Dr. Sophia Bakogianni

Archaeologist, Art historian, Museum expert
Postdoc researcher, Panteion University
https://sophiabakogianni.net/
E-mail: sophia.bakogianni@gmail.com

Education

2016 - 2022:	**PhD in "Social Information Systems",** Faculty of Pure and Applied Sciences, Open University of Cyprus. Thesis title: "Understanding Museum Social Media Experiences". Supervisor: Associate Prof. Dr. Jahna Otterbacher, Open University of Cyprus. Recognition Act by D.O.A.T.A.P – Hellenic National Academic Recognition and Information Center (Hellenic NARIC): H48D5/2022/7-12-2022.
2005 - 2011:	**Master's in Cultural Organizations Management (M.A.)**, School of Social Sciences, Hellenic Open University.
2001 - 2008:	**Master's in Education (M.Ed.)**, School of Humanities, Hellenic Open University.
1997 - 2000:	**Master's in History of Art (M.A.)**, School of History and Archaeology, the Faculty of Philosophy, Aristotle University of Thessaloniki.
1992 - 1996:	**BA Honors Degree in History and Archaeology** (with specialty in Archaeology), the Faculty of Philosophy, Aristotle University of Thessaloniki.

Work Experience

22/10/2025 – 31/07/2026:	Adjunct Faculty Member at the *Hellenic Open University* at the MA "Graphic Arts – Multimedia".
01/10/2025 – 04/01/2025:	Adjunct Faculty Member at the *Hellenic Open University* at the MA "Digital Humanities: Methods, Tools, Practices (PSAE) – Thematic Units".
02/01/2025 – 01/06/2025:	Adjunct Faculty Member at the *Open University of Cyprus* at the MA "Cultural Policy and Development".
18/12/2024 – 31/07/2025:	Adjunct Faculty Member at the *Hellenic Open University* at the MA "Graphic Arts – Multimedia".
10/06/2024 – present:	Research & Studies Officer/ Scientific Personnel of the Institute for Training (INEP) / Scientific Personnel at the Greek National Centre for Public Administration and Local Government (EKDDA) (seconded for 3 years).
22/03/2024 – present:	Archaeologist – Art Historian at the Directorate of Modern Cultural and Intangible Cultural Heritage of the Hellenic Ministry of Culture (main job position).
07/06/2023 – present:	Postdoctoral researcher at the Department of Communication, Media and Culture, *Panteion University of Social and Political Sciences.* Title of postdoc study: "Evaluation of Users' XR Experiences in Virtual Cultural Environments".
07/06/2023 – present:	Member of the Cultural Informatics, Data and Computational Cultural Studies Lab at the Panteion University of Social and Political Sciences.
20/12/2017 – 21/03/2024:	Museum Curator (Art Historian – Archaeologist) at the Byzantine & Christian Museum of the Hellenic Ministry of Culture.
24/08/2009 –19/12/2017:	Administrative officer at the Secretariat General for Legal and Parliamentary Affairs (formerly General Secretariat of the Greek Government).
01/10/2015 – 30/11/2015:	Researcher/ Expert at the Hellenic Authority for Higher Education (formerly

Hellenic Quality Assurance Agency) for supporting external evaluations of academic units of Greek Universities and accreditation of study programs of higher education institutions.

13/11/2014 – 28/2/2015:	Reesarcher/ Expert at the Hellenic Authority for Higher Education (formerly Hellenic Quality Assurance Agency) for supporting external evaluations of academic units of Greek Universities and accreditation of study programs of higher education institutions.
01/09/2006 – 30/09/2008:	Project Manager and Researcher at the EU Program OpenDANCE: An on-line open-editing platform for traditional dances, SOCRATES –MINERVA (ref no: 225471-CP-1-2005-1-GR-Minerva-M), Department of Cultural Technology and Communication, University of the Aegean. Contribution to the submission of the research proposal.
21/07/2008 – 31/12/2008:	Administrative work at the Hellenic Authority for Higher Education (formerly Hellenic Quality Assurance Agency) supporting the President and its Council Members.
01/09/2007 – 31/12/2008:	Outsource proofreading services at the Hellenic Open University.
03/09/2007 – 31/08/2008:	Archaeologist at the National Archive of Monuments, Directorate of the Hellenic Ministry of Culture for implementing the project "Scientific documentation of the digital material, digitization of special collections and scientific coordination of digitization" included in the co-financed by EU and national funds of the project "Digitization and digital documentation of monuments collections of the Hellenic Ministry of Culture" (Third Community Support Framework – Measure 1.3)
01/10/2005 – 30/04/2006:	Researcher at the EU Program EQUAL – ENERGY II: "Investigating representations of foreigners at the local mass media and their role in attitudes related to racism and xenophobia", Department of Cultural Technology and Communication, University of the Aegean.
01/03/2004 – 31/08/2006:	Researcher at the EU Program PYTHAGORAS: "New Technologies and Concepts of Representation" (ref no: 1353), Department of Cultural Technology and Communication, University of the Aegean. Studying the role of new technologies in modern cultural expressions.
01/01/2004 – 31/01/2005:	Project Manager and Researcher at the EU Program WebDANCE: Web Dance for All using advanced E-learning tools, SOCRATES –MINERVA (ref no: 101338-CP-1-2002-1-GR-Minerva-M), Department of Cultural Technology & Communication, University of the Aegean.
01/03/2002 – 30/11/2003:	Educator and Consultant of Small and Medium-sized Enterprises of the Program "NETWORKING" of the Region of North Aegean, implemented by the University of the Aegean. Educational programs in Information and Communication Technologies, MS Office, Internet, and E-commerce.
01/12/2001 – 30/11/2003:	Researcher at the EU Program "Europe between the Declaration of Human Rights and the Charter of Fundamental Rights of the European Union" in the framework CULTURE 2000 (ref no: CLT2001/ A2/ES -447), Department of Cultural Technology & Communication, University of the Aegean.
01/09/2001 – 31/12/2004:	Assistant at the Information lab of the Department of Cultural Technology & Communication, University of the Aegean (Applications: MS Office, MS Windows, Adobe Photoshop, Internet Explorer, MS Frontpage).

Research activities

February - April 2024:	Organizing Museum and Social Media Online Seminars Series with early career researchers. The speakers are Ms. Emma June Huebner**,** Dr Cassandra Kist, Dr Sophia Bakogianni, Dr Blaire Moskowitz, Dr Angeliki Tzouganatou, and Dr Arran Rees. Online seminars were held every Thursday from February 29 until April 25, 2024, at 18:00 (EET). (https://www.museumsocialmedia.com/).
February 2024:	Founder of the **Museum Social Media Cultures Research Network**. Co-founding members of the Network: Ms. Emma June Huebner**,** Dr Cassandra Kist, Dr Blaire Moskowitz, Dr Angeliki Tzouganatou, and Dr Arran Rees. Our mission is to cultivate a vibrant community of researchers committed to advancing knowledge, innovation, and best practices in the evolving field of museums and social media. (https://www.museumsocialmedia.com/).

Languages and Computer Skills:

Languages:	Greek (mother tongue), competent in English (Holder of Cambridge Proficiency, C2), French (Intermediate level - B2).
Computer:	- Microsoft Office Specialist – Associate (Microsoft 365 Apps & Office 2019) for Word & Powerpoint (2025). - European Computer Driving License – ECDL Core (2007). - ECDL Advanced for Word processing (2007). - Microsoft Office User Specialist for Word processing (2000). - NVivo.

Publications

PhD Dissertation

Bakogianni, Sophia (2022), *Understanding Museum Social Media Experiences*, (Vols. 1-2), Doctoral Dissertation, Open University of Cyprus, Cyprus.
https://www.didaktorika.gr/eadd/handle/10442/53088

Journal Articles (refereed)

1. [J01] **Bakogianni, S.** (2023). How social media users experience museum posting on social issues. *Museums & Social Issues*, 16:2, 152-170. [Published online January 9, 2024] https://doi.org/10.1080/15596893.2023.2258939
2. [J02] **Bakogianni, S.** & **Otterbacher J.** (2020). Research Recruitment Using Facebook, Instagram and Twitter Advertising: challenges and potentials. *Archeostorie - Journal of Public Archaeology*, 4, (2020). [Published January 2, 2022] https://archeostoriejpa.eu/2020_4a/
3. [J03] **Bakogianni, S.** (2021). Exploring and reflecting on digital methods to study followers and non-followers of museums on social media. *Museological Review*, 25, 12-25. https://le.ac.uk/museum-studies/about/journals/museological-review
4. [J04] Karkou, V., **Bakogianni, S**. & Kavakli, E. (2008). Traditional Dance, Pedagogy and Technology: An overview of the WebDANCE project, *Research in Dance Education*, 9:2. 163 - 186. https://doi.org/10.1080/14647890802087985

5. [J05] **Bakogianni, S.**, Kavakli, E. & Bounia, A. (2004). Objects from the past, narratives for the present. *Muzeologija*, 41.42, 113-122 (published in Croatian).

Book Chapters

6. [B01] **Bakogianni, S.**, Kavakli, E., & Bounia, A. (2008). Digital Management of Museum Collections. In E. Sampanikou & E. Kavakli (Eds.), *Aspects of Representation. Studies of Art and Technology. New Technologies in Contemporary Cultural Expression* (pp. 23–36). Mytilene: University of the Aegean. [ISBN: 978-960-87902-3-0].

Conference Proceedings

7. [CP01] Roussou, M., **Bakogianni, S.**, Christopoulos, D., Schönauer, C., Sofianopoulos, G., & Nastos, D. (2025). Embodied and Tangible Interaction in Collaborative Room-Scale Mixed Reality: Insights from a Visitor Experience in a Cultural Heritage Context. In *IEEE VR 2025 Workshop: ARCHERIX (in press).*

8. [CP02] **Bakogianni, S.** (2025). Modern Approaches in Museum Social Media Data Analysis. In G. Pavlidis & S. Sylaiou (Eds.), *Transforming Heritage Research in a Transforming World: 5th CAA-GR Conference 2024*. Cham, Switzerland: Springer Nature Switzerland AG *(in press)*. DOI: 10.1007/978-3-032-06389-2.

9. [CP03] **Bakogianni, S.** (2021). Meet the Users: Understanding the User Experience on Museums' Social Media. In R. Cherry & A. Heney (Eds.), *MW21: MuseWeb 2021* (pp. 161–178). Culver City, CA: MuseWeb.

10. [CP04] Kavakli, E., & **Bakogianni, S.** (2008). The Management of Museum Information. In A. Bounia, N. Nikonanou, & M. Economou (eds.) *Technology for Cultural Heritage: management – education – communication"* (p. 469–481). Athens: Kaleidoskopio publishing *(in Greek).*

11. [CP05] Anagnostopoulos, C. & **Bakogianni, S.** (2008). Portrait Identification Implementing Fuzzy Logic Rules and Neural Network in Digitized Paintings. In A. Bounia, N. Nikonanou, & M. Economou (eds.) *Technology for Cultural Heritage: management – education – communication"* (p. 187–197). Athens: Kaleidoskopio publishing *(in Greek).*

12. [CP06] Vernicos, N., Pavlogeorgatos, G., Kavakli, E., Papadopoulos, D., Mavrikas, E., Bakogianni, S. (2008). *FCS_WORD: Conceptual and technical framework for the collaborative documentation, management and presentation of cultural statistics, activities and research on the web.* In A. Bounia, N. Nikonanou, & M. Economou (eds.) *Technology for Cultural Heritage: management – education – communication"* (p. 715–717). Athens: Kaleidoskopio publishing *(in Greek).*

13. [CP07] **Bakogianni, S.**, Kavakli, E., Karkou, V., & Tsakogianni, M. (2007). Teaching Traditional Dance using E-learning tools: Experience from the WebDANCE project. In *21st World Congress on Dance Research, Dancers without frontiers,* DVD-Proceedings*. Athens*: International Dance Council- CID.

14. [CP08] **Bakogianni, S.** (2006). Collections documentation practices: a critical perspective. In *EVA 2006 London Conference, Electronic Information, the Visual Arts & Beyond*. London: The Institute of Archaeology, UCL.

15. [CP09] Kavakli, E., **Bakogianni, S.,** Damianakis, A., Loumou, M., Tsatsos, D. (2005). E-learning environments for teaching traditional dances: The pilot project WebDANCE. In *3rd International Conference for Open and Distance Education, 'Pedagogical and Technological Applications'*. Patra, Hellenic Open University *(in Greek).*

16. [CP10] **Bakogianni, S.**, Kavakli, E., & Bounia, A. (2005). Objects from the past, narratives for the present. In CIDOC 2005: Documentation and users. Zagreb: CIDOC Committee.

17. [CP11] Kavakli, E., **Bakogianni, S.**, Damianakis, A., Loumou, M., & Tsatsos, D. (2004). Traditional Dance and e-Learning: The WebDANCE Learning Environment. In *International Scientific Symposium on Theory and Applications of Mathematics and Informatics (ICTAMI)* (pp. 272–281). Thessaloniki: T.E.I. of Thessaloniki, Department of Information Technology.

18. [CP12] Kavakli, E., & **Bakogianni, S.** (2004). Evaluation of Website Usability: The Results of a Survey of Students in the Department of Cultural Technology & Communication. In S. Daskalopoulou, A. Bounia, N. Nikonanou, & S. Bakogianni (Eds.), *Museum, Communication & New Technologies* (pp. 141–154). Mytilene: Department of Cultural Technology and Communication, University of the Aegean (*in Greek*).

19. [CP13] Kavakli, E., **Bakogianni, S.,** & Karkou, V. (2003). The WebDANCE Project: Web Dance for All Using Advanced E-Learning Tools. In *17th World Congress on Dance Research, Dance in Education.* Athens: International Dance Council- CID.

20. [CP14] Kavakli, E., & **Bakogianni, S.** (2003). Building Museum Information Systems: A Knowledge Management Approach. In *6th Hellenic European Research on Computer, Mathematics and its Applications (HERCMA)* (pp. 850–857). Athens: University of Economics & Business.

21. [CP15] **Bakogianni, S.,** & Kavakli, E. (2003). Museums and Open Education: Museum Educational Programs on the Internet. In *2nd Panhellenic Conference on Open and Distance Education*. Patra: Hellenic Open University.

Conference presentations

22. [P01] **Bakogianni S.** & Kist, C. (2026). AI in Museum Social Media Practice: Uses, Perceptions, and Future Directions. Online Conference: The Art Museum in the Digital Age, Belvedere Museum, January 19 -23, 2026. (https://www.belvedere.at/en/digitalmuseum2026).

23. [P02] **Bakogianni S.** (2024). Social Media as a Research Method in Heritage Studies: A Case Study of Understanding Museum Followers' Experiences on Social Media. In *European Association of Archaeologists EAA 2024 Conference*, Online, August 28-31, 2024 (https://www.e-a-a.org/EAA2024/Home/EAA2024).

24. [P03] **Bakogianni S.** (2024). The Augmented Reality Art Experience: A Case Study of the Exhibition Seeing the Invisible. *Online Conference: The Art Museum in the Digital Age*, Belvedere Museum, January 15-19, 2024. (https://www.belvedere.at/en/digitalmuseum2024).

25. [P04] **Bakogianni S.** (2022). How do social media users experience museums' posting on social issues, *Museums Computer Group Conference, Museums+Tech 2022: Turning it off and on again*, London and online, November 11, 2022. (https://museumscomputergroup.org.uk/events/museumstech-2022-turning-it-off-and-on-again/).

26. [P05] **Bakogianni S.** (2021). The Museum Social Media Experience: User Practices, Views, and Feelings. In *MUŻE.X – Shaping Museum Futures Conference*. University of Malta, Malta and online, October 18-20, 2021.

27. [P06] **Bakogianni S.** & **Otterbacher J.** (2017). Common Ground and Affordances in Museums' Social Media. In *Researching Digital Cultural Heritage International Conference*, Manchester Museum, 30/11/2017– 1/12/2017, University of Manchester and Newcastle University (https://events.manchester.ac.uk/event/event:v6a-j408ns90-hfvqt0/researching-digital-cultural-heritage).

Poster presentations in Conferences

27. [PP01] **Bakogianni S.** (2006). Collections documentation: Incorporating theoretical principles in collections documentation practices. In *The Museum: A World Forum International Conference*. University of Leicester, Leicester, 24/04-28/04/2006.
28. [P02] Vernicos N., Pavlogeorgatos G., Kavakli E., Papadopoulos D., Mavrikas E., **Bakogianni S**. (2004). FCS_WORD: Conceptual and technical framework for the collaborative documentation, management and presentation of cultural statistics, activities and research on the web. In *CAA2004 (Computer Applications and Quantitative Methods to Archaeology Conference), Beyond the artifact. Digital interpretation of the past*. Prato, Italy, 13-17/04/2004.

Edited Books, Book Sections, E-publications

29. [E01] **Bakogianni S.** (ed.) (2008), *Technology for Cultural Heritage: management – education – communication,* e-publication (cd-rom), Conference Proceedings, Mytilene, 28/06–02/07/2004, Kaleidoskopio publications, Athens.
30. [E02] **Bakogianni S.** (ed.) (2008), Poster Presentations of the 2nd International Conference "Technology for Cultural Heritage: management – education – communication", Mytilene 28/06 - 02/07/2004, Kaleidoskopio publications, Athens.
31. [E03] Daskalopoulos, S., Bounia, A., Nikonanou, N., **Bakogianni, S.** (eds.) (2004), *Museum, Communication and New Technologies*, Conference Proceedings, Mytilene, 31/05-02/06/2002, D.C.T.C., University of the Aegean, Mytilene.
32. [E04] Bantimaroudis, P., Economou, D. & **Bakogianni, S.** (eds.) (2005), Program Study Guide 2005 - 2006 of the Department of Cultural Technology and Communication, University of the Aegean.
33. [E05] Bantimaroudis, P., Economou, D. & **Bakogianni, S.** (eds.) (2003), Program Study Guide 2003 - 2004 of the Department of Cultural Technology and Communication, University of the Aegean.

Scientific Reports

34. [A01] **Bakogianni, S.** (2003), The Enlightenment and the Development of Human Rights in Greece, within the framework of the European Programme "Europe between the Declaration of Human Rights and the Charter of Fundamental Rights of the European Union": Culture 2000 (Greek and English edition).
35. [A02] Kavakli E., Karkou, V., **Bakogianni, S.** & Tsakogianni, M. (2005). WebDANCE Evaluation Report, v1.0, Technical report, Department of Cultural Technology and Communication, University of the Aegean.

Book Reviews

36. [BR 01] **Bakogianni, S.** Legal issues of cultural heritage. Review of two scholarly studies: Boudouri, D. *State and Museums: The Institutional Framework of Archaeological Museums* and Grammatikaki – Alexiou, A., *International Circulation of Cultural Goods. E-journal, Museology, Issue 2, 2005.*

Invited Talks

- 22/05/2025: Bakogianni, S. (2025), *VR applications in the Field of Culture*. Invited lecture in the undergraduate course *Digital Humanities*, Department of Theater Studies, National and Kapodistrian University of Athens, in the course taught by Professor Titika Dimitroulia.
- 29/05/2025: Bakogianni, S. (2025), *Museums and Social Media: Giving the First Voice to the Museum Audience.* Invited lecture in the undergraduate course *Culture Lab III: Social Media and Cultural Communication,* Department of Communication, Media and Culture, Panteion University, in the course taught by Assistant Professor Stavros Kaperonis.
- 08/01/2025: Bakogianni, S. (2025). *Digital Applications in the Field of Culture.* Invited lecture in the MA programme *Education and Culture,* Harokopio University, in the course taught by Assoc. Prof. Anastasia Filippoupoliti.
- 15/12/2022: Bakogianni, S. (2022). *Modern approaches in Social Media Data Analysis*. Guest Lecture at the Module of Research Methods (ΣΘΕΕ 795), Open University of Cyprus invited by Ass. Prof. Dr. Jahna Otterbacher (online).
- 26/05/2021: Bakogianni, S. (2021). *Understanding the User Experience on Museums' Social Media*. Lunchtime Lecture at the Austrian Center for Digital Humanities, University of Graz,

Reviewer
- 2025: *Museum & Society Journal*, Leicester University.
- 2024: *Museum & Society Journal*, Leicester University.
- 2024: International Journal of Communication, University of Southern California.

Personal Interests:
- Sailing (Offshore Sailing Certificate from the Nautical Club of Thessaloniki, 28/06/2001).
- Cultural events, conferences, exhibitions, cinema, theatre, music.
- Greek and foreign literature.

References:
Available upon request.