

## **THE INSTITUT OF SOCIAL COMMUNICATION AND MEDIA**

### **Associate Professor Jakub Nowak**

Research interests: social, cultural, political aspects of new media, in particular: popular culture online – new networked pop-cultural practices and genres (meme, remix, machinima, trailer, spoiler), fans and fandoms online, critical aspects of popular culture online; activism and protest movements online; (new) media semiotics; privacy and surveillance in the context of media practices; sociology of digital/mobile media practices and their technological, market, political aspects & theoretical interpretations: mediatization, critical theory of new media, datafication, digital justice movement.

### **Associate Professor Katarzyna Kopecka-Piech**

Mediatization, including mediatization of everyday life; sport and physical activity; health, illness, health care (including pandemics); well-being; nutrition; family life; childhood; education; (de)mediatization and (counter)mediatization, i.e., practices of turning away from the media (e.g., digital disconnection, digital detox)

Digital media: media convergence, mobile media and the importance of mobile apps, the impact of the latest media technologies (wearable, embedded, ubiquitous media, internet of things, augmented reality, virtual reality, the role of voice assistants and smart technologies, etc.); the relationship between media and space; urban media; mediatization of the city - urbanization of media

Theoretical research, critical studies: analysis of contemporary technological processes: datafication, platformization, algorithmization, the role of Big Data and artificial intelligence, etc.; mediatization theory: critical and/or comparative studies of paradigms, approaches, and concepts; social theories of media technology development