

LABORATORIO SOCIOLOGICO



Teoria, Epistemologia, Metodo

As digital technology becomes inseparable from our daily lives, how does it redefine who we are, how we connect, and the very fabric of society? *Digital and Inclusive Future: Society, Self and Health* explores the profound ways in which digital technology is reshaping human identity, social structures, and the fundamental principles of inclusion and well-being.

Blending classical sociological thought with cutting-edge discussions of digital cultures, artificial intelligence, and platform capitalism, Vera Kopsaj offers a compelling analysis of how digitisation affects every aspect of life, from communication to privacy, from health to equity. Critically examining whether technology serves as a tool for progress or a mechanism for exclusion, the book uses interdisciplinary perspectives to illuminate the complexities of digital society.

Using the evocative *metaphor of the treehouse*, an elevated but selective space, Kopsaj illustrates the layered nature of digital access, highlighting its opportunities and inequalities. From the digital self to algorithmic governance, from social networks to 4P medicine, this book challenges readers to critically engage with the systems that shape our lives.

Digital Age and Inclusive Future is essential reading for scholars, students and professionals seeking to understand the dynamic relationship between digital technology, society and self. Interweaving theoretical insights and real-world implications, Kopsaj invites us not only to explore the digital age, but to actively shape the future towards a more conscious, inclusive and ethical world.

Vera Kopsaj is a researcher in Sociology at UniCamillus – Saint Camillus International University of Health and Medical Sciences. Her research focuses on inequality, conflict and the intersection of artificial intelligence and health. She has published with FrancoAngeli, including *Wars for a piece of land or a land of peace? Kosovo and Ukraine*, «Sicurezza e Scienze Sociali», 2023/1 and, in collaboration with Sara Petrocchia, *Encounter Between Cultures and Identities: Cross-Cultural Communication in the Migration Process* (2022).



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Vera Kopsaj

Digital Age and Inclusive Future

Society, Self and Health



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Preface

Imagine yourself in a treehouse, built with care and intention, offering a unique vantage point from which to view the world. From here, the landscape of human interaction unfolds: at once familiar and transformed by the digital forces that are reshaping our lives. The digital revolution is not just a technical evolution; it is a fundamental change in the way we communicate, work and construct our identities. However, beyond its technological marvels, it poses profound questions about inclusion, power and the structures that govern our society.

Central to this work is a commitment to understanding the social fabric of the digital age. The rapid integration of technology into everyday life raises urgent concerns about access, agency and control. Who benefits from digital progress? Who remains excluded? And how do these dynamics affect the structures of modern society? These are not abstract questions, but pressing realities that determine the opportunities and limitations of individuals and communities worldwide.

Rather than treating technology as an external force, Vera Kopsaj addresses it as an integral part of human interaction, a system influenced by cultural norms, economic interests and political agendas. She emphasises the need to move beyond deterministic narratives, recognising that digital development is not neutral, but is shaped by human choices, politics and power relations. In essence, the Author seeks to answer key questions that define the contours of our digital reality: How does technology affect our sense of self and our interactions with others? Can digital inclusion really create a more equitable world? What ethical boundaries need to be established to ensure that technology serves society rather than controls it? Is digital society evolving into a distinct and autonomous social system?

A key aspect of this book is the exploration of the Four Ps of Medicine: Predictive, Preventive, Personalised and Participatory Medicine. As healthcare systems undergo a digital transformation, these principles become essential to ensure that technology not only serves efficiency, but also ethical and equitable healthcare practices. The shift to precision medicine

and AI-driven diagnostics presents both opportunities and risks, particularly with regard to data privacy, accessibility and health technology bias.

To critically examine these dynamics, Kopsaj draws on sociological theories that help explain how digital transformation affects identity, power and inclusion.

Just like a treehouse, the digital world offers new points of observation and involvement in society. A treehouse is built with the intention of providing a space for exploration, safety and connection with the world around us. Similarly, the structures we create in digital and medical spaces should offer individuals the opportunity to see further, participate fully and shape their own paths. This metaphor serves as a reminder that although technological change is inevitable, its design remains in our hands.

Vera Kopsaj addresses those who wish to critically engage with the digital age, questioning not only how technology changes society, but also how society can steer technological evolution towards equity and inclusion. In a landscape dominated by algorithms, platforms and artificial intelligence, it is crucial to foster a reflexive approach that recognises both the transformative potential and ethical dilemmas of the digital age.

The reflections proposed in the following chapters are an invitation to think beyond convenience and efficiency to consider the ethical, social and political stakes of a world increasingly shaped by digital infrastructure. As we navigate this terrain, the challenge is not simply to adapt, but to shape the future with an awareness of its wider implications.

Donatella Padua