



# USAB-BIP BLENDED INTENSIVE PROGRAMME

Social Networks for Human Well-Being: Ethical Design,  
Autonomy, and Authentic Relationships

Online part: 28-30 April 2026

Physical part: 4-8 May 2026

Host: "1 Decembrie 1918" University of Alba Iulia



Co-funded by  
the European Union



# Social Networks for Human Well-Being: Ethical Design, Autonomy, and Authentic Relationships"

Blended Intensive Programme

Monday, 4<sup>th</sup> May 2025

## 9.00 – 9.30 - Registration of participants

University campus, Apor Palace/Rectorate building, 1<sup>st</sup> floor

**9.30 – 10.30 - Welcome Event / Speech:** *Vice-rector prof. Ph.D Ioan-Lucian Popa; Head of IRO Daniel Mihai Melinte*; presentation of the participants.

Apor Palace/Rectorate Building, Senate Hall, 1<sup>st</sup> floor

**10.30 – 12.00** – Guided Tour of *Alba Iulia Citadel* and *Museikon* museum

**12.00 – 13.00** – Lunch - *La Vizitiu* Restaurant

**13.00 – 15.00** – "Social Media Architectures of Influence: Profit-Driven Design, Algorithmic Power, and the Erosion of Human Well-Being"

*Senior Lecturer Ph.D Claudiu Ștefani, "1 Decembrie 1918" University of Alba Iulia,*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**15.00 – 15.15** – Coffee Break

**15.15 – 17.15** – "Attention Harvesting Design in Digital Platforms: Cognitive Effects, Ethical Perspectives, and Human Centered Alternatives"

*Senior Lecturer Ph.D Claudiu Ștefani, "1 Decembrie 1918" University of Alba Iulia,*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**17.15 – 17.30** – Coffee break

**20.00 – 21.00** – Dinner - *La Vizitiu* Restaurant

Tuesday, 5<sup>th</sup> May, 2025

**8.30 – 9.00** – Coffee and snacks, University campus, Apor Palace/Rectorate building, ground floor

**9.00 – 11.00** – "Human-Centered Digital Technologies: Aligning Innovation with Autonomy, Well-Being, and Social Connection"

*Senior Lecturer Ph.D Petronela Talpaș, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**11.00 – 11.10** – Coffee break

**11.10 – 13.10** – "Digital Technologies and Labour Transformation"

*Ph.D Gonzague Isirabahenda, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**13.10 – 14.10** Lunch - *La Vizitiu* Restaurant

**14.10 – 16.10** – "Algorithmic management and AI at work - governance, resistance and participation"

*Ph.D Gonzague Isirabahenda, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**16.10 – 16.30 – Coffee break**

**16.30 – 18.15 – "Safety by Design: Mental Health, Child Protection, and Digital Well-Being"**

*Senior Lecturer Ph.D Petronela Talpaş, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**19.00 – 20.00 – Dinner - La Vizitiu Restaurant**

**Wednesday 6<sup>th</sup> May 2025**

**8.30 – 9.00 – Coffee and snacks, University campus, Apor Palace/Rectorate building, ground floor**

**9.00 – 11.00 – "Dark Patterns and Ethical Design: Protecting Users from Manipulation and Emotional Exploitation"**

*Senior Lecturer Ph.D Bogdan Nicolae Mucea, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**11.00 – 11.15 - Coffee break**

**11.15 – 13.00 – "The Group Effect and Digital Social Networks"**

*Senior Lecturer Ph.D Bogdan Nicolae Mucea, "1 Decembrie 1918" University of Alba Iulia*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**13.00 – 14.10 – Lunch - La Vizitiu Restaurant**

**14.10 – 16.10 - "Attention-Based Platform Economies: Business Models, Incentives, and Public Interest"**

*Senior Lecturer Ph.D Claudiu Ştefani, "1 Decembrie 1918" University of Alba Iulia,*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**16.10 – 16.30 - Coffee break**

**16.30 – 17.30 – "Intentionality-Oriented Design: From Manipulative Interfaces to User Autonomy"**

*Senior Lecturer Ph.D Claudiu Ştefani, "1 Decembrie 1918" University of Alba Iulia,*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**19.00 – 20.00 – Dinner - La Vizitiu Restaurant**

**Thursday, 7<sup>th</sup> May 2025**

**9.00 – 9.30 – Coffee and snacks, University campus, Apor Palace/Rectorate building, ground floor**

**09.30 – 11.30 – "Governing Digital Platforms: Structural Accountability, Regulation, and the Public Good"**

*Senior Lecturer Ph.D Claudiu Ştefani, "1 Decembrie 1918" University of Alba Iulia,*

Apor Palace/Rectorate Building, LIT Hall, ground floor

**11.30 – 11.45 - Coffee break**

**11.45 – 13.00 - "Designing Responsible Social Media: Ethical, Transparent, and Democracy-Centered Platforms"**

*Senior Lecturer Ph.D Bogdan Nicolae Mucea, "1 Decembrie 1918" University of Alba Iulia  
Apor Palace/Rectorate Building, LIT Hall, ground floor*

**13.00 – 14.10 – Lunch - La Vizitiu Restaurant**

**14.10 – 16.10 - Workshop:** Designing a social platform consistent with people's well-being - Presentation of the *eYou initiative*

*Senior Lecturer Ph.D Claudiu Ștefani, Senior Lecturer Ph.D Petronela Talpaș, Senior Lecturer Ph.D Bogdan Nicolae Mucea - "1 Decembrie 1918" University of Alba Iulia,  
Apor Palace/Rectorate Building, LIT Hall, ground floor*

**16.10 – 16.30 - Coffee break**

**16.30 – 17.00 - Certification ceremony and Closing discussions**

*Senior Lecturer Ph.D Claudiu Ștefani, Senior Lecturer Ph.D Petronela Talpaș, Ph.D Gonzague Isirabahenda - "1 Decembrie 1918" University of Alba Iulia,  
Apor Palace/Rectorate Building, LIT Hall, ground floor*

**19.00 – 20.00 – Dinner - La Vizitiu Restaurant**

<b>Friday 8<sup>th</sup> May 2025</b>
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**Visit to the Mures River and Gold Museum**

**9.00 – 9.30 Coffee and snacks, University campus, Apor Palace/Rectorate building, ground floor**

**9.30 –** Departure to the **Soimuș** (Hunedoara)

**11.00 – 12.00 - Boat cruise on the Mures River**

**12.00 –** Departure to **Brad** (Hunedoara)

**13.00 – 14.00 - Visit the *Gold Museum* in Brad**

**14.00 –** Departure to **Abrud** (Alba)

**15.00 – 16.00 - Tradional Romanian lunch - *Laguna* Restaurant, Abrud**

**16.00 –** Departure to Alba Iulia

**19.00 – Cultural Evening - *Daco-Roman battles and Changing of the Guard of the Citadel***  
Catholic Cathedral Esplanade (in front of the 4<sup>th</sup> Gate).