

## 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 13 MONTHS

- The VIRAL seminar welcomed Anne Helmond as a presenter and Jane Winters as a moderator in March 2022 for a session related to Commenting online. The previous session was related to rumours, thanks to Pascal Froissart (with Benjamin Thierry as a moderator). The next session will take place on April 12 with Laurence Allard, who will talk about her research on Memes and NFT (moderation by Frédéric Clavert). See <https://hivi.uni.lu/2021/09/15/the-viral-seminar/>
- The third post related to a viral phenomenon is available thanks to Jessica Pereira and addresses "Disaster Girl": <https://hivi.uni.lu/2022/04/07/discover-a-meme-3-the-disaster-girl/>
- Several presentations related to HIVI were given :
  - during the ECREA communication history workshop at UL in February 2022: "Spread for die. Online Virality as a Transmedia Phenomenon" by Fred and Valérie
  - at the IMACTIS seminar in Liège (Belgium) in February 2022: "The Memes Challenges. Virality, Mediatic Dimensions and Heritagization" by Valérie
  - at the seminar "Humanités Numériques et Archives" des Archives Henri-Poincaré (Nancy, France) on March 11 : « Historiciser la viralité en ligne : les défis des archives » by Valérie
  - at the SAS Seminar (University of London) organised by Jane Winters on March 28, 2022: "That escalated quickly: the many challenges of historicising online virality" by Fred and Valérie
- On February 1st we had a fruitful meeting with the International Steering Committee. The first CET of Carmen Noguera was also held. The day after, a meeting was organised with the Swiss team led by Gabriele Balbi (which is investigating CERN archives related to the genesis of the WWW).
- On March 7 and 8, we spent 2 days with Quentin Lobbé (ISC, Paris) working with Gargantext on a corpus of cats celebrities and cats memes in Know your Meme.
- The programme of the workshop "Europe and Media virality" organised by Frédéric Clavert in collaboration with Matteo Treleani (ANR Crobora, France) is available at : <https://hivi.uni.lu/2022/03/17/europe-and-media-virality/>



## TO STAY IN TOUCH

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



Discover the story behind Disaster Girl at  
<https://hivi.uni.lu/2022/04/07/discover-a-meme-3-the-disaster-girl/>



Luxembourg National  
Research Fund



## Europe and media virality

Maison Robert Schuman (<https://maison-schuman.uni.lu/>)  
 21, Place Sainte Cunegonde L-1367 Luxembourg

Friday 8 April 2022

**9.15 Welcome and introduction** (Frédéric Clavert, Valérie Schafer, Matteo Treleani)

**9.30-11.00 Roundtable « Archiving virality »**

Moderators: Frédéric Clavert et Matteo Treleani

Presenters : Emanuele Balossino (Mediaset), Karima Boulif (Parlement européen), Ben Els (BNL), Yves Maurer (BNL), Anne Pavis (INA), Andrea Scaranari (Mediaset), Eve Van Soens (Parlement européen)

11.00 Coffee break

**11.30-12.00 Discussion**

12.00-13.00 Lunch (on site)

**13.00-14.30 Presentation of the HiVi and CROBORA research projects**

- Valérie Schafer : HiVi, Historicizing European online virality
- Matteo Treleani : CROBORA, Understanding the Circulation of European Audiovisual Archives

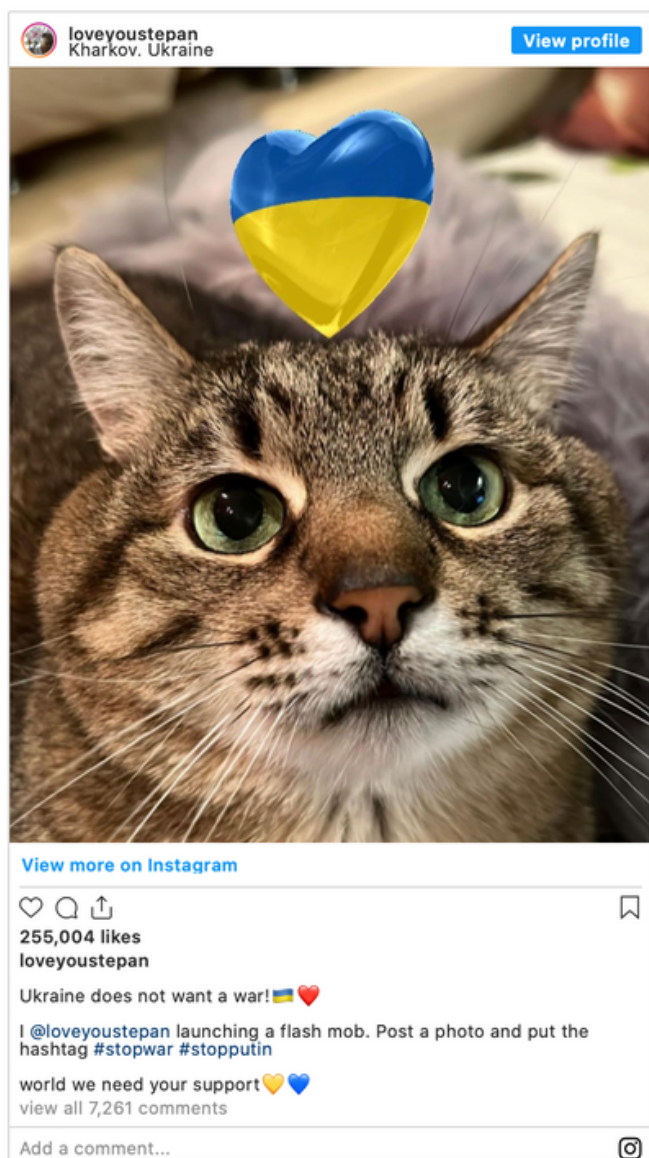
14.30-15.00 Coffee break

**15.00-16.30 Case studies**

- Dario Compagno (Université Paris Nanterre) : Analysing the Iconic and Plastic Dimensions of Images with Computational Tools.
- Jessica Pereira (UL) : European Shared Challenges: A study by MAHEC students
- Shiming Shen (UCA) : How to bring out symbolic images? EU salient moments in French TV news.

*This workshop is co-organised by the C<sup>2</sup>DH at the university of Luxembourg (EHI axis), the research project ANR CROBORA (Université Côte d'Azur) and the FNR HiVi project (C<sup>2</sup>DH, UL).*

# SOME NEXT STEPS



- Further analysis of the corpus of EN + FR wikipedia pages dedicated to memes and viral phenomena

- Analysis of press corpora related to precise Internet phenomena

- Further investigation of Lipdub and Harlem Shake in BnF archives (with URLs based overviews) and INA archives

- Work on the audience of virality (and notably for a paper to be published in the French online publicationnaire)

- "Zoomland" workshop organised by Florentina Armaselu and Andreas Fickers in June 2022 will allow us to discuss our chapter related to scalable reading of memes and virality.

- One more session of the VIRAL seminar is scheduled on May 31 : <https://hivi.uni.lu/2021/09/15/the-viral-seminar/>

- The programme of the VIRAL seminar (season 2) is to be prepared in June, with a roundtable related to Influenceurs in Luxembourg, to be organised with the BnL on October 13, 2022.

- Further investigations on the topic: Do Cats have Politics?

