

NEWSLETTER

# HIVI PROJECT

C<sup>2</sup>DH, University of Luxembourg  
with the support of the FNR (C20/SC/14758148)

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## HIVI AFTER 6 MONTHS

- The VIRAL seminar (8 sessions during the 2021-22 academic year) is about to start, with a first session on Thursday 14 October 2021 entitled "From Barnum to Jay-Z: representations and practices of virality within the professions of influence" by Camille Alloing and Alexandre Coutant (Université du Québec, Montréal). Discussion by Lars Wieneke. Full programme available at :<https://hivi.uni.lu/2021/09/15/the-viral-seminar/>
- Each month, publication of a post related to a famous meme by Jessica Pereira, starting this month with Pepe the Frog :<https://hivi.uni.lu/2021/09/15/discover-a-meme-1-pepe-the-frog/>
- Distant reading by Fred Pailler of a corpus of international press (gathered through Europress and related to virality, memes, gifs).
- State of the art and database still under progress on Zotero
- Article on Luxembourg Web Archives by Ben Els, Yves Maurer (BnL) and Valérie Schafer in Hémécht (a Luxembourg academic journal) was published during the summer 2021. <http://hdl.handle.net/10993/47601>



## TO STAY IN TOUCH

A quarterly newsletter  
A website: <https://hivi.uni.lu>  
Contact: [valerie.schafer@uni.lu](mailto:valerie.schafer@uni.lu)

Did you know?

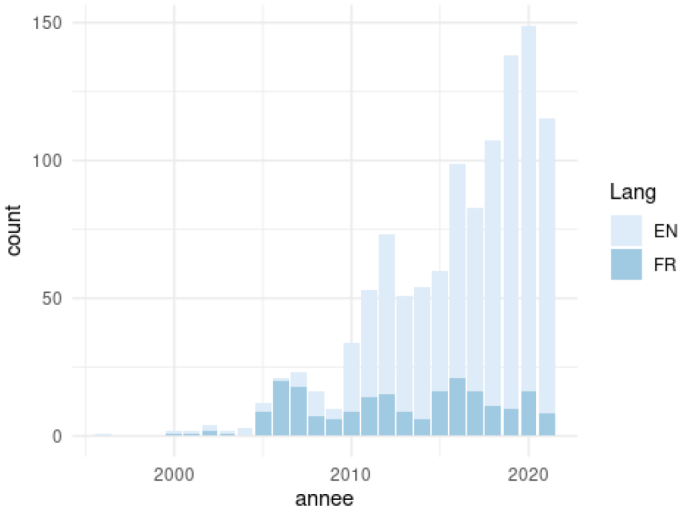
Pepe the Frog was created by Matt Furie in 2005 in the comic Boy's Club. Pepe became famous in 2008 on 4chan. At the beginning, Pepe was mostly used in his original Feels good man version on 4chan and on Myspace. However, Pepe progressively became the face of several political leanings. In 2016, Pepe was appropriated by the American alt-right movement and by Trump supporters. Consequently, Pepe was declared a white nationalist symbol. The Anti-Defamation League tried to help Matt Furie #SavePepe. In 2017, Furie released a comic showing Pepe in a casket at his funeral. More recently, in 2019, Hong-Kong protesters used Pepe as a symbol of resistance against police brutality. Furie responded positively to this usage of Pepe. (More at: <https://hivi.uni.lu/2021/09/15/discover-a-meme-1-pepe-the-frog/>)



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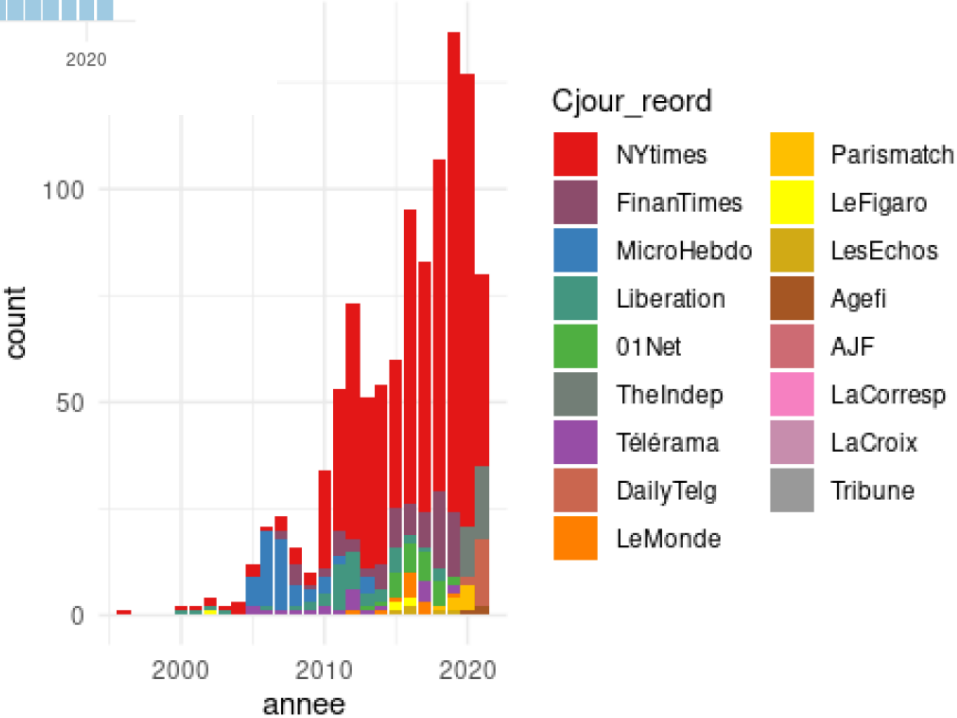


Memes and gifs in the general press, a first distant reading



Articles per years mentioning memes or gifs in the French and English general press

Annual count of articles mentioning memes or gifs in body text or/and title



# SOME NEXT STEPS

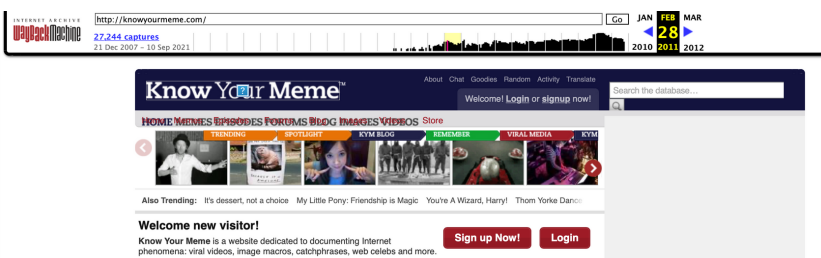
-A whole semester at the Master's level in the seminar "Digital Europe", organised by Valérie Schafer at UL, will be related to "European Virality". Final goal: to create an e-book with the MAHEC students.

- 2 days-meeting with Quentin Lobbé, a French computer scientist, on 14-15 October 2021, to explore web archives of Know Your Meme and other websites related to the dissemination and heritagization of memes and gifs.

- A workshop on April 8, 2022, with the team of the French ANR Crobora (Crossing Borders Archives, <https://anr-crobora.fr>) led by Matteo Treleani. The workshop is organized by Matteo Treleani and Frédéric Clavert on the topic : Europe and media virality.

- Within the C2DH training unit, led by Florentina Armaselu, a full-day training session "Introduction to Web Archives" on May 11, 2022, organized by Frédéric Clavert and Valérie Schafer (with the participation of Fred Pailler) with a focus on digital cultures and virality.

- A "Zoterathon" to be organized asap to enrich the database and make it even more consistent.



IA, KYM website, archived on 28/02/2011

website <http://web.archive.org/web/20110228192917/http://knowyourmeme.com/>

## The HIVI Project is on Zotero

13 September 2021

By Hivi

Zotero public library of the HIVI project is under construction but already available here :

<https://www.zotero.org/groups/3642703/hivi/library>

(Some references are retrieved from Europresse database and won't be directly accessible online).

HIVI	Virus, mèmes et bonnes pratiques : la compétition des propagat...	Boullier		
Academic References	Viral Jokes and Fugitive Humor in the Nineteenth-Century Cultur...	Thompson	2021	
Cats	VBAA: A Method for Surfacing Values in Distributed Online Colla...	Morgan et al.		
Crumpy Cat	Understanding image virality	Deza et Parikh	2015	
Europresse	Twitter and tear gas: the power and fragility of networked protest	Tufekci	2017	
Charlie Finger	Transcoding authenticity: preserving unreleased gaming softwar...	Hodges	2021-01-01	
Harlem Shake	The World Made Meme: Public Conversations and Participatory ...	Lenander	2018	
Europresse	The World Made Meme: Public Conversations and Participatory ...	Abidin	2018	
Leave Britney	The world made meme: Public conversations and participatory ...	Miner	2018	
Other memes and viral phenom...	THE INTERNET'S DANK MEME STASH: EXAMINING POLITICAL ME...	Buck	2020	
Challenges	The history of the most popular memes (2004-2019)	Abacaba	2019-04-17	
Ice Bucket Challenge	The Conservatism of Emoji: Work, Affect, and Communication	Stark et Crawford	July 1, 2015	
Disaster Girl	The Ambivalent Internet	Phillips et Milner	2017	
Pepe the Frog	Spam: A Shadow History of the Internet by Finn Brunton	Katz-Kimchi	2014	
Pepe europresse	Spam: A shadow history of the Internet	Brunton	2013	
Plateformes dédiées aux memes	Shawn Walker, Joe Eckert, Jeff Hemsley, Robert Mason, Karine Na...	Mason	2018	
Cheezburger	Ryan M. Milner, The World Made Meme: Public Conversations an...	Stephens	2018	
Rickroll	Reprinting, Circulation, and the Network Author in Antebellum N...			
Europresse	Reading images: the grammar of visual design	Kress et Leeuwen	2006	
	"Q I-jb the Raven": Taking Dirty OCR Seriously	Cordell	2017	
	Puritanisme sexuel et capitalisme numérique	Vörös et al.	2020	
	Political Memes as Tools of Dissent and Alternative Digital Activi...	Denisova		