Media@UU Seminar with Professor Gunilla Bradley on the Topic of Social Informatics (in English)

Monday, May 16, 2011, 15:15-17:00h, Ekonomikum, room F332 (Kyrkogårdsgatan 10, level 3=1st floor)

Social Informatics – What is Quality of Life in the ICT society?
Speaker: Gunilla Bradley Professor Emerita Informatics, Royal Institute of Technology, Stockholm, Sweden

Abstract
Professor Gunilla Bradley's research deals with the interplay between ICT, Society, and Human Beings. Some issues that will be addressed:
- How are human beings involved in the labour market?
- How does the workforce in the so-called flexible companies function?
- Quality of Life in the ICT society – how can it be achieved?
- How can we balance various roles in our lives?
- What are new ways to influence our work life conditions as well as societal change?
- What impact on values, human behaviour and life styles do networks and network organizations have?
- Some trends in psychosocial communication and ICT;
- Collaboration in distributed organizational structures;
- The home as a communication sphere in the network era - new opportunities and risks;
- Young IT people in cities and rural areas and their virtual and real communities.

Professor Bradley will summarize her “Convergence Model on ICT and Society”. The convergence reflects main processes in technology, societal structure, organizational design, and human roles in the society.

See also a recently published paper of Professor Bradley:

**Gunilla Bradley (GB)** is Professor Emerita in Informatics at Royal Institute of Technology (KTH) – School of ICT in Stockholm. She is originally a psychologist and has a broad background in the social and behavioural sciences. Her research concerns the interplay between Information and Communication Technology (ICT), Human Beings, and Society – Social Informatics. Her cross-disciplinary research group was hosted by Stockholm University for twenty years. She has been a visiting professor at Stanford University two years and professor of Technology and Social Change at the Royal Institute of Technology. During 1997 – 2001 she was professor in Informatics in Umeå University and Mid Sweden University. In 1997 Gunilla Bradley received the prestigious Namur Award from IFIP for her pioneering research to increase the social awareness of the impact of ICT. She has authored twelve books. Her latest book “Social and Community Informatics – Humans on the Net” (Routledge/ Taylor & Francis Group 2006) is intended for educational purpose and has increased her international role. Currently she has advisory tasks at Swedish and international universities. In 2008, Gunilla Bradley was invited guest professor at the University of Salzburg, Austria. She initiated and chairs the annual IADIS (International Association for Developing the Information Society) conference on “ICT, Society and Humans”, that in 2011 will take place in Rome.

The **Media@UU lecture series** is organized by the Department of Informatics and Media's Division of Media and Communication Studies. In addition to lectures by representatives of our own department, researchers from other disciplines, as well as well-known international scholars, present current research. The series is dedicated to highlighting research on media, or media-related issues, from across the broad intellectual spectrum at Uppsala University, and beyond. It focuses on contemporary hot issues relating to the role of the media in society, such as for example: media, conflict & war, online politics, online economy, Internet/social media/web 2.0, media & globalization, or media power.

Organized by:
Institutionen för informatik och media, medie- och kommunikationsvetenskap

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