

Artikulu honek aztertzen du humanitate digital kritiko eta kontzienteen eremua eta teknologiaren eta ikuspegi humanistikoaren intersekzioan jartzen du arreta. Digitalizazioak gizartean, ekonomian eta eguneroko bizitzan duen eragin azkarra aintzat hartuta, ezinbestekoa da digitalizazioa giza balioetan oinarritzen dela bermatzea. Humanitate digitalei lotutako oinarri teorikoak eta gogoeta etikoak azaleratzen ditu artikulu honek. Ikuspegi berriei helduz, humanitate digital kritiko eta kontzienteak deskribatzen ditu artikuluak ahots baztertuak ahaldundu eta diziplinarteko lankidetzak sustatzeko aukera gisa. Dokumentuaren amaieran, garapen eta erabilera teknologikoetan, esperientzia eta balio humanistikoak eta gogoeta etikoak lehenesteko dekalogo bat proposatzen da.

Giltza-Hitzak: Humanitate digitalak. Kritikoak. Kontzienteak. Intersekzio teknologikoa eta humanistikoa.

Este artículo explora el emergente campo de las humanidades digitales críticas y conscientes en los espacios digitalizados, centrándose en la intersección entre la tecnología y la visión humanista. A medida que la digitalización se ha convertido en una fuerza generalizada que configura nuestras sociedades, economías y vidas cotidianas y a medida que avanza a un ritmo acelerado, es crucial garantizar que la digitalización se base en valores humanos. Este artículo examina los fundamentos teóricos y las consideraciones éticas asociadas a las humanidades digitales. Al incorporar diversas perspectivas y enfoques, este artículo subraya el potencial de las humanidades digitales críticas y conscientes para abordar las cuestiones sociales, empoderar las voces marginadas y fomentar la colaboración transdisciplinar. El documento concluye proponiendo un decálogo para priorizar las experiencias humanas y las consideraciones éticas en el desarrollo y despliegue tecnológico.

Palabras Clave: Humanidades digitales. Críticas. Conscientes. Intersección entre tecnología y humanismo.

Cet article explore le champ émergent des sciences humaines critiques et conscientes dans les espaces numérisés, en se concentrant sur l'intersection de la technologie et de la vision humaniste. À mesure que la numérisation est devenue une force généralisée qui façonne nos sociétés, nos économies et nos vies quotidiennes, et à mesure qu'elle progresse à un rythme accéléré, il est crucial de s'assurer que la numérisation est basée sur les valeurs humaines. Cet article examine les fondements théoriques et les considérations éthiques associées aux sciences humaines numériques. En intégrant diverses perspectives et approches, cet article met en lumière le potentiel des humanités critiques et conscientes pour traiter les questions sociales, autonomiser les voix marginalisées et encourager la collaboration interdisciplinaire. Le document conclut en proposant un décalogue pour donner la priorité aux expériences humaines et aux considérations éthiques dans le développement et le déploiement technologique.

Mots-Clés : Sciences humaines numériques. Critiques. Conscientes. Intersection entre technologie et humanisme.

Critical and conscious digital humanities: a decalogue for the short future

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Introduction

Society has witnessed the impact of various technological revolutions, including social, economic, political, and technological shifts that have steered society towards a paradigm where information and the growing datafication processes that lead to “big data”, “small data”, “smart cities”¹ play pivotal roles. Certainly, a notable transformation in Western society can be characterized as a shift from material resources, which were a fundamental feature of the Industrial Age, to a new concept termed “immaterial culture” where data and information are key elements².

In that line, the advent of digital advancement has fostered substantial transformations in the dynamics of human interaction, information accessibility, and the execution of diverse undertakings^{3 4}. It has served as a catalyst for enhanced connectivity, empowering individuals to engage in communication and cooperative endeavors irrespective of geographical constraints, thereby cultivating the emergence of globalized networks and communities⁵. The widespread availability of digital devices, such as smartphones and computers, has also democratized access to information and knowledge, empowering individuals with unprecedented opportunities for learning, creativity, and self-expression⁶. In this new societal configuration, therefore, new multifaced and multiscale social spaces have emerged as the result of the millions of digital interactions happen every second⁷. However, structural imbalances are clearly visible in today’s highly technological global society⁸. That is, the digital divide remains a significant concern, as unequal access to digital technologies exacerbates existing social and economic inequalities^{9,10}. In many parts of the world, marginalized communities, rural areas, and disadvantaged individuals still face barriers to digital inclusion, limiting their opportunities for social and economic development¹¹.

The prevailing circumstances call for a reevaluation of society through a humanistic perspective. In the contemporary digital landscape where the prevailing environment undergoes profound transformations, humanistic perspectives play an integral role in both shaping and being shaped by society¹². These

¹ Calzada, I. (2021). *Smart City Citizenship*. Elsevier.

² Ipiña, N. (2012). *The use of wikis in a CLIL-POI context as tools for collaborative writing: mpact of attitudes*. [Doctoral Thesis]. <http://ebiltegia.mondragon.edu:8080/xmlui/handle/20.500.11984/5591?show=full&locale-attribute=es>

³ Haleem, A., Javaid, M., Qadri, M.A., & Suman, R. (2022). Understanding the role of digital technologies in education: A review- *Sustainable Operations and Computers*, 3, 275-285. <https://doi.org/10.1016/j.susoc.2022.05.004>

⁴ Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *The Journal of Strategic Information Systems*, 28(2), 118-144. <https://doi.org/10.1016/j.jisis.2019.01.003>

⁵ Dwivedi, Y.K, Hughes, L., Baabdullah, A.M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M.M., Dennehy, D., Metri, B., Buhalis, D., Cheung, C.M.K., Conboy, K., Doyle, R., Dubey, R., Dutot, V., Felix, R., Goyal, D.P., Gustafsson, A., Hinsch, C., Jebabli, I., ... Fosso, S. (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁶ Dwivedi et al., (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁷ Scully, A. (2020, September 7). Interconnectivity: the reason the world keeps working. <https://www.nextdc.com/blog/interconnectivity-reason-world-keeps-working>

⁸ Zuberogoitia, A., Madinabeitia, M. & Greenwoodl, D. (in press). Transdisciplinary Humanities for Social Transformation: The GlobalDigital Humanities Degree and Mondragon University AS Fabrik. *Learning and Teaching, The International Journal of Higher Education in the Social Sciences*.

⁹ Heeks, R. (2022). Digital inequality beyond the digital divide: conceptualizing adverse digital incorporation in the global South. *Information Technology for Development*, 28(4), 688-704. <https://doi.org/10.1080/02681102.2022.2068492>

¹⁰ van Deursen, A. J. & van Dijk, J. A. (2019). The first-level digital divide shifts from inequalities in physical access to inequalities in material access. *New Media & Society*, 21(2), 354–375. <https://doi.org/10.1177/1461444818797082>

¹¹ van Deursen, A. J. & van Dijk, J. A. (2019). The first-level digital divide shifts from inequalities in physical access to inequalities in material access. *New Media & Society*, 21(2), 354–375. <https://doi.org/10.1177/1461444818797082>

¹² UNESCO (2020). Humanistic futures of learning: perspectives from UNESCO Chairs and UNITWIN Networks. <https://doi.org/10.54675/AYFL2310>

shifts¹³¹⁴ are characterized by a quest to fathom the intricacies of the new world, embracing diverse perspectives, employing varied approaches, adopting innovative modes of communication, pioneering technological advancements, and applying novel methodologies in science, all while endeavoring to ascertain humanity's role within this dynamic milieu. Analogous to how the humanities served as a bridge between antiquity and modernity¹⁵, digital humanities are now poised to extend this tradition by transposing classical knowledge into the language of computation¹⁶. In fact, incorporating a wide array of methodological approaches, digital humanities synthesize elements from conventional disciplines within technology. It draws from fields like rhetoric, history, philosophy, linguistics, literature, art, archaeology, music, and cultural studies, amalgamating these traditional frameworks with computational tools and techniques. These computational resources encompass hypertext, hypermedia, data visualization, information retrieval, data mining, statistical analysis, text mining, and digital mapping, among others¹⁷. In the present age, the humanities bear the responsibility of transposing ancient, medieval, and modern cultural heritage into the digital realm¹⁸, constituting a two-way process of translating our understanding of humanity and the world into the language of machines and vice versa¹⁹²⁰.

As mentioned above, our current era presents novel and intricate challenges that may appear insuperable. And therefore, new epistemological domains need to be established. That gap created by these changing dynamics could be filled by digital humanities²¹²², characterized by their hybrid nature, operating on the peripheries of various knowledge areas, amalgamating diverse disciplines, and combining classical and innovative elements²³²⁴. This amalgamation results in a unique field with characteristics distinct from any that preceded it²⁵. The challenge of defining digital humanities lies in their pronounced transdisciplinary nature²⁶²⁷. Transdisciplinarity goes beyond multidisciplinary and interdisciplinarity²⁸. Multidisciplinary involves working simultaneously, but in parallel, with individuals from different disciplines²⁹³⁰. Interdisciplinarity encourages collaborative teamwork, involving the sharing of information and techniques from two or more specialized fields³¹. Transdisciplinarity, however, amalgamates principles and methods from different disciplines and enables an exploration beyond

¹³ Wagner, P. (2010). Rethinking the history of social sciences and humanities. UNESCO, *World Social Science Report Knowledge Divides*, 191-193. <https://unesdoc.unesco.org/ark:/48223/pf0000211777>

¹⁴ Wyatt, S. (2010). Digitalizing social sciences and humanities. UNESCO, *World Social Science Report Knowledge Divides*, 303-304. <https://unesdoc.unesco.org/ark:/48223/pf0000211777>

¹⁵ Drees, W. B. (2021). *What are the Humanities for?* Cambridge University Press.

¹⁶ Kuhn, J. (2019). Computational text analysis within the Humanities: How to combine working practices from the contributing fields?. *Language Resources and Evaluation*, 53(4), 565–602. <http://www.jstor.org/stable/45286320>

¹⁷ Svensson, P. (2010). The Landscape of Digital Humanities. *Digital Humanities Quarterly*, 4(1).

¹⁸ Drucker, J. (2009). *SpecLab: Digital Aesthetics and Projects in Speculative Computing*. Chicago: Chicago University Press.

¹⁹ Svensson, P. (2010). The Landscape of Digital Humanities, *Digital Humanities Quarterly*, vol.4(1).

<https://digitalhumanities.org/dhq/vol/4/1/000080/000080.html>

²⁰ Svensson, P. (2009). Virtual worlds as arenas for language learning. In: P. Hubbard (ed.) *Computer Assisted Language Learning: Critical Concepts in Linguistics* (vol. IV, 123-143). Routledge.

²¹ Kirschenbaum, M. (2012). Digital Humanities As/Is a Tactical Term. In: M. K. Gold (ed). *Debates in Digital Humanities*.

Minneapolis. <https://dhdebates.gc.cuny.edu/read/untitled-88c11800-9446-469b-a3be-3fdb36bfbd1e/section/c0b0a8ee-95f0-4a9c-9451-e8ad168e3db5>

²² Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

²³ Davidson, C.N. & Goldberg, D.T. (2010). *The Future of Thinking: Learning Institutions in a Digital Age*. Retrieved from: <https://direct.mit.edu/>

²⁴ Klein, J. T. (2015). *Interdisciplining Digital Humanities: Boundary Work in an Emerging Field*. University of Michigan Press.

²⁵ Presner, T., Schnapp, J., Lunenfeld, P. et al. (2009). The Digital Humanities Manifesto 2.0. In: <https://humanitiesblast.com/>

²⁶ Hunsinger, J. (2005). Toward a Transdisciplinary Internet Research. *Information Society*, 21(4), 277-279.

²⁷ Presner, T., Schnapp, J., Lunenfeld, P. et al. (2009). The Digital Humanities Manifesto 2.0. In: <https://humanitiesblast.com/>

²⁸ Nicolescu, B. (2014). Multidisciplinary, Interdisciplinarity, Indisciplinarity, and Transdisciplinarity: Similarities and Differences. *RCC Perspectives*, 2, 19–26.

²⁹ Choi, B.C. & Pak, A.W. (2006). Multidisciplinary, interdisciplinarity and transdisciplinarity in health research, services, education and policy. *Clinical and Investigative Medicine*, 29(6), 351-364.

³⁰ Nicolescu, B. (2014). Multidisciplinary, Interdisciplinarity, Indisciplinarity, and Transdisciplinarity: Similarities and Differences. *RCC Perspectives*, 2, 19–26.

³¹ Choi, B.C. & Pak, A.W. (2006). Multidisciplinary, interdisciplinarity and transdisciplinarity in health research, services, education and policy. *Clinical and Investigative Medicine*, 29(6), 351-364.

traditional disciplinary boundaries³². Additionally, this trait positions digital humanities as a domain to foster a comprehensive and inclusive vision of the context. Nonetheless, digital humanities face a multitude of challenges, problems, overcome waves, and questions that are infeasible to address with conventional methodologies as well as debates about ethics and social responsibility³³, inclusivity and representation³⁴, role of humanities³⁵, main focuses³⁶, and the future of digital humanities³⁷.

Therefore, the present paper delves into the evolving domain of critical and conscious digital humanities within digitalized environments, emphasizing the confluence of technology and humanistic perspectives. Through an exploration of theoretical foundations and emphasizing the ethical dimension, the paper presents a decalogue aimed at prioritizing human experiences and ethical considerations in the development and implementation of technology.

1. Digital Humanities

While digital transformation and the spread of technology have radically altered our relationships, our connection to the world, and our modes of communication, humanities have been tasked with reflecting on, comprehending, assimilating, and critiquing this new cultural paradigm³⁸. Thus, digital humanities, as a recent phenomenon, must provide the foundational elements of critical thinking to enable adaptation to the forthcoming societal transformations³⁹. As such, digital humanities should place technology in a mediating role rather than an end in itself⁴⁰. Hence, the field of digital humanities has assumed an increasingly vital role in contemporary society, as it offers a sophisticated and multidisciplinary approach to understand society and facilitates a symbiotic relationship between the humanities and technology⁴¹.

As mentioned above digital humanities is a transdisciplinary field of academic inquiry that combines humanistic perspectives, research methodologies, and computational tools and technologies to investigate, dissect, and construe various aspects of cultural, social, individual, and collective domains. It is characterized by a critical examination of the nexus between technology and humanism, aiming to comprehend the impact of digitization on diverse facets of society⁴². Besides, digital humanities possess the ability to design and develop technology tailored to human needs⁴³.

³² Nicolescu, B. (2014). Multidisciplinarity, Interdisciplinarity, Indisciplinarity, and Transdisciplinarity: Similarities and Differences. *RCC Perspectives*, 2, 19–26.

³³ Stahl, B.C. & Leach, T. (2023). Assessing the ethical and social concerns of artificial intelligence in neuroinformatics research: an empirical test of the European Union Assessment List for Trustworthy AI (ALTAI). *AI Ethics*, 3, 745–767. <https://doi.org/10.1007/s43681-022-00201-4>

³⁴ Stahl, B.C. & Leach, T. (2023). Assessing the ethical and social concerns of artificial intelligence in neuroinformatics research: an empirical test of the European Union Assessment List for Trustworthy AI (ALTAI). *AI Ethics*, 3, 745–767. <https://doi.org/10.1007/s43681-022-00201-4v>

³⁵ Gold, M. K. (Ed.). (2012). *Debates in the Digital Humanities*. University of Minnesota Press.

³⁶ Gold, M. K. (Ed.). (2012). *Debates in the Digital Humanities*. University of Minnesota Press.

³⁷ Klein, L.F. & Gold, M.K. (2023). *Debates in the Digital Humanities 2023*. University of Minnesota Press.

³⁸ Rodríguez-Ortega, N. (2018). Five central concepts to think of Digital Humanities as a new digital humanism project: Digital Humanities: societies, policies, knowledge. *Artnodes*, 22, 1-6.

³⁹ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁴⁰ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁴¹ Dwivedi et al., (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁴² Hunsinger, J. (2005). Toward a Transdisciplinary Internet Research. *Information Society*, 21(4), 277-279.

⁴³ McGrail, A., Nieves, A. D., & Senier, S. (Eds.). (2021). *People, Practice, Power: Digital Humanities outside the Center*. University of Minnesota Press.

Nevertheless, it is essential to engage in a meticulous and reflective assessment of the intersection between technology and humanistic inquiry⁴⁴⁴⁵. Ethical concerns, encompassing matters such as privacy, data protection, and algorithmic biases, warrant deliberate consideration in the current society⁴⁶⁴⁷. Furthermore, it is essential to guarantee that the integration of technology does not overshadow the fundamental humanistic principles of critical analysis, interpretation, and contextual comprehension⁴⁸. Striking an equilibrium between utilizing technology as an instrument to augment humanistic inquiry while preserving the interpretative and critical essence of the humanistic disciplines remains of paramount importance⁴⁹⁵⁰⁵¹. In that line, digital humanities should be characterized by certain attributes that could serve to align and balance the interplay between humanities and technology as it will be explained in the section below.

2. Critical and conscious Digital Humanities

2.1. Critical Digital Humanities

Theoretical frameworks within digital humanities foster a deliberate examination of prevailing paradigms, encouraging a nuanced comprehension of the intricate interplay among technology, society, and culture⁵². In this context, critical approaches in digital humanities entail the utilization of critical theories and vantage points in the examination of digital technologies, platforms, and practices⁵³⁵⁴. Based on the critical approaches of classic humanists where the interconnectedness of all beings and the environment are aimed to analyze and the focus is on social justice⁵⁵, the primary tenet of critical perspectives in digital humanities resides in their capacity to foment a questioning of established norms⁵⁶. This encompasses the interrogation of prevailing narratives and structures that frequently underlie the development and deployment of digital technologies⁵⁷. For example, an essential endeavor may involve a critical dissection of how algorithms embedded within social media may inadvertently perpetuate specific prejudices or disseminate misinformation. Such an analysis demands the recognition of

⁴⁴ Oberbichler, S., Boros, E., Doucet, A., Marjanen, J., Pfanzer, E., Rautiainen, J., Toivonen, H., & Tolonen, M. (2021). Integrated interdisciplinary workflows for research on historical newspapers: Perspectives from humanities scholars, computer scientists, and librarians. *Journal of the Association for Information Science and Technology*, 73(2), 225–239. <https://doi.org/10.1002/asi.24565>

⁴⁵ Schreibman, S., Siemens, R., & Unsworth, J. (2004). The Digital Humanities and Humanities Computing: An Introduction. In S. Schreibman, R. Siemens & J. Unsworth (eds) (2004). *A Companion to Digital Humanities*. Blackwell Publishing Ltd. <https://doi.org/10.1002/9780470999875>

⁴⁶ European Union Agency for Fundamental Rights (2022). *Fundamental Rights Report 2022*. <https://fra.europa.eu/en/publication/2022/fundamental-rights-report-2022-fra-opinions>

⁴⁷ Dwivedi et al., (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁴⁸ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁴⁹ Dwivedi et al., (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁵⁰ Earley-Spadoni, E. (2017). Spatial History, deep mapping and digital storytelling: archaeology's future imagined through an engagement with the Digital Humanities. *Journal of Archaeological Science*, 84, 95-102. <https://doi.org/10.1016/j.jas.2017.05.003>

⁵¹ Rodríguez-Ortega, N. (2018). Five central concepts to think of Digital Humanities as a new digital humanism project. In: *Digital Humanities: societies, policies, knowledge*. *Artnodes*, 22, 1-6. <http://dx.doi.org/10.7238/a.v0i22.3263>

⁵² Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁵³ Kroker, A. & Kroker, M. (2008). *Critical Digital Studies: A Reader*. Toronto University Press.

⁵⁴ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁵⁵ Kaltofen, C. (2016, May 21). *The Spectrum of Critical Humanism(s)*. E-International Relations. <https://www.e-ir.info/2016/05/21/the-spectrum-of-critical-humanisms>

⁵⁶ Rodríguez-Ortega, N. (2018). Five central concepts to think of Digital Humanities as a new digital humanism project. *Artnodes*, 22, 1-6.

⁵⁷ Languillon-Aussel, R. (2021). Digitalisation of public spaces: the great urban change?. *Journal of Urban Research*, 22. <https://doi.org/10.4000/articulo.4859>

technology's potential influence on intricate matters such as privacy, identity, and accessibility, and endeavors to address these issues from a distinctly humanistic standpoint.

Furthermore, these critical perspectives cultivate a commitment to inclusivity and diversity⁵⁸. By challenging assumptions and confronting imbalances, principles of equity could be aligned with digital technologies and embraced with diverse human experiences⁵⁹. In this light, critical approaches serve to enrich the broader discourse on technology's role in shaping the contemporary global landscape. In essence, critical perspectives in digital humanities underscore the exigency of a reflective and transformative praxis and participate in the conversation about technology's influence on society and culture⁶⁰⁶¹. More precisely, critical digital humanities:

1. Interrogate prevailing structures and surveillance practices⁶²⁶³⁶⁴⁶⁵: critical digital humanities analyse the complex web of power dynamics in the digital realm. From this perspective it is recognized that digital technologies can be harnessed to bolster existing power hierarchies, enabling pervasive surveillance, and influencing mechanisms of social control⁶⁶. By delving into issues like data privacy, algorithmic bias, and the concentration of authority within digital platforms, critical digital humanities underscore the need to challenge the structures and advocate for democratization⁶⁷. Critical digital humanities aim to ensure a more equitable distribution of influence within the digital sphere⁶⁸⁶⁹.
2. Challenge binary oppositions and hierarchies⁷⁰⁷¹: in this context, critical digital humanities scrutinize the binary divisions and hierarchies that digital technologies can either disrupt or reinforce⁷². Moreover, critical digital humanities explore how digital spaces can serve to either challenge or perpetuate well-established social, gender, racial, and economic hierarchies, and advocate for the creation of digital environments that promote inclusivity, representation, and participation⁷³. By doing so, critical digital humanities hope to disrupt existing binaries, foster diversity, and work toward a more equitable and inclusive digital landscape.

⁵⁸ O'Donnell, D., Bordalejo, B., Murray Ray, P., del Rio, G., & González-Blanco, E. (2016, June 11-15). Boundary Land: Diversity as a defining feature of the Digital Humanities. [Conference presentation] Digital Humanities. Jagiellonian University & Pedagogical University, Kraków.

⁵⁹ UNESCO (2021). *Reimagining our futures together: a new social contract for education*.
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⁶⁰ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁶¹ Boyles, C. (2023). Intersectionality and Infrastructure: Toward a Critical Digital Humanities. In Gold, M. K., & Klein, L. F. *Debates in the Digital Humanities 2023*. University of Minnesota Press.

⁶² Bellanova, R. (2017). Digital, politics, and algorithms: Governing digital data through the lens of data protection. *European Journal of Social Theory*, 20(3), 329-347. <https://doi.org/10.1177/1368431016679167>

⁶³ Languillon-Aussel, R. (2021). Digitalisation of public spaces: the great urban change?. *Journal of Urban Research*, 22.
<https://doi.org/10.4000/articulo.4859>

⁶⁴ Solove, D. J. (2006). A Taxonomy of Privacy. *University of Pennsylvania Law Review*, 154(3), 477-564.
<https://doi.org/10.2307/40041279>

⁶⁵ de Luna, R. R., & García, A. Z. (2021). Humanidades públicas digitales: Construyendo una comunidad digital solidaria en Redes, migrantes sin fronteras. *Hispania*, 104 (4), 691-703.

⁶⁶ Dwivedi et al., (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66.
<https://doi.org/10.1016/j.ijinfomgt.2022.102542>

⁶⁷ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁶⁸ Berryhill, J., Heang, K., Clogher, R., & McBride, K. (2019). *Hello, World: Artificial intelligence and its use in the public sector*.
<https://doi.org/10.1787/726fd39d-en>.

⁶⁹ Perifanis, N.-A., & Kitsios, F. (2023). Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review. *Information*, 14(2), 85. MDPI AG. <http://dx.doi.org/10.3390/info1402008>

⁷⁰ Bonhomme, M., & Alfaro, A. (2022). 'The filthy people': Racism in digital spaces during Covid-19 in the context of South-South migration. *International Journal of Cultural Studies*, 25(3-4), 404-427. <https://doi.org/10.1177/13678779221092462>

⁷¹ Painter, D. T., Daniels, B. C., & Jost, J. (2019). Network analysis for the digital humanities: Principles, problems, extensions. *ISIS*, 110(3), 538-554. <https://doi.org/10.1086/705532>

⁷² Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

⁷³ Ochai, O. (2022). New opportunities and challenges for inclusive cultural and creative industries in the digital environment. *Reshaping policies for creativity: addressing culture as a global public good*, 91-115.

3. Reexamine the human-machine relationship⁷⁴⁷⁵: critical digital humanities embark on a profound reevaluation of the relationship between humans and machines. Critical digital humanities challenge traditional, human-centric perspectives and engage with posthumanist theories to investigate the boundaries between humans and non-humans, often epitomized by digital technologies⁷⁶. This raises critical questions about the societal and cultural implications of this evolving dynamic and by critically examining the ideologies and assumptions ingrained in technology, critical digital humanities consider the profound social and ethical consequences of our increasingly technological world⁷⁷.
4. Facilitate social justice and activism⁷⁸⁷⁹: a critical stance within digital humanities emphasizes the transformative potential of digital technologies for achieving social justice and driving activism and explore how digital platforms can serve as effective tools for marginalized communities to assert their rights and challenge dominant narratives⁸⁰. They examine the pivotal role of digital technologies in social movements, grassroots organizing, and amplifying the voices of underrepresented communities⁸¹. Critical digital humanities aim to harness the power of digital platforms for more equitable and just social outcomes⁸².
5. Ethical considerations and responsible technology use⁸³: in the digital age, ethical considerations have gained prominence⁸⁴. Critical digital humanities engage in reflection on the ethical implications of digital technologies and practices and question about the ethics of data collection, algorithmic decision-making, and the burgeoning surveillance economy. Critical digital humanities work towards identifying and addressing ethical challenges, advocating for increased transparency, accountability, and the responsible utilization of digital technologies and aim to ensure that digital innovations align with ethical standards and respect human values and rights in the digital landscape⁸⁵.

⁷⁴ Garibay, O., Winslow, B., Andolina, S., Antona, M., Bodenschatz, A., Coursaris, C., Falco, G., Fiore, S., Garibay, I., Grieman, K., Havens, J., Jirotko, M., Kacorri, H., Karwowski, W., Kider, J., Konstan, J., Koon, S., Lopez-Gonzalez, M., Maifeld-Carucci, I., ... Xu, W., (2023). Six Human-Centered Artificial Intelligence Grand Challenges. *International Journal of Human-Computer Interaction*, 39(3), 391-437. <https://doi.org/10.1080/10447318.2022.2153320>

⁷⁵ Ystgaard, K.F., Atzori, L., Palma, D., Heegaard, P.E., Bertheussen, L., Jensen, P.M., & De Moor, K. (2023). Review of the theory, principles, and design requirements of human-centric Internet of Things (IoT). *Journal of Ambient Intelligence Human Computing*, 14, 2827–2859. <https://doi.org/10.1007/s12652-023-04539-3>

⁷⁶ Berry, D.M. (2012). *Understanding Digital Humanities*; Palgrave Macmillan. <https://doi.org/10.1057/9780230371934>

⁷⁷ Catà Marlès, P. (2018). Towards the post-Digital in the Humanities? NACMM and Platform HAKARAT as case studies. *Artnodes*, 22. <https://doi.org/10.7238/a.v0i22.3219>.

⁷⁸ Bedeley, R., Carbaugh, D., Chughtai, H., George, J. Gogan, J., Gordon, S., Grimshaw, E., Leidner, D., Myers, M., Ortiz, J., Wigdor, A., & Young, A. (2019). Giving Voice to the Voiceless: The Use of Digital Technologies by Marginalized Groups. *Communications of the Association for Information Systems*, 555-571.

⁷⁹ Viola, H., & de Souza Pinto, M. (2023). Digital humanities and visual project management: Use of tools in libraries. *Advanced Notes in Information Science*, 3, 47–65. <https://doi.org/10.47909/anis.978-9916-9906-1-2.47>

⁸⁰ UNESCO (2021). *Reimagining our futures together: a new social contract for education*. <https://doi.org/10.54675/ASRB4722>

⁸¹ Bedeley, R., Carbaugh, D., Chughtai, H., George, J. Gogan, J., Gordon, S., Grimshaw, E., Leidner, D., Myers, M., Ortiz, J., Wigdor, A., & Young, A. (2019). Giving Voice to the Voiceless: The Use of Digital Technologies by Marginalized Groups. *Communications of the Association for Information Systems*, 555-571.

⁸² Boyles, C. (2023). Intersectionality and Infrastructure: Toward a Critical Digital Humanities In Klein, L.F., & Gold, M.K. (2023). *Debates in the Digital Humanities 2023*. University of Minnesota Press.

⁸³ Whittlestone, J., Nyrop, R., Alexandrova, A., Dihal, K., & Cave, S. (2019). *Ethical and societal implications of algorithms, data, and artificial intelligence: a roadmap for research*. Nuffield Foundation.

⁸⁴ Proferes, N. (2020). What Ethics can Offer the Digital Humanities and What the Digital Humanities can Offer Ethics. In K. Schuster, S. Dunn (eds). *Routledge International Handbook of Research Methods in Digital Humanities*, Routledge.

⁸⁵ Dwivedi, Y.K., Kshetri, N., Hughes, L., Louise Slade, E., Jeyaraj, A., Kumar Kar, A., Baabdullah, A.M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Ahmad Albashrawi, M., Al-Busaidi, A., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>

In summary, critical perspectives within digital humanities underscore the compelling necessity of a reflective and transformative praxis while investigating and engage with technology proactively, actively participating in the ongoing dialogue regarding the influence of technology on society and culture. Furthermore, critical digital humanities demand an unwavering commitment to striving for a digital landscape that is characterized by equitable access and fairness, an endeavor through which digital humanities assumes a pivotal role in shaping a future in which technology serves as a conduit to fulfill the diverse needs and aspirations of humanity.

2.2. Conscious

Not only a critical approach is fundamental in digital humanities. The concept of conscious digital humanities encompasses the notion of consciousness in the context of humanistic engagement with digital spaces⁸⁶⁸⁷. Conscious digital humanities entail the approach to digital technologies, platforms, and practices with a reflective mindset, emphasizing the deliberate consideration of their ethical, social, and cultural ramifications⁸⁸. As such, conscious digital humanities necessitate a profound commitment to the ethical, social, and cultural dimensions of the digital landscape.

Foremost, conscious digital humanities prioritize ethical reflection and decision-making in the use and development of digital technologies⁸⁹⁹⁰. This entails a deliberate examination of the moral dilemmas, privacy concerns, and data protection challenges that inevitably arise in digital spaces⁹¹⁹². This conscious approach underscores the imperative to consider the ethical implications of digital actions, be they in the creation of algorithms, the collection of user data, or the dissemination of content⁹³. By foregrounding these ethical dimensions, conscious digital humanities serve as a vital safeguard against the potential pervasive use of digital technologies.

Moreover, conscious digital humanities are committed to human-centered design, development, and utilization of digital technologies⁹⁴⁹⁵. The emphasis here is on understanding and prioritizing the human experience and well-being in digitalized spaces and on creating digital environments that are inclusive, accessible, and empowering⁹⁶. This entails a conscious effort to align digital platforms with human values,

⁸⁶ Clement, T. E. (2016). Where Is Methodology in Digital Humanities? In M. K. Gold & L. F. Klein (Eds.). *Debates in the Digital Humanities 2016*, 153–175. University of Minnesota Press. <https://doi.org/10.5749/j.ctt1cn6thb.17>

⁸⁷ Porter, T. M. (2018). Digital humanism. *History of Psychology*, 21(4), 369–373. <https://doi.org/10.1037/hop0000107>

⁸⁸ Catà Marlès, P. (2018). Towards the post-Digital in the Humanities? NACMM and Platform HARAkat as case studies. *Artnodes*, 22. <https://doi.org/10.7238/a.v0i22.3219>

⁸⁹ Walmsley, B. (2016). From arts marketing to audience enrichment: How digital engagement can deepen and democratize artistic exchange with audiences. *Poetics*, 58, 66-78. <https://doi.org/10.1016/j.poetic.2016.07.001>

⁹⁰ Rodríguez-Ortega, N. (2018). Five central concepts to think of Digital Humanities as a new digital humanism project. *Artnodes*, 22, 1-6. C

⁹¹ Arnold, T., & Tilton, L. (2022). Analyzing Audio/Visual Data in the Digital Humanities. In J. O'Sullivan (ed). *The Bloomsbury Handbook of the Digital Humanities*, 179-187, Bloomsbury Academic.

⁹² Yeung, K. (2019). A study of the implications of advanced digital technologies (including AI systems) for the concept of responsibility within a human rights framework. Council of Europe.

⁹³ Lobschat, L., Mueller, B., Eggers, F., Brandimarte, L., Diefenbach, S., Kroschke, M., & Wirtz, J. (2021). Corporate digital responsibility. *Journal of Business Research*, 122, 875-888. <https://doi.org/10.1016/j.jbusres.2019.10.006>

⁹⁴ Schofield, T., Whitelaw, M., & Kirk, D. (2017). Research through design and digital humanities in practice: What, how and who in an archive research project. *Digital Scholarship in the Humanities*, 32(1), i103–i120. <https://doi.org/10.1093/llc/fqx005>

⁹⁵ Ystgaard, K.F., Atzori, L., Palma, D. Heegaard, P.E., Bertheussen, L., Jensen, P.M., & De Moor. K. (2023). Review of the theory, principles, and design requirements of human-centric Internet of Things (IoT). *Journal of Ambient Intelligence Human Computing*, 14, 2827–2859. <https://doi.org/10.1007/s12652-023-04539-3>

⁹⁶ Schofield, T., Whitelaw, M., & Kirk, D. (2017). Research through design and digital humanities in practice: What, how and who in an archive research project. *Digital Scholarship in the Humanities*, 32(1), i103–i120. <https://doi.org/10.1093/llc/fqx005>

needs, and aspirations⁹⁷. Consequently, the study and application of digital technologies are not regarded merely as technical endeavors but as sociocultural undertakings that necessitate a deep appreciation for human agency, autonomy, and the complexities of social relationships⁹⁸⁹⁹¹⁰⁰.

In keeping with the principles of conscious digital humanities, cultural sensitivity and the appreciation of diverse perspectives assume paramount importance. This perspective underscores the need to engage with digital platforms and practices in a manner that is culturally informed and respectful. It entails recognizing and incorporating the values, norms, and cultural contexts of various communities into the digital landscape¹⁰¹. In doing so, conscious digital humanities are committed to minimizing such biases and fostering cultural diversity, inclusion, and representation in digital spaces.

At an individual level, conscious digital humanities foster the active engagement with digital publics and seek to foster meaningful dialogue and participation by acknowledging the transformative potential of digital technologies in the realms of civic engagement, social activism, and community building¹⁰²¹⁰³. The goal is to connect the power of digital platforms to promote collective well-being and societal advancement¹⁰⁴. Hence, conscious digital humanities serve as a moral compass and a critical guide in our digital age, directing our collective endeavors toward an ethical, inclusive, and human-centered digital landscape that respects individual dignity, cultural diversity, and the collective wisdom of society¹⁰⁵.

3. Ethical considerations in a digital society

In this context, it is important to proactively address the ethical considerations by instituting a comprehensive framework that incorporates ethical guidelines, the establishment of institutional review boards, and the formulation of professional codes of conduct through a collaborative and transparent process¹⁰⁶. The upholding of responsible and ethical practices necessitates prioritizing data privacy and the confidentiality of individuals whose data is being utilized¹⁰⁷. This entails an effort to obtain informed

⁹⁷ Ystgaard, K.F., Atzori, L., Palma, D. Heegaard, P.E., Bertheussen, L., Jensen, P.M., & De Moor, K. (2023). Review of the theory, principles, and design requirements of human-centric Internet of Things (IoT). *Journal of Ambient Intelligence Human Computing*, 14, 2827–2859. <https://doi.org/10.1007/s12652-023-04539-3>

⁹⁸ European Committee on Democracy and Governance (2021). *Study on the Impact of Digital Transformations on Democracy and Good Governance*.

⁹⁹ Guest, D., Knox, A., & Warhurst, C. (2022). Humanizing work in the digital age: Lessons from socio-technical systems and quality of working life initiatives. *Human Relations*, 75(8), 1461–1482. <https://doi.org/10.1177/00187267221092674>

¹⁰⁰ Xu, W., Dainoff, M.J., Ge, L., & Gao, Z. (2021). Transitioning to human interaction with AI systems: New challenges and opportunities for HCI professionals to enable human-centered AI. *Computer Science*. <https://doi.org/10.48550/arXiv.2105.05424>

¹⁰¹ Leal-Rodríguez, A., Sanchís-Pedregosa, C., Moreno-Moreno, A.M., & Leal-Millán, A.G. (2023.) Digitalization beyond technology: Proposing an explanatory and predictive model for digital culture in organizations. *Journal of Innovation & Knowledge*, 8 (3). <https://doi.org/10.1016/j.jik.2023.100409>

¹⁰² Nabatchi, T., & Mergel, I. (2010). Participation 2.0: Using internet and social media technologies to pro-mote distributed democracy and create digital neighborhoods. In: J. H. Svara & J. Denhardt (Eds.). *The connected community: Local governments as partners in citizen engagement and community building*, 80-87. Alliance for Innovation.

¹⁰³ Warren, A.M., Sulaiman, A., & Jaafar, N. (2014). Social media effects on fostering online civic engagement and building citizen trust and trust in institutions. *Government Information Quarterly*, 31(2), 291-301. <https://doi.org/10.1016/j.giq.2013.11.007>

¹⁰⁴ Warren, A.M., Sulaiman, A., & Jaafar, N. (2014). Social media effects on fostering online civic engagement and building citizen trust and trust in institutions. *Government Information Quarterly*, 31(2), 291-301. <https://doi.org/10.1016/j.giq.2013.11.007>

¹⁰⁵ Huetting, R., Giorgi, S., & Capaccioli, A. (2023). A User-Centred Approach to User Interface Languages and Icons: Co-evaluation and Co-creation of Accessible Digital Mobility Services. In: Keseru, I., Randhahn, A. (eds) *Towards User-Centric Transport in Europe 3. Lecture Notes in Mobility*. Springer. https://doi.org/10.1007/978-3-031-26155-8_12

¹⁰⁶ AI, H. (2019). High-level expert group on artificial intelligence. *Ethics guidelines for trustworthy AI*, 6.

¹⁰⁷ Dwivedi, Y.K., Kshetri, N., Hughes, L., Louise Slade, E., Jeyaraj, A., Kumar Kar, A., Baabdullah, A.M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Ahmad Albashrawi, M., Al-Busaidi, A., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and

consent, anonymize data, implement robust and secure data storage protocols, and adhere to pertinent data protection regulations¹⁰⁸. Furthermore, it is essential to contemplate regulatory mechanisms governing data governance across various domains¹⁰⁹. It is equally essential to avoid the misappropriation, misrepresentation, or commercialization of cultural artifacts, while actively addressing issues of inequality and barriers to access¹¹⁰.

The reconceptualization of the human-technology relationship assumes significant importance in this context, calling for a departure from traditional perspectives that portray technology as a mere instrument¹¹¹¹¹². Instead, it necessitates the acknowledgment of the intricate, reciprocal nature of this relationship. As mentioned above, this paradigm shift involves recognizing that technology possesses its own agency and influence, reframing our understanding from viewing technology as a passive tool to exploring how technology actively shapes human experiences, behaviors, and social dynamics¹¹³¹¹⁴¹¹⁵. This perspective underscores the active role of technology in mediating human actions and choices, impacting social, cultural, and economic systems¹¹⁶¹¹⁷¹¹⁸.

Furthermore, it highlights the embodiment and enactive aspects of human-technology engagement¹¹⁹. This holistic and immersive perspective highlights the mutual influence and co-constitution between humans and technology¹²⁰¹²¹. Moreover, it underscores the paramount significance of understanding the socio-cultural context within which human-technology interactions unfold, highlighting their embeddedness within broader social, cultural, and historical frameworks. In addition, this perspective emphasizes the value of transdisciplinary collaborations and dialogue, fostering a deeper comprehension of the complex and dynamic interplay between humans and technology¹²²¹²³.

implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>.

¹⁰⁸ Quach, S., Thaichon, P., Martin, K. D., Weaven, S., & Palmatier, R. W. (2022). Digital technologies: tensions in privacy and data. *Journal of the Academy of Marketing Science*, 50(1). Springer. <https://doi.org/10.1007/s11747-022-00845-y>

¹⁰⁹ AI, H. (2019). High-level expert group on artificial intelligence. *Ethics guidelines for trustworthy AI*, 6.

¹¹⁰ UNESCO (2021). *Reimagining our futures together: a new social contract for education*.

<https://doi.org/10.54675/ASRB4722>

¹¹¹ Oberbichler, S., Boroş, E., Doucet, A., Marjanen, J. Pfanzer, E., Rautiainen, J., Toivonen, H., & Tolonen, M. (2021). Integrated interdisciplinary workflows for research on historical newspapers: Perspectives from humanities scholars, computer scientists, and librarians. *Journal of the Association for Information Science and Technology*, 73(2), 225–239.

<https://doi.org/10.1002/asi.24565>

¹¹² Schreibman, S., Siemens, R., & Unsworth, J. (2015). *A New Companion to Digital Humanities*. John Wiley & Sons, Ltd.

<https://doi.org/10.1002/9781118680605>

¹¹³ Navarro, J.L., & Tudge, J.R.H. (2023). Technologizing Bronfenbrenner: Neo-ecological Theory. *Current Psychology*, 42, 19338–19354. <https://doi.org/10.1007/s12144-022-02738-3>

¹¹⁴ Earley-Spadoni, T. (2017). Spatial History, deep mapping and digital storytelling: archaeology's future imagined through an engagement with the Digital Humanities. *Journal of Archaeological Science*, 84, 95-102.

<https://doi.org/10.1016/j.jas.2017.05.003>

¹¹⁵ Rodríguez-Ortega, N. (2018). Five central concepts to think of Digital Humanities as a new digital humanism project.

Artnodes, 22, 1-6. <http://dx.doi.org/10.7238/a.v0i22.3263>

¹¹⁶ Allam, Z., Bibri, S.E., Chabaud, D., & Moreno, C. (2022). The '15-Minute City' concept can shape a net-zero urban future.

Humanities and Social Sciences Communications, 9(1),126. <https://doi.org/10.1057/s41599-022-01145-0>

¹¹⁷ UNESCO (2021). *Reimagining our futures together: a new social contract for education*.

<https://doi.org/10.54675/ASRB4722>

¹¹⁸ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

¹¹⁹ Schofield, T., Whitelaw, M., & Kirk, D. (2017). Research through design and digital humanities in practice: What, how and who in an archive research project. *Digital Scholarship in the Humanities*, 32(1), i103–i120.

<https://doi.org/10.1093/llc/fqx005>

¹²⁰ Svensson, P. (2010). The Landscape of Digital Humanities. *Digital Humanities Quarterly*, .4(1).

¹²¹ Svensson, P. (2009). Virtual worlds as arenas for language learning. *Computer Assisted Language Learning: Critical Concepts in Linguistics*, IV, 123-143. Routledge.

¹²² Baum, C., & Bartkowski, B. (2020). It's not all about funding: Fostering interdisciplinary collaborations in sustainability research from a European perspective. *Energy Research & Social Science*, 70, <https://doi.org/10.1016/j.erss.2020.101723>.

¹²³ Preiser, R., Biggs, R., De Vos, A., & Folke, C. (2018). Social-ecological systems as complex adaptive systems: organizing principles for advancing research methods and approaches. *Ecology and Society*, 23(4).

<https://www.istor.org/stable/26796889>

Moreover, as the collaborative nature of digital humanities is a defining feature of this field, this collective effort to navigate the digital landscape is underpinned by a commitment to ethical considerations¹²⁴. As such, ethical reflection and decision-making constitute a cornerstone of digital humanities. In fact, digital humanities are aware of the need to address ethical dilemmas, privacy concerns, and data protection issues arising in digital spaces¹²⁵. The conscious approach developed in section 2.2 places data privacy and confidentiality at the forefront of digital humanities endeavors. Safeguarding the rights and well-being of individuals whose data is utilized becomes a paramount priority. In sum, the landscape of digital humanities encompasses a profound commitment to ethical practice. As it continues to evolve and expand, digital humanities hold a pivotal role in shaping our understanding of the intricate relationship between technology and society¹²⁶.

4. Conclusions: a decalogue for the short future

In this context, digitalization becomes an imperative rather than an option. However, it is essential to empower communities digitally with a focus on humanism and a people-centered approach. Digitalization should not serve as a means of exclusion but rather as a tool to bridge differences¹²⁷. Therefore, we advocate for the incorporation of a humanistic perspective within digital spaces, emphasizing critical and conscious engagement.

We must work to create scenarios that ensure that humanity remains at the core of digitization¹²⁸, striving to build a more just, equitable, and sustainable society as well as reflexive and participative, i.e. digital humanities. In today's world, it is more critical than ever that our choices and actions are driven by consciousness and critical perspective. Below, we present a decalogue outlining a framework for critical and conscious digital humanities:

1. Question assumptions and challenge digital biases: an essential aspect of fostering critical and conscious engagement in digital spaces is the cultivation of a vigilant mindset¹²⁹. This entails the active questioning of underlying assumptions, biases, and power dynamics woven into digital technologies and practices. Critical and conscious digital humanities seek alternative perspectives where an interdisciplinary approach is often key, as it encourages multifaceted views and helps uncover the concealed aspects of technology.
2. Ethical engagement and digital responsibility: engaging ethically in digital realms is paramount^{130,131}. This encompasses respecting user privacy, securing informed consent, and navigating the intricate domains of data protection and intellectual property rights¹³². The core objective is to promote transparency, accountability, and the responsible use of digital

¹²⁴ Svensson, P. (2010). The Landscape of Digital Humanities. *Digital Humanities Quarterly*, .4(1).

¹²⁵ Dhirani, L. L., Mukhtiar, N., Chowdhry, B. S., & Newe, T. (2023). Ethical Dilemmas and Privacy Issues in Emerging Technologies: A Review. *Sensors*, 23(3), 1151. MDPI AG. <http://dx.doi.org/10.3390/s23031151>

¹²⁶ Klein, L.F., & Gold, M.K. (2023). *Debates in the Digital Humanities 2023*. University of Minnesota Press.

¹²⁷ European Committee on Democracy and Governance (2021). *Study on the impact of digital transformations on democracy and good governance*.

¹²⁸ van Deursen, A. J., & van Dijk, J. A. (2019). The first-level digital divide shifts from inequalities in physical access to inequalities in material access. *New Media & Society*, 21(2), 354–375. <https://doi.org/10.1177/1461444818797082>

¹²⁹ UNESCO (2021). *Reimagining our futures together: a new social contract for education*. <https://doi.org/10.54675/ASRB4722>

¹³⁰ Quach, S., Thaichon, P., Martin, K. D., Weaven, S., & Palmatier, R. W. (2022). Digital technologies: tensions in privacy and data. *Journal of the Academy of Marketing Science*, 50(1). Springer. <https://doi.org/10.1007/s11747-022-00845-y>

¹³¹ Al, H. (2019). High-level expert group on artificial intelligence. *Ethics guidelines for trustworthy AI*, 6.

¹³² Quach, S., Thaichon, P., Martin, K. D., Weaven, S., & Palmatier, R. W. (2022). Digital technologies: tensions in privacy and data. *Journal of the Academy of Marketing Science*, 50(1). Springer. <https://doi.org/10.1007/s11747-022-00845-y>

technologies. As technology advances, the ethical dimensions of digital interaction become ever more prominent, demanding our careful consideration¹³³.

3. Fostering inclusivity and accessibility: the digital sphere must prioritize inclusivity and accessibility. This involves designing interfaces, platforms, and content that can accommodate diverse needs, cultures, and languages¹³⁴. Bridging the digital and ensuring that digital resources are accessible to all is also vital in this context. In that line, inclusivity not only enhances the quality of digital experiences but also aligns with principles of social justice.
4. Cultivate critical digital literacy: digital literacy extends beyond basic skills; it encompasses the critical examination of digital sources and technologies¹³⁵. This includes assessing the credibility, reliability, and potential biases present in digital content¹³⁶. Cultivating critical digital literacy skills enables all to navigate this landscape adeptly.
5. Promote cultural sensitivity and authenticity: cultural diversity is inherent in digital spaces, demanding respect, and authenticity. Therefore, it is important to steer clear of cultural appropriation, misrepresentation, and harmful stereotypes. Collaborative efforts with communities are essential to ensure that digital engagements genuinely reflect cultural values, norms, and aspirations¹³⁷.
6. Challenge digital power structures and advocate equity: a critical examination of power dynamics in the digital sphere is indispensable¹³⁸. This involves an in-depth analysis of power concentration within digital platforms, the digital divide, and the ramifications for marginalized communities. Advocacy for equity, justice, and democratization of digital technologies is an ongoing endeavor that addresses power imbalances¹³⁹.
7. Foster civic engagement and social activism: the potential of digital technologies to facilitate civic engagement, social activism, and community building is a cornerstone of digital practices¹⁴⁰. These tools can foster dialogue, collaboration, and meaningful participation to address social issues and drive positive change.
8. Self-reflection and digital self-awareness: digital humanities must engage in constant self-reflection and maintain an awareness of their own biases, privileges, and impact within digital

¹³³ AI, H. (2019). High-level expert group on artificial intelligence. *Ethics guidelines for trustworthy AI*, 6.

¹³⁴ Hueting, R., Giorgi, S., & Capaccioli, A. (2023). A User-Centred Approach to User Interface Languages and Icons: Co-evaluation and Co-creation of Accessible Digital Mobility Services. In: Keseru, I., Randhahn, A. (eds) *Towards User-Centric Transport in Europe 3. Lecture Notes in Mobility*. Springer. https://doi.org/10.1007/978-3-031-26155-8_12

¹³⁵ UNESCO (2021). *Reimagining our futures together: a new social contract for education*.

<https://doi.org/10.54675/ASRB4722>

¹³⁶ Dwivedi, Y.K., Kshetri, N., Hughes, L., Louise Slade, E., Jeyaraj, A., Kumar Kar, A., Baabdullah, A.M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Ahmad Albashrawi, M., Al-Busaidi, A., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>.

¹³⁷ Dwivedi, Y. K., Ismagilova, E., Hughes, L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluo, H., Kefi, H., Krishen, A., Kumar, V., Rahman, M., Raman, R., Rauschnabel, P., Rowley, J., Salo, J., Tran, G., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

¹³⁸ Pérez Altable, L., & Serrano-Tellería, A. (2021). Communications patterns and power dynamics in the digital public sphere: A case study of the conversation about Minimum Living Income on Twitter. *European Public & Social Innovation Review*, 6(1), 1-15. <https://pub.sinnergiak.org/esir/article/view/148>

¹³⁹ UNESCO (2021). *Reimagining our futures together: a new social contract for education*.

<https://doi.org/10.54675/ASRB4722>

¹⁴⁰ European Committee on Democracy and Governance (2021). Study on the impact of digital transformations on democracy and good governance.

spaces¹⁴¹. This mindfulness extends to acknowledging the values, norms, and assumptions shaping one's digital engagements. Continuous learning and self-growth in the digital domain are vital¹⁴².

9. Embrace transdisciplinary collaboration: addressing the complex challenges presented by digital technologies necessitates transdisciplinary collaboration and dialogue, intrinsic in digital humanities. This approach is key to achieving a comprehensive understanding of digital issues¹⁴³.
10. Advocate for openness and knowledge sharing: the promotion of open access, open data, and open-source initiatives is vital in nurturing the free exchange of knowledge in digital spaces¹⁴⁴. Supporting endeavors that facilitate the sharing, dissemination, and preservation of digital resources is a fundamental contribution to the advancement of digital humanities¹⁴⁵.

By adhering to these principles, digital humanities have the potential to make significant contributions to the progress of critical and conscious humanities within digitalized environments. This decalogue functions as a guide for navigating the intricate landscape of the digital realm. It underscores the importance of upholding ethical standards, fostering inclusivity, and questioning prevailing power structures. As the digital landscape continues to raise concerns regarding issues like privacy, data security, and algorithmic bias, it underscores the urgency of placing humanistic perspectives and individual agency at the forefront of our digital age endeavors.

¹⁴¹ Viola, L. (2023). The Humanities in the digital. *Springer EBooks*, 1-35. https://doi.org/10.1007/978-3-031-16950-2_1

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