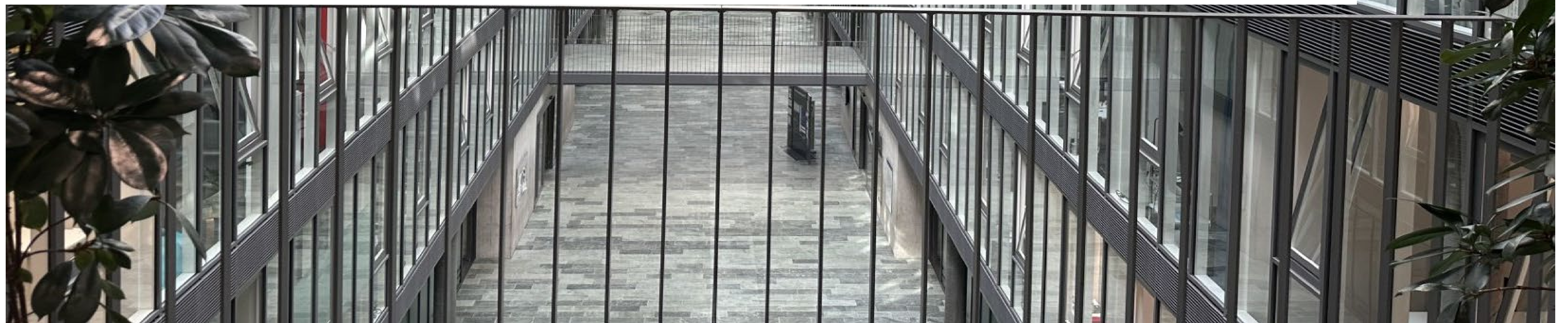




## IKMZ Speaker Series

# Revisiting everyday internet use: motivation, internet centrality and digital inequalities

Monday, 5 May 2025, 4.15 p.m., room AND-4-06



## Darja Grošelj

University of Ljubljana,  
Faculty of Social  
Sciences



Darja Grošelj is an Assistant Professor of Social Informatics and a research fellow at the Centre for Social Informatics in the Faculty of Social Sciences at University of Ljubljana, Slovenia. She holds a D.Phil. in Information, Communication, and the Social Sciences from Oxford Internet Institute, University of Oxford, UK. Her research interests focus around the use of information and communications technologies (ICTs) and social inequalities, with a special interest in how online engagement is shaped by various material and motivational factors.

### Abstract

As internet technologies become more complex, it is important to understand how people interact with the different technologies they use. The concept of re-domestication suggests that the meaning, role and use of old technologies may change as new technologies are adopted. The concept of internet centrality, which includes orientation, understanding and play dependencies, illustrates the role of internet technologies in people's daily lives. Using three empirical studies, this talk examines how motivational factors—rooted in internet centrality and media system dependency—drive everyday digital engagement. The findings suggest that a user's internet-related goals shape the extent of access, skills, use and outcomes. With each innovation, motivation again becomes the determining factor in who invests in learning, integrates technology into their daily lives and achieves meaningful outcomes.

**Please join us for the second talk of the spring semester 2025!**

For more information about the IKMZ Speaker Series, past and upcoming talks, visit <https://www.ikmz.uzh.ch/en/department/events/speaker-series.html> or scan the QR code:

