

Digitality, Materiality, and Subjectivation. Insights and Relevance of Historical Anthropology for the Educational Research on Digitalization.

International Conference
Educational Anthropology in Comparative Perspective:
Performance, Mimesis, and Ritual

East China Normal University, Faculty of Education
Shanghai, November 20-22, 2018.



Research on digitality and digitalization in education:

1) Media Pedagogy

2) Media Didactics („e-learning“)

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teaching how to make a „good“ use of media

2) Media Didactics („e-learning“)

using media efficiently for teaching/learning

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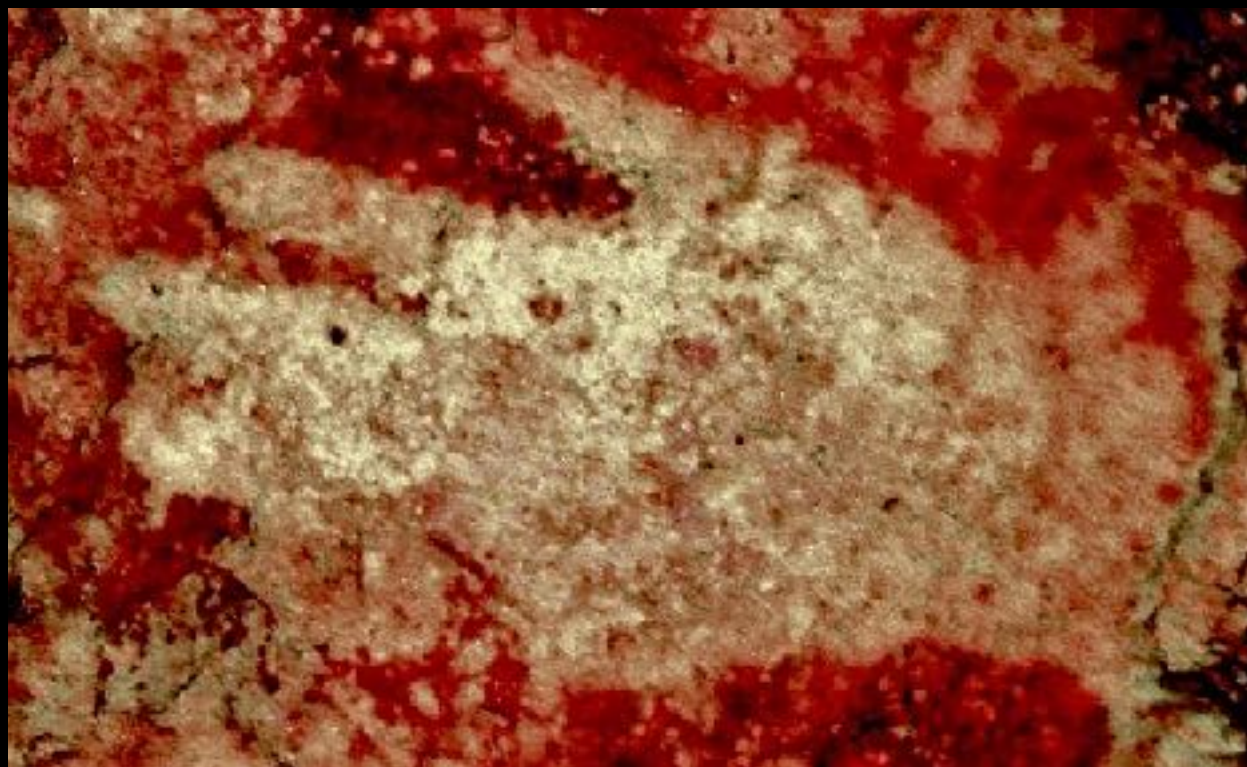
using media efficiently for teaching/learning

→ „Media“ as a **thing** (pedagogical object) or a **tool**.

„Culture“

as a matter of (symbolic) forms
that give meaning to the world ...

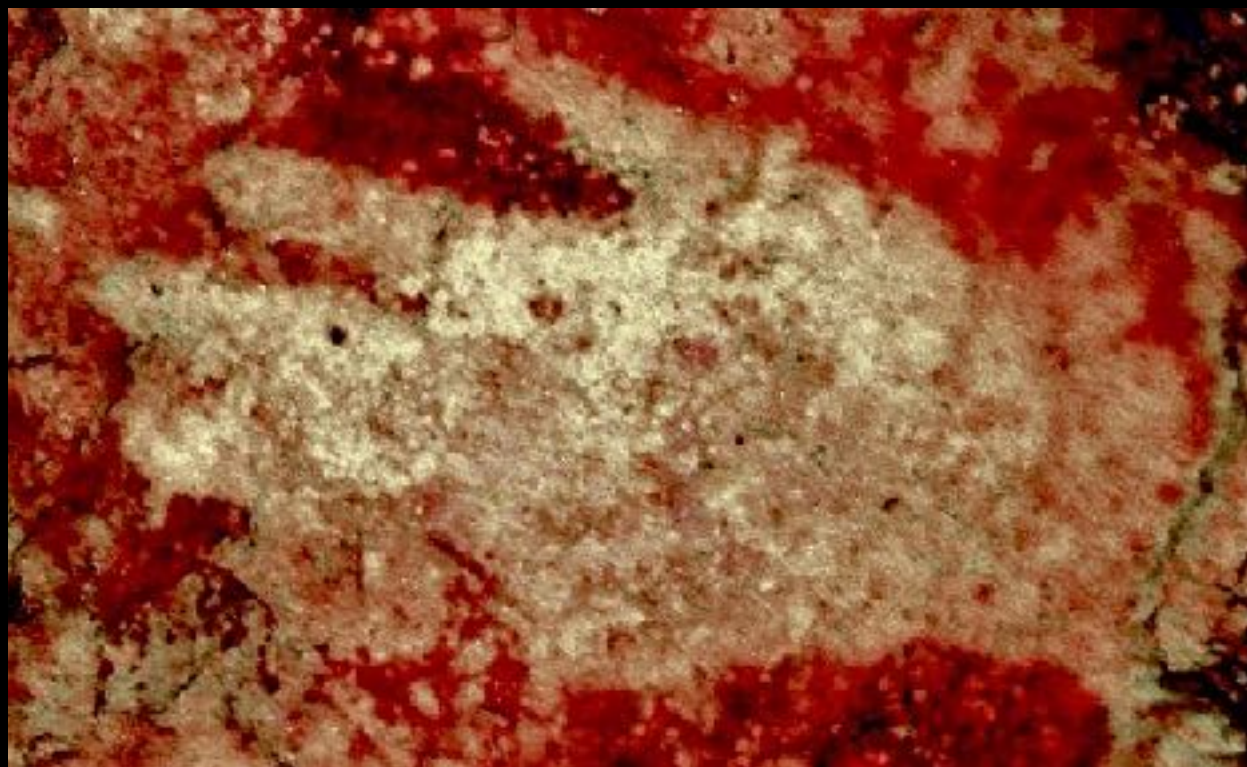
... handed down and transformed by
means of social practices
(i.e. education), enabling sociality.



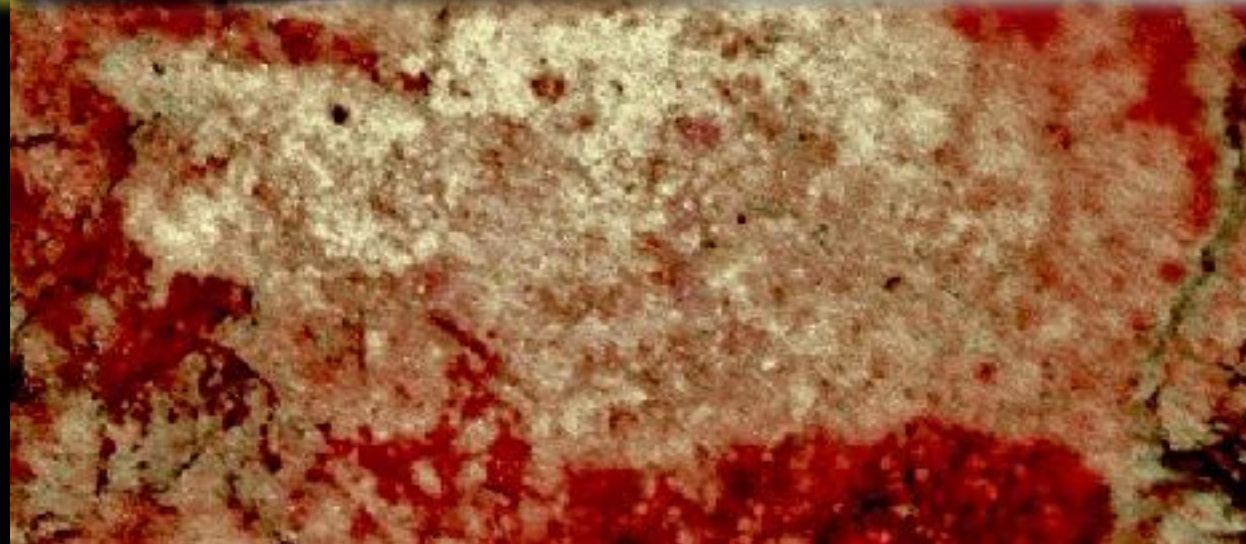
„Culture“

as a matter of **(symbolic) forms**
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Mediality
as a **precondition**
of any form of
symbolic articulation.



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Research on digitality and digitalization in education:

- 1) Media Pedagogy
- 2) Media Didactics („e-learning“)
- 3) Educational Anthropology of Media & Digital Technology

Educational Anthropology of Media & Digital Technology

- 1) Double (cultural) historicity
- 2) Body & (digital) image
- 3) Ritual & mimesis
- 4) Relationality & networks
- 5) Materiality & implicit knowledge

Educational Anthropology of Media & Digital Technology

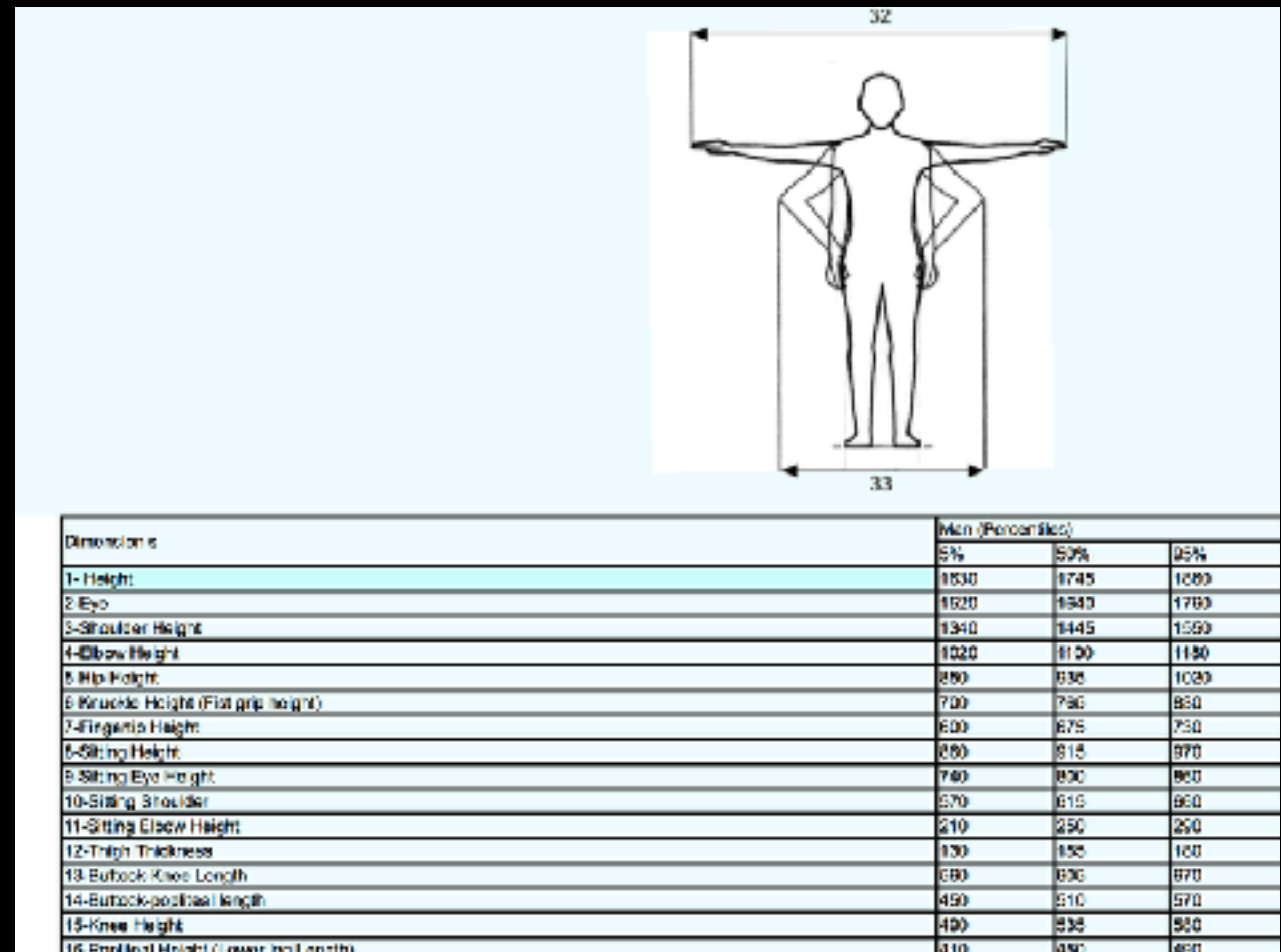
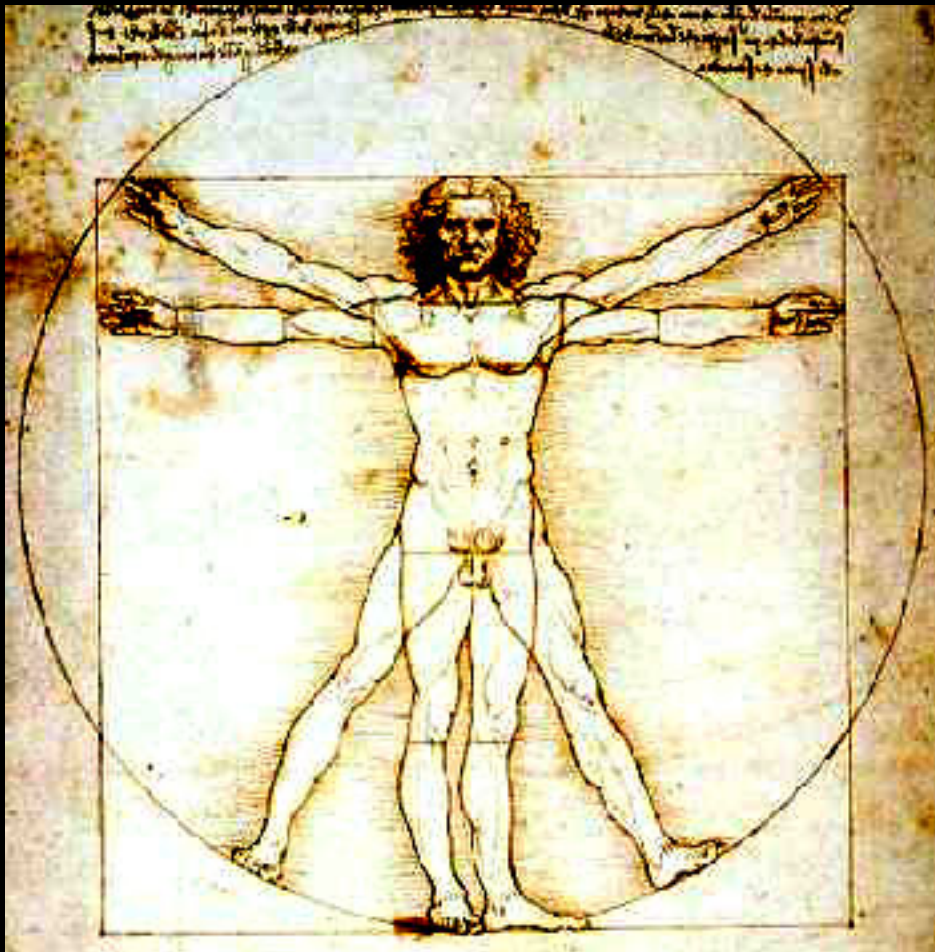
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Educational Anthropology of Media & Digital Technology

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Genealogy of the „Quantified Self“:

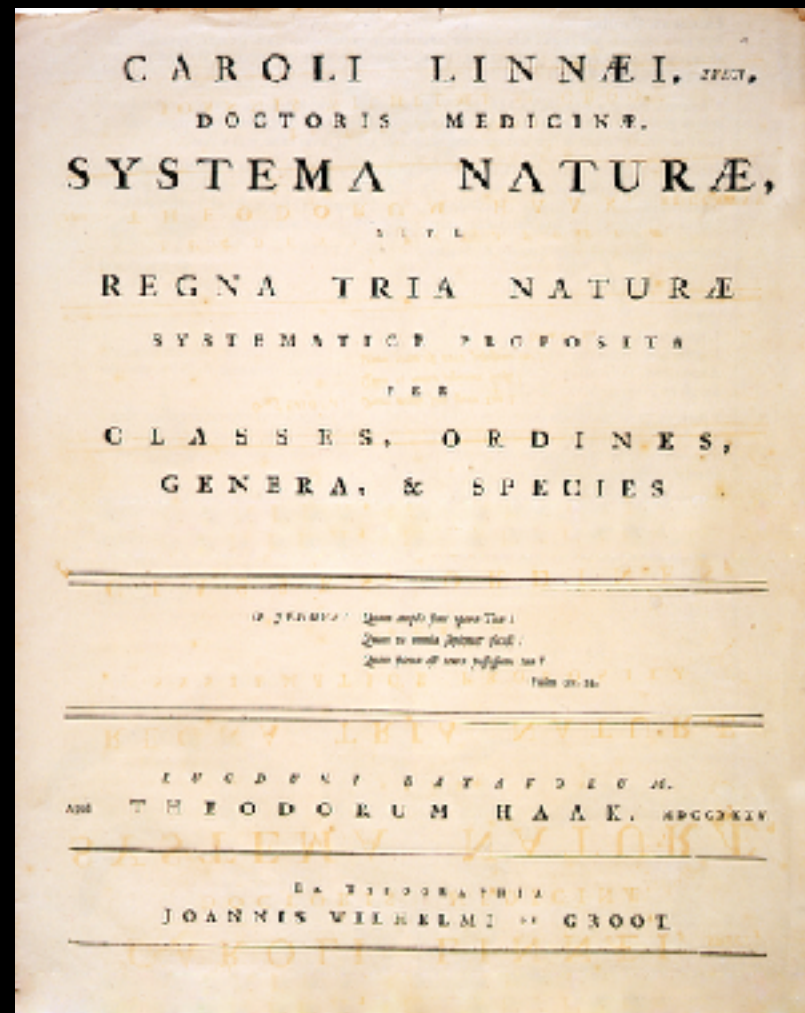
1) From anthropometry (**ratio**)
to biostatistics (**decimal digits**)



http://www.roytech.co.uk/Useful_Tables/Human/Human_sizes.html

$$\frac{2}{4} \neq 0.5$$

2) Fabrication of identities by means of hierarchical data models (18. Jh)



The image shows an open book displaying the classification of plants in the *Systema Naturae*. The left page is titled "CAROLI LINNÆI" and the right page is titled "REGNUM VEGETABILE". The pages are filled with a hierarchical table of plant species, organized into columns and rows. The columns represent different levels of classification, such as "CLASSIS", "ORDO", "GENUS", and "SPECIES". The rows list the names of the plants, often with their Latin names and sometimes with their common names in Swedish or Latin.

Carl von Linné: The System of Nature (1735)



3) Education of subjects by means of a data-based panopticism

Public blackboards
showing the earned
„merit points“ of
each scholar
(late 18th century)

Michael Seemann

https://www.facebook.com/mspr0?ref=ts

Michael Seemann Chronik Aktuell

HANDBUCH
Crowdfunding-Handbuch

gesta per amissionum
CTRL-Verlust

Kann Spuren
Nüssen enthalten

Michael nach einer Buchempfehlung fragen

„GEFÄLLT MIR“-ANGABEN - 222

DAS CROWD FUNDING HANDBUCH
Crowdfunding-Handbuch

Anna Witzrek

Elite gegen das Finanz...

Orbanism

Thelonicus Bar

Telonius

GRUPPEN - 7

SELF PUBLISHING
6009 Mitglieder
In dieser Gruppe soll das Thema...

Deutschlands Blogger: ein Projekt
2340 Mitglieder
Austausch und Hilfe von und für...

Berlin Twitter RL Syndicate
136 Mitglieder
Die Berliner Twitter Gruppe!

Wir sind die Kriminellen
36 Mitglieder
Du hast eine DVD kopiert? Dann bist...

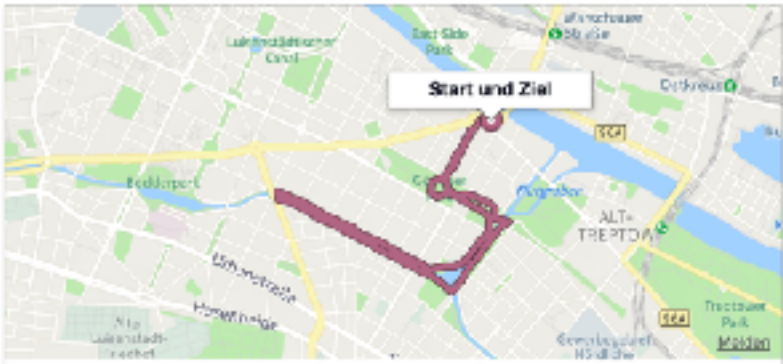
FITNESS

Läufe/Woche
3,8

km (i. D.)
6,0

4.8 7.1 5.0 6.6 6.3 6.8

Michael Seemann ist mit Runtastic.com 5,77 Kilometer gelaufen
— 😊 guf.
25. September um 10:12 · Runtastic.com · 🌐



Start und Ziel

Kilometer	Minuten	min/km	Kcal
6,77	40:44	6:00	549

👍 Gefällt mir 💬 Kommentieren ➦ Teilen

Schreibe einen Kommentar ...

Michael Seemann hat einen Link geteilt.
25. September um 09:32 · Runtastic.com · 🌐



LIVE
runtastic

Folge mir LIVE und feiere mich an!
Zusätzlich kannst du mir durch Klick auf den "Gefällt mir"-Button Applaus senden, den ich sofort hören kann.
RUNTASTIC.COM

👍 Gefällt mir 💬 Kommentieren ➦ Teilen

Diana von Weber gefällt das.

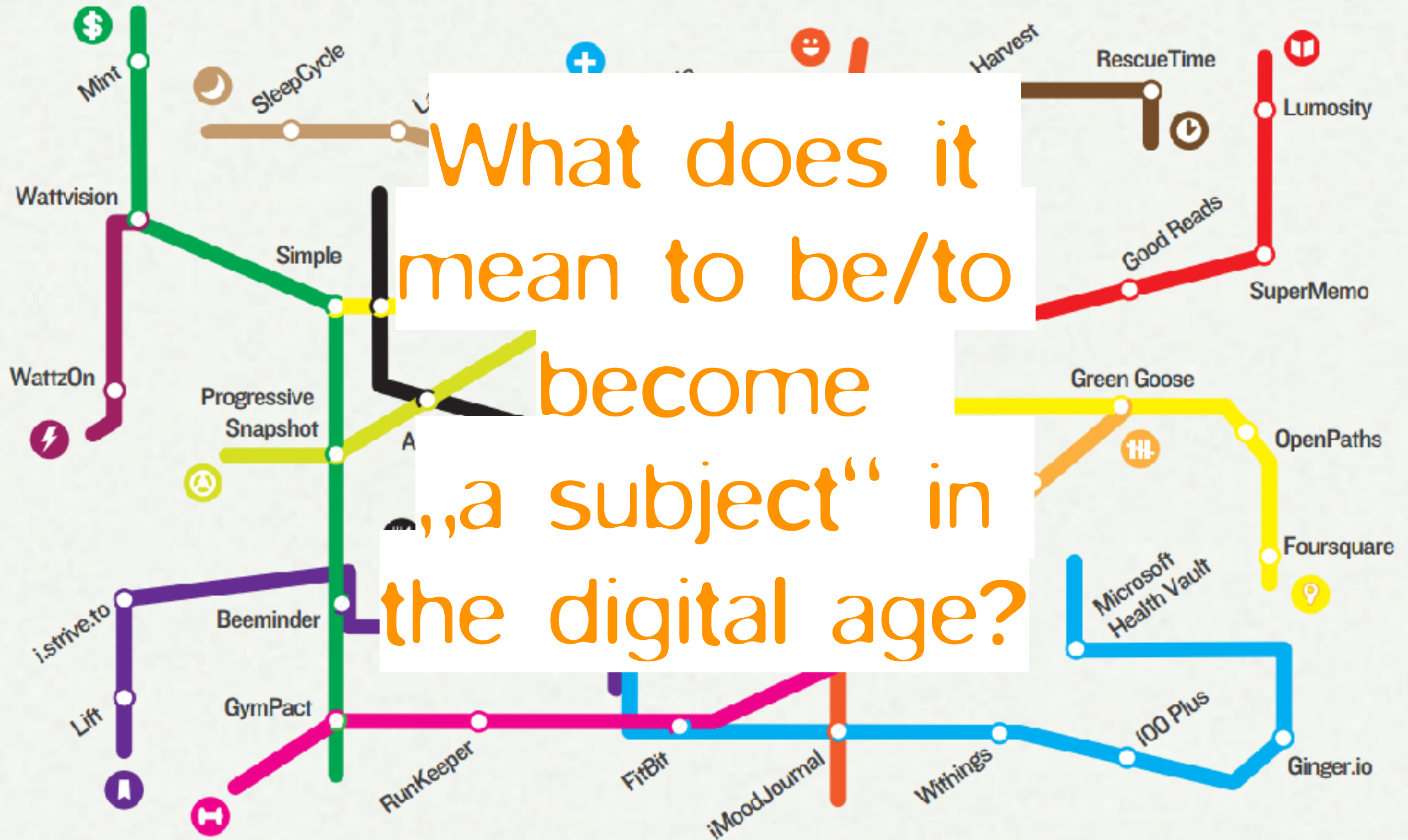
Schreibe einen Kommentar ...

Michael Seemann

„Quantified
Self“
as inverted
panopticism

TRACK YOURSELF!

A map of digital tools to help you quantify your life.



Educational Anthropology of Media & Digital Technology

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„Avatars“:

- visual cultural performance
- distributed (human/non-human) agency
- hybrid („in- & out-of-body“) experience

New visual cultures:

- Panoptism & pressure to visual self-disclosure
- Globalized/„glocalized“ iconographies changing visual cultures
- Embedded as a new ritual practice in everyday life, new form of „care for oneself“ (Foucault)



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Rituals and mimetic processes in Gamer-Clans and LAN-Parties:

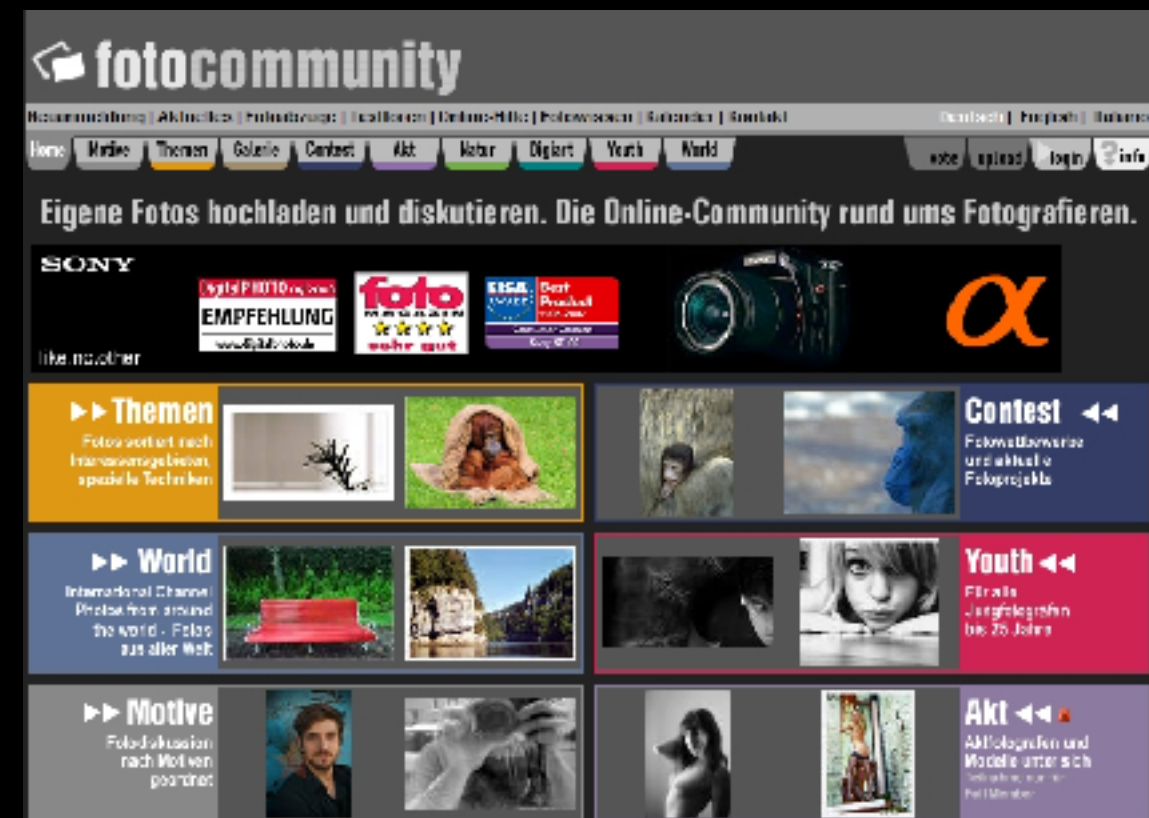
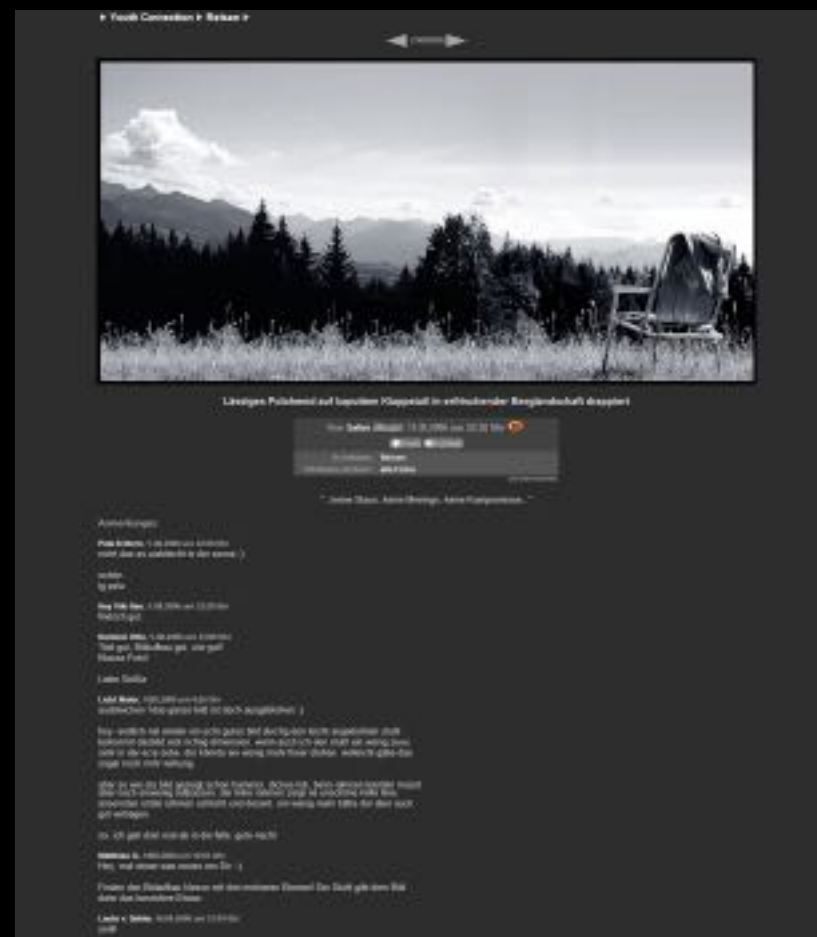
- Mimetic adoption of gestures and „ways of seeing“ the game
- Ritualized learning setting
- Adolescence, community and identity



Wulf, C., Althans, B., Audehm, K., Bausch, C., Jörissen, B., Göhlich, M., Tervooren, A., Mattig, R., Wagner-Willi, M., Zirfas, J. (2004). **Bildung im Ritual: Schule, Familie, Jugend, Medien.** Wiesbaden: VS Verlag.

Ritualized learning environments:

- offline (Computer lessons in school)
- online (artistic & aesthetic peer-education in online-communities)



Wulf, C., Blaschke, G., Jörissen, B., Althans, B., Göhlich, M., Ferrin, N., Mattig, R., Nentwig-Gesemann, I., Tervooren, A., Schinkel, S., Wagner-Willi, M. (2007). **Lernkulturen Im Umbruch: Rituelle Praktiken in Schule, Medien, Familie und Jugend.** Wiesbaden: VS.

Rituals and mimetic processes in Online-Networking Platforms:

- **Ritualized aestheticization** of everyday life, e.g.





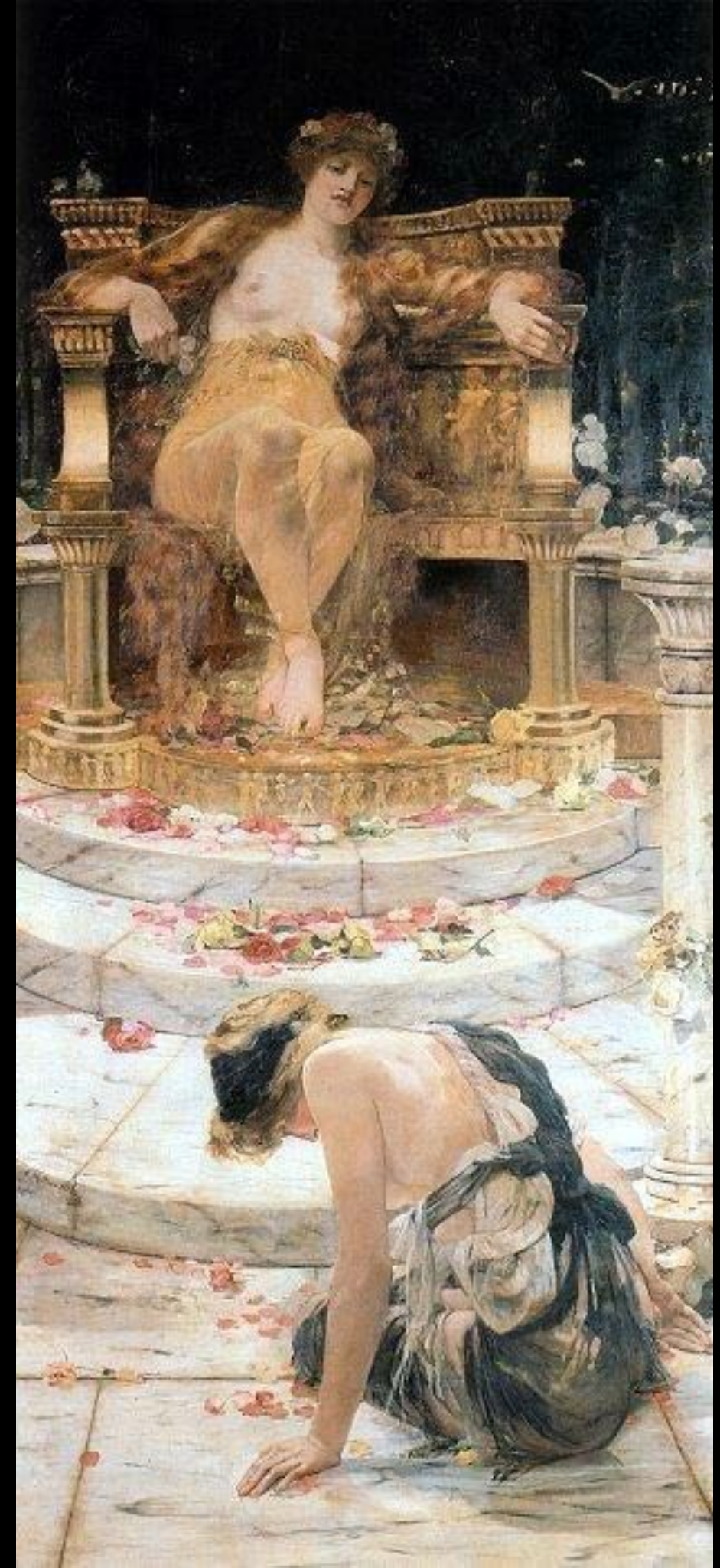
Herr Pipdymniadba
 @Epitymbidia
 #17.149.056

Je suis un cimetière abhorré de la lune.

location Saint-Sauveur-en-Puisaye >

89	46.265
following	tweets
@Epitymbidia	1.096
followers	favorites

Aphrodite Epitymbidia
„she who waits
on the graves“



Edward Matthew Hale: Psyche at the Throne of Venus (1883)

LES

FLEURS DU MAL

PAR

CHARLES BAUDELAIRE

LX

X SPLEEN

—

J'ai plus de souvenirs que si j'avais mille ans.

Un gros meuble à tiroirs encombré de bilans,
De vers, de billets doux, de procès, de romances,
Avec de lourds cheveux roulés dans des quittances,
Cache moins de secrets que mon triste cerveau.
C'est une pyramide, un immense caveau,
Qui contient plus de morts que la fosse commune.
— Je suis un cimetière abhorré de la lune,



Herr Pipdym

@Epitymbidia

#17.149.056

Je suis un cimetière abhorré de la lune.

location Saint-Sauveur-en-Puisaye >

89

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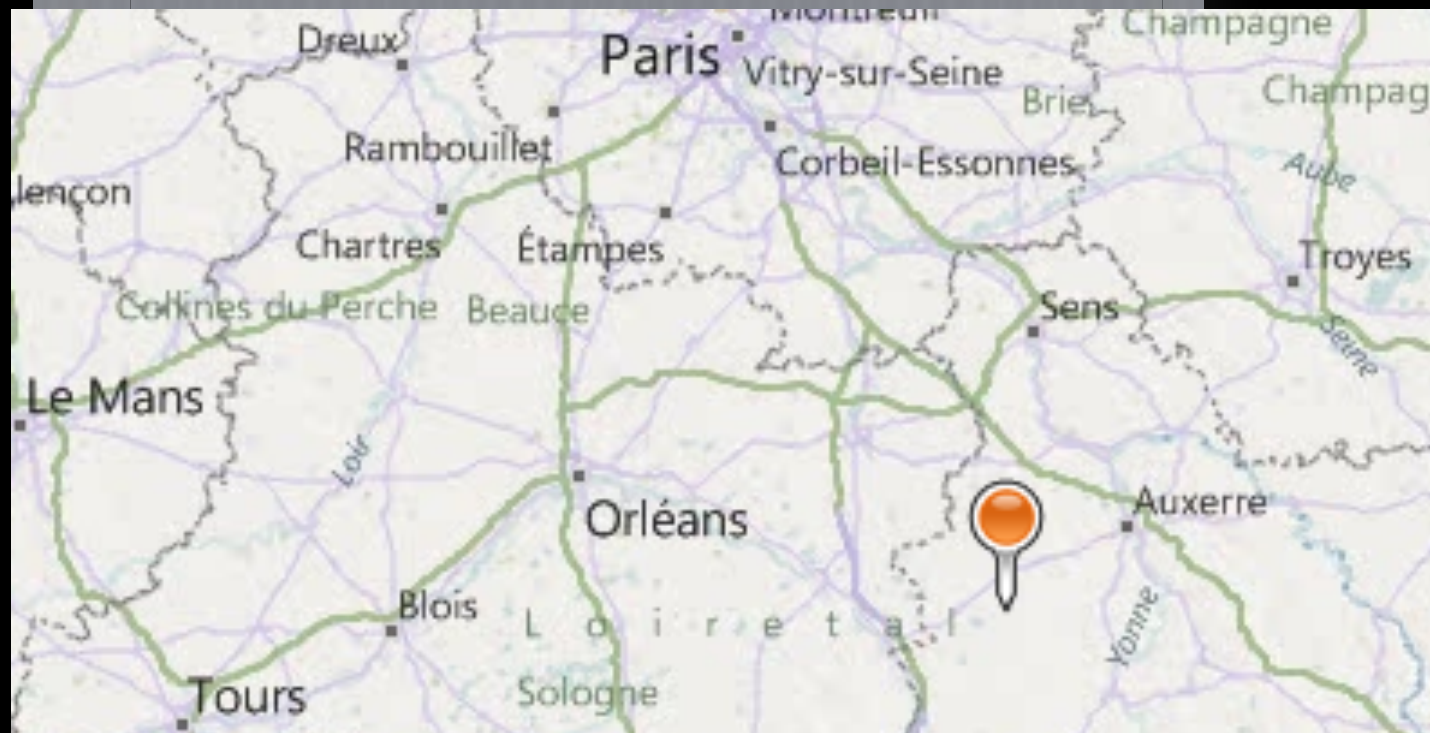
665

followers

1.096

favorites

→ Sidonie-Gabrielle Colette
(1873-1954)

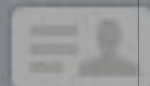




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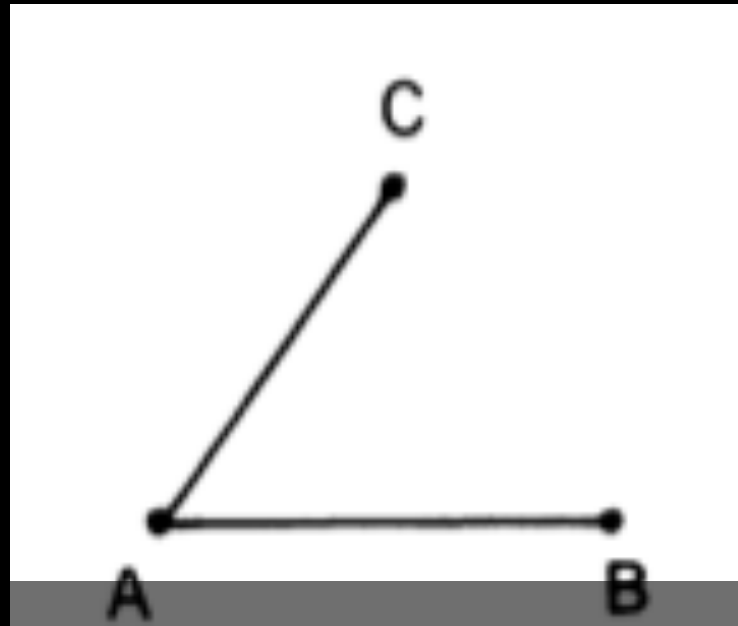
1.096

favorites

= ca. 40-90
Tweets per day!

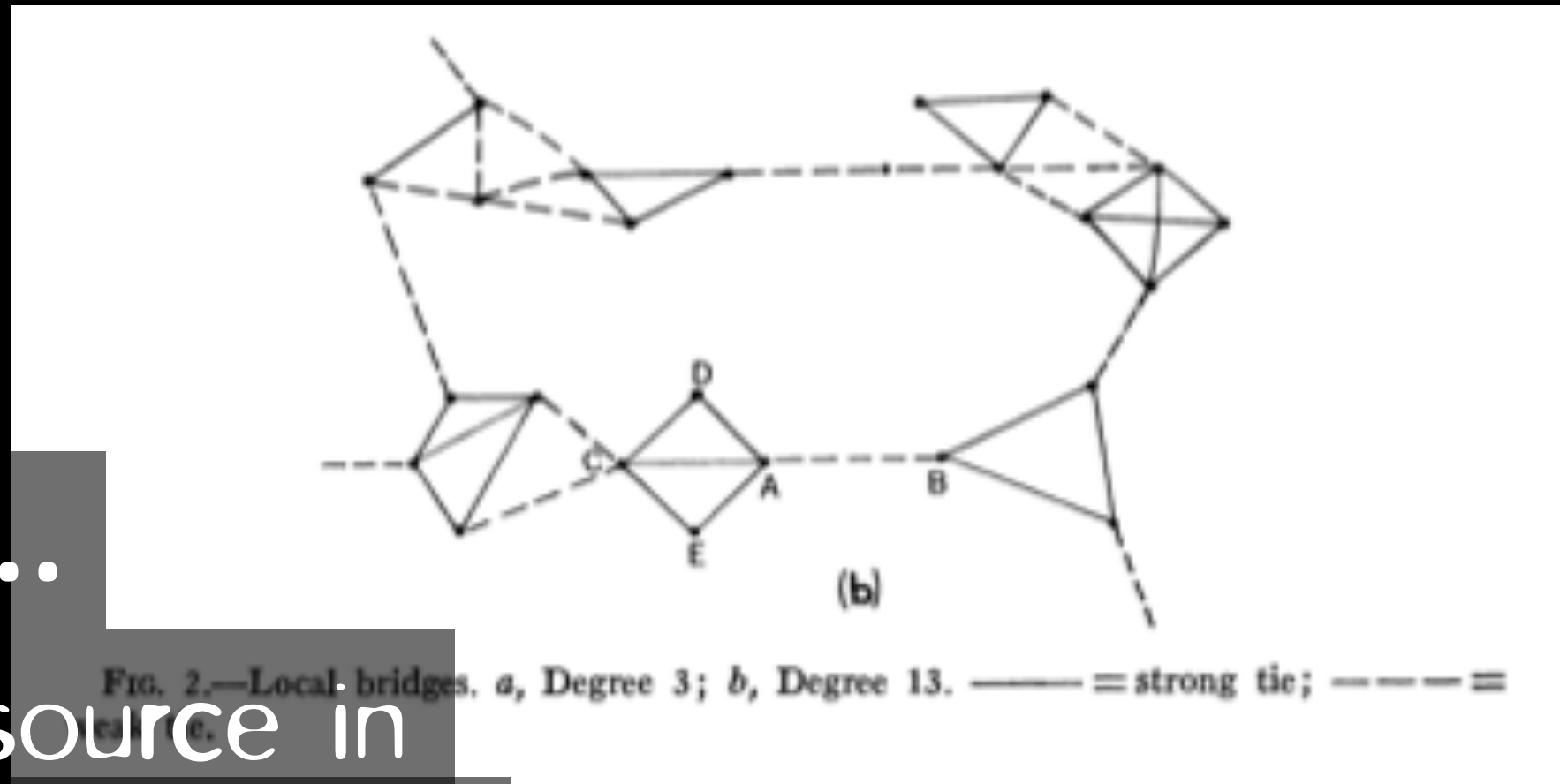
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Networks as ...

- strategical resource in educational processes
- diversity of meaningful social domains
- digital networks & the power of software



Clemens, I. (2015). Erziehungswissenschaft als Kulturwissenschaft: Die Potentiale der Netzwerktheorie für eine kulturwissenschaftliche und kulturtheoretische Ausrichtung der Erziehungswissenschaft. Weinheim: Juventa.

Jörissen, B. (2016). Zur bildungstheoretischen Relevanz netzwerktheoretischer Diskurse. In D. Verständig, J. Holze, & R. Biermann (Hrsg.), Von der Bildung zur Medienbildung (Bd. 31, S. 231–255). Wiesbaden: VS Verlag.

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The materiality of pedagogical processes
between human beings and things

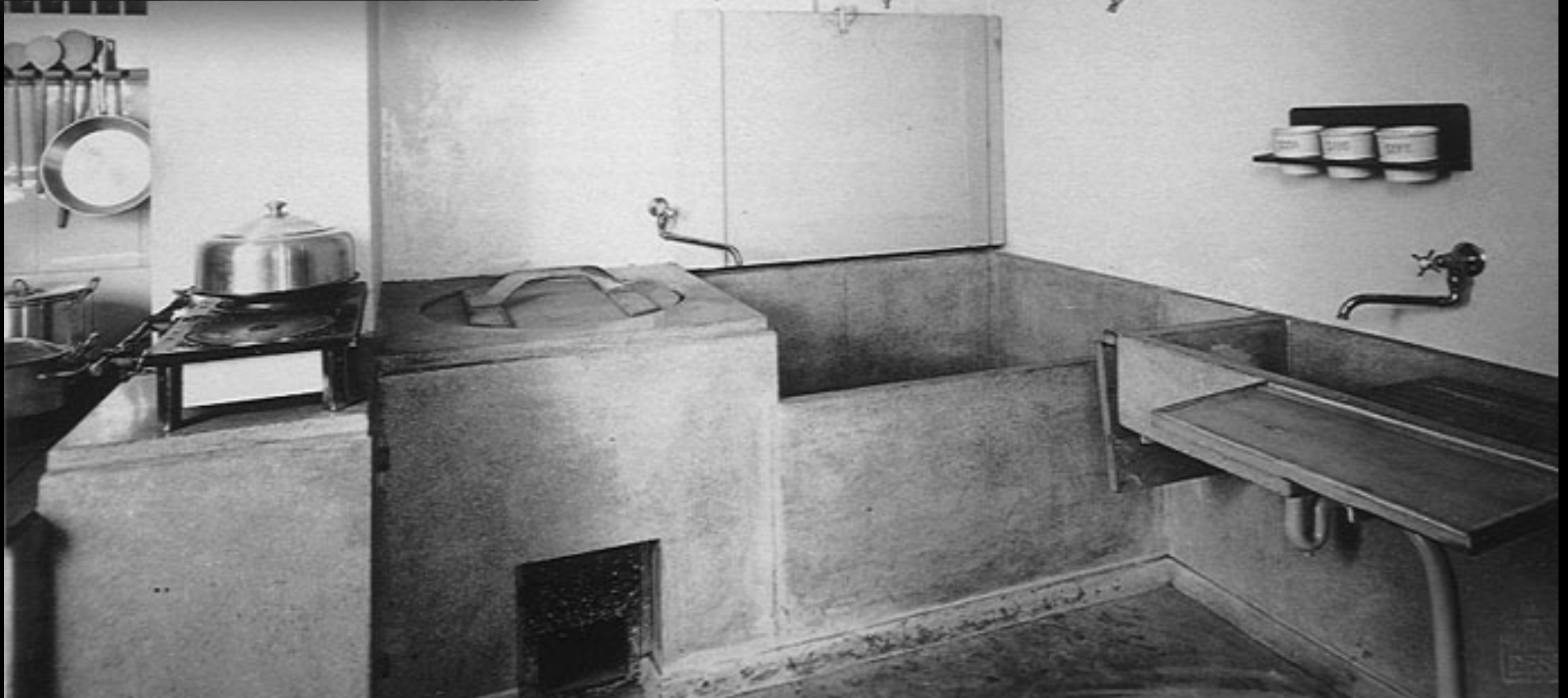
The materiality of pedagogical processes
between human beings and things

Rediscovering of „things“ as objects and
materiality as an epistemological dimension

design as an
educational actor



Bauhaus: education towards rational modern subjectivity



Bauhaus Dessau - Musterhaus Siedlung Törten (1926-1928)



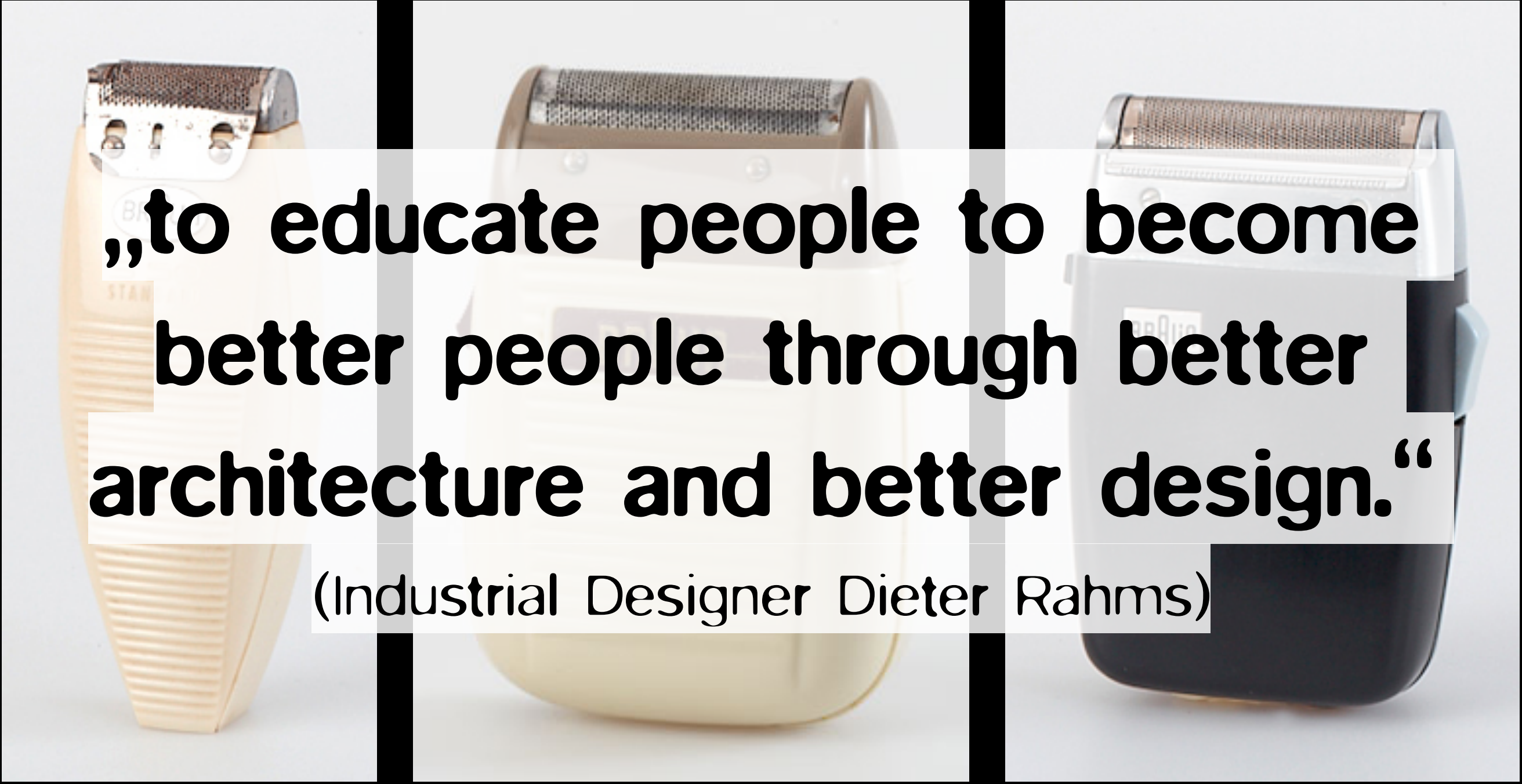
Braun S 50 standard
A./M. Braun, 1938/1950



Braun 300 de Luxe special DL 3 (1955)
A. Braun/Fütterer/Eichler/Dieter Rams 1955



Braun sixtant SM 31
Müller/Gugelot/Eichler 1962



**„to educate people to become
better people through better
architecture and better design.“**

(Industrial Designer Dieter Rahms)

Braun S 50 standard
A./M. Braun, 1938/1950

Braun 300 de Luxe special DL 3 (1955)
A. Braun/Fütterer/Eichler/Dieter Rams 1955

Braun sixtant SM 31
Müller/Gugelot/Eichler 1962

The educational power of *Affordance*

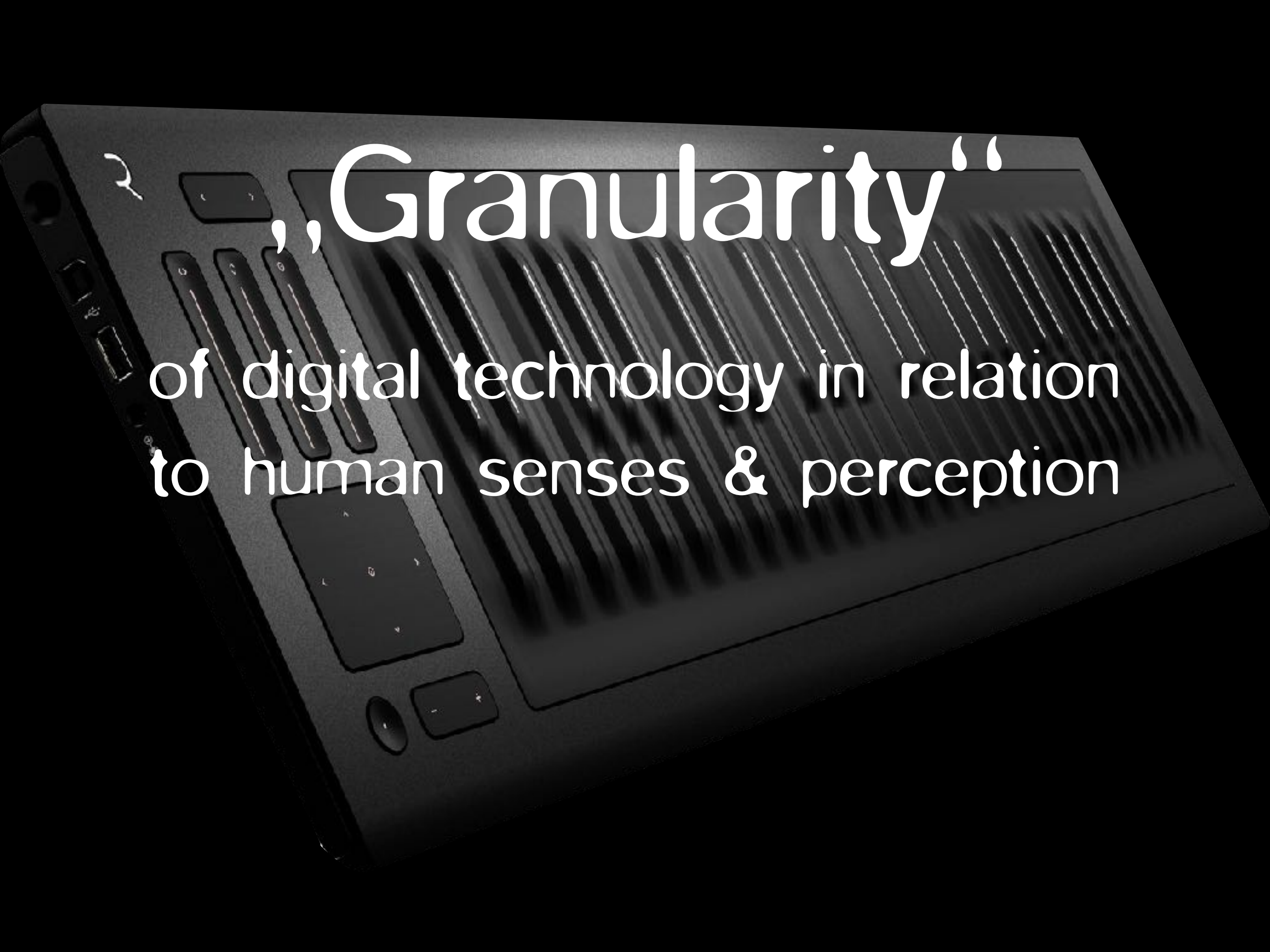
„Affordance“ is a call
(or invitation, or command)
to become a particular kind
of „user-subject“.

The educational power of *Affordance*

„Affordance“ is based upon
implicit knowledge embedded
into the design objects.

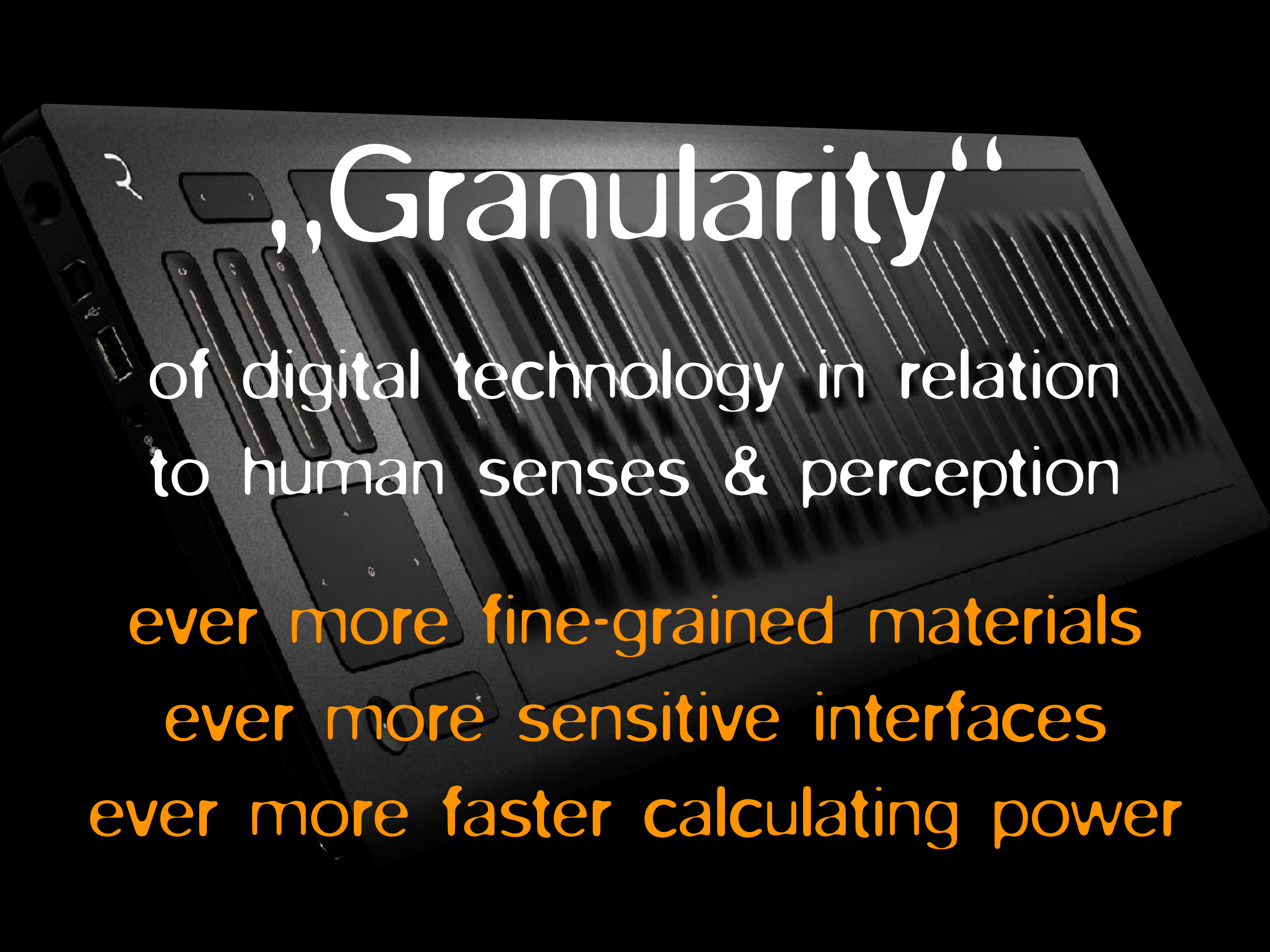


researching the educational properties
of hybrid, digital-material things



„Granularity“

of digital technology in relation
to human senses & perception



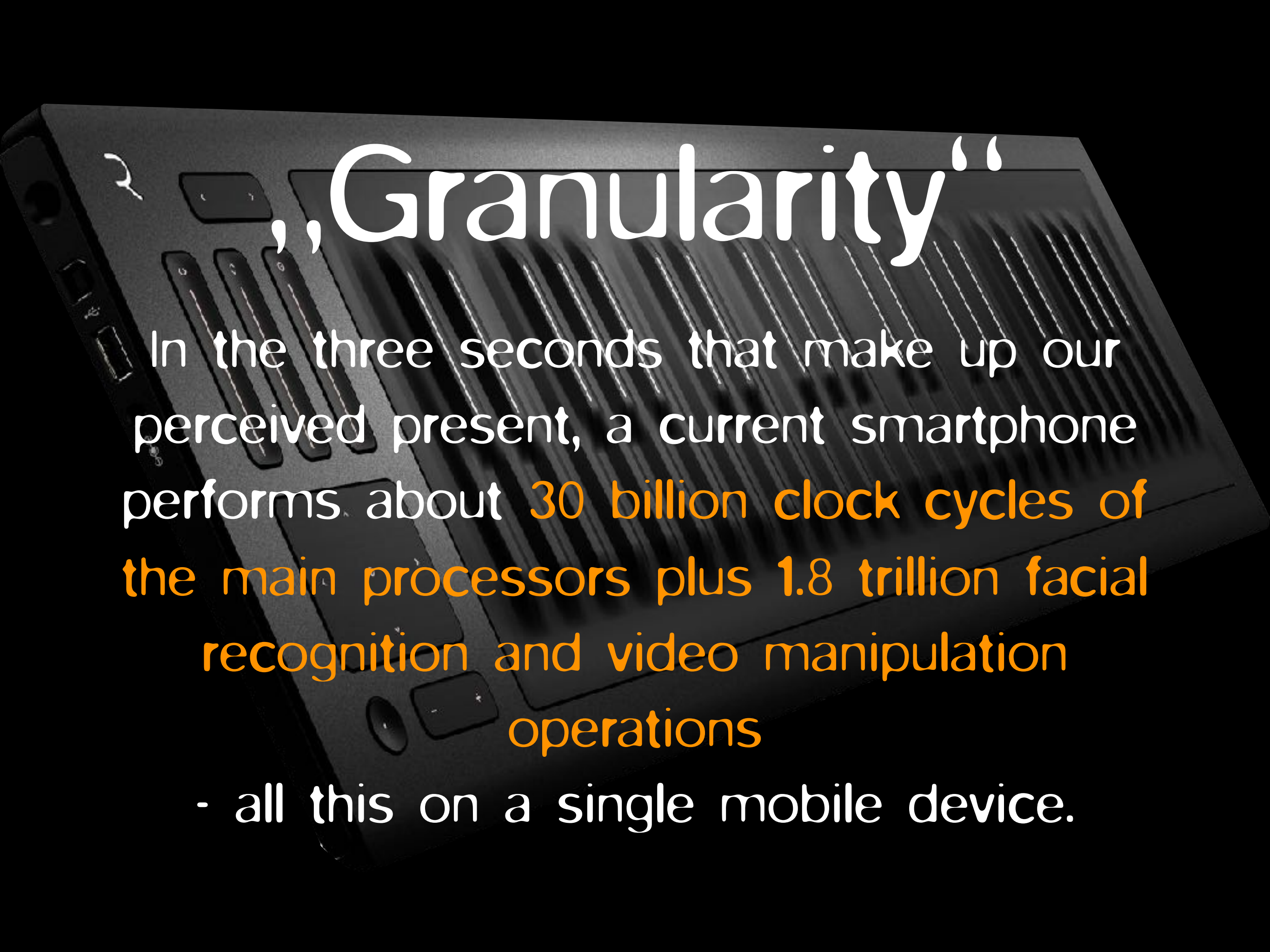
„Granularity“

of digital technology in relation
to human senses & perception

ever more fine-grained materials

ever more sensitive interfaces

ever more faster calculating power



„Granularity“

In the three seconds that make up our perceived present, a current smartphone performs about 30 billion clock cycles of the main processors plus 1.8 trillion facial recognition and video manipulation operations

- all this on a single mobile device.



MIDA KuK

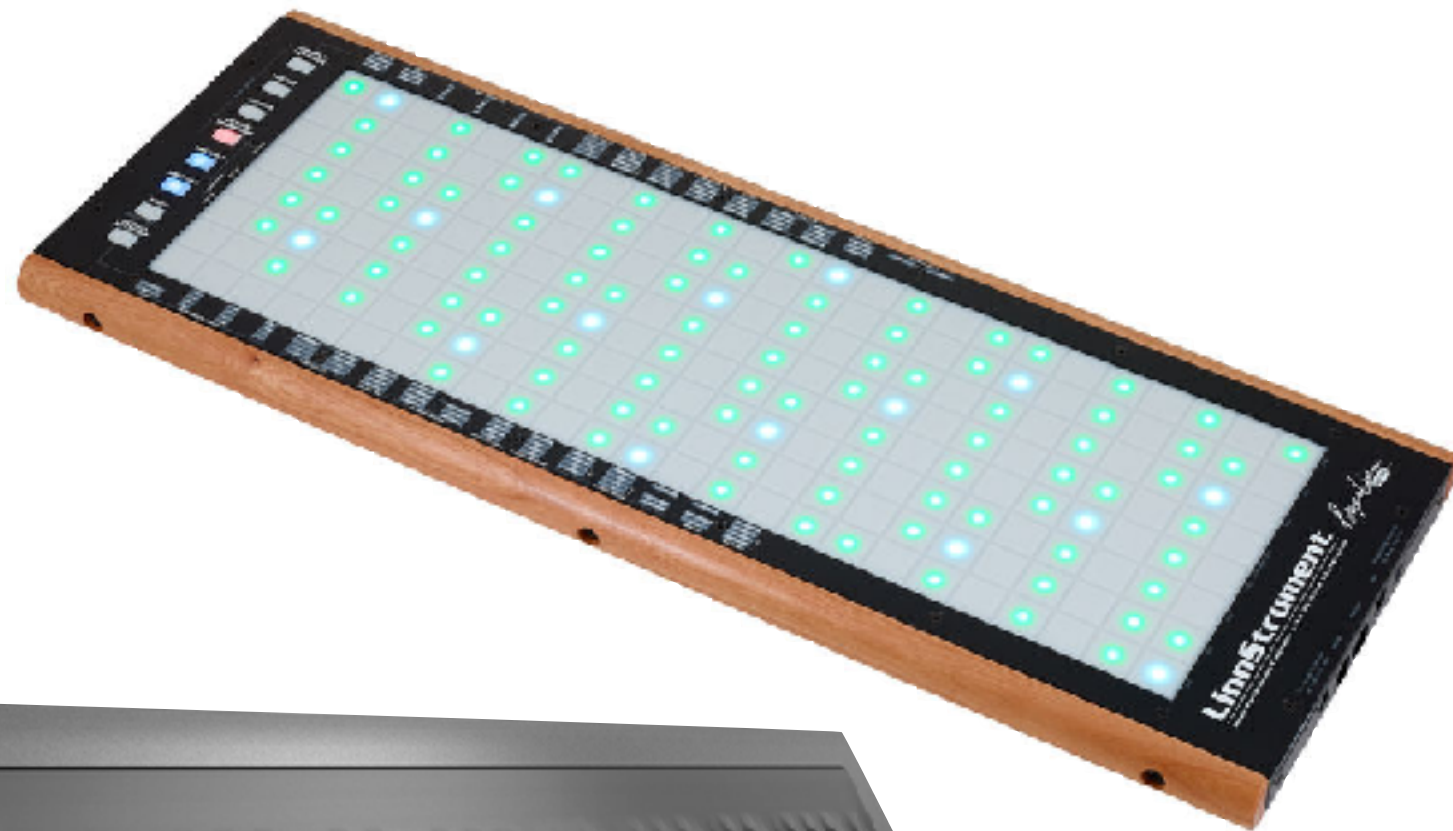
GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung

Musical Interface Designs: Augmented Creativity and Connectivity (BMBF, 2017-2021)

Prof. Dr. Benjamin Jörissen
Prof. Dr. Michael Ahlers





GEFÖRDERT VOM

Federal Ministry
of Education and
Research:



Bundesministerium
für Bildung
und Forschung

Research Focus Area
„Research on Digitalization in
Arts and Cultural Education“

- 13 Interdisciplinary Research Projects on Digitalization in Arts & Cultural Education
- 24 Universities involved
- Funding: about 10 Mio. €
- biggest research context on the topic of digitalization in arts education in germany (probably in Europe, too)

Meta-Project conducted by the

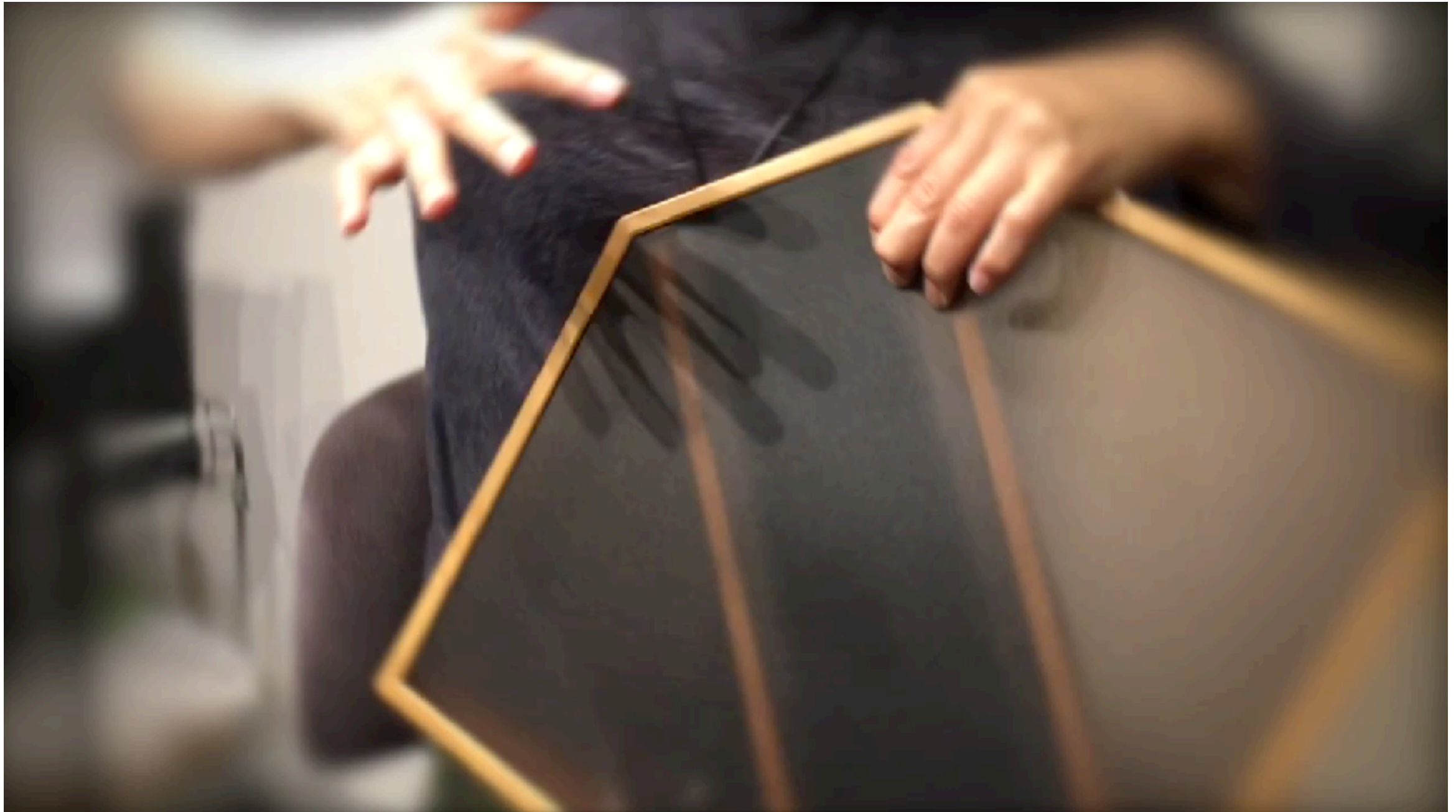


FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

Part 1: Theory development,
qualitative methods, PR:
Prof. Dr. Benjamin Jörissen

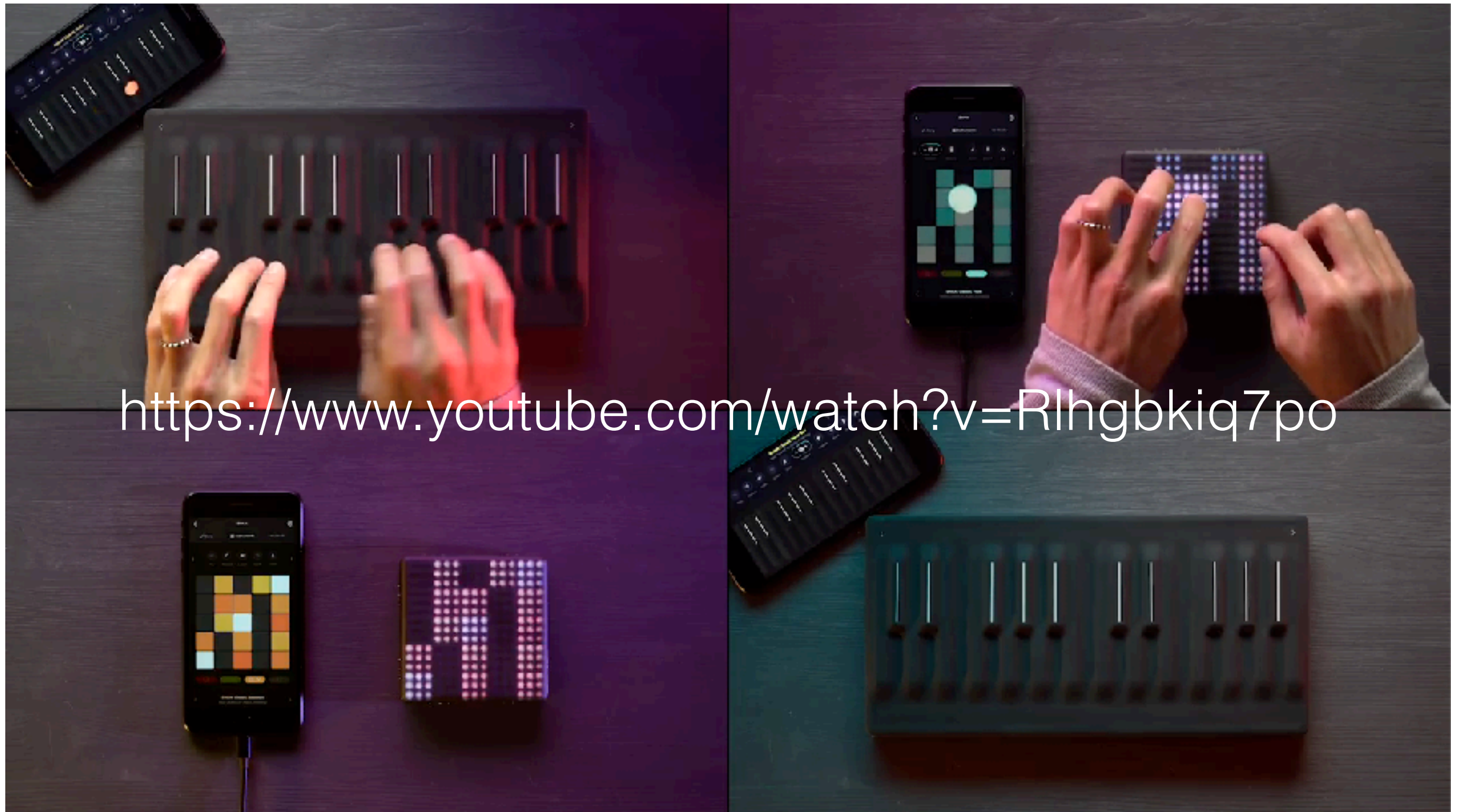
Part 2: Quantitative methods &
quantitative research synthesis:
Prof. Dr. Stephan Kröner

„aframe Handdrum“ (atv inc.)



https://www.youtube.com/channel/UC738_eXMjpbAVBSzsveyAJQ

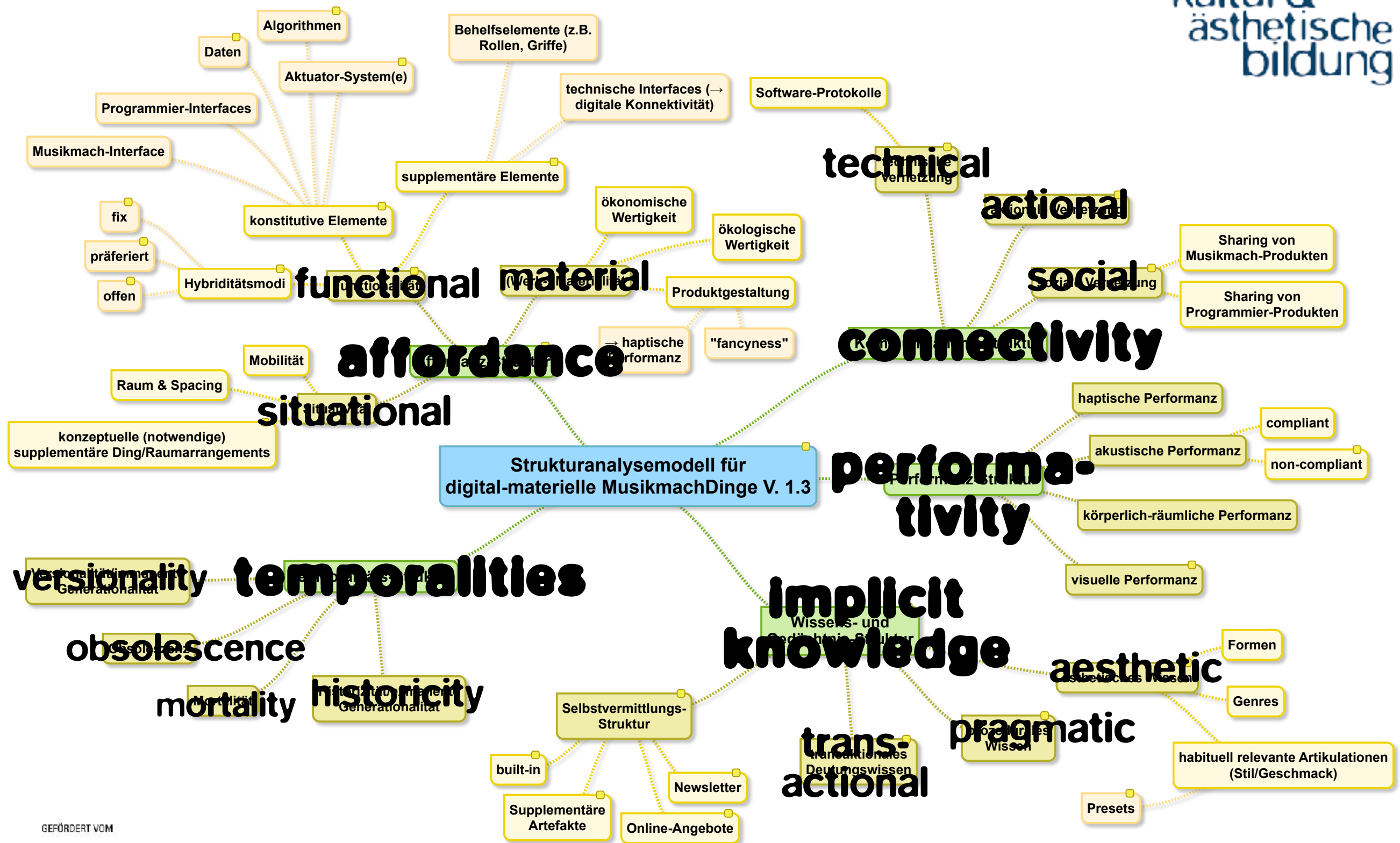
„Seaboard + Blocks“ (Roli inc.)



„Linnstrument“ (Roger Linn)



<https://www.youtube.com/watch?v=7DzFV0Zyqzc>









Conclusion & Prospect

the anthropic & the post-anthropoc:

digital epistemic, aesthetic & material
actants/actors are increasingly
shaping economy, society,
selves and cultures

the anthropic & the post-anthropoc:

What does it mean to be human
under the technological
condition of digitality?

DeepL Übersetzer

https://www.deepl.com/translator#de/en,"Andererseits verweist die fremdartige Handlungs- und Wirkmacht kybernetischer Maschinen auf ein automatisches, aber doch nicht-reflexives Denken, das eine bestimmte Betriebsart der Kalkulation, Klassifikation und Organisation von Daten bezeichnet und dabei Environmentalität funktionieren lässt, Environmentalität hier verstanden als ein räumlich denkender Modus der Macht." In: Hörl, E., & Parisi, L. (2013). Was heißt Medienästhetik? Zeitschrift für Medienwissenschaft, 8(2).

Übersetze Deutsch (erkannt) > Übersetze nach Englisch

"On the other hand, the strange power of action and effect of cybernetic machines refers to an automatic, but nonreflexive way of thinking that describes a certain mode of operation of calculating, classifying and organizing data, thereby allowing environmentalism to function, environmentalism here understood as a spatially thinking mode of power. In: Hörl, E., & Parisi, L. (2013). What does media aesthetics mean? Journal for Media Studies, 8(2).

⬆ Dokument übersetzen

Kein Treffer für diesen Begriff im Linguee Wörterbuch.

Wenn du auf ein Wort klickst, erhältst du alternative Formulierungen.



Erleben Sie DeepL in vollem Umfang

Weiterlesen

post-hermeneutics

"On the other hand, the strange power of action and effect of cybernetic machines refers to an automatic, but nonreflexive way of thinking that describes a certain mode of operation of calculating, classifying and organizing data, thereby allowing environmentalism to function, environmentalism here understood as a spatially thinking mode of power. In: Hörl, E., & Parisi, L. (2013). What does media aesthetics mean? Journal for Media Studies, 8(2).



FaceApp

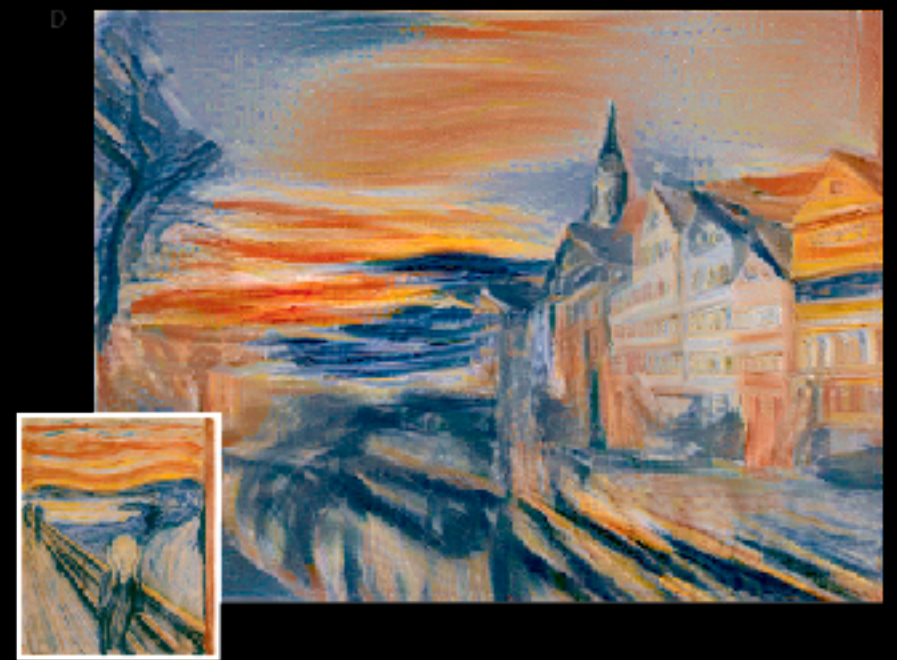
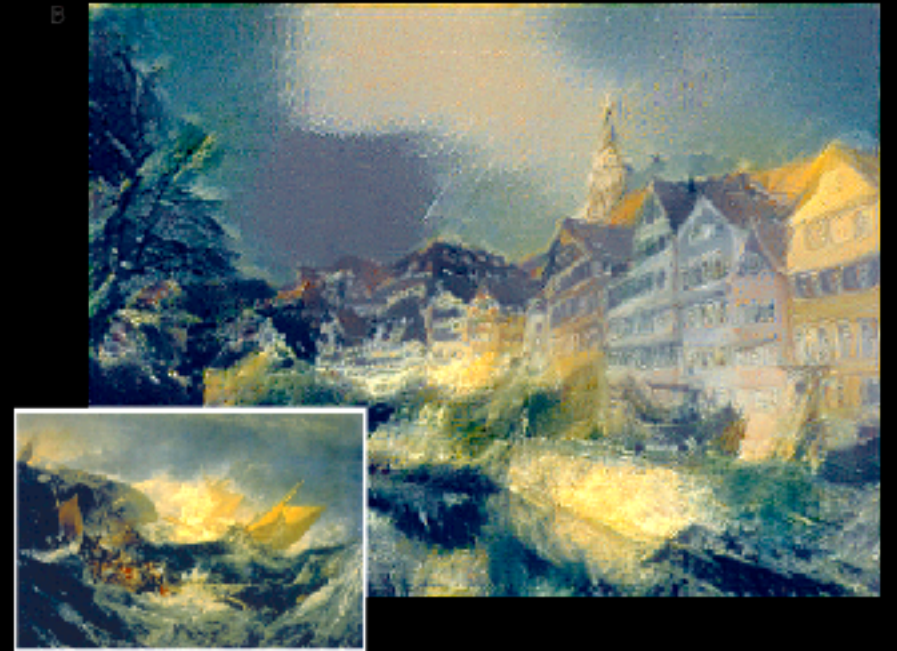
image
manipulation

by
means
of

deep learning
technology



technological
mimesis
of aesthetic
styles
by
means
of
deep learning
technology





SALE 16388

Prints & Multiples

New York | 23 - 25 October 2018

Browse Sale



LOT 383

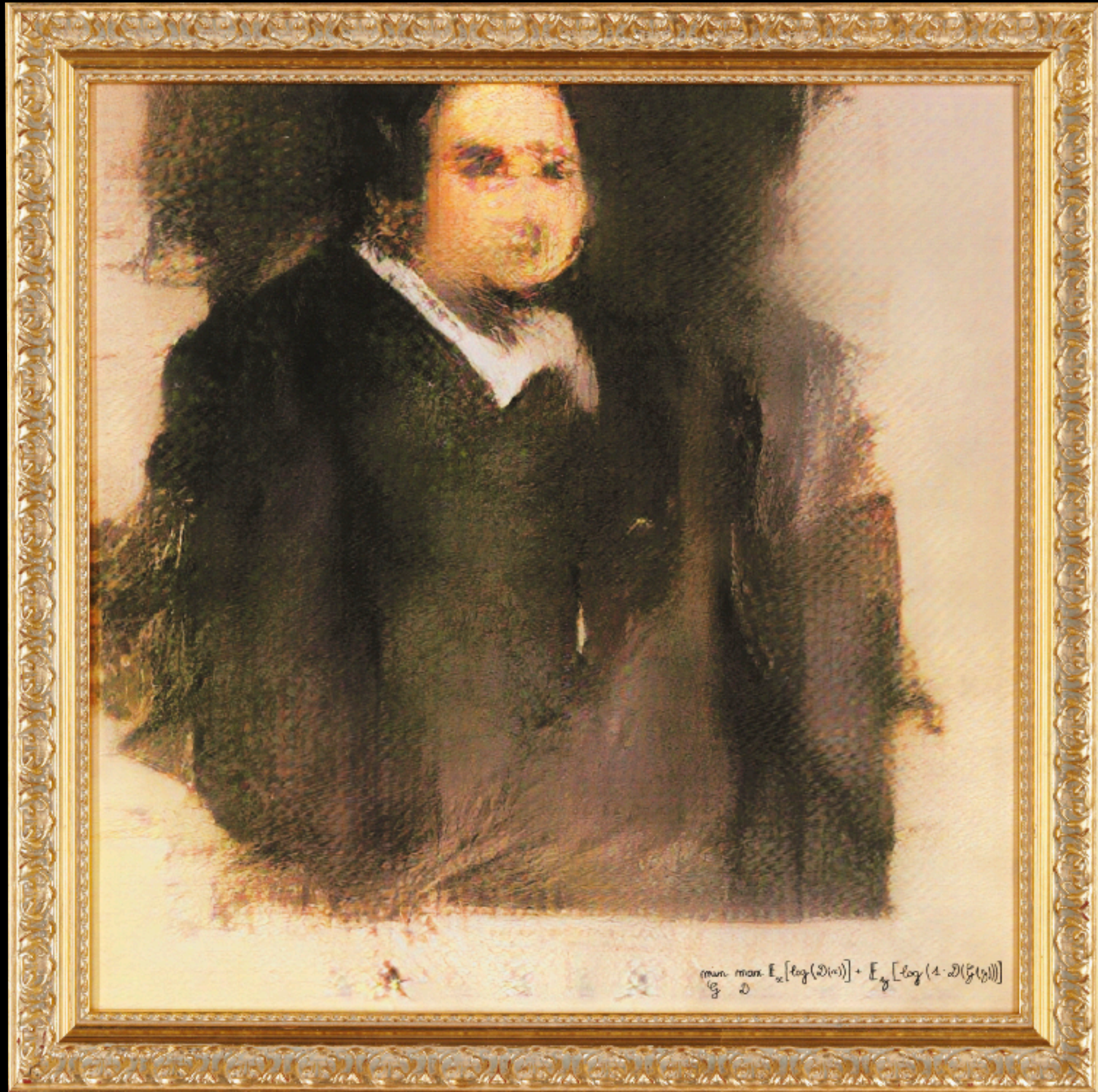
*Edmond de Belamy, from La Famille de Belamy***Price realised** ⓘ
USD 432,500**Estimate** ⓘ
USD 7,000 - USD 10,000

Follow lot

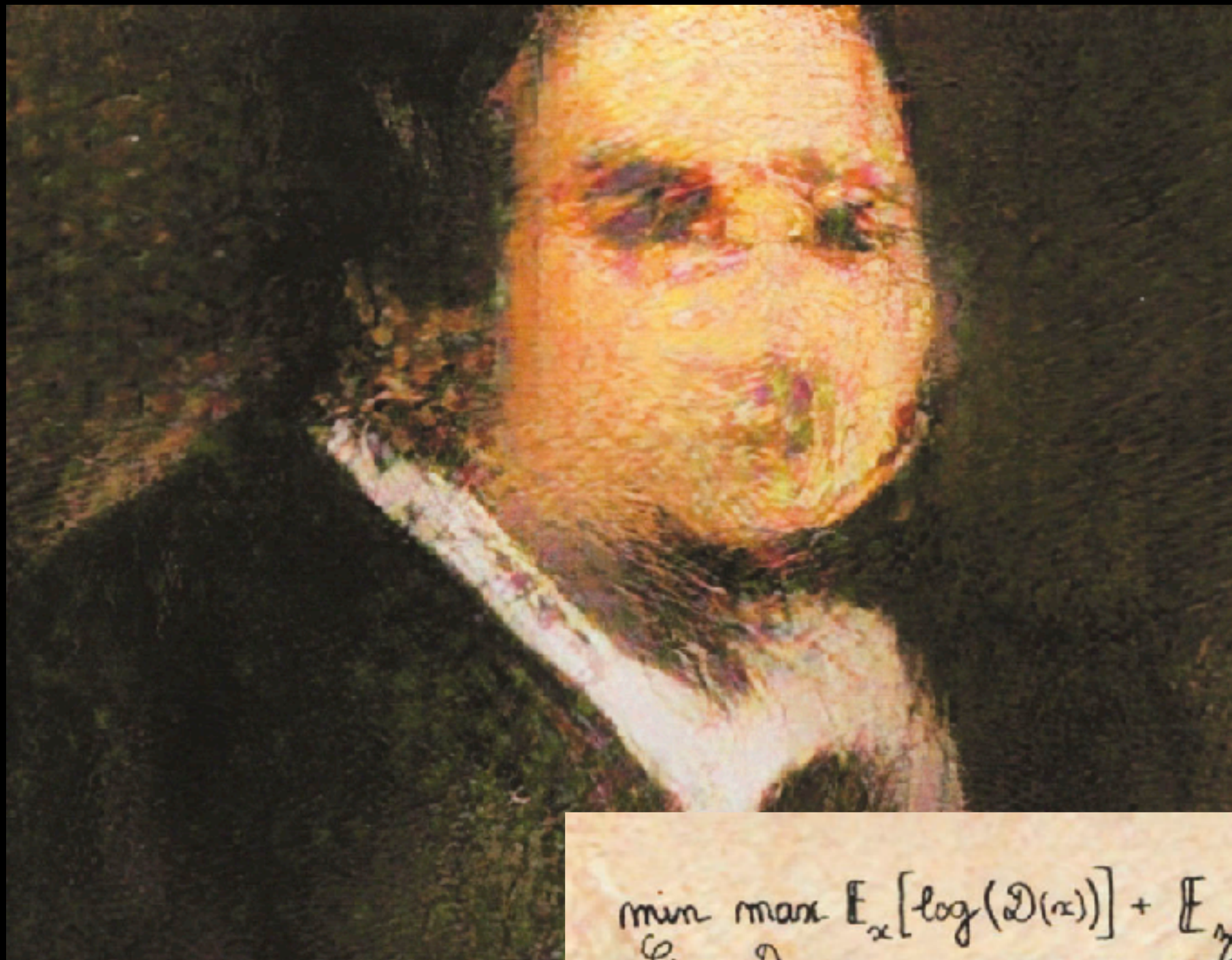
+ Add to Interests

Edmond de Belamy, from La Famille de Belamy
generative Adversarial Network print, on canvas, 2018, signed with GAN model loss function in ink by the publisher, from a series of eleven unique images, published by Obvious Art, Paris, with original gilded wood frame
S. 27 1/4 x 27 1/2 in (700 x 700 mm.)

Technological mimesis of artistic creation
by means of deep learning technology



$\min_{\mathcal{G}} \max_{\mathcal{D}} \mathbb{E}_x [\log(\mathcal{D}(x))] + \mathbb{E}_y [\log(1 - \mathcal{D}(\mathcal{G}(y)))]$



$$\min_{\mathcal{G}} \max_{\mathcal{D}} \mathbb{E}_x [\log(\mathcal{D}(x))] + \mathbb{E}_y [\log(1 - \mathcal{D}(\mathcal{G}(y)))]$$

1st Nature

2nd Nature

3rd Nature

„Care + relatedness“ as a Measure

1st Nature – some structures of care

2nd Nature – all about care (others & self)

Education: shaping a structure of care

& balancing these structures of care

between self, others, and the environment

„Care + relatedness“ as a Measure

1st Nature – some structures of care

2nd Nature – all about care (others & self)

3rd Nature – absolutely no structure of care

What does it mean to be human
under the **technological**
condition of digitality?

What is the role of educational
science and research
with regard to these developments?

Thank you!!

Presentation slides and further materials →

<http://joerissen.name>

International Conference

Anthropology — A Challenge to Education in a Globalized World.

History, Culture, Philosophy

East China Normal University, Faculty of Education
Shanghai, November 20-22, 2018.

