THE KLACHKY PRIZE

For The Advancement Of The Frontiers Of Science

The Hebrew University Of Jerusalem
BOARD OF GOVERNORS 2023

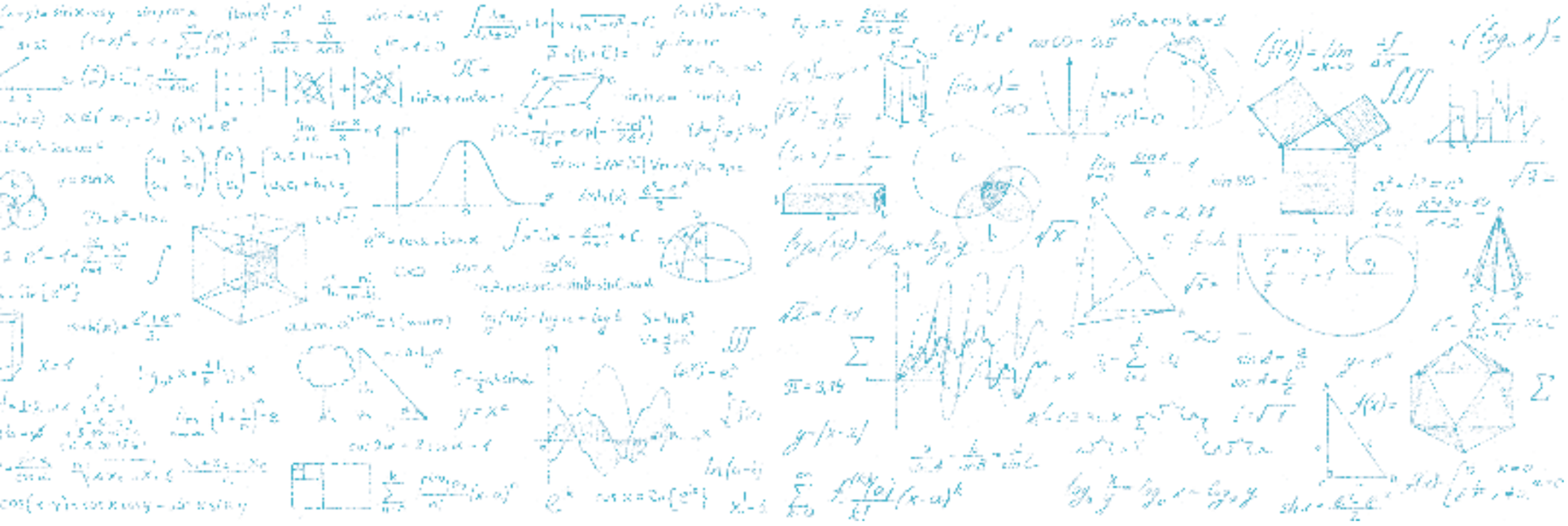
SUSTAINABLE PLANET

JUNE 2023

THE KLACHKY PRIZE

The Klachky Prize for the Advancement of the Frontiers of Science is an annual prize founded by the late Ms. Rachel Klachky.

The prize is given to Hebrew University faculty members or academic units for their achievements in:



- **The Advancement of Science**
- **The Advancement of Scientific Research**
- **The Advancement of Scientific Knowledge**
- **The Advancement of the Frontiers of Science**
- **New Academic Developments**
- **Academic Ventures**

THE DONOR

Rachel Klachky (1925-2001) was born in Mexico. Married to the late Engineer Manuel Klachky, she was a central figure in the Jewish community of Mexico, and was one of the founding members of the Mexican Friends of The Hebrew University.

In 1997, she received an Honorary Fellowship from The Hebrew University for her outstanding contributions to the State of Israel and The Hebrew University of Jerusalem. She wholeheartedly supported worthy causes, including the absorption of new immigrants, scholarships for students, and support of various scientific research projects, and studies on superconductivity at The Hebrew University.

After she passed away, her sons, Roberto and Leopoldo, continued her legacy of support to The Hebrew University of Jerusalem. The Klachky Prize has been awarded since 2003.

2023 WINNER

PROF. LIMOR SHIFMAN

THE DEPARTMENT OF COMMUNICATION AND JOURNALISM

Prof. Limor Shifman is a faculty member at the Noah Mozes Department of Communication and Journalism, and previously served as a vice dean of the Faculty of Social Sciences at the Hebrew University of Jerusalem. She received her PhD from HUJI in 2005, and was a postdoctoral researcher at the Oxford Internet Institute, the University of Oxford. Prof. Shifman's work focuses on the intersection between digital technology and social processes, examining how user-generated content reflects and shapes values, hierarchies, and cultural boundaries. Her work has been published in top journals and university presses and is taught in leading universities across the world. Among the grants and awards she has received are a European Research Council (ERC) consolidator grant, teaching distinction awards, top paper awards from the International Communication Association (ICA), and the Michael Bruno Memorial Award. Limor is married to Sagiv, a professor of genetics, and they have two children. She loves exploring new places and ideas and is grateful for academic freedom.

RESEARCH DESCRIPTION

Technology, culture, and the power of everyday communication

Prof. Shifman's work aims at understanding the broad social, cultural, and political implications of digital media: How can the internet facilitate globalization in a multilingual ecology? When do shared meanings emerge in fragmented digital spheres? Which values are promoted through social media? She addresses these questions via a somewhat unconventional lens: jokes, tweets, and other forms of user-generated content. Such texts, she posits, encapsulate and shape moral principles and social hierarchies, shared hopes, and deep fears. Simply put, she uses tiny texts as keys to understanding large processes. While the universe of digital content may seem, at first glance, to be utterly chaotic, Prof. Shifman strives to identify the patterns and logics governing it. One such logic is the vast reliance on internet memes. Coined by Richard Dawkins back in 1976, the term "meme" refers to small, gene-like cultural units that spread from person to person through copying or imitation. More than any previous medium in history, the internet is suitable for large-scale meme diffusion. Prof. Shifman's work lays the theoretical and empirical foundations for the systematic investigation of internet memes. She has introduced a revised definition of the concept that has enabled a wide array of empirical studies of internet memes, spanning from humorous photos to political campaigns such as #MeToo. Her studies have shown that memes embed a unique combination between individualism and collectivism and have offered a novel explanation for memes' economic, social, and political power. Expanding her work on memes, Prof. Shifman is currently conducting the first comprehensive study of values on social media. While previous studies have focused mainly on values as abstract perceptions, Prof. Shifman examines how people construct values in real-life communication. Leading an international team of PhD students and postdoctoral researchers from five countries (the US, Japan, South Korea, Germany, and Italy), her ERC project explores how content on social media platforms such as Facebook, Twitter, and Instagram reflect and shape what people across the globe consider important, desirable, or reprehensible. The project exposes the gaps between explicit and implicit expressions of values, and shows that social media serve as powerful agents with values of their own. Moreover, her studies reveal how social media platforms diffuse communicative values such as "authenticity" across vast regions, creating a web of "glocal" value orientations. As such, Prof. Shifman's work has led to a new understanding of the fundamental building blocks that both unite and divide people across the globe.

Previous Winners

2022

PROF. ORNA KUPFERMAN

School of Computer Science and Engineering, Faculty of Science

Formal verification of reactive systems

2021

PROF. MAYA TAMIR

The Department of Psichology

The Faculty of Sciences

Social-Personality psichology, Emotion & Self-regulation

2019

PROF. SIGAL BEN-YEHUDA & PROF. ILAN ROSENSHINE

The Microbiology and Molecular Genetics Department,

The Institute for Medical Research Israel-Canada, the Faculty of Medicine

Widespread Bacterial CORE Complex, Executes Intra- and Inter-Kingdom, Cytoplasmic Molecular Trade

2018

PROF. OREN FROY

The Institute of Biochemistry Food Science and Nutrition

The Robert H Smith Faculty of Agriculture, Food and Environment

Interplay between the Circadian Clock and Metabolism

2017

DR. KARIM ADIPRASITO

Einstein Institute of Mathematics, Faculty of Science

Interplay between Combinatorial and Continuous Structures in Mathematics

2016

PROF. NATHALIE Q. BALABAN

Racah Institute of Physics, Faculty of Science

Biological Physics of Self-Replication

2015

PROF. RE'EM SARI

Racah Institute of Physics, Faculty of Science

Understanding Our Universe

2014

PROF. MICHAL BIRAN

Departments of Asian Studies, and Islamic and Middle Eastern Studies, Institute of Asian and African Studies, Faculty of Humanities

Inner Asian History: Mobility Empire and Cross-Cultural Contacts in Mongol Eurasia

2013

PROF. ROI BAER

Institute of Chemistry and Fritz Haber Minerva Research Center for Molecular Dynamics, Faculty of Science

Developing New Theoretical and Computational Techniques that Enable Determination of the Energy Levels of Charge Carriers in Large Molecular Systems and Nanocrystals

Previous Winners

2012

DR. ERAN MESHORER

Department of Genetics, Silberman Institute of Life Sciences, Faculty of Science

Using Genome-Wide Approaches and Sophisticated Imaging Techniques to Understand Genome Plasticity in Stem Cells

2011

PROF. DAVID WEISBURD

Institute of Criminology, Faculty of Law

Pioneering Research on White Collar Crime, Policing, and Crime Prevention

2010

PROF. MERAV AHISSAR

Department of Psychology and Program in Cognitive Sciences, Faculty of Social Sciences

The Neuro-Cognitive Basis of Reading Disability - The "Anchoring-Deficit" Hypothesis

2009

PROF. ISAIAH TUVIA (SHY) ARKIN

Department of Biological Chemistry, Silberman Institute of Life Sciences, Faculty of Science

Structural Biology of Membrane Proteins, Focusing on Pathogen's Ion Channels and Ion Pumps

2008

PROF. URI BANIN

Institute of Chemistry and the Center for Nanoscience & Nanotechnology, Faculty of Science

Major Advancements in the Science and Technology of Nanocrystals and the Development of Hybrid Multifunctional Nanoparticles

2007

PROF. HOWARD (CHAIM) CEDAR

Department of Developmental Biology and Cancer Research, Institute for Medical Research Israel-Canada, Faculty of Medicine

Establishing the Cornerstone of Epigenetics and Its Role in Human Development

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FOR THE ADVANCEMENT OF THE FRONTIERS OF SCIENCE

At The Hebrew University of Jerusalem

June 2023

The Hebrew University of Jerusalem

The Authority for Research and Development

www.research.huji.ac.il

Tel: +972-2-658-6625/6