

## 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 16 MONTHS

-The VIRAL seminar welcomed, for its two last sessions of the academic year 2021-22, Laurence Allard on Memes and NFT (moderation by Frédéric Clavert) and Virginie Julliard on images, communities and Twitter circulation (moderation by Fred Pailler). See <https://hivi.uni.lu/2021/09/15/the-viral-seminar/>

- The fourth post by Jessica Pereira addresses the "Harlem Shake":

<https://hivi.uni.lu/2022/06/15/discover-a-meme-4-do-the-harlem-shake/>

- The "Zoomland" workshop organised by Florentina Armaselu and Andreas Fickers on June 22, 2022 allowed us to discuss our chapter related to the scalable reading of memes and virality, and notably to present a case study on the Harlem Shake, mixing scalable readings of a press corpus, a Twitter corpus and web archives.

- Several presentations related to HIVI were given during the last months:

- on April 8, during the workshop on Media Virality organised by Frédéric Clavert with the ANR Crobora, by Jessica Pereira : "Historicising European online virality"
- On April 22, at the seminar "Internet Histories" (Umea, Sweden), by Valérie Schafer : "Put it back". Issues and challenges of historicising online virality"
- On May 4, at the C2DH seminar, by Fred Pailler and Valérie Schafer: "Keep calm and carry on. Historicising online virality"
- on May 12, at the Séminaire des correspondants Humanum, by Fred Pailler: Archives du web et circulation des contenus : le projet BUZZ-f (HIVI) et le Bnf-datalab"
- on May 13, at the Atelier du réseau RESPADON (BnF, Paris), by Fred Pailler : "Masse des archives du web et circulation des contenus"
- On June 29, at the workshop "Travailler avec les images - Journée d'étude CERES - Maison de la Recherche, Sorbonne-Université", by Fred Pailler : "You Shall Not Pass ! Sur quelques enjeux méthodologiques liés à l'historicisation de la viralité en ligne"

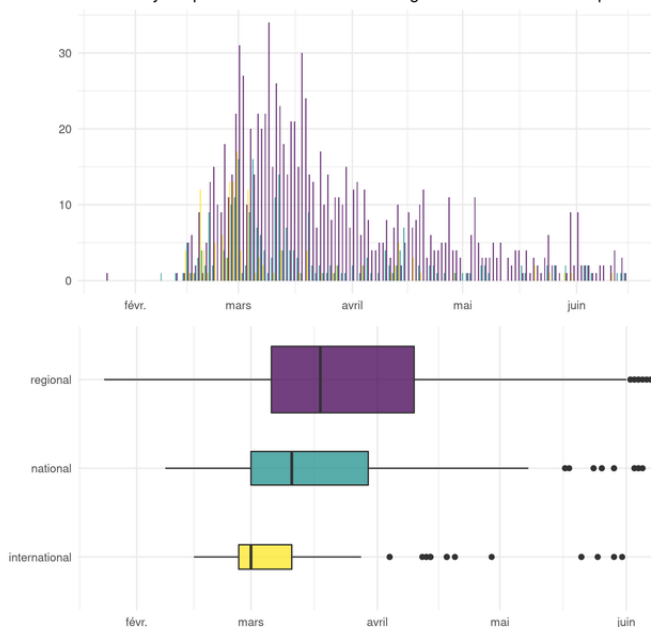
- On May 11, 2022, Frédéric Clavert, Valérie Schafer and Fred Pailler were happy to share their expertise on web archives with app. 15 colleagues of C2DH within the frame of the Training Unit led by Florentina Armaselu



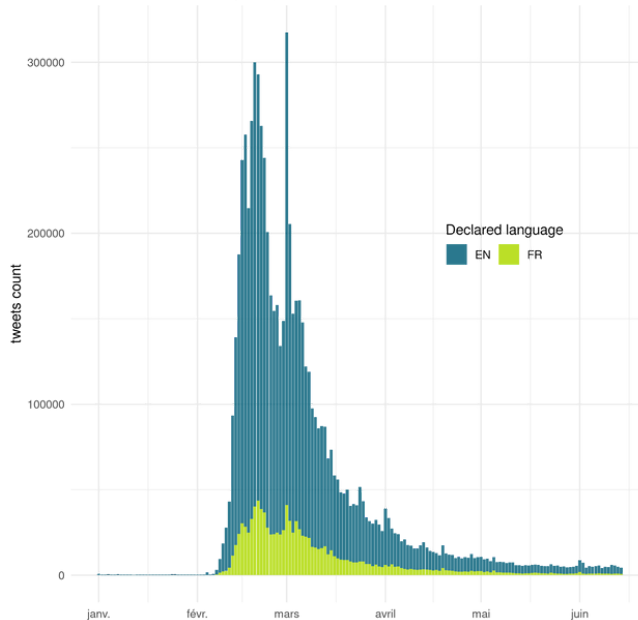
HARLEM SHAKE (Rolling Stone Indonesia Edition).webm cc by 3.0

Discover the story behind the Harlem Shake at <https://hivi.uni.lu/2022/06/15/discover-a-meme-4-do-the-harlem-shake/>

Daily frequencies of articles according to their distribution map



Daily freq. of tweets about Harlem Shake



A scalable reading of the Harlem Shake to be published in the chapter "Keep calm and stay focused. Historicising and intertwining scales and temporalities of online virality" by Fred Pailler and Valérie Schafer, in the book "Zoomland. Exploring Scale in Digital History and Humanities" edited by Florentina Armaselu and Andreas Fickers (<https://www.c2dh.uni.lu/news/zoomland-exploring-scale-digital-history-and-humanities>)

# SOME NEXT STEPS



- Part of the HIVI team will meet with Niels Brügger and several European colleagues (scholars interested in web archives and web archivists) at the IFPH conference in Berlin in August to reflect on Public engagement with Web archives

- We are currently working on the next edition of the VIRAL seminar and will welcome Gabriella Coleman, Justine Simon, Martin Lundqvist and many others

- A roundtable related to Luxembourgish influencers in partnership with the BnL is scheduled on October 13, 2022

- A workshop on "Virality, Platforms and Influence" will be organised on Thursday 30 and Friday 31 March, 2023 at Belval campus

- A call for papers will be launched in September 2023 for an edited book on the topic of "Virality. Issues, methods, challenges"

- The work on the audience of virality (and notably for a short paper to be published in the French online Publicationnaire) is in progress.



## TO STAY IN TOUCH

A quarterly newsletter  
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