

Public Lecture: "ICTs and Society Research – What's it for?"

Research reflects the challenges society is facing. How does/can/shall the emerging field of ICTs and Society respond to the challenges of our age?

Together with my team at the University of Salzburg I developed the cornerstones of a framework for a research approach in the field of ICTs and Society that integrates different levels of scientific work – design of technological features with design of social contexts ICTs are to be embedded in; design with empirical findings and both with theoretical understanding – as well as perspectives of different disciplinary domains – computer science oriented perspectives like human computer interaction with communication studies oriented perspectives like new media studies with science-technology-society perspectives like assessment and design of ICTs. This approach was given the name "Salzburg approach".

The realisation of such an approach, however, is limited by the world-wide neoliberal streamlining of education policies and the subordination to short-sighted economic, political and military interests.