MONASH University

GROUP OF EIGHT AUSTRALIA

Culture Media Economy

Open Lecture

PROFESSOR MARK ANDREJEVIC

The Sensory Society: Opportunities and Concerns

Ubiquitous computing, embedded computing, and the Internet of Things all, in their own way, envision the rise of a sensor-ized, interactive environment. The shape that such an environment takes remains speculative, and yet there are clear economic and political drivers. These influences invite a return to a consideration of the role of media infrastructures in configuring the capacities, affordances, and controls that characterizes emerging interactive spaces. This presentation sets out to define some key characteristics of sensor-ized environments and then turns to a consideration of potential concerns associated with developing interactive infrastructures as well as some of the opportunities for community collaboration and new forms of knowledge generation and public and private accountability they might enable. A focus on interactive infrastructures is necessarily political: it invites us to consider the implications for democratic forms of participation alongside reconfigured economic and creative opportunities. It asks us to consider what shape we would like this infrastructure to take and how best to achieve it. The moment to intervene is as soon as possible — since crucial opportunities emerge in configuring the infrastructures themselves and setting the terms of their ownership and control.

DATE:	Wednesday, 15 June
TIME:	5:00 – 7:00 PM
LOCATION:	ACJC Seminar Room, Building H, 8th Floor, H8.06/05 Monash University, Caulfield Campus
RSVP:	Earvin.cabalquinto@monash.edu 5 pm, Friday, 10 June

Professor Mark Andrejevic is Professor and Chair in the Department of Media Studies at Pomona College in California. He is an international research leader in the area of digital media and is the author of three widely cited monographs and more than 60 peer reviewed academic articles and book chapters. His most recent book, Infoglut (Routledge 2013), received the prestigious 2014 Nancy Baym Award from the Association of Internet Researchers (AoIR) and has already been cited 70 times (Google Scholar). Between 2010 and 2015, he published 15 x C1 articles in many of the world's leading CMS and CS journals, and 23 x B1 book chapters (for Routledge, Palgrave Macmillan, Blackwell, Springer, Wiley-Blackwell, Peter Lang). He is a frequent invited speaker at international conferences and symposia, delivering 20 invited talks in the past five years in the US, Canada, the United Kingdom, Australia, South Korea, Sweden, and China. He was an ARC QE II Research Fellow at the University of Queensland from 2010 to 2014, researching public attitudes toward the collection and use of personal information online (DP1902606, $390,000, 2010-14).

ABOUT CULTURE MEDIA ECONOMY (CME)

Culture Media Economy (CME) is a new research unit within the School of Media, Film and Journalism, Faculty of Arts, Monash University. It seeks to explore the triangulation between culture, media and economy by determining and analysing intersections of new financial models, technological advancement, socio-cultural dynamics, and geo-political configurations. It also draws on long standing disciplinary approaches from the political economy of the media; cultural studies; communications studies; cultural economy; as well as emergent research into digital media. It is by pooling these disparate strands together that CME endeavours to provide an understanding of culture, media and economy as fields of academic inquiry and as practice of policy making and everyday life in contemporary times.

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