The Cost of Disbelief: Fracturing Societies and the Erosion of Trust

Platform technologies are designed to divide communities by ideology. Politicians take advantage of this information architecture to position people against one another. The result is a fracturing of belief, where truths have splintered and trust has eroded. Our digital media environments are at the center of this fracturing. Our social and civic cohesion is at risk.

The Salzburg Academy on Media and Global Change will bring together emerging media makers and storytellers to create speculative futures, focused on media infrastructures that can renew trust, re-imagine community engagement, and inspire new norms for participation in daily life.

KEY QUESTIONS
- What is the relationship between media platforms and trust?
- How are norms of truth and facts impacted by social networks?
- What are the repercussions of algorithms for media and news institutions?
- What types of journalism and storytelling can combat disbelief and distrust?
- What media systems and structures are needed to reinstate norms of trust, truth, and social cohesion?

PARTICIPANT PROFILE
The Academy will gather 75 emerging media practitioners – journalists, filmmakers, activists, storytellers and advocates – from partners schools alongside 25 faculty and 20 visiting scholars, who span across media disciplines, fields and industries.

PROGRAM FORMAT
The Academy features plenary presentations and discussions on a range of media-related topics; immersive workshops on game design mobile storytelling, guerilla filmmaking, immersive design, and community engagement; and sessions on world building, cultural representation, and human interaction complement the program. Project-based work is conducted through student-led groups, where a human-centered design process is put forward. The Academy also features reading groups and a film club.

See online for EXPECTED OUTCOMES, SPEAKERS and more.