EXPLORING PHENOMENOLOGY'S RELEVANCE IN TODAY'S DIGITAL WORLD: A COMMENTARY

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Abstract

In social studies, phenomenology is widely recognized as a research approach deeply rooted in Edmund Husserl's philosophical traditions, and it is highly acclaimed for its ability to explore and understand lived experiences. This commentary aims to offer an overview of the core principles of phenomenology and their practical application to contemporary research, with a particular emphasis on the digital era. Phenomenology's focus on subjective experience and intentions makes it a powerful tool for comprehending the complex nature of human interactions with digital technologies. In an era where digital platforms dominate our social, professional, and personal interactions, the approach provides unique views into how individuals perceive and interpret their digital environment. This paper also explores the methodological adaptations required to apply phenomenology in digital contexts and the challenges researchers may face, as well as clarifies that this approach remains relevant and does not necessitate redundant innovations such as rebranding it as "cyber-phenomenology." By focusing on the relevance of phenomenology in the digital era, this review hopes to lay the groundwork for future studies that will bridge the gap between traditional phenomenological inquiry and modern digital experiences.

Keywords: *Digital, Husserl, Phenomenology, Philosophy, Research, Social Issues*