepted.

Prior to the deadline for submission, the system allows the application to be saved in draft form.

The date of online submission of the application for participation in the procedure is certified by the information system by means of a receipt which will be automatically sent by e-mail.

Once the deadline for submission has passed, the system will no longer allow you to access or submit the electronic form.

Each application will be assigned an identification number which, together with the competition code indicated in the online application, must be specified for any subsequent communication. The application must be completed and sent electronically no later than **5 p.m. on 30 April 2024.**

Submission of the application for admission constitutes acceptance on the part of the candidates of the rules contained in the call for proposals.

The University accepts no responsibility for any malfunctions due to the overloading of networks or application systems.

To submit the application it is necessary to:

- save the PDF file without modifying it;
- print the PDF file;
- sign the document;
- scan the signed document and upload it to the system.

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The system also accepts documents with a Digital Signature (e.g. smart card, USB token or Remote Signature).

In accordance with the regulations on self-certification, the University will verify the truthfulness of the self-certification and declarations, pursuant to Presidential Decree no. 445/2000.

Candidates with disabilities must specify in their application the aid required for the interview, as well as the need for any additional time (article 20 of Law no. 104 of 5 February 1992). The Institutional Affairs Office will provide any further information that may be required (e-mail: affari.generalisti@iulm.it – tel. 02891412844).

Art. 9 - Winner with a foreign qualification - Conditions for stipulating the contract

A successful candidate who has obtained the qualification specified in the call for applications abroad must submit to the Institutional Affairs Office, prior to the stipulation of the contract and under penalty of forfeiture of the right to stipulate the contract:

- a) a copy of their diploma, transcript and declaration of value (for non-European qualifications);
- b) a copy of their foreign academic qualification and the Diploma Supplement (for European qualifications);
- c) alternatively, the winner may submit the statement of comparability issued by CIMEA.

Candidates who do not belong to the European Union and who, on the date of submitting their application, **do not yet hold an Italian residence permit**, should they be successful, must obtain the nulla osta from the Prefecture, which is a requirement for applying for an entry visa. The start of the activity will only be possible after the visa has been presented to the Administration Offices. Failure to present the document will preclude the commencement of the activity until the required document is presented. Applicants from outside the European Union who, on the date of submitting their application, are **in possession of an Italian residence permit** or a receipt for an application for an Italian residence permit, should they be successful, must submit the residence permit (or an original copy of the receipt for an application for a residence permit) no later than the date set for the stipulation of the contract. Failure to present the document shall result in the automatic forfeiture of the right to sign the contract.

Art. 10 - Referral

For all matters not expressly provided for in this call for applications, reference shall be made to the Regulations cited in the preamble to this Decree and the provisions of current legislation shall apply.

Art. 11 – Processing of personal data

In compliance with the provisions of article 13 of Regulation (EU) 2016/679 (GDPR) we hereby provide the required information regarding the processing of the personal data provided.

10.1. DATA PROCESSORS

The **Data Controller** is the Libera Università di Lingue e Comunicazione IULM, located in Milan, Via Carlo Bo, 1, represented by its pro-tempore legal representative.

In compliance with articles 37-39 of Regulation (EU) 2016/679, the University has appointed a **Data Protection Officer (DPO)**, who can be contacted at the following e-mail address: dpo.iulm@dpoprofessionalservice.it

10.2. DATA PROCESSED

In order to allow the interview to take place in online streaming mode, in addition to personal data and contact details, the candidate's image and voice will also be processed using their webcam. The image and voice will not be recorded or broadcast in any way. The candidate will be asked to show their identity document in streaming for the sole purpose of allowing the University to recognise

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them.

In specific situations, particular categories of data may be collected and processed, at the request of the data subject and for the purposes of the selection procedure:

- judicial data
- health status

These data are provided voluntarily and exclusively to allow the University to exercise its public functions in protecting the interests of the candidate or in the provision of services requested by the data subject for the purposes of the selection procedure. For this reason, in accordance with article 9, paragraph 2 of Regulation (EU) 2016/679, consent to processing is not required.

10.3. PURPOSES OF PROCESSING AND LAWFUL BASIS

The personal data provided will be processed in accordance with the conditions for lawful processing set out in article 6, paragraph 1, letters b), c) and e) of Regulation (EU) 2016/679 for the following purposes:

- interview carried out online;
- recognition of candidate;
- checking that the requirements for participation in the selection procedure are met and that there are no grounds for exclusion from participation;
- management of the selection procedure in all its phases, including publication of the results and rankings and the possible subsequent working relationship.

10.4. RECIPIENTS OR CATEGORIES OF RECIPIENTS OF DATA

Personal data will be communicated to the following recipients:

Microsoft Corporation, autonomous data controller, which will provide the **Teams** platform in order to allow the connection between the candidate and the University (information available at the link:

<https://privacy.microsoft.com/it-IT/privacystatement#mainnoticetoendusersmodule>).

The data may also be communicated to the following recipients:

- authorised persons within the organisation of the Data Controller;
- members of the Selection Committees;
- MUR, within the context of compulsory communications for teaching staff and the researcher who wins the fellowship;
- certifying authorities for the purposes of checking the declarations made in accordance with Presidential Decree 445/2000;
- competent authorities for the fulfilment of legal obligations, upon request;
- persons carrying out maintenance on the IT system.

The parties belonging to the above categories act as persons authorized to process data, in accordance with article 29 of Regulation (EU) 2016/679, data processors, or who operate completely independently as separate data controllers.

The list of designated data processors is constantly updated and available at the offices of the **Libera Università di Lingue e Comunicazione IULM**.

10.5. DATA TRANSFER TO THIRD COUNTRIES AND/OR INTERNATIONAL ORGANIZATIONS

The personal data will not be transferred abroad within or outside the European Union.

10.6. PERIOD OF DATA STORAGE AND CRITERIA

The processing will be carried out in automated and manual form, with methods and tools designed to ensure maximum security and confidentiality, by persons specifically appointed for this purpose. Should the test take place in streaming mode, the images and voice of the candidates will not be recorded in any way, nor stored by the University and will not be disseminated in any way.

Personal data relating to personal details and data relating to rankings or reports will be stored indefinitely, also for historical interest, in accordance with the archiving obligations imposed by

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current legislation (Presidential Decree no. 445/2000, Prime Ministerial Decree of 3 December 2013).

The acts containing the results and the rankings will be published on the University portal, pursuant to article 8 of Legislative Decree 33/2013, for a maximum period of 3 months.

10.7. NATURE OF THE CONFERMENT AND REFUSAL

The provision of your personal data for the purposes referred to in point 3 of this policy is **necessary** to manage the activities described above in connection with the selection process. **Failure to provide personal data will make it impossible to manage all the activities described in point 10.3.**

10.8. RIGHTS OF DATA SUBJECTS

You may exercise your rights in accordance with the provisions set out in articles 15, 16, 17, 18, 19, 20, 21, of Regulation (EU) 2016/679 by contacting the Data Controller or the Data Protection Officer by writing to privacy@iulm.it.

You therefore have the right at any time to ask the Data Controller for access to your personal data; the rectification or deletion of your data, except for those that must be compulsorily kept by the University; the purpose limitation of your data, where one of the cases provided for in article 18 of Regulation (EU) 2016/679 applies. You also have the the right to object, at any time, to the processing of your data, as well as the portability of your data.

Without prejudice to any other administrative and jurisdictional appeal, if you consider that the processing of your personal data violates the provisions of Regulation (EU) 2016/679, pursuant to article 15 letter f) and article 77 of the aforementioned Regulation (EU) 2016/679, you have the right to make a complaint to the Guarantor for the protection of personal data.

In the case of a request for data portability, the Data Controller will provide the personal data regarding the data subject from an automatic device in a structured format which is legible and in common use, without prejudice to paragraphs 3 and 4 of article 20 of Regulation (EU) 2016/679.

Il Rettore

Prof. Gian Battista Canova



Firmato digitalmente da
Gian Battista Canova
Università IULM

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ANNEX A

Research and development of the avatar of a social media influencer through the use of the most recent AI models

The project aims to analyze some debated aspects of research on artificial intelligence (including intentionality, embodiment, context awareness) in the design of an avatar capable of supporting effective interactions in different communicative contexts, including those of the metaverse. The grant holder will be included in the team of a research project that won the PRIN 2022 call entitled "AlterEGO: how to emulate intentionality and awareness in remote communications by means of software surrogates".

In particular, the grant holder will carry out his research activity within the IULM AI Lab, the spin-off of the IULM University of Milan dedicated to artificial intelligence. The main task will be to use the most advanced NLP and neural network models based on the recent Transformer architectures, to develop and test a proof of concept, i.e. a prototype avatar of a social media influencer. The development of an IT surrogate for such influencers constitutes the ideal case study, since they tend to follow communication scripts and data on them (video, audio, text) is publicly available.

The grant holder will therefore be involved in all the research and development activities of an AlterEGO, i.e. the prototype of an avatar of a social media influencer capable of interacting in online environments in the field of promoting activities dedicated to the third sector. He will also have to adequately take into account the ethical aspects involved in the development of projects in the field of artificial intelligence.