

EASA APPLIED ANTHROPOLOGY NETWORK

ACTIVITY REPORT 2016

In 2016, EASA Applied Anthropology Network continued to be very active. In July, the network presented its activities at the **EASA biennial conference**, which was held in Milan, Italy. At the conference, the network held an official meeting attended by approximately 25 participants. First, the network convenors, Meta Gorup and Dan Podjed, presented network's achievements and challenges in 2015 and 2016; afterwards, the participants proposed a variety of future activities and discussed the network's strategy for the coming years. Among other things, it was decided that the network continues organising the annual event for the promotion and popularisation of anthropology, entitled *Why the World Needs Anthropologists*, and to broaden its orientation to other applied fields, such as applied development and medical anthropology. Initiatives for regionalisation of network activities on national levels were proposed and the decision to take care of promotion of applied anthropology in Europe through new events and publications was taken. Network members also discussed the necessity for rotation of network's management, i.e. the biennial election of network convenors. They decided to prepare a call for a new network convenor, which was later published on Facebook and distributed via the network's mailing list on 23 July.

On 4 and 5 November, we co-organised (in collaboration with nine other institutions from Europe and the United States) the fourth symposium **Why the World Needs Anthropologists** (event webpage: www.applied-anthropology.com) with a thematic title 'Humanise IT!'. More than 350 participants from 20 countries attended the main part of the event (4 November) and five thematic workshops (5 November). The purpose of the symposium was to promote applied anthropology in Europe, to encourage cooperation between IT engineers and anthropologists, and to present new possibilities for developing human-centred IT solutions. Keynote speakers at the event in Tartu, Estonia, were Sten Tamkivi, the founder of Teleport and former CEO of Skype, Melissa Cefkin, an anthropologist at Nissan, dedicated to the development of autonomous vehicles, Daniel Miller, professor at University College London (UCL) and an expert in digital media, and Dimitris Dalakoglou, professor of social anthropology at VU University Amsterdam.

All four speakers participated in the panel discussion, which was moderated by Dan Podjed in his role as convenor of the EASA Applied Anthropology Network. Video-recording of the plenary part of the event was sponsored by our media partner, Postimees, and is available on this link: <https://www.uttv.ee/naita?id=24871> The five well-attended thematic workshops on the second day of the event (attended by approximately 150 participants) were organised by Garage48, Antropologerne, DriveGreen project, ID:CO LAB of the IADE Creative University, and AnthroAnalysis at the University of Copenhagen. On 5 November, EASA Applied Anthropology Network held an **interim meeting**, which was especially important for strengthening the network's executive board. Approximately 25 attendees (among them 6 EASA members, who were eligible for voting) elected the third network co-convenor, Pavel Borecký (PhD researcher at University of Bern, Switzerland), and a US-Europe liaison Carla Guerrón-Montero (Assistant Professor at University of Delaware, US).

In 2016, the network was active on **social media**, especially on [Facebook](#), where it currently (December 2016) has over 6,400 followers (“likes”), which is 4,000 more than in December 2015. Our Facebook administrators have published at least one post per day and have been actively engaging in commenting, replying to messages, and engaging with the followers of the page. Online activities of the network have proven to be very important for assuring growth of our online and offline communities and for promoting our annual event Why the World Needs Anthropologists. This is why we have decided to strengthen our online presence on [Twitter](#) and on [Instagram](#).

Both profiles are already prepared and active, and will become more vivid in 2017.

In order to get to know needs and expectations of the membership base better (especially of those people, who missed the symposium), we intend to distribute an on-line survey in January 2017. The findings will allow us to better direct our activities and, eventually, to stimulate new initiatives among the members.

The report was prepared by EASA Applied Anthropology Network convenors:

Dan Podjed, Meta Gorup, and Pavel Borecký