







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 intelligencebring 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.

Bringing together perspectives between youth and adults

DIGITAL CITIZENSHIP-

10:00 AM TO 12:30 PM CHILE

NOVEMBER 16TH

KEYNOTE SPEAKERS:



Media and Communications at the London School of Economics and Political Science.



Assistant professor at Universidad Javeriana in Bogota and Faculty Associate

ANDRÉS LOMBANA BERMÚDEZ

at Harvard University's Berkman Klein Center for Internet and Society. **LUIS ENRIQUE SANTANA**





Assistant Professor at the School of Communications and Journalism UAI.

Director of the UAI Digital Citizenship Program.

The social potential of a new communicative agent **NOVEMBER 17TH**

10:00 AM TO 12:30 PM CHILE

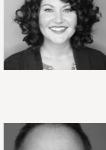
SOCIAL ROBOTICS -

JOCHEN PETER Full Professor in the Amsterdam School of

KEYNOTE SPEAKERS:



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

Director Robotlab UAI.

Communication and Social Robotics Lab (Combotlabs). **CARMINA RODRÍGUEZ** Assistant Professor at the School of

Communications and Journalism UAI.

DIGITAL LABOUR -Platforms, contents, futures

NOVEMBER 18TH 10:00 AM TO 12:30 PM CHILE

KEYNOTE SPEAKERS:



Clinical Associate Professor of



Communication at the Annenberg School of Communications and Journalism at the

DAVID CRAIG

University of Southern California. ALISON HEARN Associate Professor, School of Information and Media Studies, University of Western

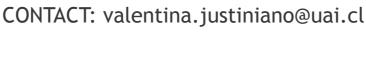


Ontario.

ARTURO ARRIAGADA Associate Professor at the School of Communications and Journalism UAI.

Director of Social Media Culture.







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