

DIGITAL FACE (DIFA)

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The Digital Face (DIFA) project studies networked interaction and how people present themselves to others. Our main objective is to study the formation of face in digital environments. By 'face', we mean the physical face and its digital counterpart, the interface, but as well the expressions we use in social interactions to maintain and uphold face. While face, in its various forms, is a key nexus for sociality, its formation in digital environments is not properly understood. We will trace how people move across a range of services and face-to-face interactions in their everyday lives, when deciding whom to vote for or whom to date, for example. The main research question is: What is digital face, and how is it expressed and communicated?

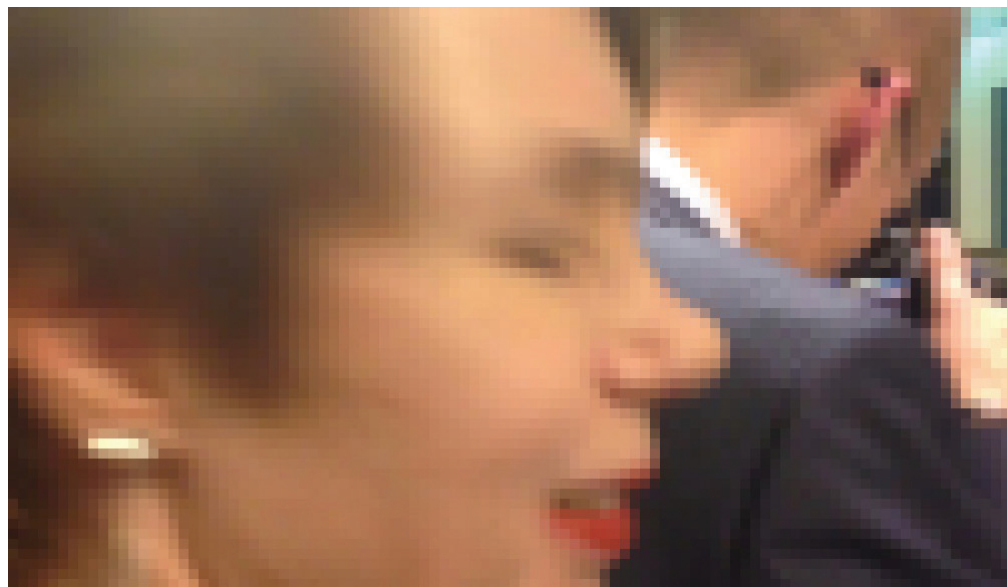
We will conduct empirical case studies using various qualitative and quantitative methods to find out how research participants construct their digital faces through different kinds of services and how these digital faces are intertwined with traditional face-to-face communication.

We will develop custom-built software for tracing these interactional flows and for analysing and modelling them back to our research

participants with the aim of providing a computing tool for reflecting on human values in the design of information systems and technology. By making this tool for our participants, we will delve deep into the actions and interfaces that constitute digital face, while providing participants with software for reflecting on their own digital faces. We will also generate new methodologies by

combining software development with traditional social scientific research. The project will result in an up-to-date, empirically grounded understanding of digital face.

Our project combines theoretical work from the humanities and social sciences with empirically grounded findings on understandings and enactments of face.



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