THE END OF THE VIRTUAL: Digital Methods, a lecture

Co-sponsored by UWM School of Information Studies (SOIS)

There is an ontological distinction between the natively digital and the digitized, that is, the objects, content, devices and environments that are “born” in the new medium, as opposed to those that have “migrated” to it. Should the current methods of study change, however slightly or wholesale, given the focus on objects and content of the medium?

The research program that Rogers puts forward thereby engages with “virtual methods” that import standard methods from the social sciences and the humanities. That is, the distinction between the natively digital and the digitized also could apply to current research methods. Additionally, Rogers proposes that Internet research may be put to new uses, given an emphasis on natively digital methods as opposed to the digitized.

Ultimately, Rogers proposes a research practice that grounds claims about cultural change and societal conditions in online dynamics, introducing the term “online groundedness.” His overall aim is to rework method for Internet research, developing a novel strand of study, digital methods.

with

RICHARD ROGERS
(New Media & Digital Culture, University of Amsterdam)

Wednesday, November 2
1:30 pm, Golda Meir Library, 4th Floor Conference Center
Free and open to the public

Richard Rogers is chair of New Media & Digital Culture at the University of Amsterdam, and director of govcom.org foundation and the Digital Methods Initiative. Recent books include Information Politics on the Web (MIT Press, 2004) and The End of the Virtual (Amsterdam University Press, 2009). His forthcoming book on digital methods is with MIT Press.