

Elisa Percolla is graduate student of Sciences and Languages for International Communication, Department of Humanities at the University of Catania. She is interested in Neurohumanities and in particular in social big data analysis as far as digital media concern. In her bachelor dissertation (*Charlie Hebdo e l'impatto del fumetto satirico contemporaneo*, 2017) she analysed the social crush caused by the publication and sharing of the comic strips published by the satirical magazine *Charlie Hebdo*. The goal was to show that certain themes, upon the contents published officially by the magazine in 2016/2017, strike the audience much more than others.