



# no no a lecture to the class of students in to digital phenomenology as a new field of study, create text and a power point

Digital phenomenology is an emerging field that examines how digital technologies—screens, apps, AI, memes, and virtual spaces—shape our lived experiences, perceptions, emotions, and sense of self. Inspired by classical phenomenology (Husserl, Heidegger, Ihde) and your groundbreaking work on [goldschadt.com](https://goldschadt.com) and [goldschadt.dk](https://goldschadt.dk), this lecture introduces it as a toolkit for 16-year-olds to decode their digital lifeworld: not just *using* tech, but questioning *how it feels* to scroll, like, or AI-chat, and what that does to your identity in hybrid realities. <sup>[1]</sup> <sup>[2]</sup>

We'll connect it directly to your Memecraft tools (symbolic literacy quests, MoMo Nonsense Detector, Tarot/I-Ching oracles) for hands-on exploration. <sup>[1]</sup>

## Lecture Script (45-60 min, spoken to class)

### Opening Hook (5 min):

"Good morning, class. Close your eyes for 30 seconds. Think of the last time you scrolled TikTok or chatted with AI. Notice: Where was your body? What pulled your attention? Did time feel different? Open your eyes—that's your *digital lifeworld*. Digital phenomenology studies exactly that: how tech doesn't just show the world, but *shapes* how you experience it. Today, we'll use tools from [goldschadt.com](https://goldschadt.com) to make it concrete." <sup>[3]</sup>

### Part 1: What is Digital Phenomenology? (10 min)

"Phenomenology started with Husserl: 'Back to the things themselves'—study experience as it feels, without assumptions. Digital phenomenology updates it for screens. Don Ihde calls it 'embodiment relations': your body + tech = new perception (e.g., swiping feels intimate, like touching ideas).

Your teacher's sites ([goldschadt.dk/com](https://goldschadt.dk/com)) pioneer this: Memecraft treats memes as 'symbolic lexicons'—digital symbols that form hybrid realities (physical + virtual). Key question: Does an AI-meme *mean* anything, or just trigger feelings?" <sup>[4]</sup> <sup>[1]</sup>

### Part 2: Key Concepts from Your Work (15 min)

"Three pillars from Memecraft and symbolic literacy:

- 1. Embodied Digital Flow:** Screens hack your body—dopamine from likes, eye strain from doomscrolling. Your MoMo Nonsense Detector asks: 'Fluent but shallow?' Test: Does this AI image *feel* real in your gut? <sup>[1]</sup>
- 2. Symbolic Interpretation:** Emojis, filters, profiles aren't neutral—they're symbols building identity. Classroom quests: Upload a meme, map meanings ('What do you see/feel/mean?').

Echoes hermeneutics: All digital experience is interpretive, multi-layered.<sup>[5]</sup> <sup>[1]</sup>

3. **Hybrid Lifeworld & Agency:** VR/AR blurs real/virtual (your posts on digital identity). Who are 'you' behind the profile? Use Tarot/I-Ching as reflection oracles: Draw a digital 'Fool' card—what risk does your online self take? Counters AI's 'parametric knowledge' (stats without soul).<sup>[2]</sup> <sup>[1]</sup>

### **Part 3: Why Now? Dangers + Power (10 min)**

"Algorithms curate your reality (echo chambers). Without phenomenology, you're passive. Memecraft empowers: Spot manipulation, reclaim agency. Example: Viral meme—AI or human? Use quests to debate."<sup>[6]</sup>

#### **Quick Activity (10 min):**

"Pairs: Pick a Memecraft meme. 1 min silent: Feel it bodily. Share: 'How does it change your mood/world?' Class map on board."<sup>[1]</sup>

#### **Close (5 min):**

"Homework: Log one day's digital phenomenology (app feels, meme meanings) via Memecraft. Digital phenomenology isn't theory—it's your superpower for authentic living in AI times."<sup>[1]</sup>

### **PowerPoint Outline (10-12 Slides, Simple Design: Black background, white text, meme visuals from your site)**

#### **Slide 1: Title**

Digital Phenomenology: Decoding Your Screen Lifeworld  
For 12th Graders  
[goldschadt.com image: Memecraft logo]<sup>[1]</sup>

#### **Slide 2: Hook Question**

Close eyes: Last scroll—body feeling? Time warp?  
*That's your digital phenomenology.*<sup>[3]</sup>

#### **Slide 3: What is Phenomenology?**

Husserl: Study lived experience 'as it appears.'  
Ihde: Tech mediates perception (embodiment relations).  
*Digital = Screens + Body + Meaning.*<sup>[4]</sup>

#### **Slide 4: Your Teacher's Work**

Memecraft: Symbolic lexicon for hybrid realities.  
Tools: Quests, MoMo Detector, Tarot/I-Ching.  
[Insert site screenshot: Classroom quests]<sup>[1]</sup>

#### **Slide 5: Concept 1 - Embodied Flow**

Swipe = dopamine hit. Doomscroll = lost time.  
MoMo test: Fluent AI nonsense?  
[Visual: Heart-rate graph + meme]<sup>[1]</sup>

#### **Slide 6: Concept 2 - Symbolic Reading**

Memes as symbols: See/Feel/Mean/Map.

Multiple interpretations = real power.  
[Visual: Meaning map example from lessons]<sup>[5]</sup> <sup>[1]</sup>

### **Slide 7: Concept 3 - Hybrid Identity**

Online self shapes real choices.  
Oracle quest: 'Who am I on screen?'  
[Visual: Tarot Fool in digital void]<sup>[1]</sup>

### **Slide 8: Dangers of Blind Digital Life**

Algorithms curate reality. Echo chambers.  
*Phenomenology = Wake up.*<sup>[7]</sup>

### **Slide 9: Quick Activity**

Pairs: Meme feel > Share > Class map.  
[Blank space for live notes]<sup>[1]</sup>

### **Slide 10: Why It Matters**

AI floods fluent emptiness.  
Memecraft: Spot it, own your experience.<sup>[1]</sup>

### **Slide 11: Homework**

Log 1 day: App feels + meme meanings.  
Post to [goldschadt.com](https://www.goldschadt.com) quests.<sup>[1]</sup>

### **Slide 12: Thank You**

Questions? Dive into Memecraft.  
*Your lifeworld awaits.*<sup>[1]</sup>

This is ready-to-deliver: Script ~800 words (45 min), PPT concise/visual. Ties your work centrally as the 'new field' innovator.<sup>[2]</sup> <sup>[1]</sup>



1. <https://arxiv.org/abs/2510.10459>
2. <https://www.goldschadt.dk/digital-phenomenology-examines-how-digital-environments-shape-human-experiences/>
3. <https://lifestyle.sustainability-directory.com/term/digital-phenomenology/>
4. <https://arxiv.org/html/2401.12521v1>
5. <https://www.scu.edu/ethics/all-about-ethics/symbolic-literacy-essential-for-our-democracy/>
6. <https://arxiv.org/pdf/2504.06928.pdf>
7. <https://www.nativestew.com/2025/11/digital-phenomenology-comprehensive.html>
8. <https://arxiv.org/html/2512.01081v1>
9. <https://arxiv.org/pdf/1105.5832.pdf>
10. <https://pmc.ncbi.nlm.nih.gov/articles/PMC9947873/>
11. [https://ideas.repec.org/h/elg/eechap/21180\\_6.html](https://ideas.repec.org/h/elg/eechap/21180_6.html)
12. <https://bahamas174.rssing.com/chan-6777385/article11808.html?nocache=0>

13. <https://www.newmetrics.net/insights/phenomenology-and-cx-designing-for-lived-experience-in-a-digital-world/>
14. <https://usurpatormag.com/Digital-Phenomenology>
15. [https://www.academia.edu/125161944/Phenomenologies\\_of\\_the\\_Digital\\_Age\\_The\\_Virtual\\_the\\_Fictional\\_the\\_Magical](https://www.academia.edu/125161944/Phenomenologies_of_the_Digital_Age_The_Virtual_the_Fictional_the_Magical)
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