



**Colloquium Series
Sociology of Transnationalization
“The transnational lens”**

Global digital society, platformization and prosumption

Piergiorgio Degli Esposti*
University of Bologna, Italy

The contemporary socio-economic context is highly dynamic and an expression of key digital and physical transformations. Within this panorama, digital platforms play a dominant role, imposing their power on economic and social processes. They also influence personal and institutional communications, regulatory and institutional structures, consumer behaviour and, last but not the least, have a strong impact on the payment system and the management of so-called dual-entry markets. Consumer culture is an essential trait in the social and cultural landscapes of the global digital society. Within this framework we will analyse the role of the prosumer as a subject contemporary empowered and exploited by the affordances of the digital platforms economy. Consumption, labour, education, savings and culture will be observed through the lens of digital sociology.

**Wednesday, 2nd February, 2022
16:15 – 17:45**

**Zoom event, to register:
kerstin.schmidt1@uni-bielefeld.de**

*Piergiorgio Degli Esposti holds a PhD in sociology and social policies and is an associate professor at the SDE Sociology and Business Law Department at the University of Bologna. For SDE, he is the delegate for internationalisation and scientific head of the computer lab. Since 2009 he is a member of the Prosumer Research Group, Maryland University UMD. He is one of the founding members of the Ces.Co.Com Advanced Study Research Center on Consumption and Communication.

Since the fall 2013 he is a Scholar in Residence at Duquesne University Pittsburgh, and he is a fellow in the international guest lectureship programme of Bielefeld University. His last book is “Being Prosumer in the Digital Society. Production and Consumption between Atoms and Bits” (2015). Recent article: “The increasing centrality of prosumption in the digital capitalist economy” (2020), OJS Austrian Journal of Sociology.