

Unleashing deeper insights into humanity

INNOVATING DIGITAL ANTHROPOLOGY

FRIDAY, 24 SEPTEMBER 2021

2.30 PM - 4.30 PM (CEST)

REGISTER NOW

UNESCO

Room IX,7 Pl. de Fontenoy, 75007 Paris, France
& Virtual (via Zoom)

This event marks an historic opportunity to engage governments in talks on how innovation in digital anthropology can help us understand and solve key human problems at the speed and scale of the digital world.

In 2021, UNESCO and Liiv Center launched the global partnership to advance the science of digital anthropology. The first phase of the partnership is a four-year collaboration to unleash a global movement, unifying the scientific community, and raising awareness of its power to create a more ethical, cohesive, empathetic society.

Bringing together digital anthropology and public policy experts from the public and private sector, this launch event will highlight opportunities for digital anthropology innovation and how it can be applied to public policy.

Speakers / Panelists



GABRIELA RAMOS, Assistant Director General for Social and Human Sciences, UNESCO

JAMES INGRAM, Founder and CEO of the Liiv Center

SYDNEY YEAGER, Ph.D. Co-Founder of DANG, Digital Anthropologist, Professor at Rollins College

GILLIAN TETT, Author of AnthroVision, Journalist, Journalist at the Financial Times, Anthropologist

ANTHONY KELLY, Ph.D. Digital Anthropologist at L'Atelier BNP Paribas

KATIE HILLIER, Chief Digital Anthropologist at the Liiv Center

CONCEPT NOTE

What if Digital Anthropology could help us understand societies in the digital era to empower leaders to make better decisions?

As our cultures continue to change with digital transformation, leaders need to understand the transformational effects of how people and cultures are interacting and connecting across digital platforms, so they can make relevant decisions that are sensitive to the cultural context of their communities.

While digital anthropology has been around for decades and has been influential in studying digital life across a myriad of forms, the field's main methodology of ethnography or even digital ethnography has not kept up with the pace and scale of the digital world. It can take months to years for insights to move from the field to the page. This is too slow for leaders today. We need new expressions and forms of digital ethnography to provide faster insights into the online world, at the speed and scale of data science.



Digital anthropology needs innovation in response to the rapid pace of digital transformation and its impact on all aspects of societies, cultures, and people in the digital world.

PROGRAMME

OPENING REMARKS

2.30 pm **WHY UNESCO IS ADVOCATING FOR DIGITAL ANTHROPOLOGY ADVANCEMENT**

| GABRIELA RAMOS, Assistant Director General for Social and Human Sciences, UNESCO

INTRODUCTION: INNOVATING DIGITAL ANTHROPOLOGY

2.40 pm **INTRODUCING THE LIIV CENTER**

| JAMES INGRAM, Founder and CEO of the Liiv Center

KEYNOTE SPEECH

2.45 pm **WHAT IS DIGITAL ANTHROPOLOGY?**

| GILLIAN TETT, Author of AnthroVision, Journalist, Journalist at the Financial Times, Anthropologist

FIRESIDE CHAT

2.55 pm **WHY DOES DIGITAL ANTHROPOLOGY NEED INNOVATION?**

| A conversation moderated by James Ingram, with Gabriela Ramos and Gillian Tett

PUBLIC POLICY ROUNDTABLE DISCUSSION

3.15 pm **BETTER INSIGHTS FOR BETTER POLICIES**

| ANTHONY KELLY, Ph.D. Digital Anthropologist at L'Atelier BNP Paribas

| SYDNEY YEAGER, Ph.D. Co-Founder of DANG, Digital Anthropologist, Professor at Rollins College

| JUAN EDUARDO CARMACH, Moderator

LIVE BRAINSTORM VIA REMESH.AI

3.40 pm **A DIGITAL IDEATION SESSION**

| KATIE HILLIER, Chief Digital Anthropologist at the Liiv Center

Q&A

3.55 pm

| Open floor for discussion

CLOSING REMARKS: CALL TO ACTION NEXT STEPS

4.25 pm

| JAMES INGRAM, Founder and CEO of the Liiv Center