Authors

- **Abramova Maria** is a doctor of Pedagogical Science, senior researcher in the Sector of Ethno-social Investigations of the Sociology Department, the Institute of Philosophy and Law at the Siberian branch of the Russian Academy of Sciences based in Novosibirsk in Siberia, Russia. The author's academic interests are focused on research into youth socio-cultural types, their values and issues of their adaptation under Russian social conditions and Europe-Asian civilization transformations. The author has supervised projects on socio-psychological and cross-cultural of the youth of Yakutia, supported by the Russian Humanitarian Fund and the Russian Academy of Sciences. At present the author is overseeing a research project on socio-cultural types amongst Siberian youth: Khakassia and Yakutia. The author is the head of the Department for Socio-Humanitarian Research at Novosibirsk Pedagogical University.
- **Czumikow Aleksandr**, an Associate Professor of Political Science, Professor, Chairman of the Training and Certification of the Russian Association of Public Relations, the author of 25 monographs on communication, including the last: *PR в Интернете: Web 1.0, Web 2.0, Web 3.0* (Мозсоw: Альпина паблишерз, 2010).
- **Guzik Aldona** is a doctor of Philosophy in Sociology (Jagiellonian University, Cracow, Poland), a lecturer in sociology at the Pedagogical University of Cracow (Institute of Philosophy and Sociology), Poland. She is interested in mass media, mass comunication, popular culture and public opinion.
- Juza Marta (PhD in sociology, Jagiellonian University, Cracow, Poland), is assistant professor in Institute of Philosophy and Sociology at the Pedagogical University in Cracow. She is interested in social communication, social impact of modern technologies of communication (especially Internet), mass media and popular culture.
- **Karolak Magdalena** (Ph.D. in Linguistics, University of Silesia, Poland) is an Assistant Professor of Humanities and Social Sciences at Prince Mohammad bin Fahd University, Saudi Arabia. Her research interests include transformations of societies in the Arabian Gulf. For the past 5 years she has been conducting fieldwork in Bahrain. She has published journal articles and book chapters on the shirting gender relations, social media, culture and identity as well as political system transformations in the region. She has also focused on the social impact of modern technologies.
- **Krasheninnikov Valeriy** is the dean of the Business and Technology faculty, the head of the scientific-educational center "Integration" and a professor of the Machine Engineering Department of Novosibirsk State Pedagogical University. His scientific interests are to find applications and effective uses for modern technical and information means, high technologies and social communications in education.
- **Luty Taras** is a doctor of philosophy, associate professor of Philosophy and Religious Studies Department at the National University of Kyiv-Mohyla Academy specializing in the issues of philosophical anthropology, philosophy of culture. The author of monographs:

Authors

Nihilism: anatomy of Nothingness (2002), *The Reason of Unreason* (2007), *Mass/Popular Culture: Theories and Practices* (co-authored with Oleh Yarosh, 2007).

- Nybelius Marit is a PhD Student of Sport Studies Social Science at Malmö University, Master in Media and Communication Studies of Örebro University (1998), a lecturer in Media and Communication Studies at the Dalarna University (2000–2012), a lecturer in Sport Studies at the Dalarna University (2012). She published one article in "Heritage Island. In The Ocean of Culture" at Pomor State University, Archangelsk, Russia in 2006.
- **Pogotseva Darya** (Ph.D. in psychology, Southern Federal University, Russia) is a senior lecturer in social psychology department, the psychology faculty of Southern Federal University. Her research interests include social psychology of attractiveness. She has published journal articles about different representations of human attractiveness as social phenomenon.
- Razzaque Anjum is an Instructor and Director of Professional Enrichment and Experiential Programs in the School of Management at New York Institute of Technology – Vancouver campus. While teaching Management of Information Systems courses, Anjum is pursuing a Ph.D. in Information Systems at Brunel University, UK. He attained a M.Sc. in Computer Science from NYIT – New York Campus. Anjum has published a number of peer-reviewed intellectual contributions in international conferences and journals in the area of Healthcare Knowledge Management, Virtual Communities and Decision Making.
- **Sobczak Bożena** is an associate of the Institute of Philosophy and Sociology at the Pedagogical University of Cracow. She obtained PhD in 2010 at Institute of Political Studies and International Relations, Faculty of International and Political Studies of the Jagiellonian University. Her academic interests are international relations (especially between France and USA), intercultural relations, media and mass communication. Her most important publications are: *The Comparison of Press Depictions of the War in Afghanistan* (2001) in the American "Time" and the *French L'Express' Magazine* in Politeja 1 (2)/2004 (printed by Faculty of International *States between 1989 and 1993 under George Bush administration* in Politeja 2 (14).
- **Zbyrad Teresa** is a doctor of humanistic sciences in Sociology. She finished the Catholic University in Lublin, where she worked for many years. At present she is the lecturer at the Pedagogical University in Cracow (Institute of Philosophy and Sociology) in Poland. She is the author of numerous publications in the field of social policy and sociology of the family. Her scientific interests focus around the social work, social policy, the professional burning-out of social workers, system of social help, the sociology of family and the sociology of medicine.