



# Digitalisation of Consumption and Digital Humanities

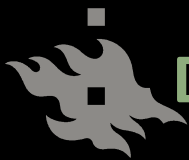
## Development Trajectories and Challenges for the Future

DHN 2018 - Digitalisation of Consumption and Digital Humanities / Rynänen & Hyryläinen

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## Digital humanities and consumption

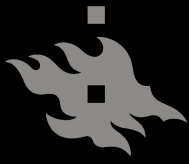
- DH: a continuum from computational-technical agendas to interpretive-humanistic themes
- Digitalisation of consumption: digital technologies interacting with consumer society, the consumption of digital tools, and the hybridisation of the Internet and everyday life
- Homo connectus: available online, living in a digital ecosystem, hypersocial, use cyber language, involved in social activism, always learning and sharing...



## Digitalisation and consumption

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- E-commerce and digitalised buying processes
- Consumers' changing roles
- Between the material and virtual: digital virtual consumption



## Factors driving digitalisation

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- Data or technology-driven digitalisation of consumption
- Platform-based digitalisation of consumption
- Disruption-generated digitalisation of consumption



## Examples of “born digital” systems

	E-commerce	Consumers' changing roles	Digital virtual consumption
Data or technology - driven	Mobile payment		Digital virtual goods in the game worlds
Platform-based		Social media	
Disruption-generated			

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## Challenges for the DH research

Digital humanities approach combining the micro level curiosities of daily consuming (phenomena, how to choose), various combinations of datasets (materials, multiple) and qualitative-computational processes (methods, approaches) has potential to deepen the understanding about our everyday



**THANK YOU!**

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**INSTEAD OF SAVING FOR YOUR  
KID'S EDUCATION, MAYBE YOU SHOULD  
BE SPENDING FOR IT.**

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