



HAL
open science

Digital Culture

Valeria Ramirez

► **To cite this version:**

| Valeria Ramirez. Digital Culture. Licence. Digital Culture, France. 2021. hal-04527917

HAL Id: hal-04527917

<https://hal.science/hal-04527917v1>

Submitted on 5 Apr 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



Distributed under a Creative Commons Attribution 4.0 International License

Digital Cultures

SciencesPo

Program

- Presentation
- About the course
- Defining digital culture
- Hands-on the projet. Discussion
- Exploring Zotero



About me

- **3 Master Degrees in economics, marketing and communication** (Mexico, Spain, France) Corporate Communication and Social Media from Paris-Est Marne-la-Vallée University / Economic Information from the Universidad Complutense de Madrid and dual Master's degree in Journalism and Communication and Marketing From the European University of Madrid and the University of Valle de Mexico.
- **15 years of experience in communication:** journalist for several media in Mexico and Spain, in house and in agency in Madrid and agency and consultancy in France
- **Digital since 2008:** advising business, research organism and spin-offs on communications and digital strategy
- **Teaching, training, and speaking:** Social media workshops for companies and entrepreneurs, online reputation, community management and communication strategies. Teaching in Paris University since 2015
- **Currently doing a PhD** in " Key Performance Indicators (KPIs) in the digital age: how the Head of Communication employs web metrics to assess the efficacy of their strategies" UK/France/Mexico/Spain
- **CSR & Sustainable Development:** Research programs for the European Economic and Social Committee (EESC) on Programmed Obsolescence and Ademe, on the perception of waste and wastage
- **References:** Bank of America, HSBC, law firms in business law, audit and implementation of a crisis communication plan Merck Serono, IGN (National Institute of Geographical and Forest Information) Afyren, Groupe SEB, Interchanvre, Ynsect, IAR Cluster, Ademe, Ministry of Higher Education and Research..

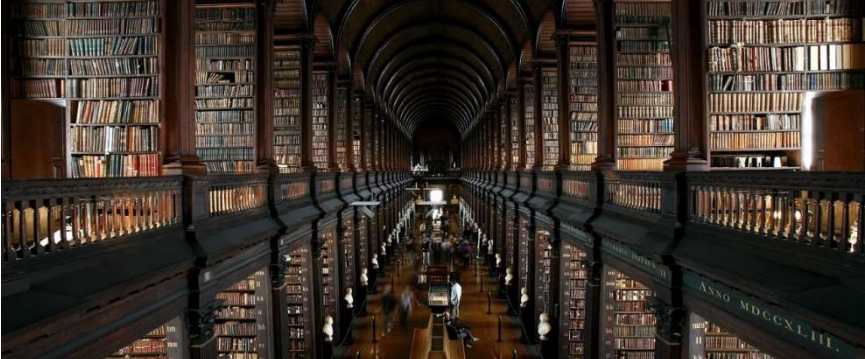
About the cours

Assessment criteria

- **Participation (10%)**
- **Summary note for digital exploration - in group (20%)**
 - 3 pages
 - Presentation of the topic, support expected, methodologie...
- **Digital exploration (70%)**
 - Groups of 4
 - Investigation on a digital culture related topic
 - Journalist experience. Special report on a digital support
 - criteria being evaluated are: creativity, critical approach, team work, demonstration of your learning of the course (this means the project needs to reflect the learnings of each section) and quality of the oral presentation.

SciencesPo

About the course . The three keys



Knowledge



Curiosity



Iteration

About the cours

Digital exploration: enhancing the experience



1. Train the skills being learned in the course, challenge them in real life, explore the limits and possibilities
2. Profit from the discussion and time in class to move forwards.
3. Create a digital piece part of your professional portfolio: to include in cover letters, CV or LinkedIn. Useful when applying for internships and grants

Defining Digital Culture



Digital culture is...

- Name
- Multidisciplinary major
- Digital culture...

About the cours

Structure

- 6 sessions
 - Intro – topics – oral presentation
- Structure
 - Topic of the day
 - Exploring the digital space
 - Hands-on your Project
- Prepare the session / workload

Defining Digital Culture – Digital Age

Digital Culture-Digital age


- Is 'digital' or 'virtual' reality distinct from the 'real world'? Or isn't it all 'real' now, as the boundaries between on/offline blur?
- Does it matter if we read a bound paperback novel or an eBook?
- And yet, we have: Post-digital era, digital detox, digital centered revolutions, digital activism,
- Are we living 'digital lives'?
- Enemy or ally

Defining Digital Culture – Digital Age

A key to start...

Our media environment can be characterized in four key ways

- **Interactivity.** interactive media allow audiences to speak back to producers.
- **Networked.** We can no longer neatly contrast interpersonal communication. Converged and networked technologies make for multiple forms of communication
- **Remix culture.** *We can edit, create and share content, ‘and extending collaborative peer practices of knowledge, learning and action. = democratic consequences VS creating crises of trust and authenticity,*
- **Time-Space Compression.** Technology links up the world ever more intensively and efficiently, with a host of consequences for the economy



**What is important is to recognize
the continuities between the past
and present, as well as a measure
of change**

The science of innovations

- Military research and a hippie philosophy: Peace, love and ARPA
- The invention of the hyperlink and its predecessors.
- Dreams of a new web economy, realities of its market limits and a bubble.
- Bottom-up innovation, free software, collective organization, collective intelligence
- Discussion on how politics and society affects the developing of new technologies.

Exploring: the naked web

What about the language

- Latin > speaking languages > construction of the language
- Html / CSS / Java / Python /
- There are basic rules working for everyone
- H1 > H2 > H3 : Colours. > divider > colonnes > mailto:
- Construction en blocs or families
- From there you
- Learning the language, not to write a book in the language, but to survive in the city of code, being able to evolve and to ask

The Digital Public Space

- From gatekeepers to fake news, and street gossiping to social media
- Online identity, the creative and strategic self
- Copyright, copyleft and regulation concerns
- E-democracy and Civitech: when the virtual revolutions meet the public squares

Hands-on the projet

Meet your team, Find your topic ✓

- Find your team.
 - Write it down on a piece of paper
- 8 minutes to read the press articles
- Explain the articles to your team mates
- Discuss the possible topics and angles
- Do you have questions? Time to share!

Hands-on the projet

Some ideas



- Are "fake news" really believed ?
- Datajournalism, the future of the investigation?
- Content regulation and hijacking on Instagram
- Literature and digital: how does the reading contract renegotiate?
- Nutrition applications and self-quantification: what impact on lifestyles?
- Replace your psy with a mental health app?
- What are the hackatons for?

Exploring Zotero

Tool to manage bibliographic data

- Free and open-source reference management software
- web browser integration, online syncing, generation of in-text citations, footnotes, and bibliographies,

The screenshot shows the Zotero desktop application. On the left is a sidebar with a tree view of libraries, including 'My Library' and 'Group Libraries'. The main window displays a list of items with columns for Title, Creator, and Year. The item 'Circulation of Medicine in the Early Modern Atlantic World' by Cook and Walker (2013) is selected. On the right, a detailed view of this item is shown, including its title, author, abstract, and publication information.

Title	Creator	Year
Guerre, maladie, empire. Les services de santé militaires en ...	Zaugg	2016
Officiers de santé et soignantes créoles face à la fièvre jaune	Nobi	2016
The Emergence of Tropical Medicine in France	Osborne	2014
Colonial Disease, Translation, and Enlightenment: Franco-Briti...	Charters	2014
Trading in Drugs through Philadelphia in the Eighteenth Centu...	Wilson	2013
The Medicines Trade in the Portuguese Atlantic World: Acquisi...	Walker	2013
Leprosy and Slavery in Suriname: Godfried Schilling and the Fr...	Snelders	2013
Medical Experimentation and Race in the Eighteenth-century ...	Schiebinger	2013
The Circulation of Bodily Knowledge in the Seventeenth-centu...	Gómez	2013
Circulation of Medicine in the Early Modern Atlantic World	Cook and Walker	2013
Synthesis of scholarship on "medicines" to restore focus o...		
Full Text PDF		
Colonial Medical Encounters in the Nineteenth Century: The Fr...	Thoral	2012
Networks in Tropical Medicine: Internationalism, Colonialism, a...	Neill	2012
Early Clinical Features of Dengue Virus Infection in Nicaraguan...	Biswas et al.	2012
Medicine in an age of commerce and empire: Britain and its tr...	Harrison	2010
Finding the "Ideal Diet": Nutrition, Culture, and Dietary Practic...	Neill	2009
Battles of the Self: War and Subjectivity in Early Modern France	Pichichero	2008
The Experiments of Ramón M. Termeyer SJ on the Electric Eel ...	de Asúa	2008
Psychiatry and Empire	Mahone and Vaughan	2007
Medicine and the Market in England and Its Colonies, C.1450-...	Jenner and Wallis	2007
Matters of exchange: commerce, medicine, and science in the...	Cook	2007
A Horrible Tragedy in the French Atlantic	Rothschild	2006
"Neither of meate nor drinke, but what the Doctor alloweth": ...	Chakrabarti	2006

Info	Notes	Tags	Related
Item Type	Journal Article		
Title	Circulation of Medicine in the Early Modern Atlantic World		
Author	Cook, Harold J.		
Author	Walker, Timothy D.		
Abstract	The search for powerful drugs has caused people and commodities to move around the globe for many centuries, as it still does...		
Publication	Social History of Medicine		
Volume	26		
Issue	3		
Pages	337-351		
Date	2013/08/01		
Series			
Series Title			
Series Text			
Journal Abbr	Soc Hist Med		
Language	en		
DOI	10.1093/shm/hkt013		
ISSN	0951-631X		
Short Title			
URL	https://academic.oup.com/shm/article/26/3...		
Accessed	1/24/2018, 10:17:12 AM		
Archive			

Exploring Zotero

Install interface AND connector

- <https://www.zotero.org/download/>



Zotero 5.0 for Windows

Your personal research assistant

Download



Zotero Connector

Save to Zotero from your browser

Install Chrome Connector

Exploring Zotero

The image shows a browser window displaying a book page on Cairn.info. The book is titled "Digital natives" by Thomas Stenger, published in 2015. The page includes a search bar, navigation tabs, and a "CITER OU EXPORTER" button. A red arrow points from this button to a Zotero citation export dialog. The dialog shows citation options for ISO 690, MLA, and APA, along with buttons for "ZOTERO (.RIS)", "ENDNOTE (.ENW)", "REFWORKS", and "FERMER".

Book Page Details:

- Titre:** Digital natives
- Contenu:** Culture, génération et consommation
- Auteur:** Sous la direction de Thomas Stenger
- Année:** 2015
- Pages:** 348
- Collection:** Consommation des 0-25 ans
- Éditeur:** EMS Editions

Citation Options:

- ISO 690:** Stenger Thomas, *Digital natives. Culture, génération et consommation*. EMS Editions, « Consommation des 0-25 ans », 2015, 348 pages. ISBN : 9782847697438. DOI : 10.3917/ems.steng.2015.01. URL : https://www.cairn.info/digital-natives--9782847697438.htm
- MLA:** Stenger, Thomas. *Digital natives. Culture, génération et consommation*. EMS Editions, 2015
- APA:** Stenger, T. (2015). *Digital natives: Culture, génération et consommation*. Caen, France: EMS Editions. doi:10.3917/ems.steng.2015.01.

Exportation: ZOTERO (.RIS), ENDNOTE (.ENW), REFWORKS, FERMER

Thank you for your attention

Valeria Ramirez
Valeria.ramirezg@gmail.com

SciencesPo



facebook.com/valeria.ramirez



twitter.com/valeria_rg



linkedin.com/in/valeriar Ramirez



pinterest.com/valeriarg/



[valeriarmzg](https://instagram.com/valeriarmzg)