

Sabina Misoch



Professor, sociologist and head of the Interdisciplinary Competence Centre for Ageing (IKOA) at the University of Applied Sciences St. Gallen.

Since completing her PhD in Sociology in 2004, Sabina Misoch has held various positions combining research and academic activities, first at the Universities of Potsdam and Dresden in Germany followed by senior positions at the University of Lucerne, Switzerland. Between 2010 and 2013, Prof. Misoch held a Junior Professorship for Media and Communication at the University of Mannheim, Germany. Since November 2014, Sabina Misoch is director of the Interdisciplinary Competence Centre for Ageing (IKOA) at the University of Applied Sciences St. Gallen. Together with her interdisciplinary team, Misoch's research activities focus on identifying effective and sustainable solutions to address Switzerland's demographic change.

Sabina Misoch specialises in qualitative methods and her research interests include identity and attitudes over the lifespan, quality of life, health and health care in old age with particular focus on new technologies, technological systems and AAL. The IKOA team led by Sabina Misoch is currently leading and setting up several Living Labs (as a national network of private households) to implement and test AAL-solutions in close cooperation with end users, the elderly people themselves.

Sabina Misoch is an expert in technology and ageing and is heading the currently largest national project dealing with the challenges of an ageing society (AGE-NT; 8 Mio CHF). This project aims to set up a national structured process, promote collaboration between Universities of Applied Sciences (Fachhochschulen) and Universities as well as support the development of an international profile.

Sabina Misoch is also involved in teaching at university level as well as contributing as an editor board member for the Journal of Media and Communication and Studies in Communication Sciences (SComS). She is also an advisory board member of the newly founded organisation Women's Brain Project (www.womensbrainproject.com), a non-profit organisation with the mission of identifying and advocating for specific needs related to women's brain health and positioning these findings for the benefit of society.