Zoom link to participate:
shorturl.at/jDUWY
(Meeting ID: 841 3264 7415)

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SCREENS AND THE DIGITAL MEDIASCAPE (IN PANDEMIC TIMES)

Why digital bubbles are a necessary part of the world



PROF. DR. OPHELIA DEROY
LUDWIG MAXIMILIAN
UNIVERSITY OF MUNICH, GERMANY

Informational bubbles - where, as former President Obama said, we live and think "surrounded by people who look like us and share the same political outlook" - are coming under heavy criticism. The bubble metaphor, like other catchphrases, might be misleading: sharing the same information with others does not necessarily make us float, isolated, in thin air. It enables us to feel grounded in a shared reality. In this talk, I want to distinguish two effects of bubbles: sharing attention and sharing perspectives or attitudes. The web clearly benefits from the first effect, and we should be cautious before condemning the second.

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