

## Winner FSW Onderzoeksprijs 2017

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**(Communicatiewetenschap) Johan Hoorn** - Hoorn's unconventional career path reflects his ambitions to do pioneering research in the social sciences and computer science. He broke new ground in communication science, illustrated by the publication *Here Comes the Bad News: Doctor Robot Taking Over*. His work raised world-wide attention for social robotics as a solution to eldercare with the documentary *Alice Cares*. The research-project received a multi-million OCW-grant and was awarded the NWO/KNAW Eureka prize. Hoorn founded the Social Robotics Popup Lab ([www.robopop.nl](http://www.robopop.nl)) for citizen science, regularly consulted by bodies such as Congress (Eerste Kamer), the Council for Public Health and Society (RVS), or the Japanese government (i.e. Innovation Network Corporation of Japan). For the Robot Brain Server that runs Alice 2.0, he was awarded a Microsoft Azure4Research Award. Alice 2.0 is the flagship project of Deloitte Impact Foundation for which Deloitte currently establishes a joint venture with VU. His work changed the way people think about social robots.

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