

The Quantified Life.

Productive and Counterproductive Consequences of Quantification in the Digitally Optimizing Society

The projects topic are the ambivalent consequences of optimization logics that, to a large extent, are orientated towards *quantitative* increase and have gained considerable significance in the course of the *digital change*. By means of the tripartite project design the study will examine productive as well as counterproductive dimensions of the ‚orientation towards figures‘ and the quantification of life in the context of organizational and individual digital processes of optimization, including their intersubjective as well as psychic implications.

Thus, the intended research project builds upon the study ‘Aporias of Perfection in Accelerated Modernities. Current Cultural Change in Self-Concepts, Relationship Patterns and Body Practices’ (APAS), funded by the VolkswagenStiftung in association with the initiative ‘Key Topics in Science and Society’ [Schlüsselthemen für Wissenschaft und Gesellschaft]. The APAS-project studied the meaning and consequences of optimization demands in social practices regarding various social fields and realms of life as well as in relation to changes in cultural norms and concepts of ‘normality’ and ‘pathology’.

Hence, the subprojects explore the following areas of digitally quantifying optimization:

Sp I (Jena): The meaning of and orientation towards figures in practices *and interactional modes of professional organisations*.

Sp II (Frankfurt/M.): The meaning of and orientation towards figures, especially in regard to the *forming of relationships in Social Media* in relation to non-digital and face-to-face communication (Frankfurt) in comparison to the clinical patients (sample in Berlin).

Sp III (Berlin): The meaning of and orientation towards figures in consideration of *body practices performed by clinical patients and in relation to non-patients* (sample in Frankfurt).

In its tripartite transdisciplinary research design and by means of its method triangulation (quantitative and different qualitative approaches) the intended project follows the path that the APAS-project successfully has pursued. Hence, it aims at intensifying the analysis of the correlations between various social levels as well as tensions of standardizations and changes in practices, all to often culminating in exhausting and pathogenic scenarios as well as developing new concepts and methodological approaches to study the intermediation of society and the individual, culture and psyche.

Publications (until May, 2019)

Gerisch, B. & King, V. (Hrsg.): **Psyche und Kultur in Zeiten digitalen Wandels**, *Doppelheft der Zeitschrift ‚Psyche‘* (Sept./Okt. 2019), im Erscheinen.

King, V., B. Gerisch, H. Rosa, J. Schreiber, Ch. Findeis, D. Lindner, B. Salfeld, M. Schlichting, M. Stenger, St. Voigt (2019): **Psychische Bedeutungen des digitalen Messens, Zählens und Vergleichens**. *Psyche- Z Psychoanal*, DH 2019, im Erscheinen.

King, V., Gerisch, B. & Rosa, H. (eds.), with editorial assistance from Julia Schreiber & Benedikt Salfeld (2019): **‘Lost in Perfection.’ Impacts of Optimisation on Culture and Psyche**. London: Routledge.

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