

Friday
February 22, 2013



SSIRG Speaker Series:

SOFTWARE STUDIES

A Case for New Critical Methodologies

Abstract:

What does it mean to undertake a critical analysis of current forms of software-mediated communication and, in particular, participatory communication as popularized by corporate software platforms such as Google and Facebook? Digital methods have grown in popularity in recent years, with a plethora of tools to collect, analyze, visualize and superimpose user-produced data. The hope might be to reach a complex, yet manageable and understandable tapestry of the sum of human social behaviours, but the reality of such proliferation of tools and data is more confusing. From how the data is collected to what it actually means, stands for, fabricates and obfuscates, current challenges in understanding participatory forms of communication point to the need to redefine a critical impetus. Critical methods have traditionally been employed to understand, identify and change relations of power that are inherent to a socio-technical system. In the current participatory environment, however, there is a real problem is critically analyzing the data that is provided by the system itself, and that favors and naturalizes specific patterns of social connection and participation that fit within the platform logic. This presentation thus seeks to understand how we can use participatory, networked objects, or sets of data, to understand the limits of current conceptions of participatory communication.

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3:30 - 5:30pm
Curtin Hall Rm: 175
3243 N Downer Ave.
Milwaukee, WI 53211

Please Register online:

<http://sois.uwm.edu/ZZQ>

Digital Future Workshop:

ANALYZING SOCIAL MEDIA

A Research Methods Workshop on Tools to Analyze Social Media

12:00PM • Curtin Hall Rm: 939 • Dr. Ganaele Langlois

These events are sponsored by the School of Information Studies,
Social Studies of Information Research Group (SSIRG) and UWM's Center for 21st Century Studies