

According to the Office of Electronic Communication, 3 in 4 Poles use a smartphone everyday. While these devices seem like a development of old mobile phones, in fact their capacities and capabilities are make them microcomputers customized by dedicated apps, which strongly transform user behavior. Smartphone enabled individuals function in the urban space in a shifted way thanks to GPS capabilities and digital platforms such as Uber. They create new possibilities of telecommuting and new forms of access and consumption of entertainment. Applications like Facebook or Tinder have impact the architecture of sociable and intimate relations, changing interpersonal and social dynamics and extending or intensifying social networks. However, despite the scale and sudden character of these transformations, reflections on them are largely journalistic and tinged with anecdotal data, moral panics and pedagogic narratives concerning a supposed corrosion of social ties and the risk of addiction.

In 2010, the PI of this project and his team published the „Młodzi i media” [Youth and Media]. It was an effect of an ethnographic studies of young Polish adults and their communication technologies, showing how they are weaved into their everyday functioning, including love, friendship, learning, hobbies. This ethnography became relatively visible not only in academic citations, but also in public scholarship and debates. After a decade, this project aims to return to the field not only to update findings in the rapidly changed technological field, but also to make significant methodological correctives. The last decade in media studies brought the reflection that besides questions about what people do with their devices, it is increasingly important to know how devices seek to extract personal data and *do* things with their users. We want to reconstruct how smartphones reshape the private and public spheres.

This project explores how diverse individuals moving through the urban space of Warsaw use new, personalized and portable technologies, which are carriers of networked individualism. The choice of Warsaw is motivated by the fact that it has a dense and locally and globally dispersed communication network. We also fill the gap in global scholarship, which is focused on global innovation centers (California, Japan, Korea) or in peripheral spaces of the Global South. In this context, the postsocialist, semi-peripheral Warsaw going through a growth in wealth and inequalities, is a compelling research site. This research will follow smartphones and their users, of different social classes, ethnicities, genders, ages, education, and income levels. We will observe locals, commuters, and migrants. The results of ethnographic observations and interviews will be juxtaposed with other data sources, including expert interviews, discourse analysis, as well as quantitative data gathered from smartphones with their users consent.