



KICK-OFF EVENT: ALL WELCOME!

**March 27, REC C1.03
University of Amsterdam**

Global Digital Cultures is a Research Priority Area of the University of Amsterdam. It aims to create an interdisciplinary platform to research questions of the digital. How does digitization change cultural and political practices, from consumption and labour, to security and citizenship? Join us for the launch to meet colleagues and learn about funding opportunities.

9.00-9.30 Arrivals & Coffee

9.30. Welcome, by Karen Maex, Rector Magnificus, University of Amsterdam

9.40. Plenary: Global Digital Cultures

Democratic Challenges and Conceptual Adventures

- *Introducing the themes*: Thomas Poell (Media Studies) & Marieke de Goede (Political Science), University of Amsterdam
- *Human(e) AI*, Natali Helberger (Law), University of Amsterdam

9.55. Keynote Lectures

- *Cloud Ethics: Algorithms, Attributes, and Machine Learning Cultures*, Louise Amoore, Durham University
- *The Internet is Broken - But We Can Fix It*, Marleen Stikker, Waag

11.15-11.30 Break



11.30 – 13.00 Thematic Panels

1: Consumption & Participation, Chair: Monika Kackovic (Entrepreneurship)
Contributors: Justus Uitermark (Sociology), Sudha Rajagopalan (European Studies), Leonie Schmidt (Media Studies)

2: Production & Labor, Chair: Olav Velthuis (Sociology)
Contributors: Anne Helmond (Media Studies), Joris Ebbers (Entrepreneurship), Jeroen de Kloet (Media Studies)

3: Security & Citizenship, Chair: Huub Dijkstra (Philosophy)
Contributors: Becky Kazansky (Media Studies), Imke Harbers (Political Science), Sennay Ghebreab (Informatics), Tobias Blanke (Faculty of Humanities)

13.00-14.00 Lunch (de Brug)

14.00-16.00 Collaborative parallel sessions

These interactive sessions, organized as ‘fishbowls,’ will facilitate low-threshold discussion of research questions and research themes. They allow researchers to meet and to explore common interests, questions and methods across disciplines and faculties. They may be used to establish connections and collaborations with the purpose of participating in the 2020 and 2021 funding calls of Global Digital Cultures (seed grants and event grants). PhD students and early career researchers are very much encouraged to participate, alongside tenured staff looking to develop collaborations and research proposals across faculties.

Fishbowls start with four people in the center who kick off the conversation. The fishbowls always leave one empty seat in the middle of the discussion circle, so that audience members can step in and participate, Fishbowl rules will be introduced by the moderators at the beginning of the sessions.



Fishbowl 1: Consumption & Participation (REC B.2.05)

Moderator: Jeroen de Kloet (Media Studies)

Kick-off speakers: Esther Peeren (Cultural Studies), Shuaishuai Wang (Media Studies), Sophie Boerman (Communication Science), Misha Kavka (Media Studies), Rocco Bellanova (Political Science)

The Global Digital Cultures of Consumption and Participation focuses on daily cultural practices developed by users of digital platforms and mobile apps. Research suggests that the systematic datafication, algorithmic processing, and monetization of social activity and cultural content by these platforms is transforming how people connect with each other, express their identities, and develop tastes and preferences. Mobile messaging and dating apps - from WeChat, Whatsapp, and Facebook to Tinder, TikTok, and Momo - are facilitating new modes of intimacy and social interaction, as well as extensive networks of so-called "weak ties". Simultaneously, novel forms of cultural expression and genres are developing through live-streaming platforms, photo- and video-sharing services, and microblogging sites. The way in which we consume music and television is, for instance, fundamentally affected by Spotify playlists and Netflix recommendations. Categorization through algorithms governs cultural consumption practices and related forms of canonization and economization - be it on Spotify or in the contemporary art world.

Fishbowl 2: Production & Labor (REC B2.04)

Moderator: Thomas Poell (Media Studies)

Kick-off speakers: Esther Weltevrede (Media Studies), Olav Velthuis (Sociology), Niels van Doorn (Media Studies), Monika Kackovic (Entrepreneurship)

The Global Digital Cultures of Production & Labor focuses on the (re-)organization of production and labor relations that takes place through and around digital platforms and mobile apps. Particularly striking are the new types of platform-based workers that have emerged, such as influencer, social media creator, content moderator, engagement manager, or webcam sex worker. The forms of work performed tend to blur the boundary between amateur and professional practices. At the same time, older types of work are being platformized through gig or sharing economy platforms, like Uber, Didi Chuxing, Deliveroo, Ele.me, and Airbnb, which transform employees into micro-entrepreneurs. Digitization also affects and disrupts institutionally established work routines in virtually every sector,



including news, education, health care, retail, and entertainment, and impacts organizational design and innovation processes within creative industries.

Fishbowl 3: Security & Citizenship (REC B2.03):

Moderator: Marieke de Goede (Political Science)

Kick-off speakers: Anneroos Planqué-van Hardeveld (PPLE), Julian Gruin (Political Science), Carolina Maurity Frossard (Geography), Stefania Milan (Media Studies, TBC)

The Global Digital Cultures of Security & Citizenship explores how digitization enables new modes of public expression and collective action, while simultaneously facilitating ubiquitous data-driven forms of surveillance which enhance commercial and governmental control. Digital media have been widely celebrated as vehicles of emancipation, allowing everyone to express their opinions in public, as well as easily connect with others to challenge power. At the same time, tech giants such as Google, Facebook and Tencent increasingly engage in datafication, turning the data trails citizens leave online, often unknowingly, into detailed consumer profiles. The collected data are in turn commodified. While this severely impacts privacy, notions of privacy may well differ around the world. Moreover, governments have become increasingly sophisticated in employing data generated by online activity to surveil and control public space and opinion. In China, a social credit system is developing to encourage citizens to behave properly, and punish those who don't. In Europe, by comparison, data are increasingly important to surveil and track migrant flows en route to European borders, and intercept potential asylum claimants before they reach the borders. Collecting and connecting data is widely seen as an important solution to contemporary security challenges.

16.00-17.00 Drinks (de Brug)