

# Transformations: Social and Cultural Dynamics in the Digital Age

## TOPIC I. Cultural Transformations in the Digital Age

Wojciech Sowa  
Adam Mickiewicz University Poznan  
Chair of the HERA Network Board



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004509.*

**cultural transformations** - constant phenomenon in human history, digital tools, the processes of digitalisation and the digitalisation of processes have – really or apparently – contributed to the acceleration of these transformations

culture of algorithms that influences our daily lives, behaviours, our cultural practices, judgements and values – is this really so?

**problematic:** the extent of the impact of such processes on people and culture; how radically new they are relative to past innovations; the influence of different cultural traditions on technological transformations.

## Identity, values and worldviews

we are connected through devices which constantly yield data that are being captured, analysed, and returned to us in processed forms

### **Potential questions:**

How does this affect our identity, and individual sovereignty? How does it shape our encounters with and understandings of the other?

digital communication holds the promise of social interaction, global integration and human solidarity - BUT - it makes inequality more visible and can also isolate individuals and groups – regional, political, ethnic, class based

**Potential questions:**

How do we create and secure spaces for free and creative thoughts in a digitalized world? How are freedom and creativity even defined, as algorithms learn and use our patterns of communication? How do we address issues about responsibility, trust, and transparency? How does one develop legal and ethical standards that can cope with these challenges? Does historical comparison help understand these processes and problems?

## **New stories, new aesthetics: Remaining human**

from ancient times to the science fiction films and the Cyberpunk, the arts, literature, philosophy, etc. have been a fundamental source of imagination and imagery, inspiring technological inventions and trying to foresee their social, cultural, and linguistic consequences - utopian as well as dystopian understandings of technological developments and digitalisation resurface in the different currents of Posthumanism and what is becoming known as the Posthumanities and the new aesthetics and narratives emerge

### **Potential questions:**

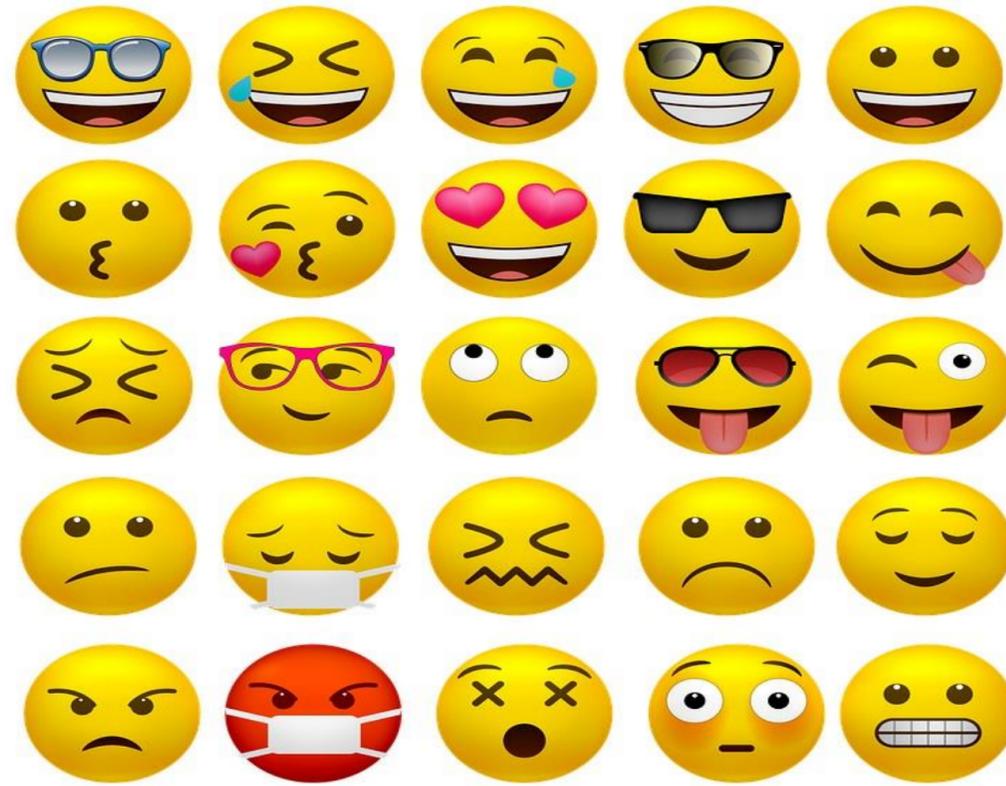
What are the cultural, ethical and futuristic accounts of a digitalized world? How do they interact with the processes of digitalisation? To what extent are technological transformations responsible for reshaping the worlds of our imagination?

## **The Humanities and technological transformations: past, present, future**

throughout its history, humanity has experienced many forms of inventions, some of which have brought major technical transformations. Scholars have always reflected upon the relations between humans and their cultural environments investigating the impact of technological change on the generation, storage and transmission of knowledge.

### **Potential questions:**

What has been, is and might be the role of the Humanities in assessing large systemic transformations: can we compare current developments in the digital era with historical phenomena?, reflecting on the human use and adoption of new technologies? Is there a place in all this for Humanism or will it be replaced by some non-anthropocentric vision of humanity?



## Type of research

- innovative and ambitious projects that will develop the field conceptually and empirically – focusing on the contexts and consequences of innovations and that formulate new research questions
- the call encourages proposals based on a comparative perspective and the inter- and transdisciplinary research is especially welcome
- proposals can emphasise theoretical developments, qualitative investigation, or quantitative data and experimental designs as well as mixed methods and meta-analyses or systematic reviews

## Type of research

- research cutting across several of the themes outlined in the call, examining the interactions and interrelationships between different challenges is strongly encouraged
- research projects that extend comparisons beyond European countries are welcome, although this call is in principle focused on the European context

## Knowledge exchange and impact

- **Knowledge exchange (KE)** is a two-way process which brings together academic staff, users of research and wider groups and communities to exchange ideas, evidence and expertise.
- collaborations may include the public sector, policy makers, governmental agencies at local, regional, national and trans-national levels, museums, galleries, industry, and practitioners, etc. – and should be meaningful for all partners involved and enable joint learning throughout the duration of the project
- a knowledge exchange perspective should be included in the application, even if you may not know the impact of your research at the proposal stage, proposals should include concrete plans for collaboration and KE, identifying potential audiences - active inclusion of non-academic partners from the preparation phase of the project is encouraged.

a short guide to Knowledge Exchange is available at:

[http://heranet.info/assets/uploads/2019/09/Toolkits\\_13Dec2019.html](http://heranet.info/assets/uploads/2019/09/Toolkits_13Dec2019.html)

# Thank You for the attention!



- ✉ [www.chanse.org](http://www.chanse.org)
- 🌐 [chanse@ncn.gov.pl](mailto:chanse@ncn.gov.pl)
- 📘 [#euchanse](#)
- 🐦 [@euchanse](#)
- 🌐 [/showcase/euchanse](#)



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004509.*