

## The New Normal Between Social Relations and Digital Culture

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### Abstract

*Digital innovation is first and foremost a cultural transformation and, only by reflection, it affects all other sectors of human life in a transversal way. The experience of distance learning, the almost exclusive use of platforms during the emergency has made us realize not only the importance and advantages, but also the risks related to an incorrect and unconscious use of digital to which, especially young people, are exposed. Promoting digital culture is a necessity entrusted to educational institutions and yet schools and universities very often aim at objectives of professional skills and little to the formation of the person and the promotion of relationality. As highlighted by the sociologist P. Donati, the pandemic has revealed something that modernity had removed: the reality of social relations that, after the pandemic, must be redefined. The awareness that social relationships are an essential element of life, but not replaceable with digital media, has unequivocally emerged from the analysis conducted on young people of different ages, schools and geographical contexts in 2021 invited to express themselves on their personal experience of remote teaching. The digital transformation leads us towards a "new normal" in which to consolidate the good things learned and experienced in the pandemic period. Technology should be considered not so much as an emergency tool, but as an opportunity to make room for creativity, non-verbal languages and, above all, as a key element that allows, in a renewed normality, to develop sustainable economic and social models.*

**Keywords:** Technology, Education, New normal, Digital culture.