Digital Discourse Analyses in Switzerland – Exploring a Transdisciplinary Field of Action

Brief Information

Link to **project description** https://www.zhaw.ch/en/research/research-database/project-detailview/projektid/5367/
Link to **Digital Discourse Lab** https://www.zhaw.ch/en/linguistics/business-services/digital-discourse-lab/

WHAT IT IS ABOUT: Linguistic data, "language data," plays a significant role in our digitalized society by influencing how digitally networked public communication and knowledge management are carried out. How this data is stored, analyzed, and utilized profoundly impacts organizations and various professional fields and areas of activity. **Analyzing patterns in language data** has become an important practice for individuals and groups in science, business, and civil society.

WHAT WE ARE INVESTIGATING: Our field study, "Digital Discourse Analyses in Switzerland," aims to investigate **the current practices**, innovative approaches, and prospects related to linguistic data **in various professional fields and areas of activity**. The project seeks to understand the current situation of interested sectors, as well as the humanities and social sciences. The research results will be published and reviewed by a **sounding board** of representatives from both business and science.

INTERVIEW INVITATIONS: In spring 2024, selected individuals are invited to participate in qualitative interviews to delve deeper into our findings. The interviews will be conducted by:

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THANK YOU VERY MUCH FOR YOUR COOPERATION!