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***PATHFINDER initiative on  
Cultural Dynamics  
from transmission and change  
to innovation***

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# Cultural Dynamics: from transmission and change to innovation

- Outcome of topic selection process over the last year (“structured dialogue” - full details on NEST web site)





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## Why this initiative ?

- Culture impacts all sectors of human life (poverty, global change, education etc)
- Interactions between culture and technology : global communication networks, media
- Objective is to develop better scientific tools and methods to understand culture transmission, change and innovation.





# What research will be pursued ?

- Research including the cognitive correlates of cultural phenomena: culture control vs. resistance; effects of cultural variables on behaviour ;
- Interactions between cultural markets: public policies, trade integration, culture and power
- Interactions between culture and technology; Cultural changes brought about by modern technologies (influence and resistance to these)
- Research on new predictive models linking and understanding diverse phenomena: health epidemics, consumer behaviour, economic markets, social networks





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# What research will NOT be pursued ?

- Pure empirical research
- Single component data collections e.g. social behaviour
- Classical research on cognitive systems in general
- Research which could be carried out under the TPs
- Research which is mono-disciplinary





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## Specific Target Research Projects (STREPs)

- The research supported by this initiative through **Specific Targeted Research Projects** will be aimed at bringing together from different fields of science, technology, the social sciences and humanities, concepts, data and analytical methods, to promote a better understanding and predictive capacity relating to transmission, change and innovation in human culture.





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## Co-ordination Action

- Proposals for **Co-ordination Actions** are strongly encouraged. They should focus on cross-disciplinary networking, in relation to particular areas of cultural dynamics, or particular research methods or analytical approaches.
- Networking of European activities in relevant fields





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# Specific Support Actions

- To assist in the mapping and development of the definition of the field in question, assessing future development prospects and trends in the field.

