

Deeper Human Insights in the Age of Digital Disruption

FEBRUARY 10, 2022

2 PM – 4 PM CEST

Virtual Event

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Why digital innovation in anthropology could define the next era of human science

UNESCO and the LiiV Center launched a new global partnership to
advance digital innovation in anthropology.

Join us to learn how academic institutions can get involved

Speakers / Panelists

ALEJANDRO SERVIN, Digital Anthropology Professor, Partner & CoFounder Antropomedia

DR. ANDERS MUNK, Director, Techno-Anthropology Lab

DR. ANNELESE RILES, Executive Director of the Roberta Buffett Institute for Global Studies, Northwestern University

DR. DAVID SCHAEFFER, Vilas Distinguished Achievement Professor of Learning Sciences, Wisconsin Center for Education Research

DR. DIVINE FUH, Director, HUMA Institute for Humanities Africa

GABRIELA RAMOS, Assistant Director General for Social and Human Sciences, UNESCO

JAMES INGRAM, Founder of the LiiV Center

ISABELLE COTTON, Digital Anthropologist & Social Researcher

KATIE HILLIER, Chief Digital Anthropologist at the LiiV Center

KIM NEWMAN, COO and CFO, ToftH.org

MANUEL MUÑOZ, Provost of IE University, Dean of IE School of Global and Public Affairs

DR. MELISSA ARONCZYK, Co-chair, Digital Ethnography Working Group, Rutgers University

DR. TAAPSI RAMCHANDANI, Co-founder and CEO, POOCHO

CONCEPT NOTE

Why are anthropological insights fundamental to addressing tensions caused by digital disruption?

Why we need deeper insights into humanity

Digital disruption is generating new global challenges, stressing the fundamental structures of societies.

- **Fake News** is spreading misinformation and unrest.
- **Biased Algorithms** are perpetuating social inequality.
- **Mental Health** issues are spiking with social media.
- **Artificial Intelligence** permeates our lives with little oversight.

Technology and the internet are changing what it means to be human, and while we've invested trillions building and tracking digital platforms, communities and experiences, we've invested a shockingly small amount in understanding the social dynamics, cultures, identities, and bias of these new communities and technologies.

The world relies heavily on big data to understand our communities and cultures, but big data can have enormous ethical blindspots. It's built for scale, but struggles with depth. As a society, we need depth and scale to truly understand the needs and complexities of human communities and experiences.

How digital innovation in anthropology could help

Anthropology by definition is the study of human culture. This is distinctive from other social sciences because of its long tradition and well-honed methods to study the connection between cultures, narratives and identity, but anthropology's core method of ethnography is too slow to impact decision-making in our fast changing world, so leaders don't often rely on it when making time-sensitive decisions.

To bring deeper insights into humanity anthropologists need more innovative tools to study digital life at the complimentary pace and scale of big data.

A New Global Partnership

UNESCO, and the LiiV Center have embarked on a global partnership to advance digital innovation in anthropology. The first phase of the partnership is a four-year collaboration to unleash a global movement to identify new open-source technologies, academic programs, career opportunities and awareness raising of anthropology's power to create a more ethical, cohesive, empathetic society.

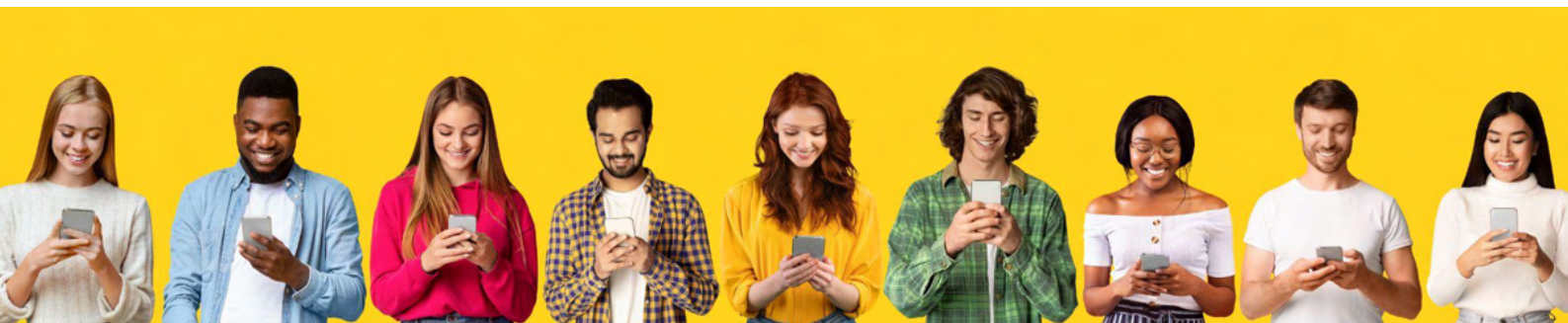
Attend this global academic launch, and step into the future with us

This event will introduce why the world needs deeper insights into humanity, and how digital innovation in anthropology can help. The program will preview insights from a new global report on the state of digital innovation in anthropology around the world, to shed light on what, where and how innovation is progressing. The launch event will also include two panel discussions exploring why anthropology needs digital innovation, and how academic institutions can build interdisciplinary programs between human sciences and computational sciences, to grow a talented cohort of anthropologists forging new career paths right along data scientists, across the public and private sector.

Without digital innovation in anthropology, global decision-makers will continue to depend on big data alone for cultural insight, and only perpetuate bias across our systems, structures and societies.



PROGRAMME



INTRODUCTORY REMARKS

2.00 pm **THE ROLE OF DEEP HUMAN INSIGHTS IN A MORE EQUAL AND ETHICAL SOCIETY**

| GABRIELA RAMOS, Assistant Director General for Social and Human Sciences, UNESCO

2.07 pm **ACCELERATING DIGITAL INNOVATION IN ANTHROPOLOGY: THE TIME IS NOW**

| JAMES INGRAM, Founder of the Liiv Center

A PREVIEW: GLOBAL LANDSCAPE REPORT

2.15 pm **INSIGHTS INTO THE GLOBAL DIGITAL INNOVATION IN ANTHROPOLOGY LANDSCAPE**

| ISABELLE COTTON, Digital Anthropologist & Social Researcher

PANEL PRESENTATIONS

2.30 pm **WHY ANTHROPOLOGY NEEDS DIGITAL INNOVATION**

| A conversation moderated by KATIE HILLIER
Chief Digital Anthropologist at the Liiv Center, with global academic innovators

Q&A

3.20 pm **REFLECTIONS**

| Open floor for discussion

ROUNDTABLE DISCUSSION

3.30 pm **BUILDING INTERDISCIPLINARY PROGRAMS IN SOCIAL & COMPUTATIONAL SCIENCES**

| A conversation moderated by JAMES INGRAM
Founder of the Liiv Center, with deans and directors

CLOSING REMARKS: CALL TO ACTION NEXT STEPS

4.15 pm
| How to get involved in 2022