NEWSLETTER

HIVI PROJECT

C²DH, University of Luxembourg
with the support of the FNR (C20/SC/14758148)

HIVI AFTER 25 MONTHS

-The VIRAL seminar held its last session on Tuesday 21 March 2023, 5.00 pm-6.30 pm (hybrid session) with a presentation on "'Meme-ing' social resilience in Northern Ireland: exploring the everyday politics of internet memes about Belfast riots" by Martin Lundqvist (Lund University, Sweden). Michael Kurzmeier (University of Cork, Ireland) was the discussant.

https://hivi.uni.lu/2022/09/02/the-viral-seminar-season-2/

- On March 29, 2023, Valérie Schafer was a co-organizer and the moderator of a roundtable related to Social Media in Politics, that was organized by C²DH and the Alumni Network and allowed to discuss digital communication and virality in politics.

- Emily Griffin has published a timeline related to Cats online and viral celebrity cats on the HIVI website.

- The HIVI Project organised an international conference at C²DH on 30-31 March 2023, on the topic : Virality, platforms and influence.

- The one-year Buzz-F project in partnership with the French BnF and their Datalab has come to an end after a fruitful collaboration. The outputs of the project were presented by Fred Pailler and the BnF team at the international RESPADON conference held in Villeneuve d'Ascq on April 5, 2023.
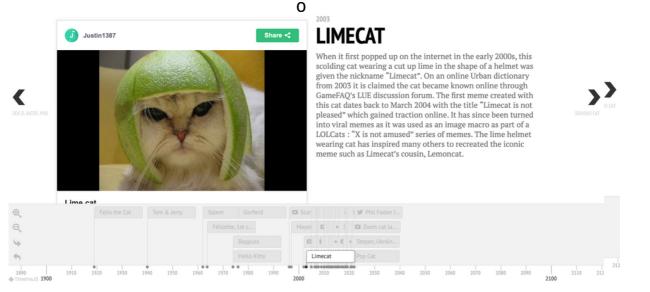

HARLEM SHAKE À LA BnF... À LA RECHERCHE D'UN PHÉNOMÈNE VIRAL DANS LES ARCHIVES DU WEB
Par Alexandre FAYE, Fred PAILLER, Sara AUBRY, Antoine Silvestre DE SACY et Valérie SCHAFER

Cat celebrities

Cats are undoubtedly one of the most popular animals online. According to a CNN 2019 review, we now have access to over 6.5 billion pieces of cat media content. The interest in cats is not new to us. This timeline created by Emily Griffin, our student assistant on the Hivi Project and a Master's student in contemporary European history at the university of Luxembourg, gather famous cats that turned into memes and world wide celebrities.

Discover it at:
https://cdn.knightlab.com/libs/timeline3/latest/embed/index.html?source=1SMZHhkPvkdei-Mq_vhvvLLVCfXiHDtPKe_LyeUwUeYI&font=Default&lang=en&initial_zoom=2&height=650

**International conference
Virality, platforms and influence**
30 March 2023 to 31 March 2023

This conference analysed the role that platforms and diverse stakeholders (i.e., celebrities, entrepreneurs, companies, politicians, NGO, journalists, activists, users, etc.) play in the spread, diffusion, circulation or moderation and invisibilisation of digital content. It intertwined case study based approach and more theoretical ones, and questioned methods, audiences, formats, discourses, reception, etc. to better unfold the complexity of viral contents and the key notion of influence.

Programme at:
https://www.c2dh.uni.lu/events/virality-platforms-and-influence

Report by Carmen Noguera and Emily Griffin at:
https://hivi.uni.lu/2023/04/26/conference-report-virality-platforms-and-influence/

SOME NEXT STEPS

- From 11 to 15 September 2023, the HIVI project and C²DH will organise the second edition of a summer school called DIFEM (Doctoriales internationales francophones en études des médias) on the topic: "Comment analyser la réception ? Audience, participation, influence médiatiques" (How to analyse reception ? Audience, participation and influence). Influence, circulation of news, sharing, comments and recommendations, as well as virality of content will be at the core of this 2nd edition. We expect 20 PhD students from Luxembourg, Belgium, France, Canada and Switzerland to discuss together the complexity of analysing online audiences and circulation of digital content.

- The edited book "Online Virality. Spread and Influence" is taking good shape and is expected in 2024, in open access, in the series "Digital History and Hermeneutics" (De Gruyter).

TO STAY IN TOUCH

A quarterly newsletter
A website: https://hivi.uni.lu
Contact: valerie.schafer@uni.lu