

## CURRICULUM VITAE

OSNOVNI PODACI Dr Jelena Guga

Datum rođenja: 17.07.1978.

+381 62 8650599

[jelena.guga@ifdt.bg.ac.rs](mailto:jelena.guga@ifdt.bg.ac.rs)

## RADNO ISKUSTVO

- Sept. 2021. - **Naučni saradnik**  
Laboratorija za digitalno društvo  
Institut za filozofiju i društvenu teoriju, Univerzitet u Beogradu
- Jul 2017. - jul 2019. **Suosnivač, vodeći istraživač**  
AUEM – Asocijacija umetnika elektronskih medija, Beograd, Srbija
- Avg. 2015. - jul 2017. **Nezavisni istraživač**
- Nov. 2013. - jul 2015. **Postdoktorand - istraživač**  
Department of Interdisciplinary Activities  
New Technologies Research Center, University of West Bohemia, Plzenj, Češka
15. okt. - 19. dec. 2014. **Gostujući istraživač**  
26. feb. - 15. mart 2015. The Synthetic Perceptive, Emotive and Cognitive Systems group SPECS,  
Univerzitet Pompeu Fabra, Barselona, Španija  
▪ Istraživački projekat: Ownership and Agency in Virtual Reality

## OBRAZOVANJE

- Mart 2013. **Doktor nauka u oblasti teorije umetnosti i medija**  
Naziv doktorske disertacije: *Telo i identitet u digitalnom prostoru*  
Mentor: Prof. dr Miodrag Šuvaković  
Interdisciplinarne doktorske studije, odsek za Teoriju umetnosti i medija,  
Univerzitet umetnosti u Beogradu
- Jun 2008. **Odbranjen Istraživački izveštaj**  
Naziv teze: *Entropija i terminalnost identiteta u kompjuterski generisanom okruženju virtuelne realnosti: Kritički prikaz odabranih teorija novih medija*  
Mentor: Prof. dr Miodrag Šuvaković  
Interdisciplinarne doktorske studije, odsek za Teoriju umetnosti i medija,  
Univerzitet umetnosti u Beogradu
2004. - 2008. **Doktorand**

Interdisciplinarne doktorske studije, odsek za Teoriju umetnosti i medija,  
Univerzitet umetnosti u Beogradu

1997. - 2002.

**Diplomirani filolog kineskog jezika i književnosti**

Grupa kineski jezik i književnost, Katedra za orijentalistiku, Filološki fakultet,  
Beograd

Februar - jul 2001.  
Februar – jul 2000.

**Student**

Beijing Language and Culture University, Peking, Kina.

NAUČNO-  
ISTRAŽIVAČKI RAD

Učešće u naučno-  
istraživačkim projektima

Novembar 2022. – Oktobar 2025.: Distributed Archiving at the Institute for  
Philosophy and Social Theory (IFDT)

Filecoin Foundation for the Decentralized Web  
Institut za filozofiju i društvenu teoriju

Septembar 2014. – jul 2015.: Naturalness in Human Cognitive Enhancement  
(HCENAT)

Czech - Norwegian Research Programme (Project no. 7F14236)  
Department of Interdisciplinary Activities, New Technologies Research Center,  
University of West Bohemia, Plzenj, Češka.

Novembar 2013. - mart 2015.: Human Cognitive Enhancement (EXLIZ - NTC - 14)

Department of Interdisciplinary Activities, New Technologies Research Center,  
University of West Bohemia, Plzenj, Češka.

Rad u nastavi

**Gostujuća predavanja**

“Digitalni identiteti: naučne, umetničke i društvene prakse” (24.02. 2016.)  
Fakultet likovnih umetnosti, Beograd

“Arhitektura digitalnih prostora” (28.01.2016.)  
Doktorski studijski program Digitalna umetnost  
Univerzitet umetnosti u Beogradu

“Humanizing Technologies: From Graphical to Natural Interfaces” (14.10.2014.)  
Predmet: Čovek i nove tehnologije  
Master studijski program odseka za kibernetiku  
Faculty of Applied Sciences, University of West Bohemia, Plzenj, Češka

“Text, Intertext, Hypertext: The Key Concepts” (09.10.2014.)  
Predmet: Analiza i interpretacija teksta  
Master studijski program: Teorija i filozofija komunikacije  
Faculty of Philosophy, University of West Bohemia, Plzenj, Češka

“Cyborg Metaphors: Bridging the gap between science and fiction” (07.10.2014.)

Predmet: Uvod u veštačku inteligenciju

Master studijski program odseka za kibernetiku

Faculty of Applied Sciences, University of West Bohemia, Plzenj, Češka

“Self 2.0: Identity in Online Environments” (10.04.2014.)

Predmet: Komunikacija u sajberprostoru

Master studijski program: Teorija i filozofija komunikacije

Faculty of Philosophy, University of West Bohemia, Plzenj, Češka

“Telesnost i identitet u novomedijskoj umetnosti” (novembar 2009.)

Odsek za Nove likovne medije, Akademija umetnosti, Novi Sad

#### Saradnja sa drugim fakultetima

Uspostavljanje međuinstitucionalne saradnje Filozofskog fakulteta i Odseka za interdisciplinarnu aktivnost Univerziteta zapadne Bohemije u Plznju sa Univerzitetom u Varšavi – College of Liberal Arts and Sciences. Početak saradnje obeležen je učešćem studenata doktorskih studija Filozofskog fakulteta u Plznju na radionici *Identity in a Globalized World: Old Problems and New Challenges*, 24-26.06. 2015., College of Liberal Arts and Sciences, Varšava, Poljska.

#### Prezentacije na međunarodnim naučnim skupovima

##### **Učesnik po pozivu**

“The Metamorphic Role of the Artist Across the Digital Technology Timeline”, IAA Europe Symposium: Arts and Robots: The future of artists’ labour in the context of technological developments, 18. oktobar 2023., Beograd.

“AI (and) ART: Co-creating with the Machine”, Laboratory of Culture 21, 13. oktobar 2023, Novi Sad: Kulturni Centar Vojvodine "Miloš Crnjanski".

“Procedural Aesthetics and the Emergence of Neuroart”

International Conference Going Digital: Innovation in Art, Architecture, Science and Technology, 2-3.06.2016., Muzej primenjene umetnosti, Beograd. (keynote lecture)

“Digital Identities: Towards Embodying the Virtual Self”

Searching for Identity Summer Workshop 2015: *Identity in a Globalized World: Old Problems and New Challenges*, 24-26.06.2015., College of Liberal Arts and Sciences, Warsaw, Poland. (keynote lecture)

“Going Digital: From Obsolete Body to Body as an Interface in New Media Art”

International Conference Going Digital: Innovations in the Contemporary Life, 4-5.06.2015., Muzej primenjene umetnosti, Beograd, Srbija. (keynote lecture)

“Urban Hallucinations: Living in Binary Coded Artistic Spaces”

Microwave International New Media Arts Festival 2014, Keynote Conference, 15.11.2014., School of Creative Media, Hong Kong, Kina. (keynote lecture)

##### **Učesnik**

Panel “Library Remembered and Reimagined”, *Virtual Otherwise 2022: A Biennial Anthropology Conference*, Penn State University, 2-4. Jun 2022.

Panel “(Novomedijska) umetnost i kritika digitalnog društva”, naučna konferencija *Digitalna i medijska pismenost – nove uloge i funkcije medija*, 19-20. April 2022.

“Towards Augmented Reality: The Dialectics of Physical and Virtual Space”  
Društvo i prostor, međunarodna naučna konferencija, 25-26.09.2015., Novi Sad, Srbija.

“Virtual Idol Hatsune Miku: New Auratic Experience of the Performer as a Collaborative Platform”  
ArtsIT 2014, Fourth International Conference on Arts and Technology, 10-12.11.2014., Sabancı University, Istanbul, Turska.

“Coding Architecture: Digital Urbanities in New Media Art”  
On Architecture: International Conference and Exhibition, Serbian Academy of Sciences and Arts, 9-11.12.2013., Beograd, Srbija.

“In the Machine We Trust: The Cyborg Body of Philosophy, Religion, and Fiction”  
Beyond AI: Artificial Golem Intelligence, International Conference, 12-14.11.2013., University of West Bohemia, Plzenj, Češka.

“In the Machine We Trust”  
The Posthuman: Differences, Embodiment, Performativity, International Conference, 11-14.09.2013., The University of Roma 3, Rim, Italija.

“Cyborg: From Science Fiction to Social Reality”  
Beyond AI: Artificial Dreams, International Conference, 5-6.11.2012., University of West Bohemia, Plzenj, Češka.

“Leaving the Screen Behind: Technologically Mediated Social Reality”  
Enhancement, Emerging Technologies and Social Issues, International Conference, 10-14.09.2012., Inter-University Center, Dubrovnik, Hrvatska.

“Redefining Embodiment through Hyperterminality”  
Virtual Futures 2.0, International Conference, 18-19.06.2011., Warwick University, Coventry, UK.

#### Javna predavanja

“Telo kao interfejs u novomedijskoj umetnosti”  
30.09.2015., SKC, Beograd.

“When Science Meets Fiction - Intelligent Agents in SF Narratives as Paradigm for Human Enhancement”  
Interdisciplinary Seminary, 13.10.2014., University of West Bohemia, Plzenj, Češka.

“Redefinisanje telesnosti kroz savremene interfejse komunikacije”  
Ciklus predavanja *Filozofija novih medija*, 16.03.2012., SKC, Beograd.

“Kulturalne prakse u novomedijskom okruženju: kolektivne inteligencije, korisnicke matrice i modeli identifikacije”, 08.07.2011., Galerija Ozone, Beograd. Prezentovano sa dr Ivanom Uspenski i dr Bojanom Romić.

“Kiborg u fikciji, teoriji i praksi”  
Ciklus predavanja *Filozofija novih medija*, 06.12.2010., SKC, Beograd.

“Red Pill or Blue Pill: Problem telesnosti u cyber-prostoru”  
Ciklus predavanja *Filozofija novih medija*, 10.11.2010., SKC, Beograd.

“Ka post-medijskoj estetici slike: interaktivna umetnost”  
Ciklus predavanja *Filozofija novih medija*, 28.10.2010., SKC, Beograd.

“Pokret kao izraz: Od tradicionalnih izvođenja u Kini ka Evro-Američkom performansu ”  
Institut Konfucije, Filološki fakultet, Beograd, decembar 2007.

“Čitanje fotografske slike”, Zadužbina Ilije Kolarca, Beograd, novembar 2006.

## Naučne publikacije

### Monografije

*Digital Self: How We Became Binary*, University of West Bohemia, Pilsen, 2015, ISBN 978-80-261-0417-9.

*Digitalno Ja: Kako smo postali binarni*, ArtKult – Centar za savremenu kulturu i komunikaciju, Novi Sad, 2015, ISBN 978-86-80224-01-5.

### Poglavlje u monografijama

Novaković, J., Guga, J., “Art after AI: The Impact of Generative AI on the Artworld” in Jörg Matthes, Damian Trilling, Ljubiša Bojić and Simona Žikić (eds.) *Navigating the Digital Age: An In-Depth Exploration into the Intersection of Modern Technologies and Societal Transformation*, Vienna and Belgrade: Institute for Philosophy and Social Theory and University of Belgrade and Department of Communication, University of Vienna, 2024 (forthcoming).

Bojić, L., Agatonović, M., & Guga, J.. (2024). The Immersion in the Metaverse: Cognitive Load and Addiction. in *Augmented and Virtual Reality in the Metaverse*. Springer Series on Cultural Computing Springer, Cham., 211-223.  
[https://doi.org/10.1007/978-3-031-57746-8\\_11](https://doi.org/10.1007/978-3-031-57746-8_11)

“Cyborg Tales: The Reinvention of the Human in the Information Age”, in Romportl, J., Zackova, E., Kelemen, J. (eds.), *Beyond Artificial Intelligence: The Disappearing Human-Machine Divide*, Springer Verlag, 2014, ISBN 978-3-319-09667-4, DOI 10.1007/978-3-319-09668-1, pp. 45-62.

### Rad u međunarodnom naučnom časopisu

Mevorah, V., Guga, J. & Markov, Č.. “Divine Genius, Subversive Hero, or Creative Entrepreneur? Exploring Various Facets of the Artist as a Mythical Figure” u *Glasnik Etnografskog instituta SANU*, Beograd: Etnografski institut SANU., 71(1), 2023, str. 99-121.

<https://doi.org/10.2298/GEI2301099M>

Uspenski, I., Guga, J., “Embodying Metaverse as artificial life: At the intersection of media and 4E cognition theories”, u *Filozofija i društvo* Vol. 33 (2), 2022., str. 326-345. <https://doi.org/10.2298/FID2202326U>

“MetaGarden: Technology and Nature in the Works of Tanja Vujinović”, *AM Journal of Art and Media Studies* 25 (2021), str. 97-109, doi: 10.25038/am.v0i25.450

Grechuta, K., Guga, J., Maffei, G., Ballester Rubio, B., & F. M. J. Verschure, P., “Visuotactile integration modulates motor performance in a perceptual decision-making task”, *Nature Scientific Reports* 7, Article number: 3333 (2017) doi:10.1038/s41598-017-03488-0, <https://www.nature.com/articles/s41598-017-03488-0>

“Self 2.0: Lost in Bio–Technological Environments”, Iordache, R. (ed.), *Irregular F Review: Digital Culture - Software Theory-Net-Art*, No. 8/Vol. III, 2011, ISSN 2068 – 4797, str. 50-75.

### **Rad u domaćem naučnom časopisu**

“Ka proširenoj realnosti: dijalektika fizičkog i virtuelnog prostora”, u *Sociološki pregled*, vol. XLIX (2015), no. 3, str. 265-277.

### **Rad u zborniku radova sa međunarodnog skupa objavljen u celini**

“Virtual Idol Hatsune Miku: New Auratic Experience of the Performer as a Collaborative Platform”, in Brooks, A. L., Ayiter, E., Yazicigil, O., *Arts and Technology: Fourth International Conference, ArtsIT 2014, Istanbul, Turkey, November 10-12, 2014, Revised Selected Papers*, Springer Verlag, 2015, ISBN 978-3-319-18835-5, DOI 10.1007/978-3-319-18836-2, str. 36-44.

“Coding Architecture: Digital Urbanities in New Media Art”, in Bogdanović, R. (ed.), *On Architecture - International Conference and Exhibition, Conference Proceedings*, STRAND - Sustainable Urban Society Association, Belgrade, 2013, ISBN 978-86-89111-04-0, str. 279-89.

“In the Machine We Trust: Cyborg Body of Philosophy, Religion and Fiction”, in Romportl, J., Zackova, E., Ircing, P., Polak, M., Schuster, R. (eds.), *Beyond AI: Artificial Golem Intelligence, Proceeding of the International Conference Beyond AI 2013*, University of West Bohemia, Pilsen, 2013, ISBN 978-80-261-0275-5, str. 58-68.

“Cyborg: From Science Fiction to Social Reality”, Romportl, J., Zackova, E., Polak, M., Schuster, R. (eds.), *Beyond AI: Artificial Dreams, Proceedings of the International Conference Beyond AI 2012*, University of West Bohemia, Pilsen, 2012, ISBN 978-80-261-0102-4, str. 98-111.

“Cyber-prostor: Binarno kodirani urbani pejzaži”, in *City of Globalization / Wonderland for Alice? Redefining the Scale and Limits in the Globalized World*, STRAND - Sustainable Urban Society Association, Belgrade, 2010, ISBN 978-86-89111-01-9.

### **Rad u zborniku radova sa međunarodnog skupa objavljen u izvodu**

“Ka proširenoj realnosti: Dijalektika fizičkog i virtuelnog prostora”, u D. Ristić, S. Šljukić, D. Marinković (ur.), *Društvo i prostor*, Filozofski fakultet Univerziteta u Novom Sadu, Novi Sad, 2015, ISBN 978-86-81319-06-2, str. 60-61.

“Going Digital: From Obsolete Body to Body as an Interface in New Media Art”, in Bogdanović, R. (ed.), *Going Digital: Innovations in the Contemporary Life, Conference Proceedings*, STRAND - Sustainable Urban Society Association, Belgrade, 2015, ISBN 978-86-89111-08-08, str. 11.

### **Ostale publikacije**

Guga, J.. (2023). “Pomeraj u kôdu” in Goran Despotovski (ur.), *SMIC : pomeraj u kôdu : [pokretna forma : izložba pokretnih formi : 25. septembar – 6. oktobar 2023. Galerija SULUV, Novi Sad] = [move in code], Novi Sad : Savez udruženja likovnih umetnika Vojvodine*, str. 4-6.

Guga, J., “Body Relations: The Intersection of Technology, Nature, and Culture in New Media Art” in *ART body art : SMIC. Motion art form : The Art body art project : The Body relations : Creative District, [Novi Sad], 22th November – 6th December 2022, 2022*, str. 7-13.

“Urbanity Reinvented: Materializing Computable Spaces”, in *Living Architecture: Microwave International New Media Arts Festival 2014*, Festival Catalogue, Hong Kong, 2014, str. 7-12.

“Oliver Grau: Slikovnost u 21. veku”, recenzija knjige, u *Nova Misao – Časopis za savremenu kulturu Vojvodine*, br. 17, Novi Sad, april/maj 2012, ISSN 1821-2107, str. 48-9.

“Razmišljanja sa Oliverom Grauom: Nova estetika uranjajućih prostora slike”, *Nova Misao - Časopis za savremenu kulturu Vojvodine*, br. 06, Novi Sad, jun 2010, ISSN 1821-2107, str. 46-9.

Ostala akademska  
angažovanja

Član naučnog i organizacionog odbora  
EMERGE 2024: The Ethics of AI Alignment, Međunarodna konferencija i forum,  
12-13. decembar 2024, Beograd.

Član naučnog i organizacionog odbora  
EMERGE 2022: Forum on The Future of AI driven Humanity and the International  
Scientific Conference on Digital Society Now, 16-18. decembar, 2022., Beograd.

Recenzent

Filozofija i društvo, Institut za filozofiju i društvenu teoriju, Univerzitet u Beogradu,  
od 2021.

Član programskog odbora

Treća međunarodna konferencija Čemu još obrazovanje? *Humanizam,  
posthumanizam, anti-humanizam: Obrazovne perspektive*, 05-07. oktobar, 2022.,  
Beograd.

Recenzent

*Sociologija: časopis za sociologiju, socijalnu psihologiju i socijalnu antropologiju*,  
Filozofski fakultet u Beogradu, od 2019.

Recenzent / Peer Reviewer; Član međunarodnog naučnog odbora  
On Architecture: Scale of Design from Micro to Macro, International Conference  
and Exhibition,  
1.-2.12.2016., Galerija nauke i tehnike, SANU, Beograd, Srbija.

Recenzent / Peer Reviewer; Član međunarodnog naučnog odbora; Koncept  
konferencije (sa prof. dr Ružicom Bogdanović)  
Going Digital: Innovations in the Contemporary Life, International Conference,  
2-3.06.2016., Muzej primenjene umetnosti, Beograd, Srbija.

Recenzent / Peer Reviewer; Član međunarodnog naučnog odbora  
On Architecture: Reworking the City through New Architecture, International  
Conference and Exhibition,  
3.-4.12.2015., Galerija nauke i tehnike, SANU, Beograd, Srbija.

Recenzent / Peer Reviewer

AM Časopis za studije umetnosti i medija, Fakultet za medije i komunikacije,  
Beograd, od 2015.

Recenzent / Peer Reviewer; Član međunarodnog naučnog odbora; Koncept  
konferencije (sa Prof. dr Ružicom Bogdanović)  
Going Digital: Innovations in the Contemporary Life, International Conference,  
4-5.06.2015., Muzej primenjene umetnosti, Beograd, Srbija.

Recenzent / Peer Reviewer; Član međunarodnog naučnog odbora  
On Architecture: Facing the Future, International Conference and Exhibition,  
1.-3.12.2014., Galerija nauke i tehnike, SANU, Beograd, Srbija.



Recenzent / Peer Reviewer

Tematy z Szewskiej Journal, Institute of Ethnology and Cultural Anthropology,  
University of Wrocław, Poland, 2014.

Recenzent / Peer Reviewer; Član organizacionog odbora

International Conference and Exhibition On Architecture, 9.-11.12.2013., Galerija  
nauke i tehnike, SANU, Beograd, Srbija.

Recenzent / Peer Reviewer

Beyond AI 2013 International Conference, 12-14.11.2013., University of West  
Bohemia in Pilsen, Czech Republic.

Recenzent

Grau, O. Viegli, T. (eds.), *Imagery in the 21<sup>st</sup> Century*, MIT Press, Cambridge, MA,  
2011.