

METHODS WORKSHOP

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

04–05 OCTOBER 2021, CENTRAL EUROPEAN TIME

VIA ZOOM | [ACCESS LINK HERE](#)

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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 (LINK ABOVE)

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 (LINK ABOVE)

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