

METHODS WORKSHOP

CULTURAL ENTREPRENEURSHIP AND DIGITAL TRANSFORMATION IN AFRICA AND ASIA (CEDITRAA)

04–05 OCTOBER 2021, CENTRAL EUROPEAN TIME

VIA ZOOM

SPONSORED BY THE



Federal Ministry
of Education
and Research

IN COOPERATION WITH THE INTERDISCIPLINARY CENTRE FOR EAST ASIAN STUDIES (IZO)
AND THE CENTER FOR INTERCULTURAL STUDIES (ZIS)

04 OCTOBER 2021 (MONDAY)
**TEXT ANALYSIS AND VISUAL ANALYSIS:
MACHINE LEARNING AND BIG DATA TECHNIQUES**
VIA ZOOM

11:15 – 11:30	INTRODUCTION AND WELCOME PROF. DR. CORNELIA STORZ (<i>GOETHE UNIVERSITY FRANKFURT</i>)
11:30 – 12:15	ANALYZING NOVELTY AND PRIOR EXPERIENCE THROUGH TEXT ANALYSIS IN MOVIE VENTURES PROF. DR. ALEXANDER KOCK (<i>TECHNICAL UNIVERSITY DARMSTADT</i>)
12:15 – 12:45	SOCIAL BREAKOUT SESSION
12:45 – 13:30	AI-EMOTION RECOGNITION IN THE WILD AND EXPLAINABLE INTERACTIVE MACHINE LEARNING ON IMAGE DATA – TWO CASE STUDIES PROF. DR. OLIVER HINZ (<i>GOETHE UNIVERSITY FRANKFURT</i>)
13:30 – 15:00	LUNCH BREAK
15:00 – 15:45	MACHINE LEARNING APPLICATION PROF. PRITHWIRAJ CHOUDHURY (<i>HARVARD BUSINESS SCHOOL</i>)
15:45 – 16:15	BREAK/GROUP CHATS
16:15 – 17:00	DESIGN AND (VISUAL) OPTIMAL DISTINCTIVENESS PROF. TIAN HEONG CHAN (<i>EMORY GOIZUETA BUSINESS SCHOOL</i>)
17:00 – 17:30	SOCIAL BREAKOUT SESSION
17:30 – 17:45	CLOSING REMARKS PROF. DR. VINZENZ HEDIGER (<i>GOETHE UNIVERSITY FRANKFURT</i>)

05 OCTOBER 2021 (TUESDAY)
CULTURE & DIGITAL ETHNOGRAPHY
VIA ZOOM

13:00 – 13:15	INTRODUCTION AND WELCOME PROF. DR. MATTHIAS KRINGS (<i>JOHANNES GUTENBERG UNIVERSITY MAINZ</i>)
13:15 – 14:00	AFFORDANCES AND PLATFORM DYNAMICS IN DIGITAL ETHNOGRAPHIC RESEARCH: EXAMPLES FROM MUSLIM EVERYDAY LIFE ON INSTAGRAM DR. SIMONE PFEIFER (<i>JOHANNES GUTENBERG UNIVERSITY MAINZ</i>)
14:00 – 14:30	BREAK/GROUP CHATS
14:30 – 15:15	#TIKTOKAFRICA AS AN ETHNOGRAPHIC FIELD TOM SIMMERT (<i>JOHANNES GUTENBERG UNIVERSITY MAINZ</i>)
15:15 – 16:45	BREAK
16:45 – 17:30	ETHNOGRAPHIC APPROACHES TO DIGITAL FOLKLORE DR. GABRIELE DE SETA (<i>UNIVERSITY OF BERGEN</i>)
17:30 – 18:00	SOCIAL BREAKOUT SESSION
18:00 – 18:45	HYBRID ETHNOGRAPHY OF EXPRESSIVE CULTURES, COLLECTION AND UTILIZATION OF AUDIOVISUAL DATA ASSOC. PROF. LIZ PRZYBYLSKI (<i>UNIVERSITY OF CALIFORNIA</i>)
18:45 – 19:15	BREAK/GROUP CHATS
19:15 – 19:30	CLOSING REMARKS JUN.-PROF. DR. NICO NASSENSTEIN (<i>JOHANNES GUTENBERG UNIVERSITY MAINZ</i>)
19:30	WORKSHOP END