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Data: 22/11/2026 18:39:10

MEDIATIZATION STUDIES 5/2021 DOI: 10.17951/ms.2021.5.97-98

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Conference report: "Mediatization of Public and Private Spheres. International Comparative Perspective", Lublin, June 17–18, 2021 (an online event)

Mediatization, datafication and algorithmization can be considered as an expertise, specialized and hermetic notions, which can be difficult to understand for non-professionals. However, the phenomena which lie behind them accompany our daily life. The explanation and exemplification of these phenomena belonged to the main goals of the presentations and discussions during the annual international conference entitled "Mediatization of Public and Private Spheres. International Comparative Perspective", June 17–18, 2021. The conference was organized by three entities: Institute of Social Communication and Media Studies (Maria Curie-Skłodowska University in Lublin), Institute of International Studies (Wrocław University), and Polish Communication Association (Mediatization Section). The conference was one of the events supported by the grant funded by the Polish Ministry of Education and Science: Mediatization of Public and Private Spheres. International Comparative Perspective (the program: Excellent Science: DNK/SP/467199/2020). The second event, taking the form of mediatization experts online panel, was devoted to the most promising mediatization research trends. The experts' ideas on this trends can be found here: https://journals.umcs.pl/public/journals/1/Mediatization_experts_panel.pdf.

The kick-off keynote speech given by Prof. Göran Bolin (University of Södertörn, Executive Board Member of ECREA) was devoted to *Mediatization and the Social Dynamics of Datafication.* As Bolin said: "the problem of datafication – understood as an organizational and technological process, leading to certain economic consequences within which the data becomes a new currency – belongs to the most important facets of the present stage of mediatization process". The datafication means that there is the

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possibility to observe and follow almost all human activities by the usage of digital traces and to take an economical advantage of these traces (*surveillance capitalism*). The consequence of this surveillance is an effective impact on the human daily behaviours. Even more important result of datafication is the commoditization of big data and the significant shift in terms of distribution of power around the world, where "data is the new oil".

Thanks to keynote speech panel we were also able to get to know about blurring the borders between the public and the private spheres in terms of political dimension of mediatization, as well as about the current problems related to the information and data flow (*Mediatization of Privacy*, Dr. Johanna E. Möller, Technische Universität Dresden). The current picture of mediatization research, in particular when the theoretical and empirical investigations are considered, was presented by Damian Guzek from the University of Silesia (*Mediatization Cartography*). The subsequent panels and presentations were devoted to such topics as: *Mediation and Mediatization of Emotional Life. A Meta-Analysis of a Research Area* (Katarzyna Kopecka-Piech, Maria Curie-Skłodowska University); *Mediatization of International News* (Bartłomiej Łódzki, University of Wrocław); *"Scrambled Eggs, Dogs and Dancing" – Sources, Characteristic and Consequences of Mediatization of Privacy in Politic*s (Olgierd Annusewicz, University of Warsaw).

The conference discussion was focussed mainly on the intensification of mediatization in the recent years, which is stimulated by the technological shift, and forced by the pandemic situation. What we agreed upon is that we observe a "rapid mediatization" alteration which is reflected in the growing need of a high-speed replacement of personal communication by the mediated forms of digital communication in our daily activities. This also applies to the science and education, as many of us had a chance to experience this change in the last time. In addition, this rapid form of mediatization is closely related to such areas as health services, trade, finance and banking, and many others. What was particularly hard during the COVID-19 pandemic was a family and intimate communication, which was severely limited to the mediated forms of personal communication (e.g. many families were able to meet together only using audio or video channels). The question that follows from the discussion concerns the durability of the outcomes of the mediatization process stimulated by the pandemic situation. This question will be probably the subject of the future theoretical considerations and empirical investigation devoted to the mediatization process. In the current volume we present the selected outcomes of our discussion hoping we will be able to offer some interesting input in the wide scope of the mediatization discourse.