



ONLINE CONFERENCE » CULTURA SOCIAL MEDIA '20

EMERGING TECHNOLOGIES TO FACE UNCERTAIN FUTURES

NOVEMBER 16TH - 18TH, 2020

10:00 AM TO 12:30 PM (CHILE)

VIA ZOOM WEBINAR

Digital emergent technologies -from social media, apps and artificial intelligence- bring up new possibilities for communication. At the same time, they question paradigms and concepts which make us rethink our forms of imagining and inhabiting the world. Being a citizen is a concept defied by new forms of political participation, our connection with public issues and the spreading of false information. In addition, social robots and artificial intelligence emerge as new communicative agents which open up new possibilities and challenges in different areas, such as education, the labour market and mental health. At the same time, the creation of content by millions of users in the world, has defied industries and knowledge, generating new markets, cultures and uncertain work dynamics.

Through academic presentations in an online format -given the global sanitary contingency- the Social Media '20 Conference will deal with the role that these emerging technologies play in our social and economic lives, within a context of uncertain futures.

DIGITAL CITIZENSHIP- *Bringing together perspectives between youth and adults*

NOVEMBER 16TH

10:00 AM TO 12:30 PM CHILE

KEYNOTE SPEAKERS:



SONIA LIVINGSTONE

Full Professor in the Department of Media and Communications at the London School of Economics and Political Science.



ANDRÉS LOMBANA BERMÚDEZ

Assistant professor at Universidad Javeriana in Bogota and Faculty Associate at Harvard University's Berkman Klein Center for Internet and Society.

COMMENTATOR:



LUIS ENRIQUE SANTANA

Assistant Professor at the School of Communications and Journalism UAI. Director of the UAI Digital Citizenship Program.

SOCIAL ROBOTICS - *The social potential of a new communicative agent*

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KEYNOTE SPEAKERS:



JOCHEN PETER

Full Professor in the Amsterdam School of Communication Research, ASCoR, at the University of Amsterdam.



AUTUMN EDWARDS

Full Professor in the School of Communication at Western Michigan University. Co-director of the Communication and Social Robotics Lab (Combotlabs).



CHAD EDWARDS

Full Professor in the School of Communication at Western Michigan University. Co-director of the Communication and Social Robotics Lab (Combotlabs).

COMMENTATOR:



CARMINA RODRÍGUEZ

Assistant Professor at the School of Communications and Journalism UAI. Director Robotlab UAI.

DIGITAL LABOUR - *Platforms, contents, futures*

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KEYNOTE SPEAKERS:



DAVID CRAIG

Clinical Associate Professor of Communication at the Annenberg School of Communication and Journalism at the University of Southern California.



ALISON HEARN

Associate Professor, School of Information and Media Studies, University of Western Ontario.

COMMENTATOR:



ARTURO ARRIAGADA

Associate Professor at the School of Communications and Journalism UAI. Director of Social Media Culture.

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