

Public Lecture Evening with Prof. Dr. Eduardo Navas (School of Visual Arts, Pennsylvania State University, PA, USA)

Remix: Four Elements of Selectivity in Media

**Thursday the 2nd of November 2017 / 6 pm to 8:30 pm / Lecture hall A022, UniS,
Schanzeneckstr. 1, 3012 Bern**

Lecture and discussion

Eduardo Navas:

Four Elements of Selectivity in Media

Eduardo Navas will present his most recent research on remix consisting of methods and theories of data patterns of communication that are relevant across disciplines. An emphasis of his research is to understand how particular information or content is recycled, repurposed and recombined, and how this leads to new forms of creativity and innovation. Navas considers moving from the macro to the micro; meaning, how to use abstract data (big data) to focus on specific instances that will reveal elements that otherwise may go unnoticed. Being able to move from broad to specific in order to evaluate shifts in meaning can be a critical variable in the promotion of diversity, and consequently, lead to better understanding of how cultural difference plays a pivotal role in the common good of society. Based on his current research, Navas will discuss four elements that, as he has noted, are at play across all forms of communication, and will conduct a workshop in which participants will be able to explore the possibilities of selectivity.

Eduardo Navas is the author of *Remix Theory: The Aesthetics of Sampling* (Springer, 2012) and *Spate: A Navigational Theory of Networks* (INC, 2016). He is co-editor of *The Routledge Companion to Remix Studies* (Routledge, 2015) and *Keywords in Remix Studies* (Routledge 2017). He currently researches and teaches principles of cultural analytics and digital humanities in The School of Visual Arts at The Pennsylvania State University, PA. He is Research Faculty in the College of Arts and Architecture's Arts & Design Research Incubator (ADRI), and a Center for Humanities and Information Research Fellow (CHI) also at The Pennsylvania State University.

<https://sova.psu.edu/profile/eduardonavas> and
<http://navasse.net/docs/index.php>



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