

Jakub Samochowiec is a Senior Researcher at the GDI Gottlieb Duttweiler Institute. He analyses social, economic, and technological changes with a focus on decision-making, ageing, media and consumption.

Curriculum Vitae

Jakub Samochowiec is a social psychologist and wrote a doctoral thesis in political psychology at the University of Basel, where he had been working as a research assistant at the institute for social and economic psychology. Furthermore, he conducted research on intercultural contact and consumer behavior. Due to a comprehensive experience in empirical research, he is an expert in both quantitative and qualitative research methods.

Aside from his professional career, Jakub Samochowiec has skills in video production and also works as a DJ and musician.

Publications

- Unterwegs mit smarten Assistenten. Ein Szenario zum Reisen der Zukunft, Study done for Konferenz der Regionalen Tourismusdirektoren der Schweiz RDK, 2019
- Die neuen Freiwilligen. Die Zukunft zivilgesellschaftlicher Partizipation, Study done for Migros Kulturprozent, 2018
- Digital Corporate Publishing. Being part of tomorrow's conversation, Study done for the Migros Media, 2017
- Robotics and Disabilities. How machines will aid people in the future, Study done for the Cerebral Foundation, 2017
- Öffentlichkeit 4.0. Die Zukunft der SRG im digitalen Ökosystem, Study done for the SRG, 2016
- Digital Ageing. Unterwegs in eine alterslose Gesellschaft, Study done for Swiss Life, 2015
- Guest author in We-Dentity. Wie das Netzwerk-Ich die Wirtschaft und Gesellschaft von morgen verändert, GDI Study 42/2015.
- Unser zukünftiges Ich. (GDI Impuls 2013/4)
- Nudging: Die Kunst der Entscheidungshilfe
gdi.ch/de/Think-Tank/Trend-News/Nudging-Die-Kunst-der-Entscheidungshilfe

Presentation topics

- The future of civil society, participation and volunteering
- Nudging: How we make decisions, and how we are influenced by our environment
- Planning the future: How we think about the future, and what biases we have when doing so
- The future of ageing: How we will grow old
- Technological aids for people with disabilities
- Media change: How supply and consumption of media are changing in a digital world
- Virtual reality and augmented reality – How they change our society