

For years, *non-identity places* have been an interesting theme of theoretical deliberations and research in human geography. Scholars have been deliberating over the character of these places. The most interesting conceptions in this respect were developed in 1976 (Relph: placelessness) and 1995 (Auge: non-place). We treat the concept of *non-identity places* as a bridge between the European "non-place" and the "placelessness", which is more common in the USA. In modern times, with their huge social mobility, the share of digital technologies in shaping everyday human life and the development of social communication possibilities, well-established standpoints do not suffice to explicate the phenomenon of *non-identity places*.

Due to the continuous development of interdisciplinary theories based on social geography, as well as the development of debates on the role of digital media, it has become possible to search for theoretical and empirical answers to the puzzling questions about the character, role and perception of *non-identity places*.

*Our initial, pre-research hypothesis refers to the statement that in the Digital Era and in the times of developed communication relationships, non-identity places change their character or even cease to exist.*

The main aim of the project is to use the approach offered by the geography of communication in an attempt to solve the cognitive problem of defining the contemporary character of *non-identity places*, the role they play in human life and the way they are perceived by the users. I intend to achieve this aim in cooperation with my team, developing and operationalizing the communicational approach to the discussion about space and place, as proposed by Paul Adams (2005, 2009). The main goal encompasses individual theoretical-methodological and empirical goals. Setting these goals led to formulating the following empirical (QE) and theoretical (QT) questions:

QE1. What content and contexts are currently represented by *non-identity places*?

QE2. What is the public reception of spaces which may be referred to as *non-identity places*?

QE3. How do *non-identity places* change under the influence of augmenting the reality with the virtual dimension?

QE4. Do virtual spaces generate communication content which alters the reception of places?

QT1. What is the status of the theories related to *non-identity places* in the light of the current state of the art in the geography of communication?

QT2. What are the operational possibilities and the limitations of the communication concept in geography?

In order to answer the research questions, we will use: PPGiS method, quasi-experiment, structured participant observation, narrative interviews, netnography as well as group focused interviews.