Curriculum Vitae

Name: Dr. Stefan Markov
Affiliations:
- Faculty of Educational Studies and the Arts (FESA), Sofia University "St. Kliment Ohridski"
- Institute of Philosophy and Sociology, Bulgarian Academy of Sciences (BAS)
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Education

- PhD in Public Relations, Faculty of Journalism and Mass Communication, Sofia University (2013)
- M.E.S. (Master of European Studies), RWTH Aachen University, Germany (2003)
- MA in Public Relations, Faculty of Journalism and Mass Communication, Sofia University (1999)
- MA in Cultural Studies, Faculty of Philosophy, Sofia University (1996)

Academic Positions

- Senior Assistant Professor, Institute of Philosophy and Sociology, BAS (Apr. 2019 – present)
- Senior Assistant Professor, Department of Preschool and Media Pedagogy, FESA, Sofia University (Oct. 2022 – present)
- Assistant Professor, Institute of Philosophy and Sociology, BAS (Feb. 2018 – Mar. 2019)

Research Interests

- Artificial Intelligence in education and media
- Algorithmic literacy and digital competence
- Online disinformation and post-truth dynamics
- Media pedagogy and critical media education
- Digital inequalities and access to information

Teaching

Currently teaches 9 university-level courses related to:

- Artificial Intelligence and Education
- Communication and Journalism
- Social Media and Society
- Internet and Digital inequalities

Publications (Selected)

Monographs

1. Markov, S. (2024). Algorithms of Deception: Fake Information and Social Networks in the Post-Truth Era. University Press of Sofia University "St. Kliment Ohridski", 144 pages, ISBN: 978-954-07-5927-2.
2. Markov, S. (2013). Models and Paradigms in Modern PR. Siela Norma AD, 252 pages, ISBN: 978-954-28-1376-7.

Journal Articles & Book Chapters

3. Markov, S. (2026). The “child–environment” pedagogical interaction: Towards algorithmic and artificial intelligence literacy in preschool and primary education. In R. Engels-Kritidis, L. Spiridonova, & M. Gyurova-Stoyanova (Comps. & Eds.), The unified kindergarten-school system: Continuity in the pedagogical interaction. Jubilee collection in honour of the 75th anniversary of Prof. Dimitar Gyurov, PhD (pp. 451 ff.). St. Kliment Ohridski University Press.
4. Markov, S. (2025). Artificial intelligence (AI) as the “fourth level” of the digital divide. In R. Stoilova (Ed.), Digital inequalities (Chapter 13, pp. 234–254). St. Kliment Ohridski University Press. ISBN 978-954-07-6156-5.
5. Markov, S. (2025) The Evolving Landscape of AI Literacy and Algorithmic Literacy: An International Review and a Bulgarian Perspective, Chapter 5 (76-83) in "DIGITAL DIVIDE: INEQUALITY AND INCLUSION IN THE 21ST CENTURY", "Iztok-Zapad", ISBN 978-619-01-1680-6 ISBN 978-619-01-1680-6
6. Sofronieva, E., Beleva, C., Georgieva, G., & Markov, S. (2024). Artificial Intelligence, Algorithm Literacy, Locus of Control, and English Language Skills: A Study Among Bulgarian Students in Education. Педагогика / Pedagogika, 96(5), 579–599.
7. Markov, S. (2023). Bridging the Digital Divide: A Comparative Analysis of Media Literacy in Europe and Bulgaria During the Pandemic. In The Young Generation and Next Europe, Ed. R. Jeleva. ISBN 978-619-245-325-1.
8. Markov, S. (2021). How Psychology Can Help to Solve the Problem of Fake News. Media and Language. ISSN: 2535-0587.
9. Markov, S. (2021). The Scientific Crisis in Social Psychology through the Prism of a Scientific Scandal. Newmedia21. ISSN: 1314-3794.
10. Markov, S. (2020). Fake News and Social Networks: Why and How Disinformation Thrives Online. Newmedia21. ISSN: 1314-3794.

Research Projects

- Teachers 4.0 Digital Age (2024–present)
  Erasmus+ project, Call: Erasmus-EDU-2023-PI-FORWARD, PROPOSAL Number 101132893.
- LEARN.INC (2024)
  Erasmus+ project, Project number: 2021-1-RO01-KA220-HED-000031136.
- Algorithmic Literacy: Socio-Pedagogical Aspects (2023–2024)
  Funded by the European Union–NextGenerationEU, part of the National Recovery and Resilience Plan of Bulgaria (SUMMIT BG-RRP-2.004-0008-C01).
- Digital Divide and Social Inequalities: Levels, Actors and Interactions (2021–2025) Funded by the Bulgarian National Science Fund, Grant КП-06-ПН55/7.