Social Issues as Cultural Challenge

Social Sciences and Humanities Between Academic Core Values and Societal Expectations

A nation stays alive when its culture stays alive.
Systemic Innovation vs. Technological Innovation

Schneidewind — Singer-Brodowski 2014, 30:

“Systemic innovation is characterized by an intelligent interplay between technological and societal innovation, by embedding technological innovations in their sociocultural contexts.”
Main Theses:

1. Above all, societal innovation is a cultural task consisting of the cultural implementation and cultural mediation of societal innovation and transformation processes.

2. This cultural moderation of societal innovation and transformation has to be based on excellent, high-risk, and cross-sectoral research in the Social Sciences and Humanities.
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Recommendation 1:

Understand academic core values and societal expectations not as antipodes but as mutually stimulating catalysts.
Recommendation 2:

Integrate and make use of concepts (epistemological, theoretical, methodological) which facilitate research on societal challenges.
Recommendation 3:

Proactively advocate and implement policies of national and international bodies addressing culture as a key to societal innovation and transformation.
Recommendation 4:

Promote and ensure diversity and quality of disciplines and disciplinary expertise in order to foster societal resilience and response readiness.
Recommendation 5:

Reform research funding schemes in order to encourage research partnerships with non-academic institutions and to stipulate research on ‘cultural moderation‘ as an integral part of innovation and transformation research.
THANK YOU!