The main aim of my scientific activity as the head of the Laboratory of Media Studies at Warsaw University, is to encourage open and international discussion of empirical issues related to mediatization. In this regard, we are developing the activities of an interdisciplinary research team, which enables the realization of scientific projects - international and national.

The Laboratory of Media Studies' activities include interdisciplinary, complex research projects in cooperation with important research institutions in Poland and abroad (e.g., University of California, Davis; Tampere University, Finland). We have research equipment that allows us to study media messages from many aspects - from content studies to research on media reception (eyetracking, facetracking, GSR, EEG, EMG), which contributes significantly to the international discussion on mediatization. We carry out, among other things, projects on the use of VR technology in education, projects based on biometric research (multilayer perceptron-based neural network), and socially essential surveys conducted by CATI (including those on the war in Ukraine - <https://www.lbm.uw.edu.pl/en/18-publikacje/raporty-empiryczne/422-the-war-in-ukraine-in-the-opinion-of-poles-cati-survey-report>).

We conduct our activities under international and national grants - including, for example, The Excellence Initiative - Research University program funded by the Ministry of Education and Science in Poland - which allows us to collaborate with media scholars from different countries and broaden the international discussion.

In this context, a necessary result of our activities is also the organization of events at which we present the results of our research. Members of the Laboratory of Media Studies research team have extensive experience in organizing national conferences, as evidenced by the National Methodological Conference of Media Scholars (<https://sites.google.com/uw.edu.pl/xiii-okmm>), which has been organized for 13 years. We have also organized international events, such as the workshop held as part of the IEEE Conference: Metaverse as a promise of a bright future? - social interactions in a world of isolation, <https://workshop.htt.events/>.

We are currently preparing to organize an ICA regional conference. Together with partners from Vilnius University, Jagiellonian University, University of Wroclaw, and The Maria Curie-Skłodowska University in Lublin we have submitted to ICA the proposal *Human Tech Transition: Crises in Mediatized Politics, Society & Economy.* Multifaceted and in-depth studies of human-technology relations and the virtual world are becoming increasingly necessary. Media, new technologies, and the crises of today's world are a triad whose interpenetration and relations will be the theme of our conference.We want to look at communication immersed in modern technologies through the prism of changes imposed by the crises of modernity.