



## Andreas Hepp

Affiliate, Communication

### Bio

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#### BIO

Besides being a visiting fellow at Stanford University, Communication Department, I am a professor of media and communications, Head of ZeMKI, Centre for Media, Communication and Information Research, University of Bremen, Germany, and spokesperson of the Research Unit 5656 "Communicative AI: The Automation of Societal Communication".

My research and my teaching focuses on how media change and transformations in the way we communicate are interrelated with refigurations within culture and society. To adequately define this scenario, I harness the terminology of deep mediatization.

Deep mediatization research connects to a range of other areas such as the role algorithms play in contemporary society, data and the datafication of communication, the influence of pioneers and pioneer communities on media-related developments, the emergence of new kinds of publics at the local, national and transnational level, the increasing role automation and communicative AI play in everyday communications, and the everyday use and appropriation of media by different media generations.

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