



# MARCO FURINI

Dipartimento di Comunicazione ed Economia  
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## CURRENT POSITION

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**Marco Furini** is a full professor of Computer Science (SSD INF/01) at the Department of Communication and Economics, University of Modena and Reggio Emilia.

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## BACKGROUND

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He received the Italian Laurea Degree in Computer Science (1995) and the Computer Science Ph.D. (2001) from the University of Bologna, Department of Computer Science. In 1998-99 he has been visiting scientist at the Department of Computer Science, University of Massachusetts, USA. From 2001 to 2008 he had an assistant professor permanent position (Ricercatore Universitario) at the University of Piemonte Orientale in Alessandria, Italy. Since 2008 he is with the Department of Communication and Economics, University of Modena and Reggio Emilia, Italy.

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## RESEARCH INTERESTS

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His main research interests are on social and multimedia computing. In the area of social computing, the research focuses on recommendation algorithms, collaborative filtering, privacy issues, prediction markets, reputation systems, gamification, unstructured data, tagging, incentive mechanisms, frugal architecture, and reward policies. In the area of multimedia computing, the research focuses on the accessibility, summarization, adaptation, security, distribution, indexing of audio/video contents. His research findings are cited in more than 45 International Patents hold by Apple, Sony, IBM, Microsoft, Qualcomm and others ICT companies. He holds a USA patent ("Method for Analyzing Web Space Data" granted by the patent office with the US number US8117227 B2 on 14 February 2012) that focus on web data analysis.

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## PUBLICATIONS

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He authored more than 100 papers, published in international conference proceedings and journals. He authored two books: "Social Media e Social Business La rivoluzione che cambia il nostro modo di vivere e lavorare" (ISBN 9788893325004) and "Comunicazioni Multimediali. Fondamenti di informatica per la produzione e la gestione di flussi audio-video nella rete Internet" (ISBN 9788891761811).

He has been awarded with a best paper award ("TSentiment: On Gamifying Twitter Sentiment Analysis"), 2 best paper runner-up ("TRank: ranking Twitter users according to specific topics" and

"VISTO: VISual STOryboard for Web Video Browsing") in international conferences. His scientific activity has been rewarded by the MIUR-FFABR competitive selection in 2017 and by the University of Modena and Reggio Emilia competitive selection in 2014 and in 2013.

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## RESEARCH DUTIES

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He is member of the Editorial board of international journals: since 2009, Multimedia Tools and Applications (Q1 scimago class), Springer Press (ISSN 1380-7501); from 2015 to 2021, "International Journal of Computers and Applications" (Q4 scimago class), Francis and Taylor Press (ISSN 1206-212X). He has been Special Issues Guest editor of "Multimedia Tools and Applications" (Q1 scimago class) in 2008, 2019, 2020 and of "Mobile Network and Applications" (Q2 scimago class) in 2020.

He has been oral speaker at more than 30 international conferences and workshops. He served as General Chair (4 international conferences/workshops with ACM-IEEE proceedings), TPC Chair (7 international conferences), TPC membership (160 international conferences/workshops), Organization Committee Member (14 international conferences/workshops).

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## COLLABORATIONS

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He serves/served as principal investigator/coordinator of the following projects:

- "Outreach Explainer Video" funded by the University of Modena and Reggio Emilia 2020-2021
- "On designing a system to improve the effectiveness of video lectures", funded by the University of Modena and Reggio Emilia 2016-2017
- "Learning and DSA-DSL students", funded by the University of Modena and Reggio Emilia 2012-2013
- "On Improving the accessibility of educational contents", funded by the University of Modena and Reggio Emilia 2012-2013

He is/has been involved in the following projects:

- "A European Federated Network of Information Exchange in Logistics" (EU Horizon 2020)
- "Metodi formali e modelli per analisi dati, infrastrutture e sicurezza nell'Internet of Things" (INDAM-GNCS Project)
- "A middleware approach to MOBILE Multimodal web services, MOMA" (PRIN Project)
- "Wide-scalE, Broadband, Middleware for Network Distributed Services, WEBMINDS" (FIRB Project)
- "SALADIN" MIUR Italian national research project

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## RESEARCH LABS

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He is the founder and director of the "Digital Innovation and BigData", a research center at the University of Modena and Reggio Emilia. The research center focuses on the computer and statistical methodologies necessary for the organization, processing, and analysis of the large amount of data generated by heterogeneous digital processes, and the economic and humanities disciplines that can benefit from the use of such information and is composed on 12 professors/ researchers from different scientific disciplines.

He is the head of "ONELab" a research lab of the Department of Communication and Economics, University of Modena and Reggio Emilia. The lab produces video lectures and support the learning activities of around 3,500 students enrolled in the six Degree Courses (3 bachelor's degree and 3 master's degree) delivered by the Department of Communication and Economics.

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## **BIBLIOMETRICS**

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- ORCID: **0000-0003-1094-6521**
- SCOPUS: [Scopus Author ID: 7801538612](#)
- Google Scholar: [Go to Profile](#)

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## **LINKS**

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- [Personal Web Page](#)
- [Publications](#)