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Shinichi Yamaguchi is an associate professor at the Center for Global Communications, International University of Japan. He obtained his PhD in Economics at Keio University (Japan) in 2015. His field of expertise is econometrics. His research interests include social media and the digital economy. He has appeared in many media outlets, including NHK and the Nikkei. He was awarded the KDDI Foundation Award, the Takamiya Award of Academic Association for Organizational Science, the Paper Award of The Japan Society of Information and Communication Research (twice), and the Telecommunications Incentive Award in Social Studies. He published some books; *The Complete Book of Social Media* (Keiso Shobo), *Who are The Extreme People?* (Kobunsha Co., Ltd.), *Why It's Profitable* (Soshisha Publishing), *The Economics of Flaming and Word-of-Mouth* (Asahi Shimbun Publications Inc.), etc. Additionally, he serves as a part-time lecturer at Waseda Business School, an advisor to SIEMPLE Inc., a senior economist at Economics Design Inc., an expert for Nikkei's Think!, and a director of the Japan Risk Communication Association. He is also a member of several government committees.

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1986年生まれ。博士(経済学・慶應義塾大学)。2020年より現職。専門は計量経済学、社会情報学、情報経済論。NHK や日本経済新聞をはじめとして、メディアにも多数出演・掲載。KDDI Foundation Award 貢献賞、組織学会高宮賞、情報通信学会論文賞(2回)、電気通信普及財団賞、紀伊國屋じんぶん大賞を受賞。主な著作に『ソーシャルメディア解体全書』(勁草書房)、『正義を振りかざす「極端な人」の正体』(光文社)、『なぜ、それは儲かるのか』(草思社)、『炎上とクチコミの経済学』(朝日新聞出版)、『ネット炎上の研究』(勁草書房)などがある。他に、早稲田大学ビジネススクール兼任講師、シエンプレ株式会社顧問、株式会社エコノミクスデザインシニアエコノミスト、日経新聞 Think!エキスパート、日本リスクコミュニケーション協会理事などを務める。また、内閣府「AI 戦略会議」を始めとし、総務省、厚生労働省、文部科学省などの様々な政府有識者会議委員や座長を務める。