RESEARCHING DIGITALIZATION

Workshop Programme   *Hashtag #D3LSE*

http://digital-drugs.org

From the fool's gold mouthpiece the hollow horn
Plays wasted words, proves to warn
That he not busy being born is busy dying
Bob Dylan: It's Alright, Ma (I'm Only Bleeding)

9.45: Coffee and Registration.

> Lower lobby, New Academic Building, LSE – outside room NAB LG.09 (Alumni Theatre)

10.10 Welcome: structure and themes for the day

10.30 Session 1

> **Margunn Aanestad**: Connected Care; creating patient-oriented digitally supported health services

> **Ana Canhoto:** Cutting through the digital chatter

> **Phil Godsiff**: Digital Disruption of Financial Services

> Rapporteurs – **Mary Darking** and **Valentina Lichtner**

11.40 Coffee Break: Mapping round 1

12.00 Session 2

> **Valentina Lichtner:** A research protocol for new medicines

12.30 Mapping round 2

12.50 Lunch

14.00 Session 3

> **Federico Iannacci**: Tracing the evolutionary dynamics of digital artefacts from two different angles: the case of CUP

> **Gerard Briscoe:** Resistance to Digitisation: The Case of Business Cards

> **Edgar Whitley:** Engagement 2.0 and the implications of digitizing the consent process in biobanking

> Rapporteurs – **Magda Hercheui** and **Will Venters**

15.10 Tea

15.30 Mapping round 3 and Thematic Discussion

16.30 The End

Researching Digitalization Workshop: 19 May 2015

Themes for the Day:

We have all lived long enough to see digital technologies and the Internet making a significant difference to the world we live in. And this creation of difference (changing) shows little sign of reducing or stabilizing. One key part of this phenomenon is the digital becoming of things (artefacts), which has been described as *digitalization.* Yoo (2012)[1] offers a candidate definition:

"Simply put, digitalization refers to the encoding of analog information into a digital format and the possible subsequent reconfigurations of the socio-technical context of production and consumption of [..] product and services. Digitization can happen at any of the three broad types of artifacts, physical objects, routines, representations."

As researchers interested in Yoo's 'subsequent reconfigurations' we look for new understandings of this class of phenomena, whatever the name we use, the domain we study or the unit of analysis we choose. Thus we propose four themes for today's workshop. The first is

1. How to imagine or describe the kinds of changing that digital technologies bring?

We say 'changing' rather than 'change', giving away up front *our* bias towards studying this as a process of change rather than as a set of changed states.

Our bias also is towards the study of things (artefacts) over systems or infrastructures, so the second theme is

2. How do things (artefacts) become digital?

With plausible answers to the character or nature of digital changing including the changing of things, we can identify specific parts of our world to study, and frame suitable contextual research questions. The third theme is then:

3. What research issues emerge from these understandings of digital changing?

Then we must render them into credible research designs drawing on suitable data, the last theme:

4. How to access or penetrate these phenomenon in vivo so as to do good research?

We have organised this workshop around these themes, chosen not least because we find them challenging to deal with in our own project. We want to hear how other people resolve them (or not).

Above all this though we hope you have a productive, stimulating and enjoyable day.

The D3 Project – Tony, Ela, Jane, Ralph, Valentina, Will.

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[1] Yoo, Y.: Digital Materiality and the Emergence of an Evolutionary Science of the Artificial. In: Leonardi, P., Nardi, B., Kallinikos, J. (eds.) Materiality and Organizing: Social Interaction in a Technological World, pp. 134-154. Oxford University Press, Oxford (2012)
http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199664054.001.0001/acprof-9780199664054-chapter-7

Researching Digitalization Workshop

The Mapping:

At the start of the day we will introduce our 4 themes for discussion (and video treatment) and display them on an initial and very basic mind map. We give each theme a colour, which is matched on the delegate badges. In the morning coffee break we ask the colours to coalesce and explore/critique their theme. During the presentations sessions you are all invited to mine the presentations for ideas and concepts to add to the mind map (or re-imagine it), using post it notes/marker pens. In the pack are a few printed versions of the maps for doodles along the way. More copies are available on the desk.

By the end of the day – we hope to have a more complete and richer version for us all to take away.