

Digital Humanism Summer School 2023

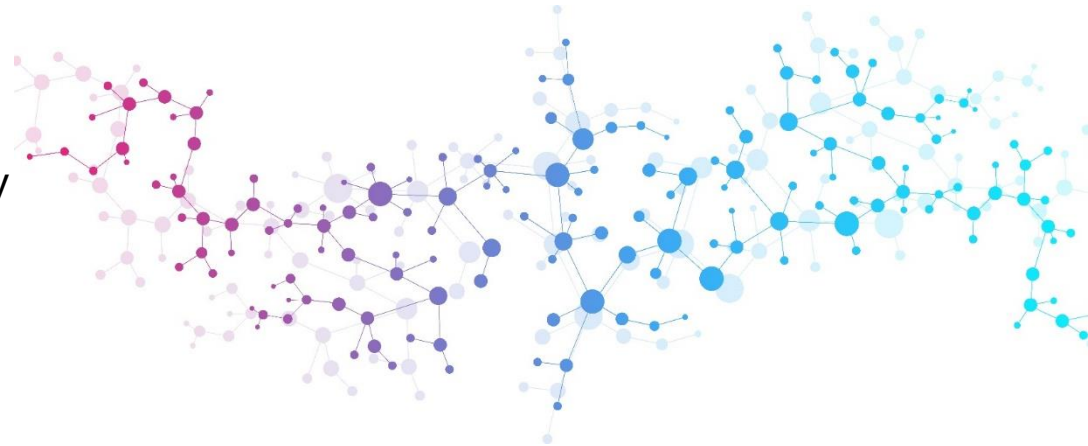
Democracy at stake?!

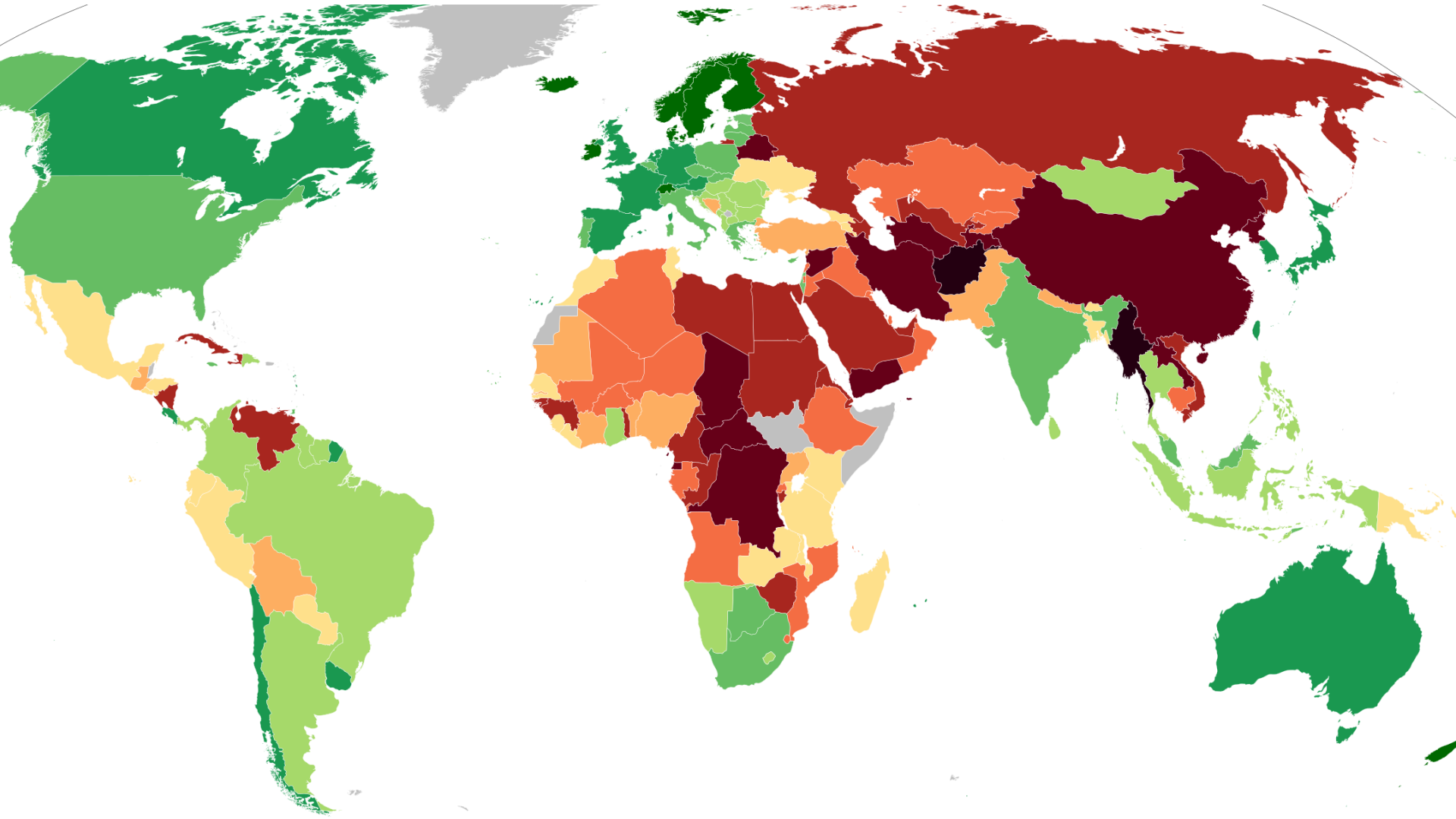
The role of media and libraries in a digitized world

Anita **Eichinger**, Vienna City Library

Wolfgang **Renner**, Wiener Zeitung

Vienna 09/06/2023





 Full Democracy

 Authoritarian Regimes

Source: Democracy Index; The Economist, 2022

In all our societies, authoritarian forces are increasingly gaining ground.

Facing both internal and external threats to liberal democracy.

How can we strengthen liberal democracies?

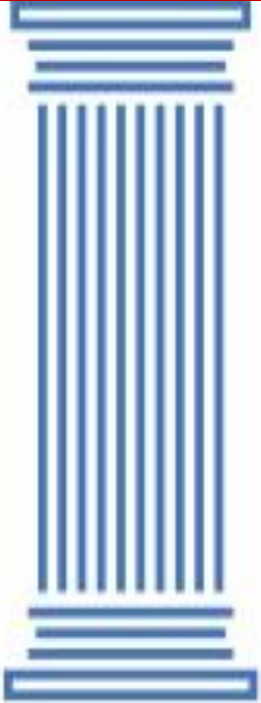
Libraries, Media & Digital Humanism

DIGITALER



HUMANISMUS

DEMOCRACY



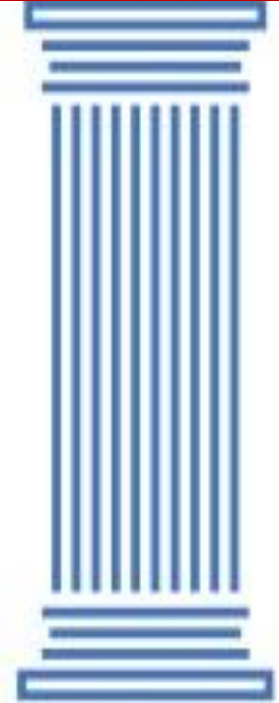
Legislative



Executive



Judicial



Publicative

Source: Montesquieu, The Spirit of Laws, 1748

Media Dawn?

Manipulation. Polarization. Resistance.
The future of the media public

Österreichischer
Demokratietag
2023

Manipulation
Polarisierung
Widerstand

Zur Zukunft
der Medien-
öffentlichkeit



„Flood the zone with shit“

***‘The real opposition is the media.
And the way to deal with them
is to flood the zone with shit.’***

Steve Bannon, 2018



What about Disinformation?

„Flood the zone with shit“ 2/2

In other words:

- **Flood people** with all kinds of nonsense, with absurd information that distorts facts and is inflammatory, but credible stuff for the uninformed.
- **Until the audience** no longer knows what the facts are, but also believes that in principle there are no verified facts at all. Or no truth at all.
- **This is how serious** media are bypassed and the disoriented public is introduced to a right-wing/outside parallel world.

Disinformation

Information that is deliberately false, misleading, or malicious and intend to deceive or harm.

Misinformation

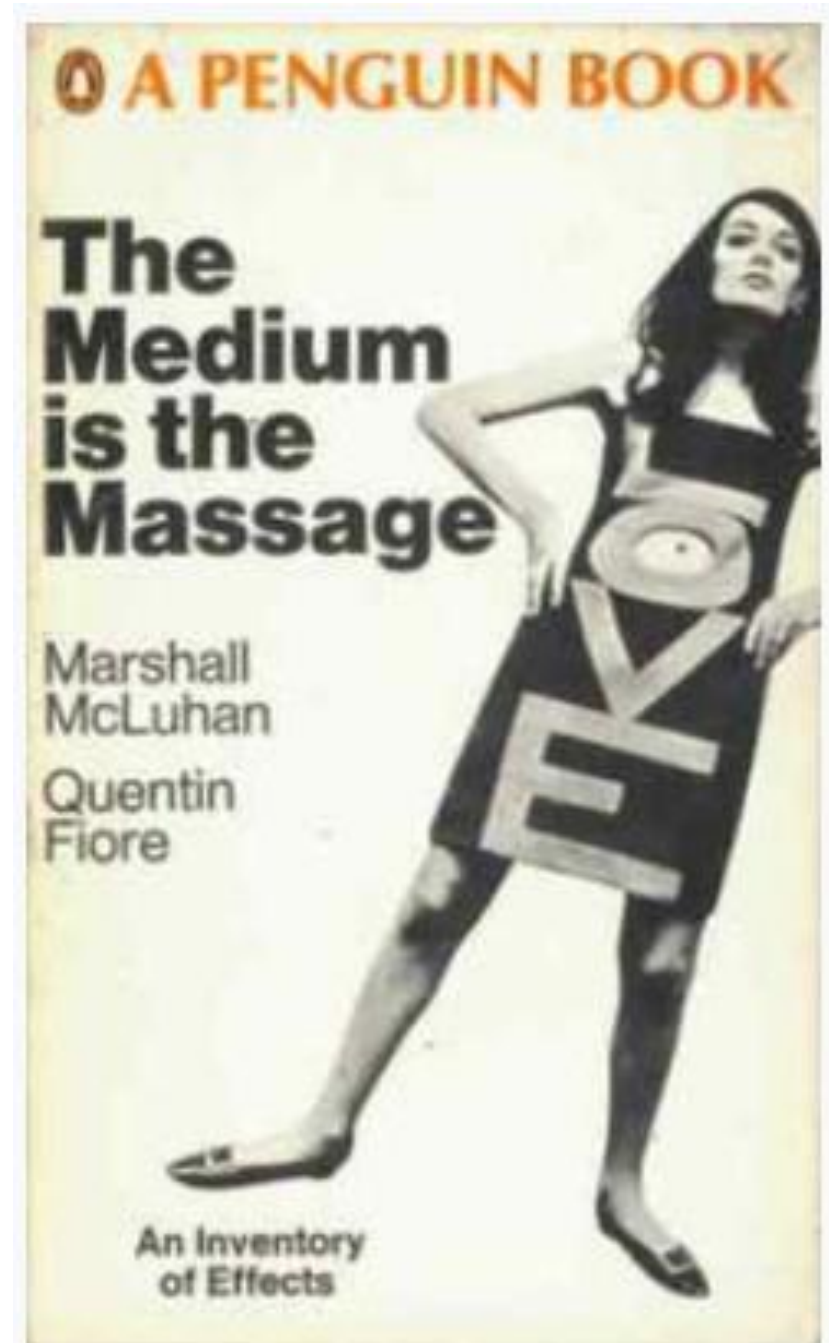
Information whose false, misleading, or malicious nature is unknown to those spreading it.



The Medium is the Message

Marshall McLuhan
1967

Canadian philosopher
media theorist



The Medium is the Message

Marshall McLuhan, 1970

- **Typographical error:** 'Message' became 'massage'
- **'The medium is the message'** became a cliché ironically spoken, given new meaning
- **Central argument,** each medium "massages", influences human perceptual capacity in its own way.
- **All media are** the extension of certain human dispositions. The extension of a sense, changes the way we perceive the world.
- **What about Social Media? What about AI?!?**



Academic libraries

- **A library can be** defined as a collection of published information.
- **Academic libraries** are defined as that group of libraries which focus their holdings primarily on academic study and research. **In addition to** providing publications, especially scientific publications, for immediate use.
- **Conduct research themselves** and perform archiving tasks. Publication services such as document servers are also part of the range of tasks.
- **Most academic libraries specialize** in one or a few academic fields, for example, as a specialist library or to support the research and teaching of an associated or higher-level institution.
- **What about Google? What about AI?!?**



Model: VUCA

Description of the changes and characteristics of today's modern world.

- **Volatility** rapid, sweeping change
- **Uncertainty** difficult predictability
- **Complexity** many, unknown elements
- **Ambiguity** several interpretations plausible

There is not one right way, but many possible ways, as causal approaches do not longer work.

It's about the 'economy of attention'

- **Described by Georg Franck** in a book of the same name: 'The attention of other people is the most irresistible of all drugs.'
- **Attention reference** is more important than any other income form. That is why fame is above power, that is why wealth pales beside celebrity.

Case

What vision for new educational content is needed in view of the digital revolution through artificial intelligence?

Knowing when to turn off
is the most important skill.

