

Me, My Selfie, and I: Self-Obsession in the Age of Selfies

According to Google statistics, 93 million selfies are posted every day on Android devices alone. How did we become obsessed with ourselves? Why are we ready to share our private images with friends and strangers? And who is watching us while we spend time online, stalking others on Facebook, Twitter and Instagram? Slovenian anthropologist Dan Podjed addressed these issues in his presentation on December 4, 2019, and made a selfie on the stage and shared it on Instagram with #UDel hashtag. The main message of his lecture was that in the contemporary world, we may not exist at all if no one sees us.

While at UD, Dr. Podjed hosted a workshop on **Meaningful Technologies: A View from Anthropology.**

In the last decade, anthropology has become increasingly popular in the context of technology design. Several international companies started to hire anthropologists or use ethnographic approaches to design and develop IT products and services, including Microsoft, Boeing, General Motors, Motorola, Nissan, Volvo, Intel, etc. The first part of the workshop presented the most interesting cases of technology design, based on anthropological approaches. Also highlighted was the shift from expert- to people-centered mindset in R&D teams and projects, and opportunities for anthropological careers outside academia, e.g. in IT industry. In the second part of the workshop, the participants became familiar with the four steps of the people-centered development and worked in groups to design, visualize and present their own ideas to develop meaningful, sustainable and people-friendly technological solutions.



Dan Podjed is an applied anthropologist from Slovenia, devoted to developing people-friendly products and solutions for the promotion of a sustainable lifestyle.