

Halmstad Colloquium

Seminar, March 2, 2017, 13:15

School of Information Technology

Data Ethnographies and Digital Futures: contingency and improvisation in a quantified world

Sarah Pink, Professor and Director of the Digital Ethnography Research Centre, RMIT University, Australia



Data-driven analysis and prediction has recently opened up new opportunities for designers and policy makers to imagine and intervene in contemporary and future worlds. This lecture probes behind the scenes of the everyday worlds in which such data is produced. It explores the limits of what we can know through measurement-based research techniques, and the fragility of any claims to know what people might do, feel or need in a future that is inevitably and inescapably uncertain.

Ethnographic attention to the contingent, improvised and personalized ways that people experience and navigate the world reveals a different story to that which is suggested by quantitative measures. Ethnography provides a unique research lens into the otherwise invisible, unspoken about, sensory, emotional and often mundane elements of the everyday.

Sarah Pink is a Distinguished Professor and Director of the Digital Ethnography Research Centre at RMIT University, and International Guest Professor at Halmstad University. Her research is interdisciplinary and international and combines theoretical scholarship with applied practice, with a particular focus on everyday life worlds and experiences and how these emerge into digital futures. She specializes in bringing digital and sensory design ethnography approaches to understanding complex problems across academic interdisciplinary, industry and other external stakeholder contexts.

Wigforssalen, Visionen
March 2, 13:15.
Welcome!

The Halmstad Colloquium is a distinguished speaker series. The prominent speakers are invited from universities around the world to talk about topics of interest for the researchers within our research environment Halmstad Embedded and Intelligent systems research. The Halmstad Colloquium is hosted by the School of Information Technology.

