

# Digital Kultur

Introduktion

NIFR 2024

# Agenda

## Digital Kultur

- Introduktion til kurset & kursusoverblik
- Kulturbegrebet
- Digital Kultur
- Om projektet (Portefølje)
- Gruppekontrakt
- Begynde at finde emne

Fagelement indeholder emner der skal understøtte den studerendes digital dannelses og viden om moderne informationsteknologis virke og indflydelse på kultur, samfund og mennesker. Igennem fagelement bliver den studerende i stand til at forstå, redegøre, analysere og diskutere de forandringer som informationsteknologi fører med sig.

<https://katalog.kea.dk/course/4111103/2023-2024>

# I dette kursus vil i lære

## Digital Kultur

- At forstå og analysere:
  - Kulturen som den udfolder sig i forskellige former for sociale grupperinger, medieret af digital teknologi
  - Samspillet mellem forskellige typer af digitale teknologier og kulturel praksis
  - Hvordan vores sociale identitet udvikler sig og afspejles gennem brug af digitale medier

# Casearbejde

## Digital Kultur

- I skal vælge, beskrive og analysere et aktuelt kulturelt fænomen: En kulturel gruppering og/eller et sæt af kulturelle normer og værdier/forestillinger
- Metode: Etnografiske observationer, interviews, indholdsanalyse - Posts på sociale medier og fora, kritisk analyse af apps, kvalitatitv interviews af deltager i kulturelt fænomen
- I skal arbejde i gruppe med at finde projekt og undersøge det (grupperne er lavet)
- Benspænd: I skal ikke allerede være eksperter

# Kursusoverblik

12/9	Kursusintroduktion + Kulturbegreb & internettet som genstandsfelt	Gruppeddannelse + Kontrakt
19/9	Netnografiske studier og online fællesskaber	Fastlægge emne + finde research felt
26/9	Diskursanalyse, trends og induktiv kodning	Arbejde med projekt
3/10	Netværksanalyse + podcastproduktion	Kortlægge området + arbejde med projekt
10/10	Identitetsbegrebet og identitet online	Arbejde med projekt
24/10	Arbejde med projekt	Arbejde med projekt
3/11	Aflevering af medieprodukt & Rapport	Aflevering

# Casearbejde

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- Benspænd: I skal **ikke** allerede være eksperter

# Digital Kultur 1

## Viden

- viden om hvordan forskellige informationsteknologier påvirker samfund og kultur, såvel som eget liv
- viden om anvendt teori og metode omkring informationsteknologiens indflydelse på kultur og borger

## Færdigheder

- afgrænse og indsamle viden om et emne indenfor rammen af digital kultur
- vurdere og analysere praksisnære og teoretiske problemstillinger omkring digital kultur samt begrunde og vælge relevante løsningsmodeller

# Aula

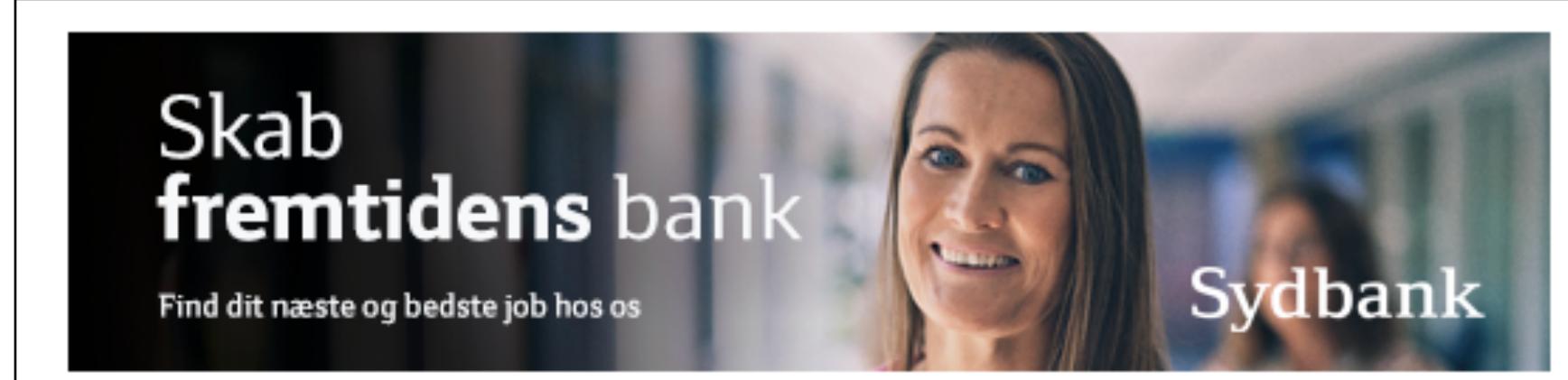
Vælg, hvordan du vil logge ind

**UNILOGIN**  
NEM ID  
**MitID**

>

**ANDRE LOGINMULIGHEDER**  
Kun for medarbejdere

>



Skab fremtidens bank  
Find dit næste og bedste job hos os

Sydbank

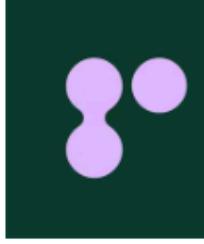
Forretningsorienteret Software Developer



Senior backend-udvikler med Drupal-erfaring til Information



Udvikler til Danmarks mest ambitiøse digitale medie  
Zetland ApS • Copenhagen • Full-time



**Backend Developer -NodeJS, Typescript, AWS (Internship)**

Roomkast • Remote • Internship

Salary **Unpaid**   Equity **To be negotiated**

Roomkast is a rapidly growing international platform that connects tenants with shared interests and personalities to find the perfect living situation.

we are seeking a talented and experienced Backend Developer to join our team. As a Backend Developer, you will work on developing and maintaining our backend systems using **NodeJS, Typescript, and AWS**. You will work closely with our front-end developers, product managers, and other stakeholders to ensure that our systems are scalable, reliable, and performant.



**DSB**  
20,525 followers  
Promoted

Hvad synes du om løsningen med at genanvende vores uniformer? 🌱

[...see more](#)

Sustainability Awards

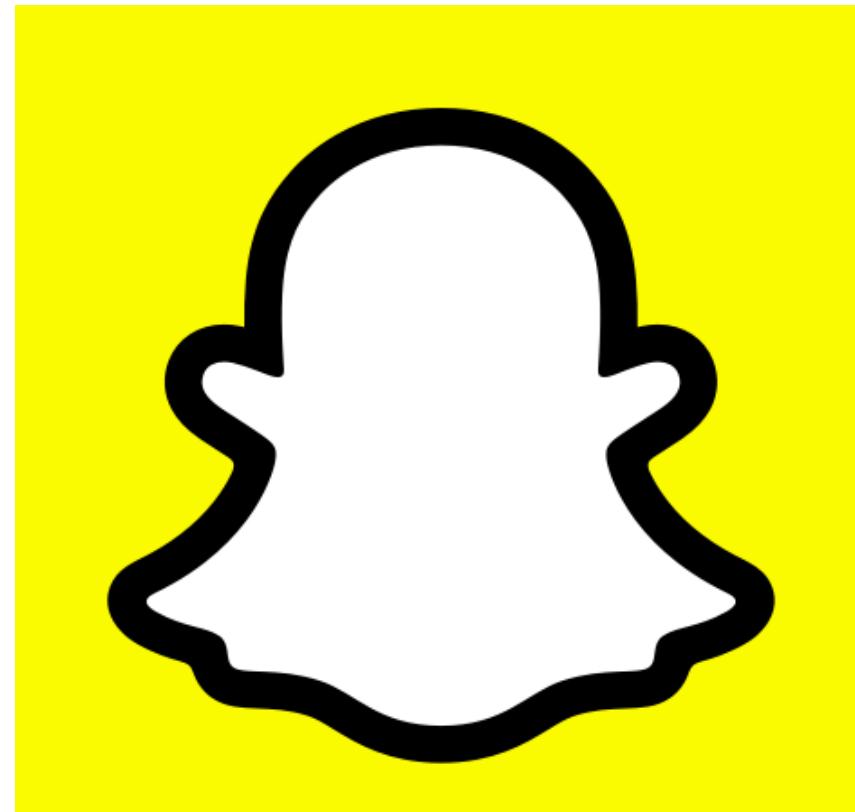
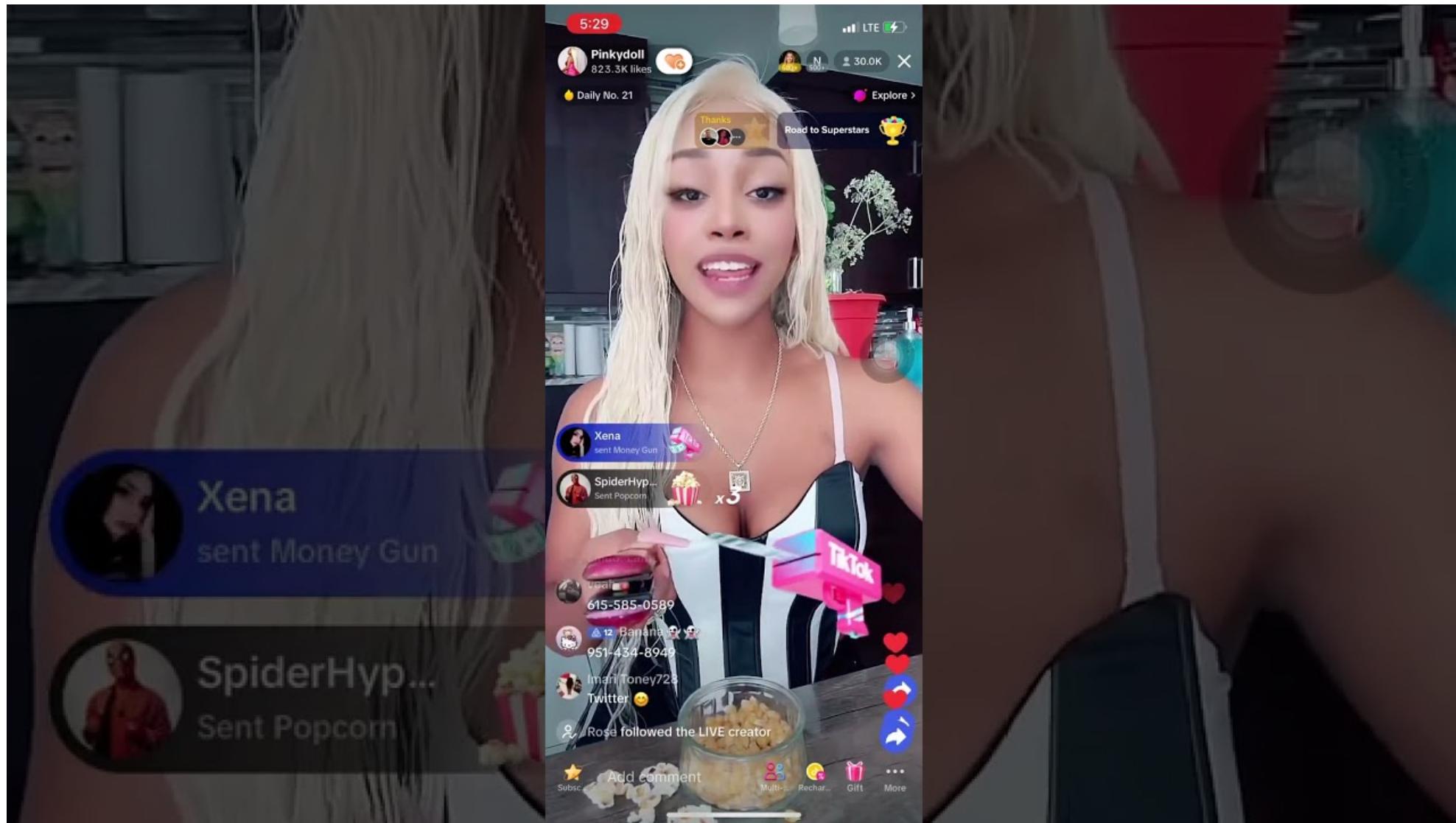
Aske Mastrup Wieth-Knudsen  
Bæredygtighedschef  
DSB

0:26 / 1:21 forbedre den måde, vi driver virksomhed på.

Nominering til Innovation Award [Learn more](#)

302 18 comments · 3 reposts

[Like](#) [Comment](#) [Repost](#) [Send](#)



# Relevans?

## Clark Andrews

AGE 26  
OCCUPATION Software Developer  
STATUS Single  
LOCATION San Jose, CA  
TIER Experiment Hacker  
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to live a healthier lifestyle."

**Motivations**

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

**Personality**

- Extrovert Introvert
- Sensing Intuition
- Thinking Feeling
- Judging Perceiving

**Goals**

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

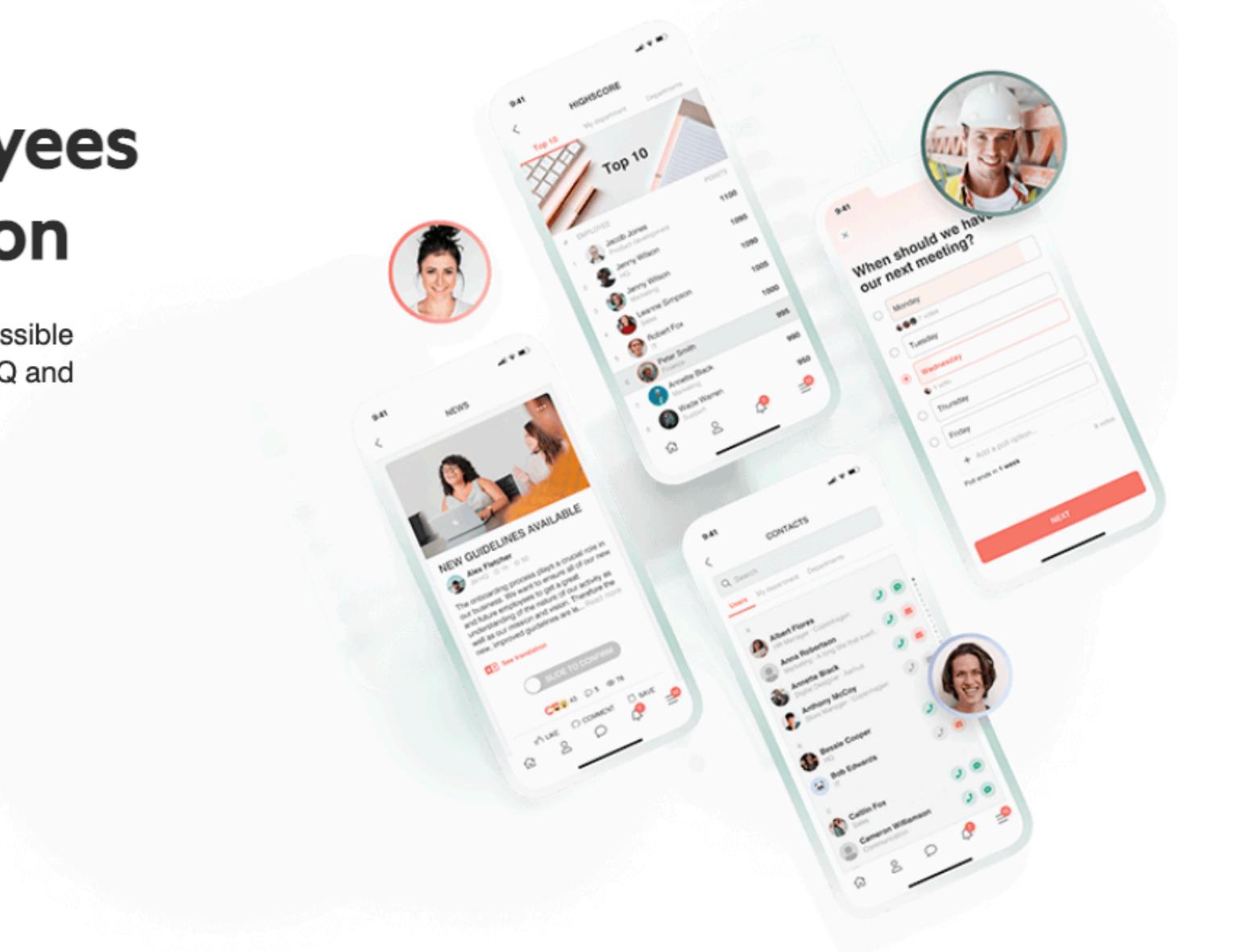
**Technology**

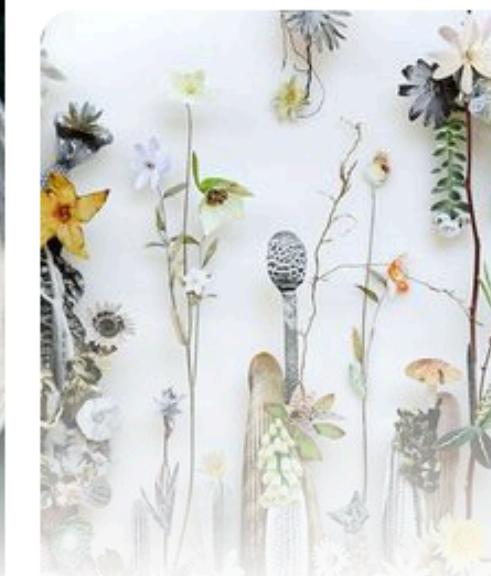
- IT & Internet
- Software

**Engage your employees with one app solution**

Make communication, training, and operations accessible for all your workers. Bridge the gap between your HQ and non-desk workers to unite your business.

LET'S TALK → LEARN MORE →





# Get your next green thumb idea

• • •



## Bliv inspireret af andre brugere

På Boblberg skabes der nye fællesskaber hver dag. Tuisindevis af brugere er blevet en del af et nyt fællesskab gennem Boblberg, og det er kun fantasien, der sætter grænser for mulighederne for nye bekendtskaber. Det kan være alt fra nye venskaber, en trænings- eller gæmmer, læse-, mad- eller strikkeklub, et sted at være frivillig eller noget helt andet. Her kan du læse, hvad brugerne bl.a. har fundet af nye fællesskaber og lade dig inspirere.

Kom i gang



Martin

Martin ønskede en ny omgangskreds, da han netop havde mistet den pga. en skilsmisse. På Boblberg har han fundet flere gode venskaber, både nogle med og uden børn, da han selv har børn. Martin ses med de forskellige til gode snakke og idéudveksling til at klare livet som alenefar.



Michelle

Michelle brugte rigtig meget tid på sin elitegymnastik og manglede derfor en veninde uden for sin sport. Gennem Boblberg fandt hun Nadia, som har været en del af hendes liv de sidste fire år. De to veninder har bl.a. været på en backpacker tur i Malaysia.

## Find nogen at dele dine interesser med

Kom i gang





COURSES

# Daily motivation



Welcome



START HERE



Tate



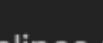
Top G Real Life



Ask Tate

+ INFORMATION

Announcements



Community Guidelines



Victories



Changelog

Download

FAQ

GENERAL CATEGORY

Ace Talks

General Chat

POSITIVE MASCULINITY

New Year Goals

THE CHALLENGE

Daily Check-In

Daily motivation

Breaking point

Hall of Shame

PERSONAL FINANCE

PF- Announcements

PF-Chat

Ask Prof. Arno

Business Owners Chat

SSSS Chat

Financial Wizardry Chat

Business Mastery Chat

Arno Interviews

Autoresponder Examples

FITNESS

Fitness Chat

Ask-Alex

Before and After

New messages since 4 days ago

Jump to beginning ↑

In reply to Neo7238 Day 2 of my water fast and I'm feeling really weak. I need some motivation.

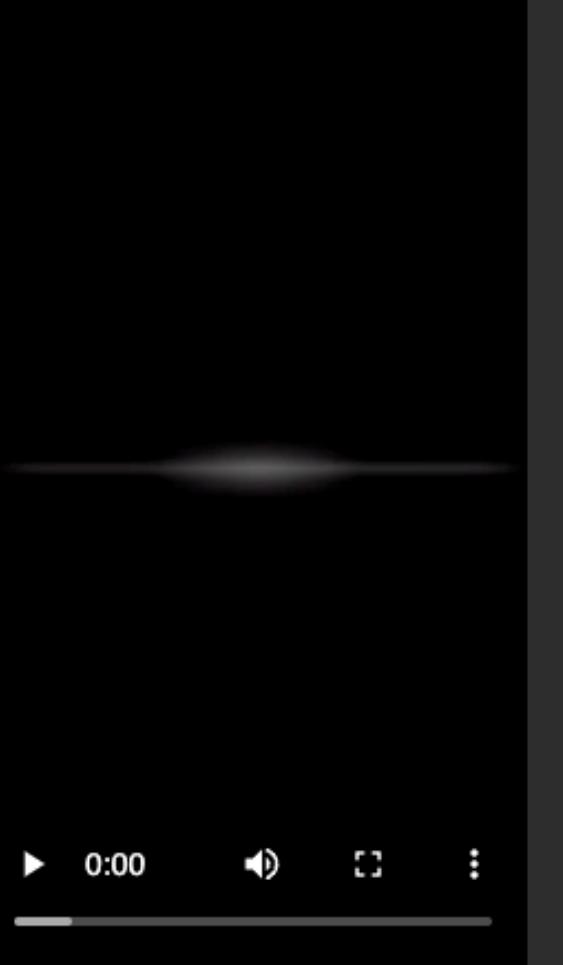
BigBadWolf Yesterday at 4:18 AM

I doubt fasting with water is gonna do you any good.



TeamHammerHands Yesterday at 4:35 AM

3 simple steps to achieving mental clarity!



BlakeWasLost Yesterday at 5:13 AM

Blessed is the one who endures under trial because having stood the test will receive the crown of life that the Lord has promised to those who love him. -James 1 verse 12



1



1

Yousif.A Yesterday at 5:47 AM

hey guys, I will miss this place, my family is forcing me to delete it's cus it's a waste of money, they said I can get it later and all that shit, I'll still stay on the grind but alone, you guys are lucky, have fun making easy money cus I guess I'll have to do it the hard way, I'll still stay on the grind for everything and mark my fucking words, I will become rich, strong, and I will become the best version of myself, I'm sorry I have to leave but, I guess I """"have"""" to go

In reply to Yousif.A hey guys, I will miss this place, my family is forcing me to delete it's cus it's a waste of money, they said I can get it later and all that ...

Floyan Yesterday at 6:58 AM

Sad man. Honestly I don't know how old you are but if you live in the US and are 15-16 get a job and say f them fr.

BigBadWolf

Yesterday at 8:25 AM

Ever seen James Bond complain?

Ever seen John Wick crumble?

Ever seen Harvey Specter showing up late?

Ever seen Tommy Shelby give up?

Ever see King Leonidas kneel at the face of overwhelming odds?

These were my role models before Andrew Tate took over the internet.

Viewing older messages

See present ↓

#Daily motivation

The Real World



236,850 members

6,352 online



Admin - 1



Ace



Online

Freelancing Professor - 1



Professor Dylan Madden



Online

Crypto Professors - 1



Professor Adam



Professionals Never Die

Captains - 11



LeadCargo | Crypto Captain



Online

Federico



Busy



Gala



Online



xerxes



Online



HighValue | Mind Master



Klebestift



Online



SickNC



Developer



ialshihi | Box Master



Online



Alex | Online Tutor | Captain



Alex | Business Consulting Captain



Online



Glaux



Online

Support Team - 2



McCoooooy



biancalee0302



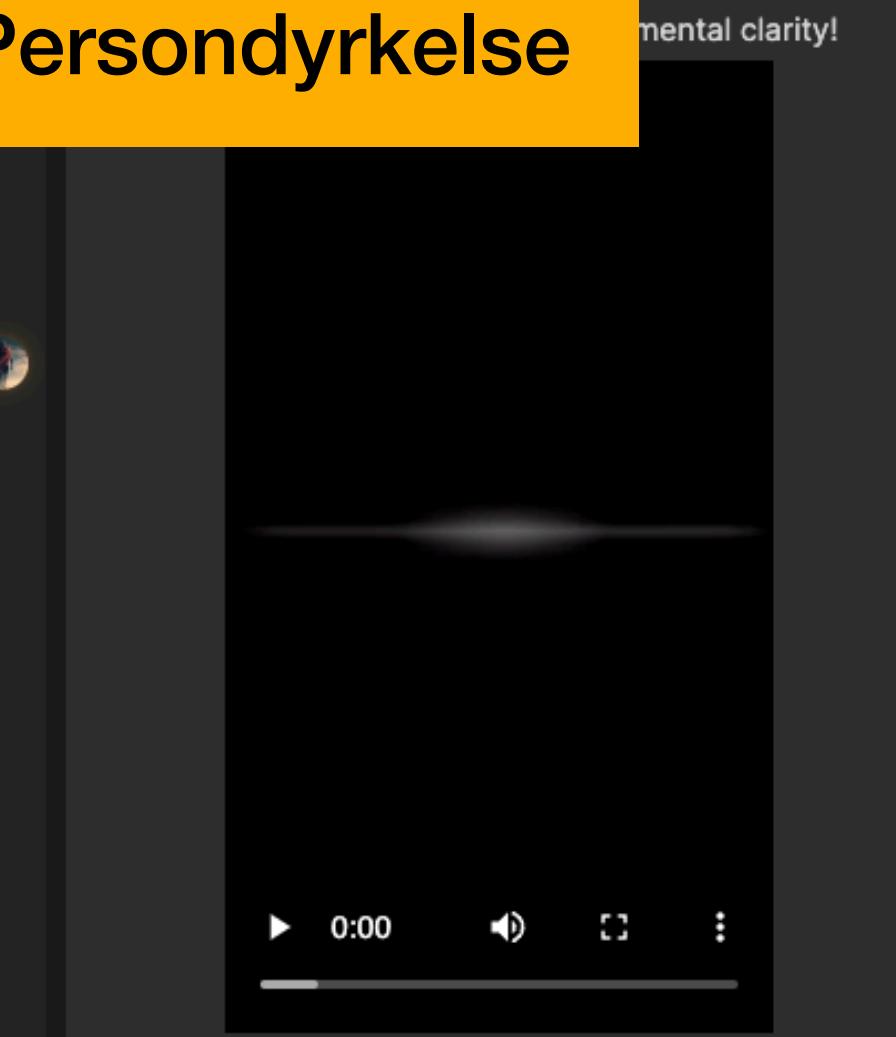
Online

# Populærkulturel reference

## Regelsæt

-  COURSES
-  Welcome
-  START HERE
-  Tate
-  Top G Real Life
-  Ask Tate
- + INFORMATION
  -  Announcements
  -  Community Guidelines
  -  Victories
  -  Changelog
  -  Download
  -  FAQ
- GENERAL CATEGORY
  -  Ace Talks
  -  General Chat
  - POSITIVE MASCULINITY
    - New Year Goals
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    - Daily Check-In
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    -  Financial Wizardry Chat
    -  Business Mastery Chat
    -  Arno Interviews
    -  Autoresponder Examples
  - FITNESS
    - Fitness Chat
    - Ask-Alex
    - Before and After

## Persondyrkelse



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1 heart 1 prayer hands

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See present

#Daily motivation

Jump to beginning

The Real World

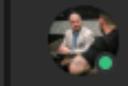
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6,352 online



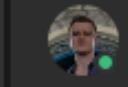
Admin - 1

 Ace

Freelancing Professor - 1

 Professor Dylan Madden

Crypto Professors - 1

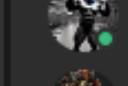
 Professor Adam

Professionals Never Die

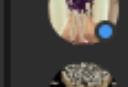
Captains - 11

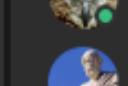
 LeadCargo | Crypto Captain

 Federico

 Gala

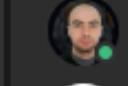
 xerxes

 HighValue | Mind Master

 Klebestift

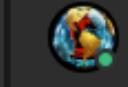
 SickNC

 ialshihi | Box Master

 Alex | Online Tutor | Captain

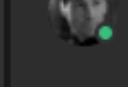
Bubbles in Water

 Alex|BusinessConsultingCaptain

 Glaux

Support Team - 2

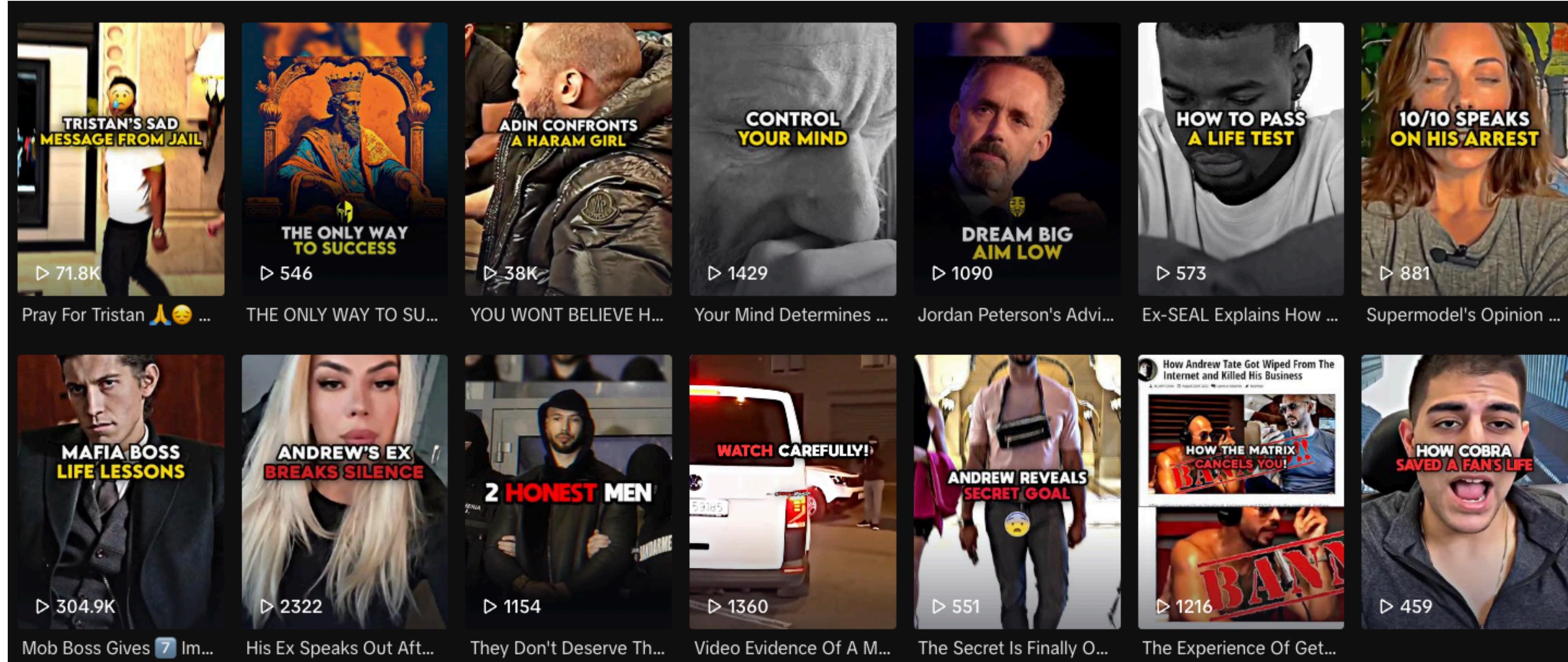
 McCoooooy

 biancalee0302

# "Real World"

## Rollefordeling

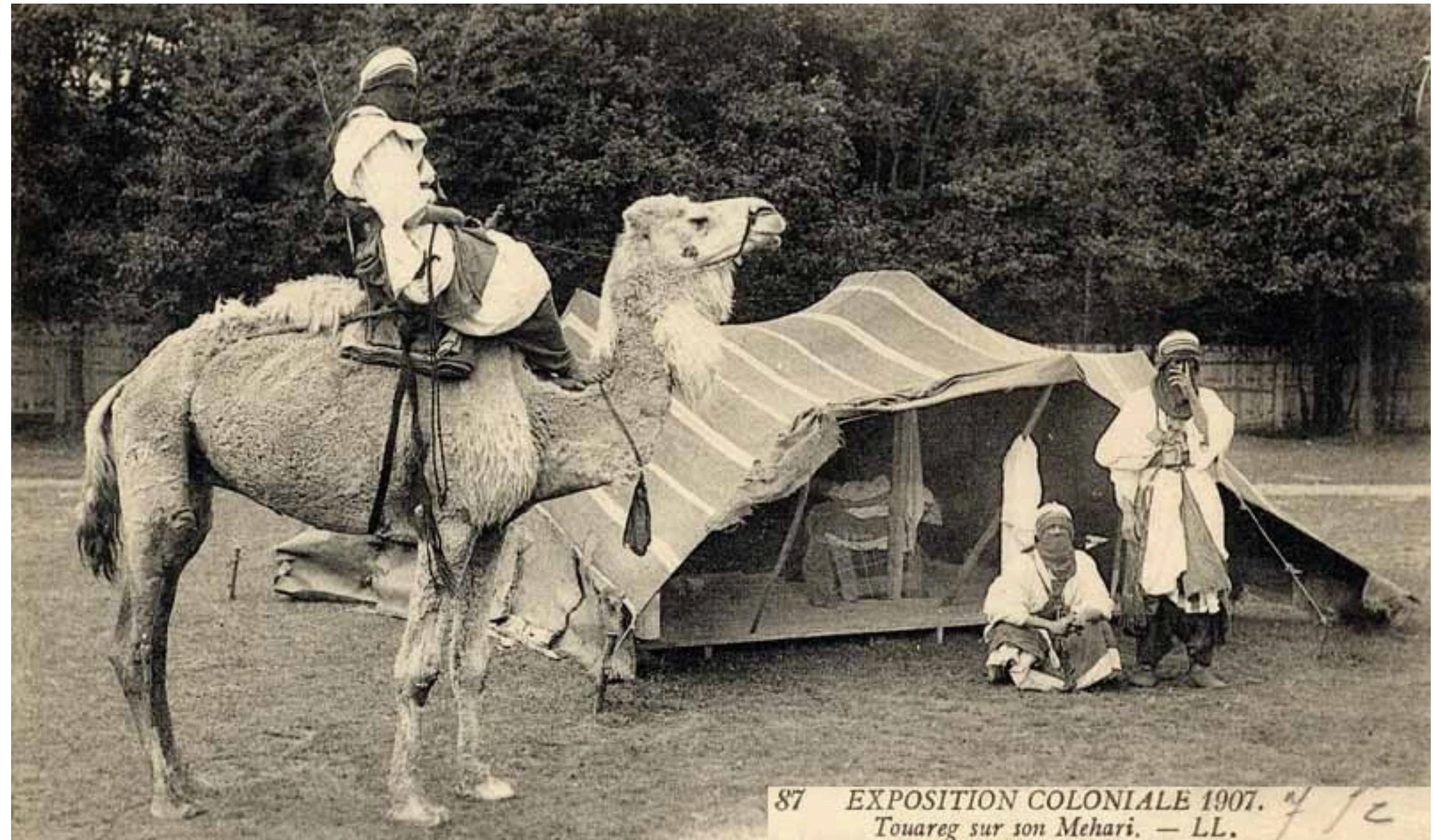
## Meme kultur



<https://www.tiktok.com/@voicefulwarrior/video/7189200232746323227?q=hustlers%20university&t=1692083701946>

# Kulturbegrebet: Etnografisk studie

- Observerende
- Analyserende
- Fortolkende



# Kontekst

KNOWLEDGE

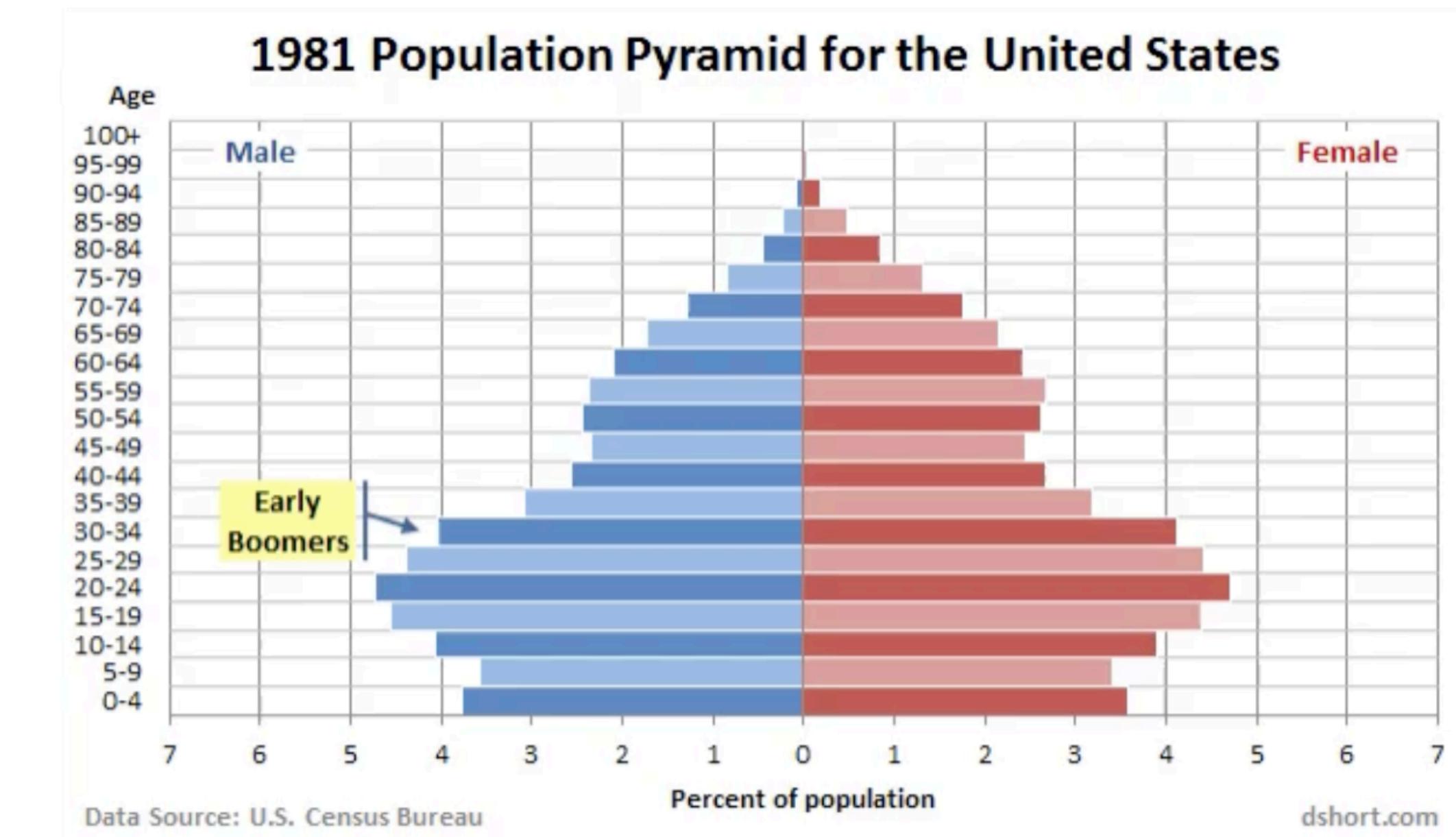
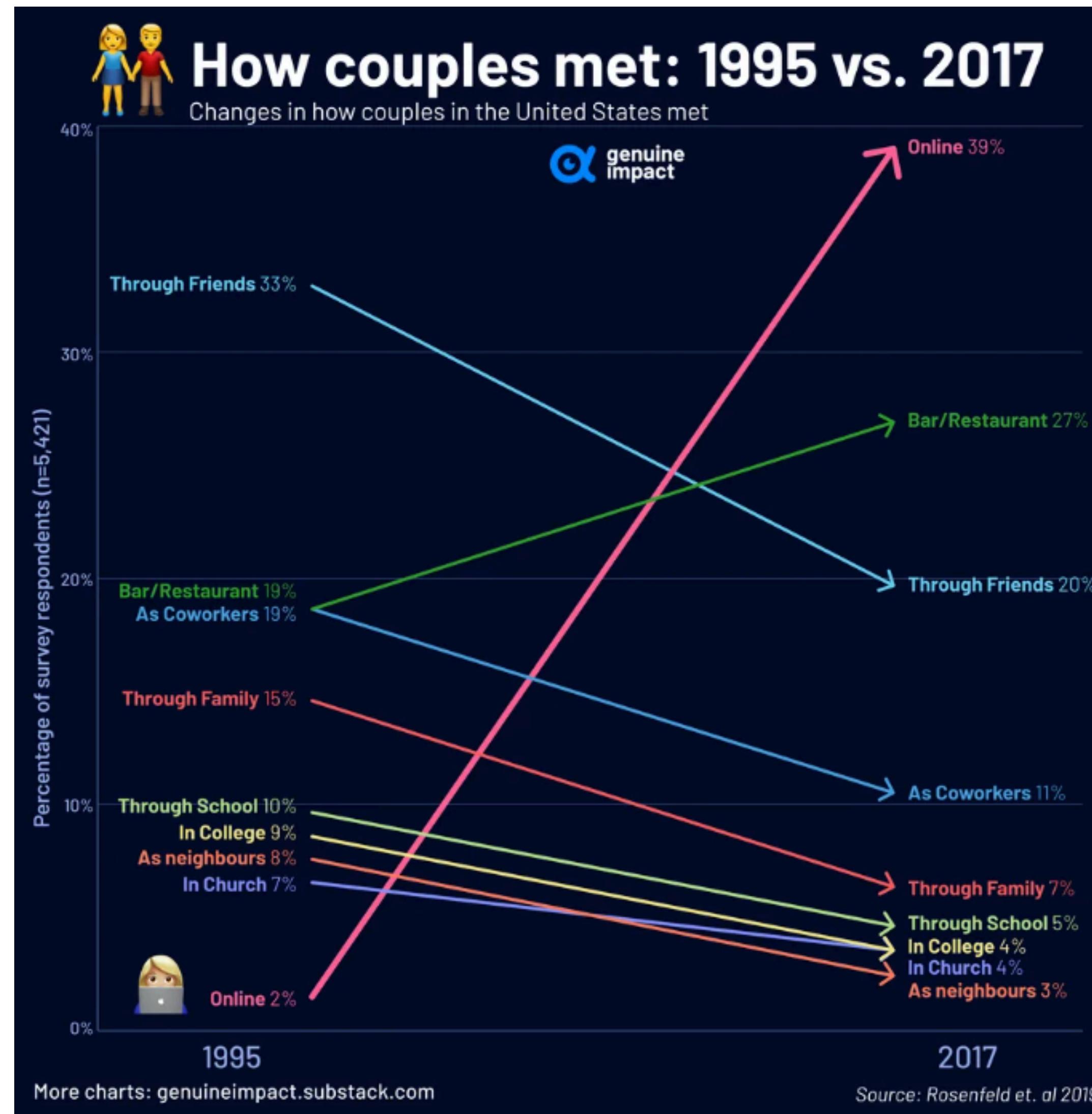
INFORMATION

DATA

## Elcyklen kan blive din bedste ven op ad bakkerne

Danmark har et ujævnt terræn med mange bakker, hvilket kan forårsage en del sved på panden for cyklisten. Men på grund af de mange elcykler på cykelstierne, er det ikke længere unormalt at blive overhalet af cyklister på en elcykel - elcyklister som uden kvaler suser op ad bakken mens de traditionelle cyklister kæmper en hed kamp. Dette er blot en af mange årsager til elcyklens voksende popularitet. Det der adskiller elcyklen fra den traditionelle cykel er naturligvis, at den kører på el. Elmotoren er monteret på elcyklens for- eller baghjul. Derudover har de genopladelige batterier. Batterierne har forskellige wattmeter, som afgør hvor lang tid batteriet kan assistere. Desto højere watt du vælger, desto flere kilometer vil du kunne køre. Eksempelvis vil et 400 watts batteri række til mellem 80 – 120 kilometer, alt efter hvilke forhold cyklen udsættes for.

På trods af at have en elmotor kan elcykler stadig godt kategoriseres som en cykel. Årsagen hertil er, at motoren kun hjælper ved at trække cyklen, når cyklisten selv træder i pedalerne. Derfor gælder der også de samme regler for elcyklister som for traditionelle cyklister. Og for netop at tage hensyn til de traditionelle cyklister må motoren kun assistere cyklisten indtil, at der nås en hastighed på 25 km/t, herefter vil motoren slås fra.

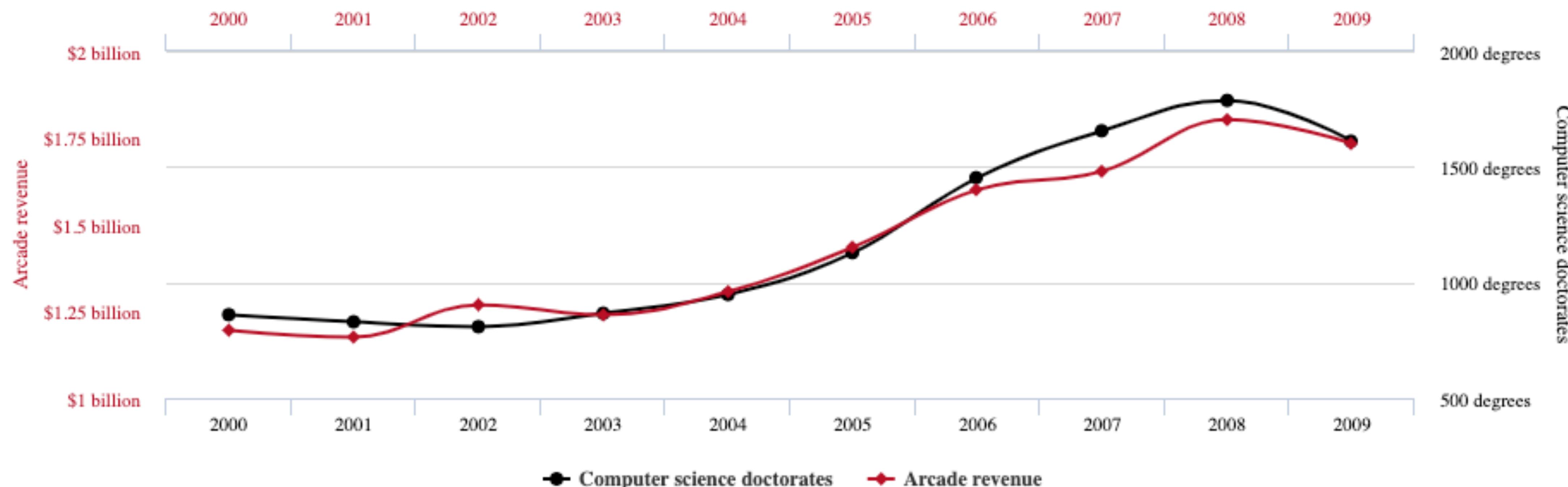


# Total revenue generated by arcades

correlates with

## Computer science doctorates awarded in the US

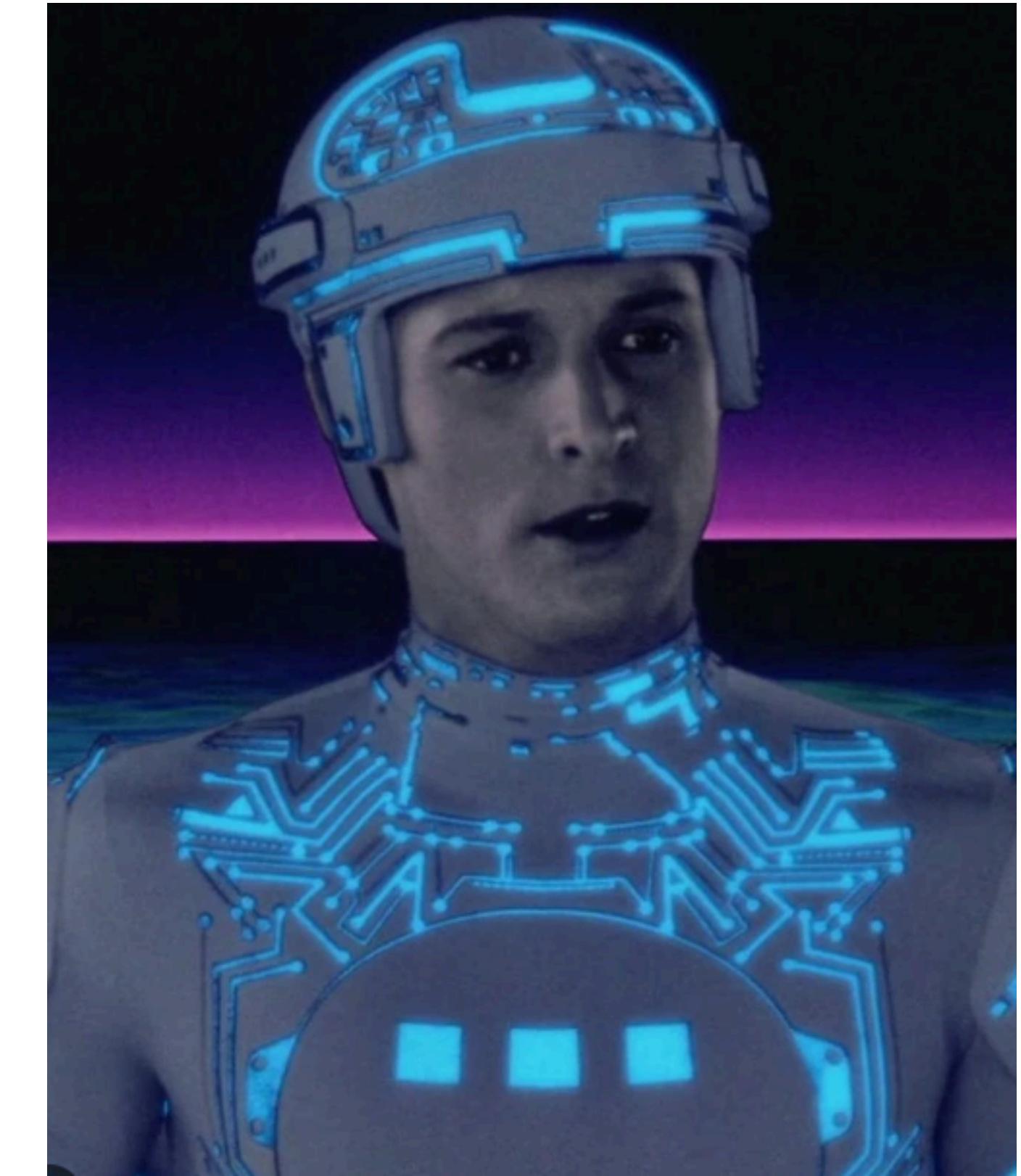
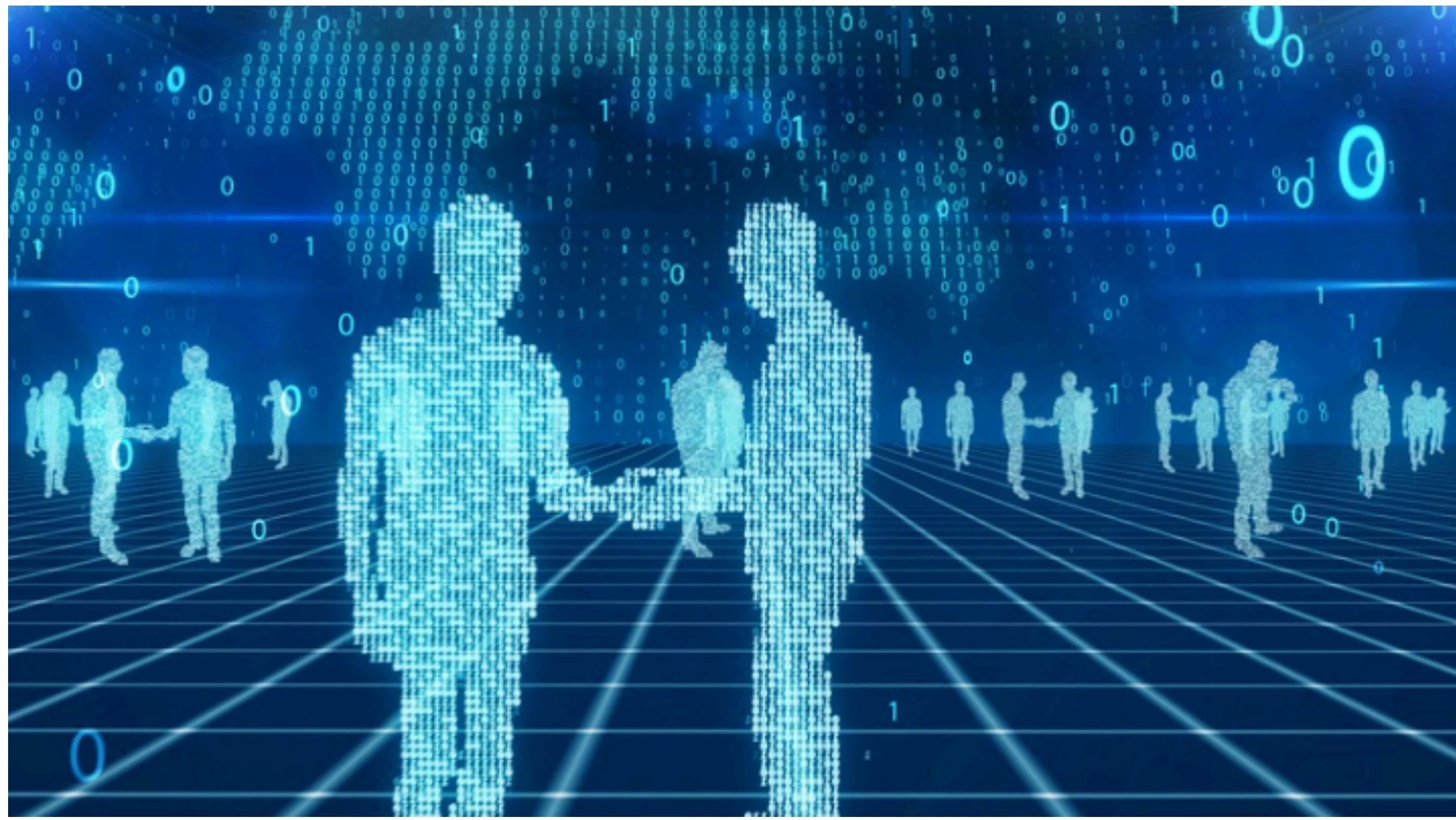
Correlation: 98.51% ( $r=0.985065$ )



Data sources: U.S. Census Bureau and National Science Foundation

tylervigen.com

# Internetforskningens grounding



# Kursets kulturforståelse

## Digital Kultur



# Kursets kulturforståelse

## Digital Kultur

Digital anonym/pseudonym identitet

Platform & subkulturelt fællesskab



# Kulturbegrebet: Artefakter - det synlige



# Kulturbegrebet: Praksisser - det usynlige

#me too

Normer



“New normal”

Ritualer



Social Desirability



# Kort fortalt

## Kulturbegrebet

- De praksisser og artefakter der er definerende for en kultur
- *“Kultur er det kit, der holder sammen på samfundet, det er så selvfølgeligt at man overser det i sin hverdag”* (Rubow, C., Thomsen, Kulturanalyse kort fortalt)
- Normer
- Institutioner
- Love
- Vaner
- Påklædning

# Perspektiver på kultur

## Grundbog i kultursforståelse

- Måder at forstå kultur
- Utallige måder at anvende ordet på:
  - Finkultur
  - Populærkultur
  - Subkultur
  - Digital Kultur



### nature noun

nature ('nā-chər)

[Synonyms of nature >](#)

1 : the external world in its entirety

### culture noun

culture ('kəl-chər)

[Synonyms of culture >](#)

1 a : the customary beliefs, social forms, and material traits of a racial, religious, or social group



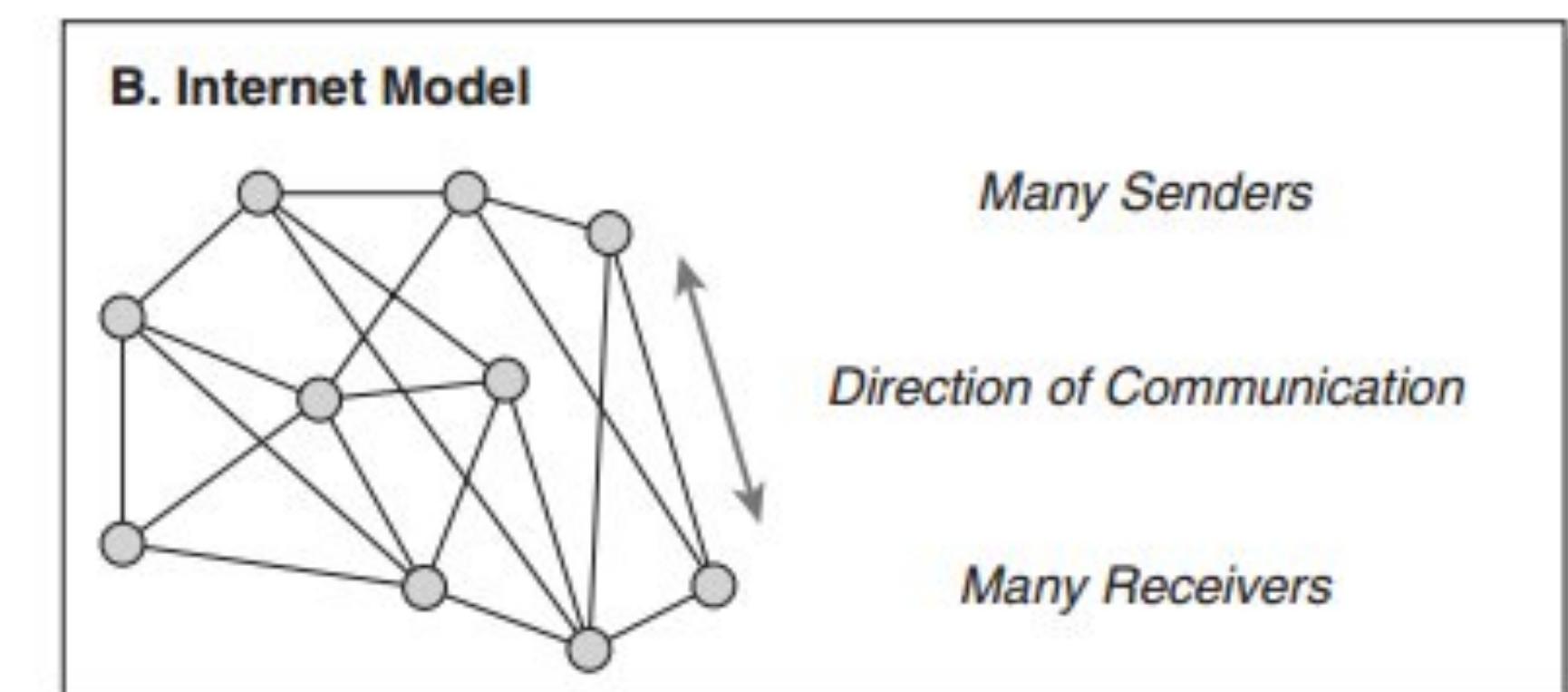
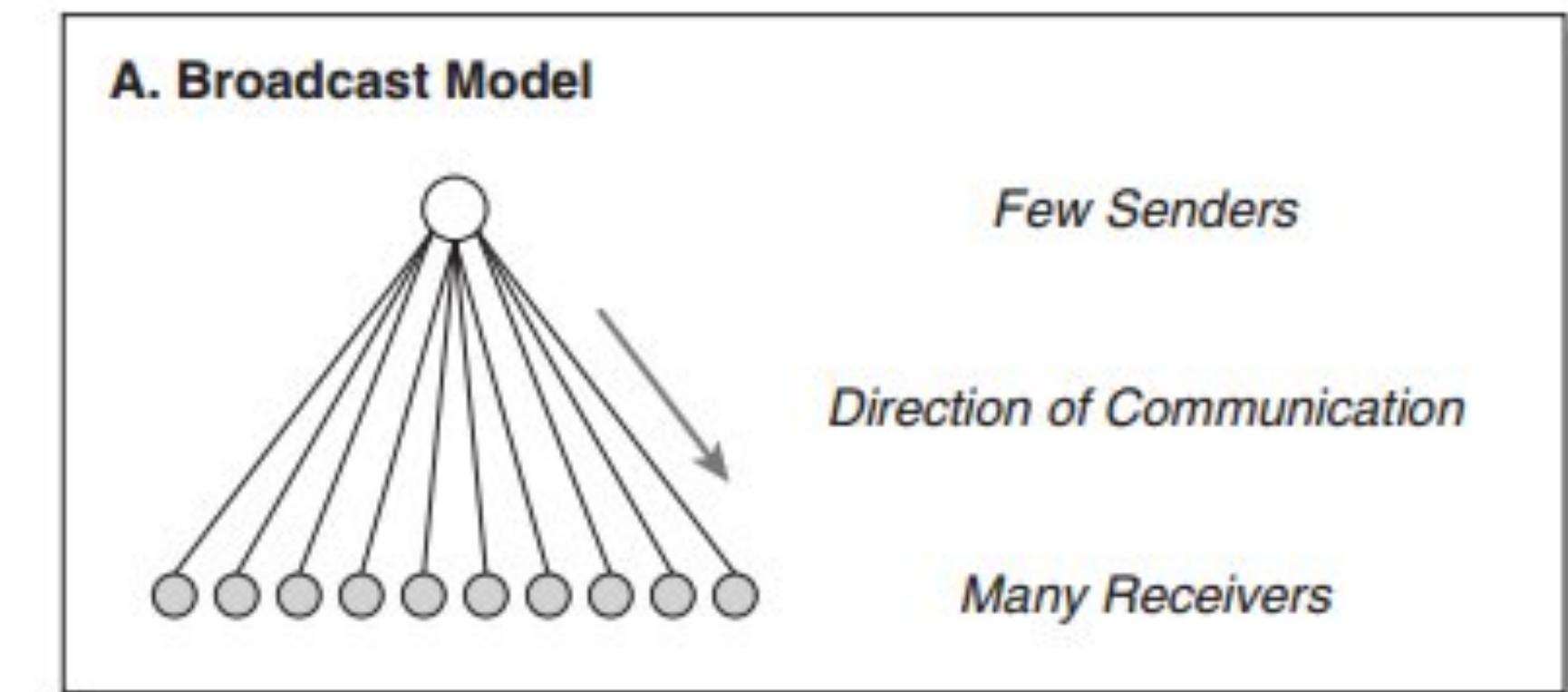
Digitale teknologiers påvirkning af kulturen

Kulturens påvirkning af digitale teknologier

# Key Elements of Digital Culture

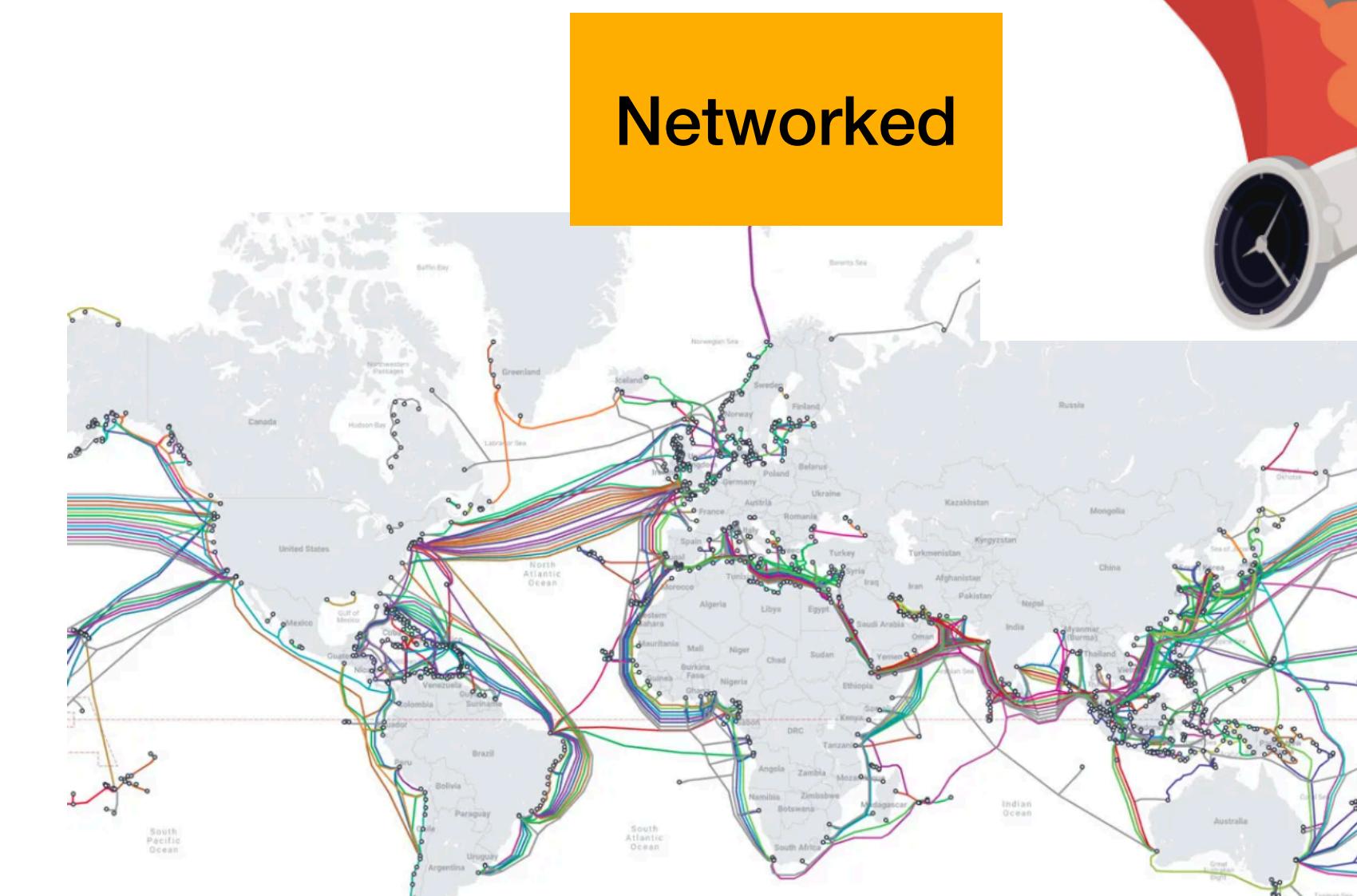
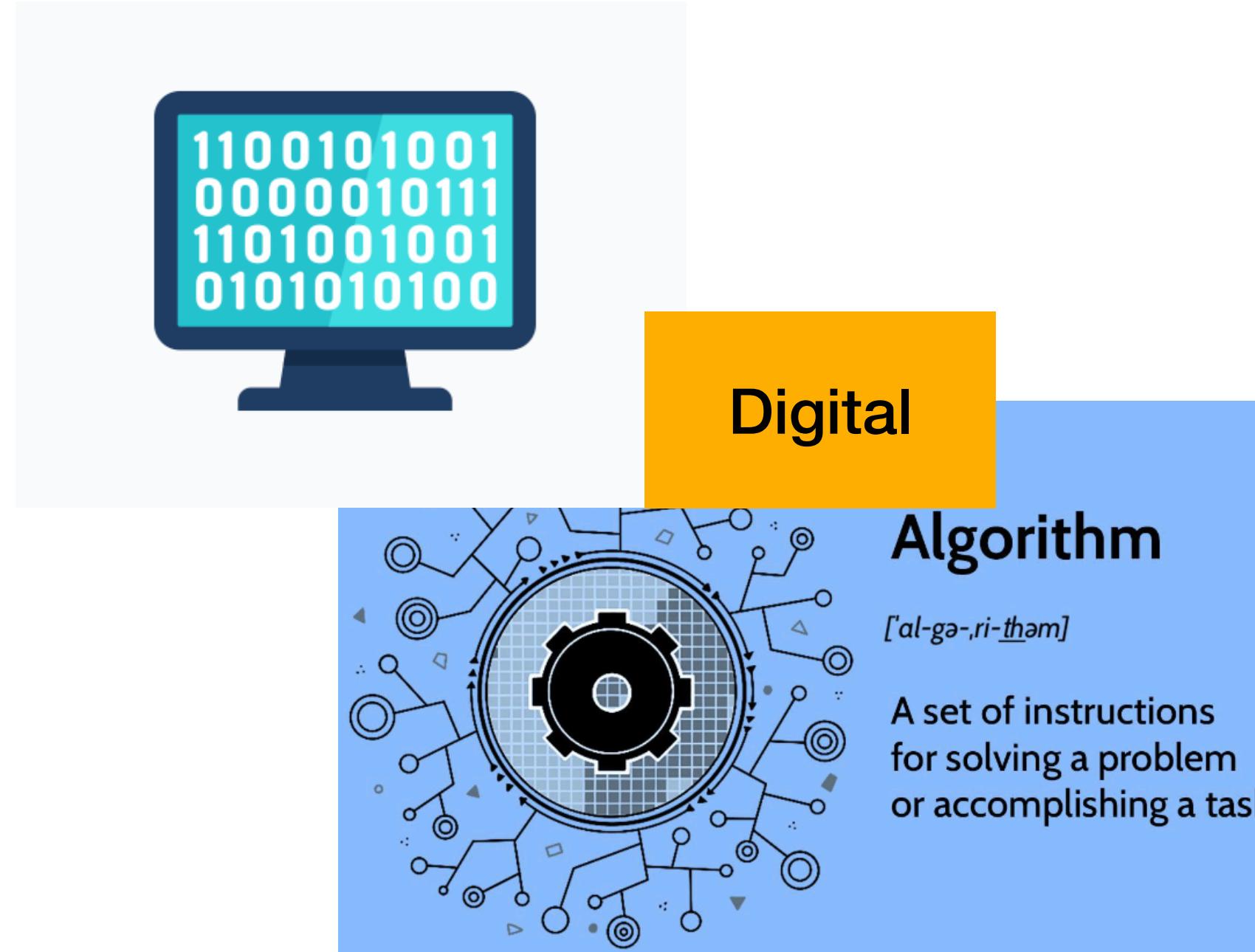
## Broadcast vs Internet

- “New media” (outdated term)
- Aktiv vs. Passiv
- Netværksmodel / Internetmodel
- Decentraliseret
- Metode: Sammenligner med tidlige teknologier



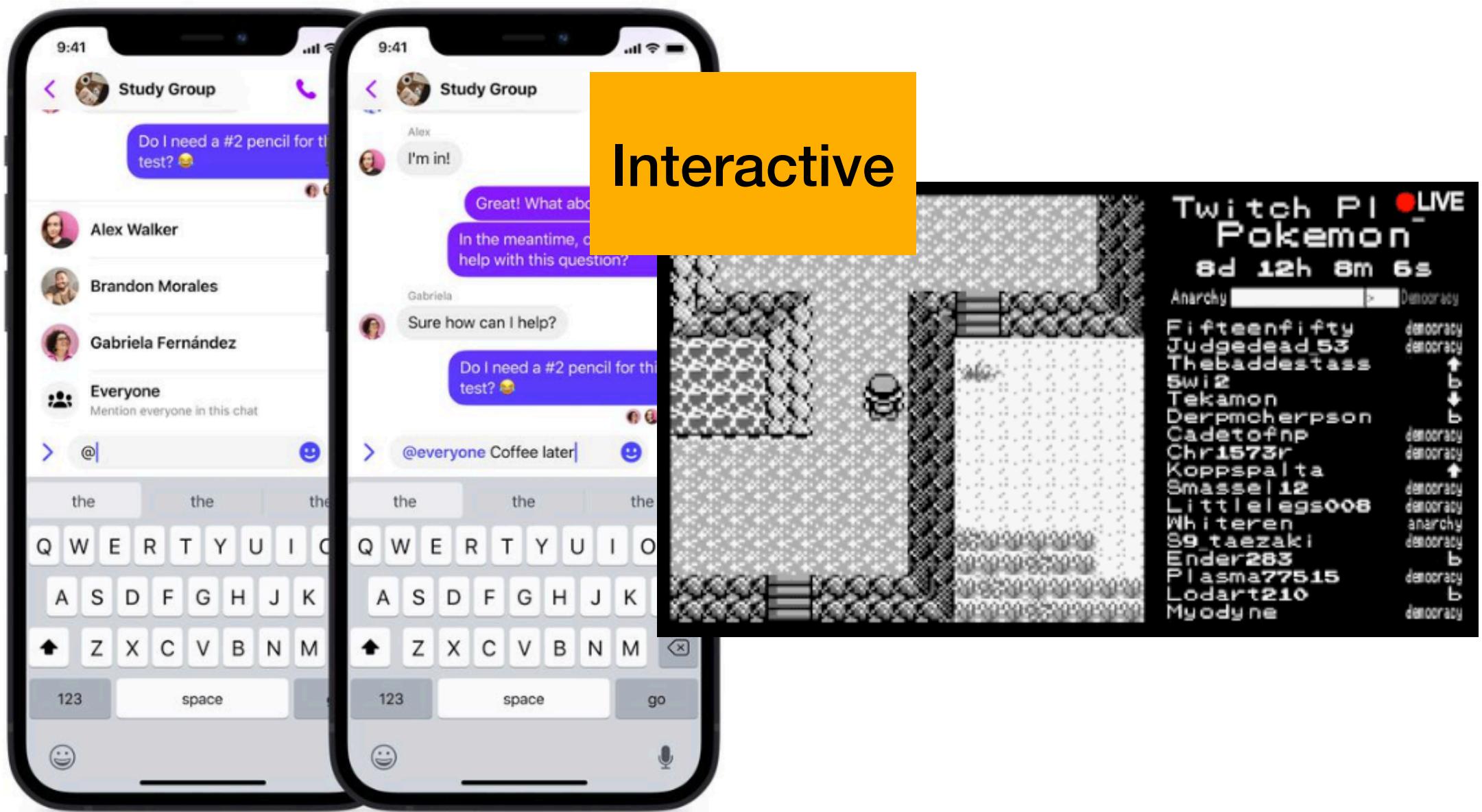
# Key Elements of Digital Culture

## Technical Definition & Processes

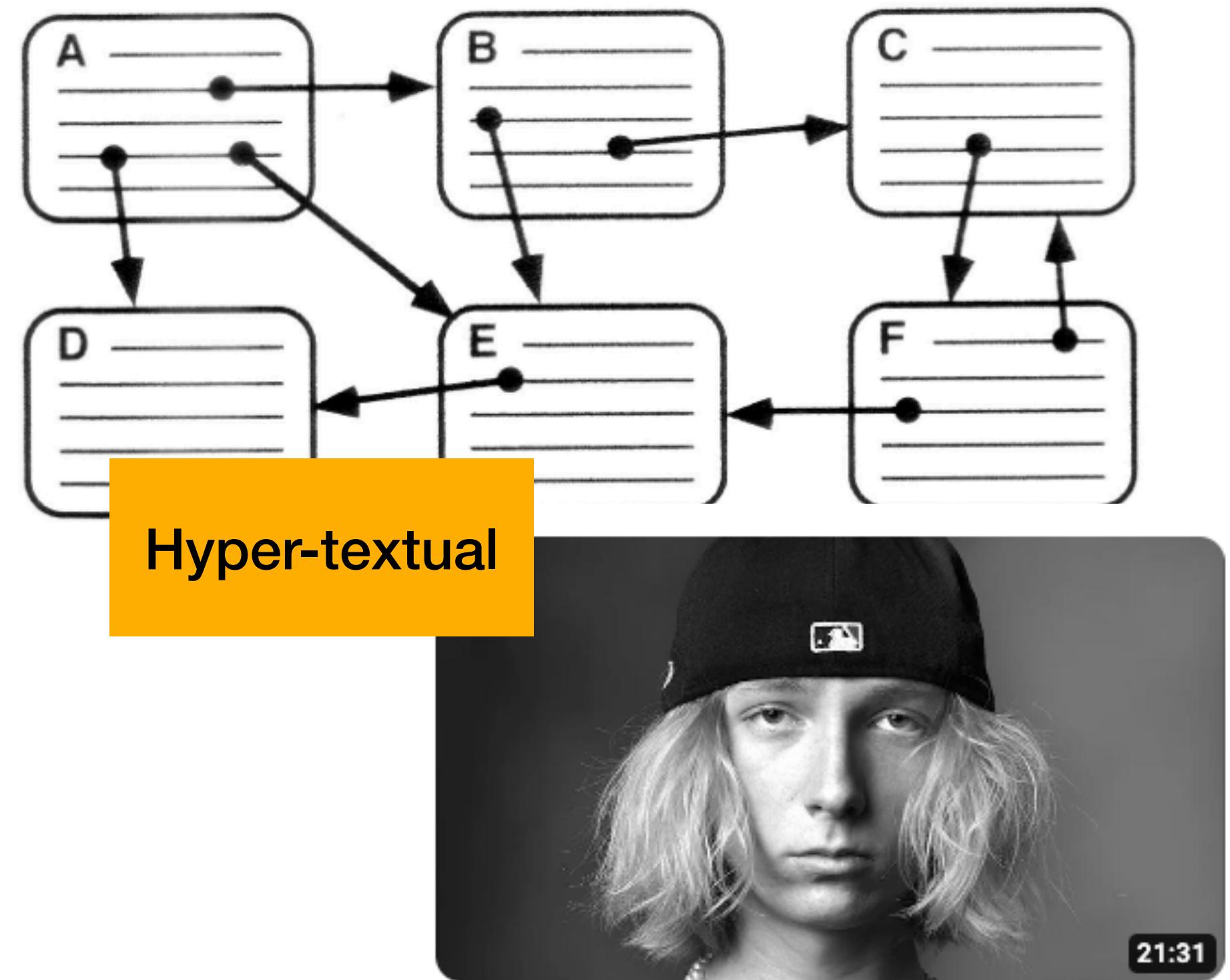


# Key Elements of Digital Culture

## Broadcast vs Internet



A measure of media's potential between the user to let the user exert an influence on the content and/or form of the mediated communication  
(Jensen, 1998: 461, cited in Kiosks, 2002: 368)



Fentanyl Addict interview-Jake

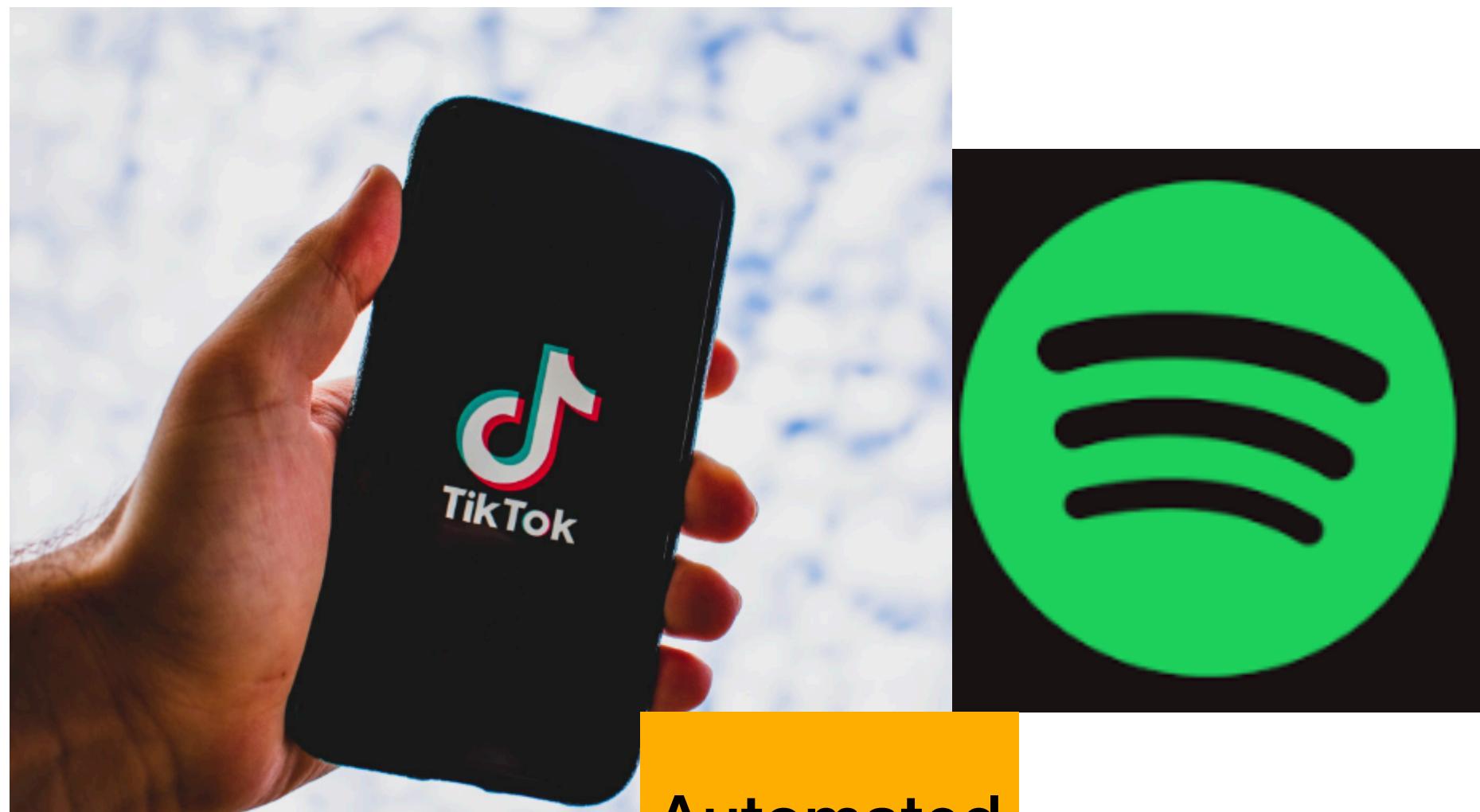
Soft White Underbelly

months ago

Hyper mediated

# Key Elements of Digital Culture

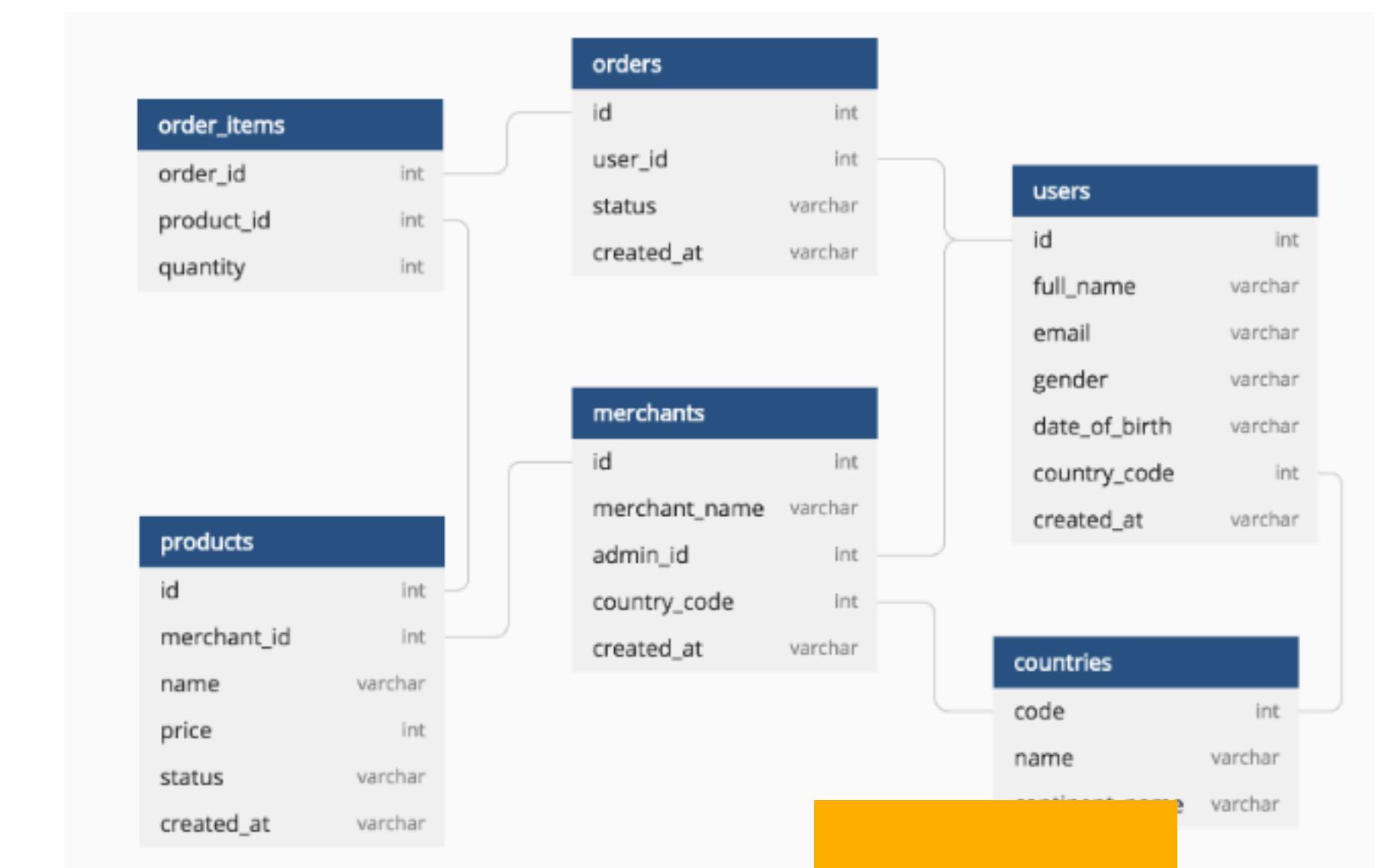
## Broadcast vs Internet



Automated

Sponsored · Shop running shoes :

Adidas Coreracer...	Nike Pegasus Turbo Next...	Nike Performance...	Revolution 6 Next Nature...	Nike NIKE REVOLUTION.
299,95 kr. intersport.dk Free shipping ★★★★★ (81)	779,97 kr. 1.2... Nike Official Free shipping ★★★★★ (123)	324,00 kr. 34... Zalando.dk Free shipping	321,00 kr. Heppo.com DK +29,00 kr. shi...	335,00 kr. Was 419 kr. Spartoo.dk +40,00 kr. shi...
<a href="#">By Producthero</a>	<a href="#">By Producthero</a>	<a href="#">By Bigshopper</a>	<a href="#">By Klarna</a>	<a href="#">By Google</a>

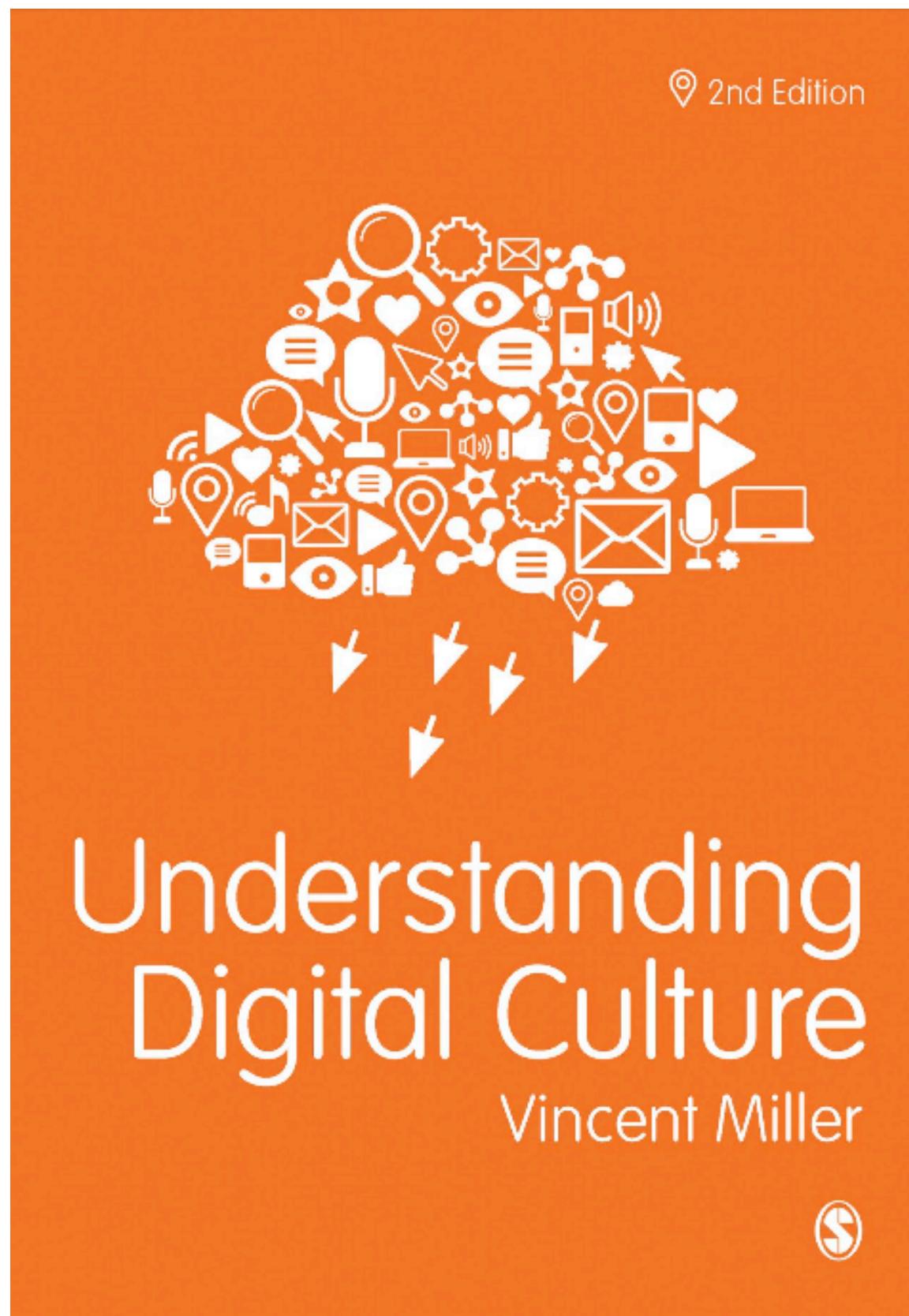


Databased

	first_name	last_name	last_update
1	PENELOPE	GUINNESS	2006-02-15 04:34:33
2	NICK	WAHLBERG	2006-02-15 04:34:33
3	ED	CHASE	2006-02-15 04:34:33
4	JENNIFER	DAVIS	2006-02-15 04:34:33
5	JOHNNY	LOLLOBRIGIDA	2006-02-15 04:34:33
6	BETTE	NICHOLSON	2006-02-15 04:34:33
7	GRACE	MOSTEL	2006-02-15 04:34:33
8	MATTHEW	JOHANSSON	2006-02-15 04:34:33
9	JOE	SWANK	2006-02-15 04:34:33
10	CHRISTIAN	GABLE	2006-02-15 04:34:33
11	ZERO	CAGE	2006-02-15 04:34:33
12	KARL	BERRY	2006-02-15 04:34:33
13	UMA	WOOD	2006-02-15 04:34:33
14	VIVIEN	BERGEN	2006-02-15 04:34:33
15	CUBA	OLIVIER	2006-02-15 04:34:33
16	FRED	COSTNER	2006-02-15 04:34:33
17	HELEN	VOIGHT	2006-02-15 04:34:33

# Key Elements of Digital Culture

## Context



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Author: Vincent Miller

Publisher: SAGE publications

Date of publishing

Sources

# Key Elements of Digital Culture

## Lack of context

Posted by u/Cloud\_Strifeeee 4 years ago

**127 Why JavaScript is your favorite language ?**

Why JavaScript is your favorite language compared C++, C#, Java, Php, Ruby or another major programming language ?

81% Upvoted

273 Comments Share Save Hide Report Tip

What are your thoughts?

B i θ ↵ A^ ⌂ 99 ... Comment

Sort By: Best ▾

systemadvisory · 4 yr. ago

I freaking love the single threaded asynchronous programming model. I love that the code runs everywhere, including a browser.

45 Reply Share Report Save Tip Follow

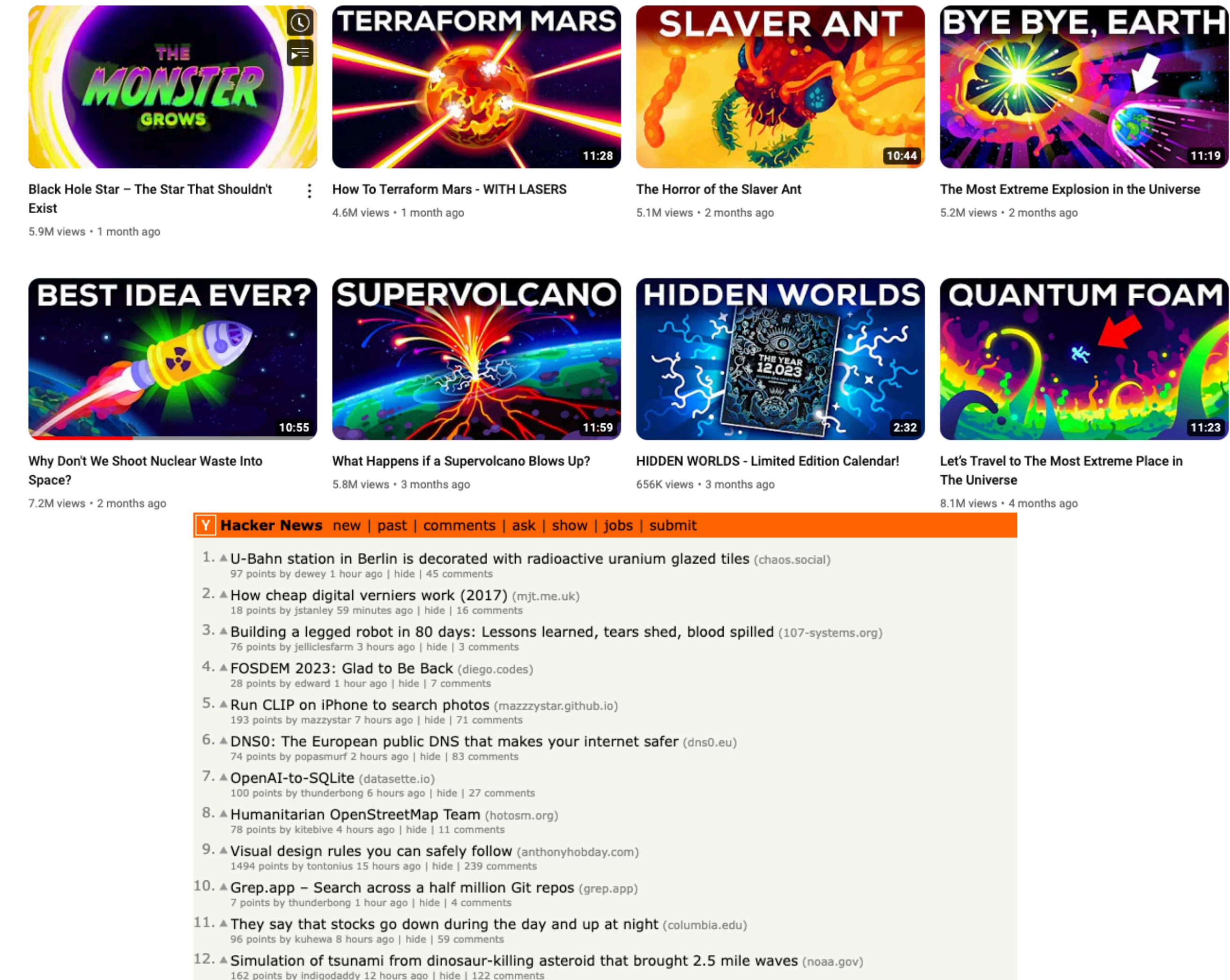
robolab-io · 4 yr. ago

When I was a new programmer I made an awesome Python script to help with some work stuff (I wasn't a dev yet) and no one could figure out how to use it. That made me hate Python.

3 Reply Share Report Save Tip Follow

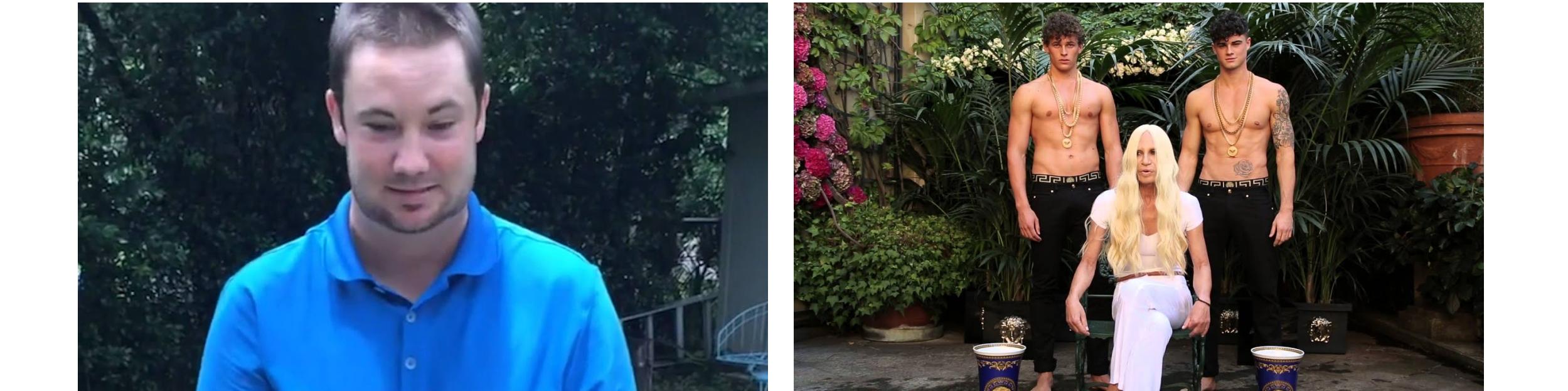
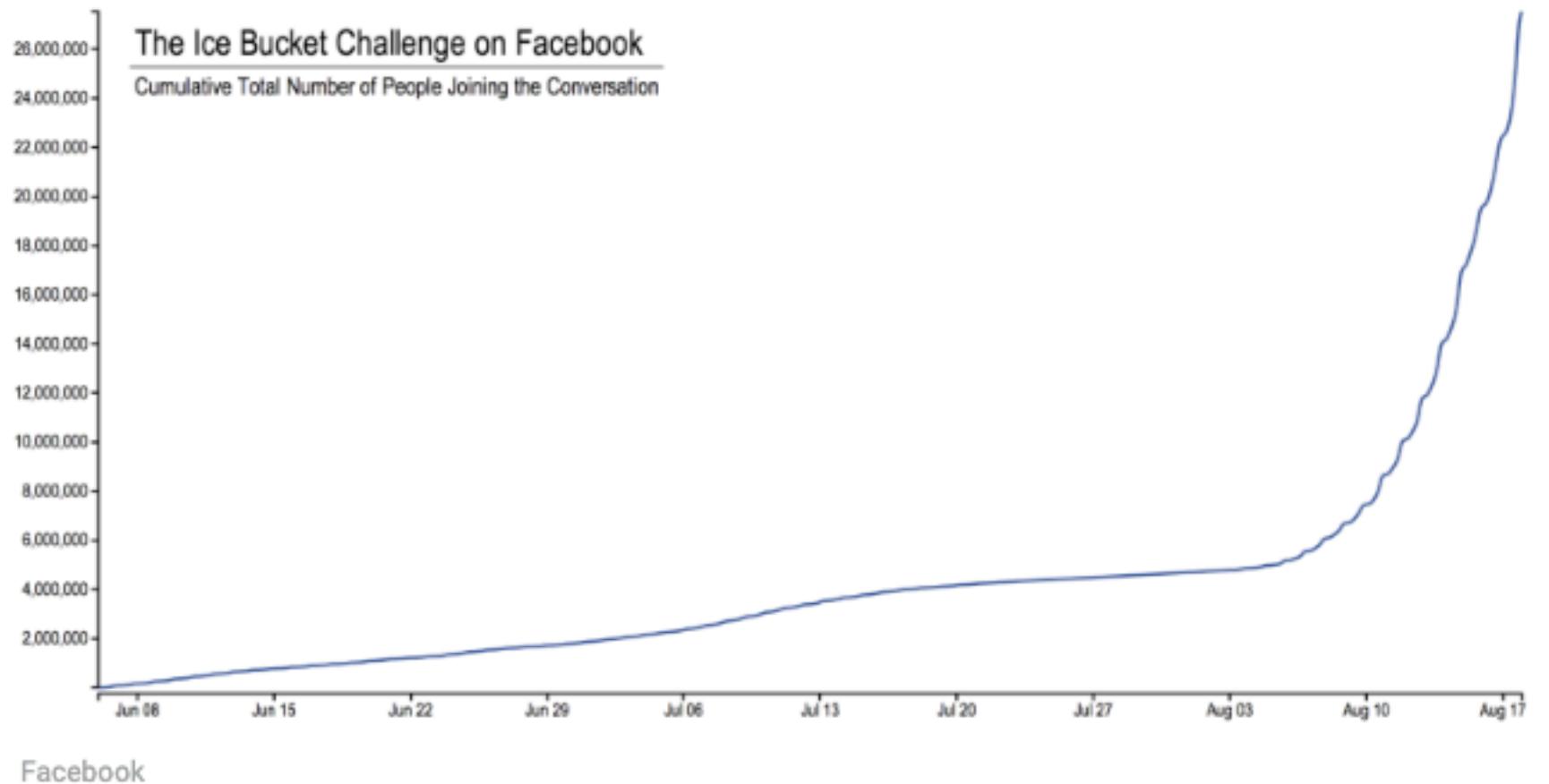
Continue this thread →

Comment deleted by user · 4 yr. ago



# Key Elements of Digital Culture

Viral: Ice bucket challenge



Pause + Gruppeddannelsen

Giv et eksempel på 1 kulturel praksis,  
aktivitet eller værdi, som er **særligt danske**

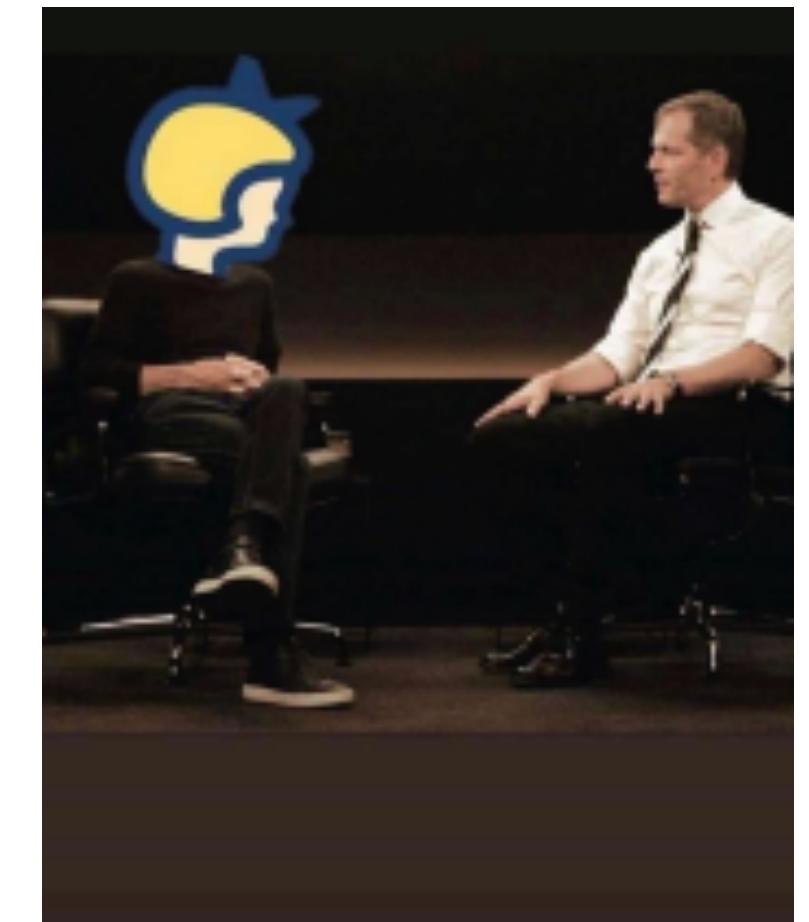
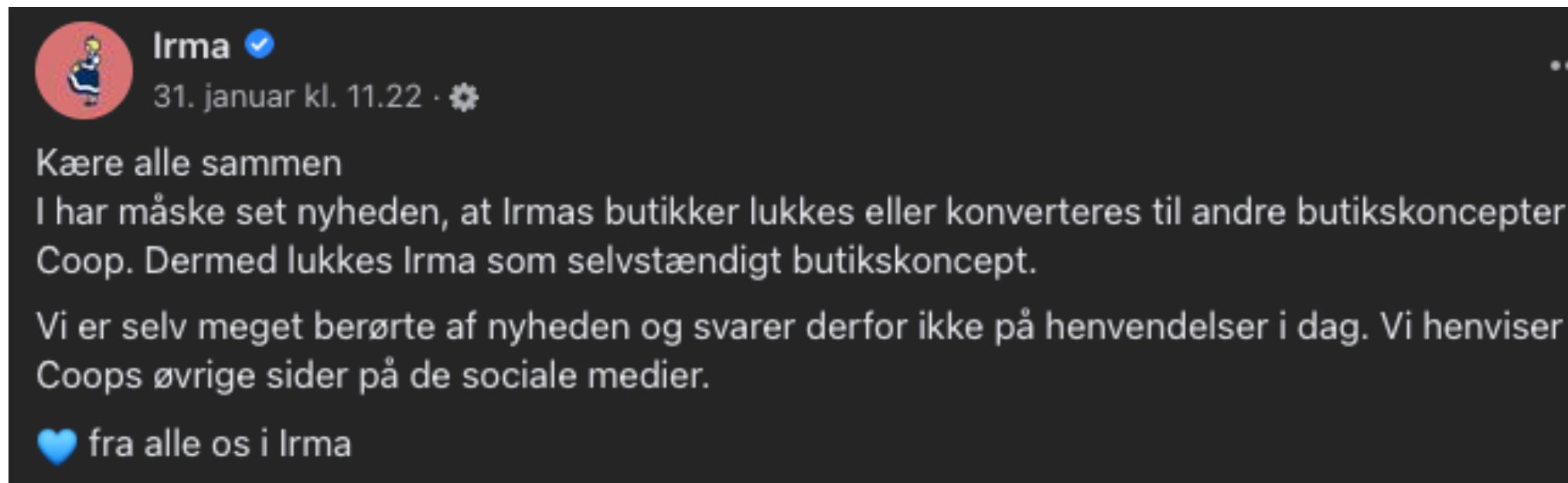
Giv et eksempel på 1 kulturel  
onlinepraksis, aktivitet eller værdi, som **kun  
eksisterer online**

# Casearbejde

## Digital Kultur

- I skal vælge, beskrive og analysere et aktuelt kulturelt fænomen: En kulturel gruppering og/eller et sæt af kulturelle normer og værdier/forestillinger
- Metode: Etnografiske observationer, interviews, indholdsanalyse - Posts på sociale medier og fora, kritisk analyse af apps, kvalitatitv interviews af deltager i kulturelt fænomen
- I skal arbejde i gruppe med at finde projekt og undersøge det (grupperne er lavet)
- Benspænd: I skal ikke allerede være eksperter

# Empiri til analysen: Paraleller til fysisk begravelsespraksis



<https://www.tiktok.com/@tv2kosmopol/video/7196964810263678213?lang=en&q=Irma&t=1675771520222>

# Kursusoverblik

12/9	Kursusintroduktion + Kulturbegreb & internettet som genstandsfelt	Gruppeddannelse + Kontrakt
19/9	Netnografiske studier og online fællesskaber	Fastlægge emne + finde research felt
26/9	Diskursanalyse, trends og induktiv kodning	Arbejde med projekt
3/10	Netværksanalyse + podcastproduktion	Kortlægge området + arbejde med projekt
10/10	Identitetsbegrebet og identitet online	Arbejde med projekt
24/10	Arbejde med projekt	Arbejde med projekt
3/11	Aflevering af medieprodukt & Rapport	Aflevering

# Case Eksempler

r/AMA · Posted by u/mosritemecha 11 hours ago

**I am a UPS employee who is working with many others to organize the biggest strike in US history this summer. AMA.**

If you haven't seen any media coverage about the upcoming conflict between UPS and the Teamsters union which represents most of its employees, this is a very good summary:  
<https://www.cnbc.com/2023/02/03/ups-teamsters-labor-fight-labor-union-contract.html>

Most of the time, you'll hear Teamsters representatives say that we don't want a strike, but we're willing to do it if UPS won't give us a fair contract, because that's the only way we have bargaining leverage.

However, I'm not just willing to strike. I want to. AMA.

27 Comments Share Save Hide Report Tip 94% Upvoted

AMA kulturen på reddit

Lønsedler på /r/denmark

TheWizzDK1 MOD +2 · 3 mo. ago · Sticked comment

Vi har lavet et flair til lønsedler nu og jeg er i gang med at ændre flair på samtlige posts nu. Dette kan bruges til at filtrere disse post fra jeres feeds.

En megatråd vil nok ikke fungere super godt til dette, da man ikke kan poste billeder direkte i en kommentar, kun links. (dette bliver dog ændret meget snart fra Reddits side af)

Vote Reply Share Report Save Tip Follow

[4 more replies](#)

Ghosting på dating apps



Pepe the frog som et alt-right symbol



# Case Eksempler

## **Kids' and young adults' self-representation on TikTok**

How does the TikTok users, in the age of 13-25, represent themselves through the Renegade dance challenge videos and in which way does the context surrounding the challenge affect the creators?

**Empiri:** Tiktokvideoer + interview med brugere

## **Incels**

How is emotional support, such as; caring, empathy and concern, expressed by the members in the comment sections on the latest 10 threads on Incel.co?

**Empiri:** Kommentarer på Incel.co

## **Gamer identity of female streamers on Twitch.tv**

We want to investigate the phenomenon of being a female streamer, by observing the streamer Pokimane and her self-representation, in order to learn about the identity of a female gamer.

**Empiri:** Streaming videoer

## **Ghosting og online dating**

Hvordan oplever unge kvinder/mænd fænomenet online ghosting, og hvilken betydning har det for deres selvopfattelse og forhold til dating?

**Empiri:** Spørgeskemaundersøgelse > dybde-interviews

# Case study

## Rapport

- 5-10 sider
- 1 normalside består af 2400 tegn
- En rapport består af:
  - Problem
  - Introduktion & teoretisk belæg (**minimum 2 tekster**)
  - Metode
  - Analyse
  - Produktionsproces
  - Konklusion

# Case study

## Medieprodukt

- Podcast
- Artikel
- Populærvidenskabelig artikel
- Kronik
- Debatindlæg
- Instagramprofil

# Netnografi

## Fokus

- Fokus: Netnografien kulturelle fokus herunder kan vælges/sammensættes:
  - (a) The use of new language and symbols
  - (b) the expression of various online rituals
  - (c) the adoption of new identities
  - (d) the telling of stories, sharing of beliefs, and passing along of powerful images and media
  - (e) the inculcations and reinforcement of value and value systems
  - (f) relations of power and group dynamics

# Desk Research

Digital Kultur

<https://bibliotek.kea.dk/da/alle-ressourcer/acm-library>

# Påbegynd Gruppearbejde

## Digital Kultur

- Gruppedannelse
- Gruppekontrakt
- Emnevalg - opstart
- I skal have valgt emne næste gang
- I skal have beskrive jeres emne næste gang