

Adaptation to Digitalization? A Comparative Perspective

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Ongoing digitalization is related to massive changes in institutions, public and private communication, individual expectations, beliefs, and behavior. While Artificial Intelligence (AI), the driving force of these changes and disruptions, is not well understood, claims are pushed forward to promote adaptation to digitalization. However, what does adaptation imply? Does adaptation mean adapting to unknown dynamic forces of change lacking transparency, predictability and control? Who are the actors in adaptation processes? What are their goals and means for adaptation?

This presentation cannot answer these questions but can only selectively point out to some preconditions and effects of digitalization, focusing on acceptance and use of new media, social robots, and AI-based decision making. These examples give rise to ask for a culture-informed theoretical framework for explaining and predicting different ways of adaptation and non-adaptation to digitalization.