

# KKC

Hans Kilian und Lotte Köhler-Centrum  
für sozial- und kulturwissenschaftliche Psychologie  
und historische Anthropologie

Wednesday, June 14, 2023  
Hybrid: GD 1/156 and  
ZOOM  
4.15 p.m. - 6 p.m. (CET)

Free registration: via e-mail to  
kkc@rub.de – Please indicate  
whether you would like to  
attend in person or online.

## Hans Kilian Lecture: Prof. Dr. Gavin B. Sullivan (IPU Berlin)

### Lost in the crowd or most alive? New immersive approaches to collective emotion and identity practices

While current research on crowds has moved away from Le Bon's 19th century pathologizing and ideologically motivated account of "mindless mobs" towards viewing them as sources of empowerment, resilience and effervescence (Durkheim), many of us still feel ambivalent about crowds and want to know more about what it means to act and feel in, with and through groups.

The lecture will provide a critical overview of the social identity approach to crowds and introduce some of the benefits of taking an alternative view of phenomena such as collective emotions. This will include the use of immersive 360 degree videos to analyze protest situations (e.g., Black Lives Matter) and temporarily depopulated places (e.g., cities during Covid). It also explores how the presence and immediacy of others will be extended and blurred in the future by allowing real and augmented immersive videos to be viewed using virtual reality (VR) technologies in spaces that build on or replace the metaverse.

