



#responsibility

The University of Social and Media Culture in Toruń

in collaboration with the

International and Interuniversity Cooperation Office – Erasmus+ Programme

cordially invite you to the international conference:

NEW MEDIA #responsibility

held at the University of Social and Media Culture in Toruń, Poland (AKSiM)

on May 27, 2026.

Conference Manifesto

The contemporary media ecosystem is shaped by algorithms, digital platforms, and artificial intelligence systems, which increasingly influence how societies perceive reality, make decisions, and engage in social relations. Media are no longer merely spaces for information transmission; they have become an environment that organizes attention, emotions, and the fundamental functioning of social life.

However, alongside the growing power of technology, a fundamental question arises regarding responsibility within the new media information environment: who bears responsibility for information quality, user safety, and the consequences of the algorithmic shaping of public debate?

The **New Media #responsibility** conference serves as a space for interdisciplinary reflection on responsibility in digital communication – cross technological, social, and ethical dimensions. The objective of the symposium is to analyze the challenges associated with the evolution of media technologies and to seek solutions that foster the construction of a responsible, secure, and credible communication environment.

Main Topics:

1. **Privacy and Security in the Age of Total Connectivity** – Personal data protection, user security, and the accountability of digital platforms for the information environment.
2. **Disinformation, Deepfakes, and the Crisis of Trust** – Mechanisms of information manipulation, the development of synthetic media, and strategies for building societal resilience against disinformation.
3. **Humanity in the Era of Artificial Intelligence** – Social and ethical consequences of utilizing AI in communication, as well as the responsibility of creators and users of AI technologies.
4. **The Power of Data and the Culture of Recommendation** – The role of algorithms in shaping content visibility, public opinion, and the flow of information within the digital platform ecosystem.
5. **Attention Economy and User Well-being** – The impact of digital media business models on user concentration, emotions, and mental health.
6. **The Self Online: Authenticity, Social Pressure, and Communicative Responsibility** – Identity construction in social media, the relationship between authenticity and curation, and the social consequences of life in a digital environment.

We cordially invite researchers, academics, doctoral candidates, and students from both domestic and international institutions to actively participate in the conference. Our objective is to provide a platform for exploring the perspectives of the younger generation on the ongoing transformations within the media landscape, with a particular focus on social media.

Call for Papers: Presentation proposals may be submitted via the registration form until **April 30, 2026**.

[Access the Application Form](#)

We look forward to welcoming you to the upcoming edition of this significant event, which will be held on **May 27, 2026**, at **The University of Social and Media Culture in Toruń**.

On behalf of the Conference Organizers

Krystian Chołaszczyński

