Luca Neuperti

Digital sociology,
informed by computer science and sociology

MSC DIGITAL SOCIOLOGY · UNIVERSITY OF EDINBURGH

EDINBURGH & FRANKFURT AM MAIN

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My research focuses on digital hype technologies such as AI and NFTs and their socio-technical construction. To understand the technological aspects of these technologies, I studied computer science alongside my sociology studies, bridging both disciplines.

I am currently completing an MSc in Digital Sociology at the University of Edinburgh as a DAAD scholar, and have been a fellow of the German Academic Scholarship Foundation (Studienstiftung) since 2018. Alongside my studies, I work as a science communicator.

01 *Research interests*

CURRENT PROJECT · MSC DISSERTATION

LessWrong as Sociotechnical Vanguard: *Visions of AI Futures in LessWrong and Alignment Forum*

working title, in progress

How the online communities LessWrong and the Alignment Forum imagine AI futures.

i. Science & Technology Studies

How relevant social groups shape emerging technologies – from NFTs and digital currencies to innovation policy.

ii. Language models & meaning

Semiotic perspectives on large language models and communicative accommodation between humans and machines.

iii. Critical computational studies

Computational methods applied reflexively: digital and computational humanities, online communities, platform politics.

02 *Publications & talks*

PUBLICATIONS

Aug 2026

A Handbook for the US Imperial Technological Order

Review of William B. Bonvillian, Pioneering Progress: American Science, Technology, and Innovation Policy (MIT Press, 2024)

P. M. Krafft, **Luca Neuperti**, Regine Tan

H-Net Reviews, H-Sci-Med-Tech BOOK REVIEW

https://www.h-net.org/reviews/showrev.php?id=62208

TALKS

2 Oct 2026

LessWrong as a Sociotechnical Vanguard of AI

Critical AI Safety Workshop (CAIS), University of Copenhagen, Denmark

THESES

2023

Assessing Communicative Accommodation in the Context of Large Language Models
A Semiotic Approach
BSc thesis, Computer Science, Goethe University Frankfurt

2023

The Social Construction of Non-Fungible Tokens
Relevant Social Groups and Micropolitics on NFT Discord Servers
BA thesis, Sociology, Goethe University Frankfurt · graded 1.0 (with distinction)

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Curriculum vitae

Sep 2025 – Nov 2026

M.Sc. Digital Sociology
University of Edinburgh, UK

- Dissertation (working title): "LessWrong as Sociotechnical Vanguard: Visions of AI Futures in LessWrong and Alignment Forum"

Mar 2025 – Apr 2025

Stiftung Mercator Journalist-in-Residence Fellow
Center Responsible Digitality (ZEVEDI), Darmstadt

- Science communication on the digital euro, on stage and on video, in close collaboration with the ZEVEDI team

Feb 2024 – Jun 2024

Research Assistant
Technopolis Group Germany, Frankfurt am Main

- Independently developed case studies; planned, conducted and analysed expert interviews; desk research

Oct 2019 – Nov 2023

BSc Computer Science
Goethe University Frankfurt

- Thesis: "Assessing Communicative Accommodation in the Context of Large Language Models. A Semiotic Approach"
- Focus: critical computational studies, computational humanities

Feb 2018 – Feb 2023

BA Sociology (minor: Political Science)
Goethe University Frankfurt

- Graduated with distinction (1.0)
- Thesis: "The Social Construction of Non-Fungible Tokens: Relevant Social Groups and Micropolitics on NFT Discord Servers"
- Focus: Science and Technology Studies, internet technologies

since Nov 2018

Science Communicator
Freelance, Germany

- More than 100 performances presenting my own research
- Commissioned talks for Goethe University, the Federal Network Agency (Bundesnetzagentur), Google Germany and others

SCHOLARSHIPS & AWARDS

2025 – 2026	**Full Master's Scholarship** *German Academic Exchange Service (DAAD)*
2018 – 2026	**Scholarship for Bachelor's and Master's Degree** *German Academic Scholarship Foundation (Studienstiftung des deutschen Volkes)*
2021	**Johanna Quandt Scholarship** *Goethe University Frankfurt, to attend the European Forum Alpbach*
2020	**Frontrunner Programme** *Common Purpose Germany*
2020	**Scholar at Junge Akademie** *Protestant Academy Frankfurt*

LANGUAGES

German	*native*
English	*fluent (C2)*
Korean	*intermediate*
Latin	*Latinum*
Spanish	*beginner*

METHODS & TOOLS

Qualitative interviews · Situational Analysis · Digital ethnography · Reflexive thematic analysis · Natural Language Processing · Desk research · Case studies · Python · ATLAS.ti

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Science communication

Alongside research, I bring research to the stage. Since 2018 I have given more than 100 science slams and talks – for general audiences as well as for institutions such as Goethe University and the Federal Network Agency. As a Stiftung Mercator Journalist-in-Residence at ZEVEDI I developed stage performances and videos on the topic of the digital euro. More info on my portfolio site below. → luca.science