

NEWSLETTER

HIVI PROJECT

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

HIVI AFTER 30 MONTHS

- On June 2023 Fred Pailler gave a lecture entitled "Is it disaster girl ? Hashtags, images et chronologie de publications" at the workshop "Travailler avec les images" (Sorbonne University). It is a first step of a larger study related to the virality of images.
- Indeed, after conducting a detailed analysis of the Harlem Shake, by crossing web archives from BnF and INA, with press corpora and collections of tweets, and analysing them through a scalable reading, we are reproducing the same methods on several other case studies, while also focusing on images and testing a new software, Panoptic, developed by CERES (Sorbonne University). By comparing several viral phenomena like Disaster Girl and the Rickroll we aim at studying their trends, influence, spreadability, affordances through time, media and platforms.
- Talking about influence, it was one of the main topics of the summer school we held from 11 to 15 september 2023 at the university of Luxembourg. Reception, audience, participation were also at the core of these 5 days that allowed to explore media convergence and virality. A special evening was organised around the documentary "Dans l'ombre du Star War Kids", that retraces this early viral phenomenon and its influence. It was followed by a discussion with the producer, Mathieu Fournier.
- Mid-october, we will unfortunately have to say Goodbye to Fred Pailler who has been our postdoctoral researcher within the HIVI project from the very beginning. We will miss him and warmly thank him for his commitment !



DIFEM 2023

How to analyze media reception? From hand-written readers' letters to online commenting on social media, how do we - and how did we - engage with media? After Panthéon-Assas University last year, C²DH was hosting the 2nd edition of the Doctoriales internationales francophones en études des medias (DIFEM). This seminar gathered for one week PhD candidates in media studies from more than seven European and Canadian universities (like UQAM in Canada, Paris Panthéon Assas in France, Louvain in Belgium or Neuchâtel in Switzerland), as well as leading academics on the subject (with participation of Frédéric Clavert and Fred Paillet). This year program was centered on the burning question of media reception and the role of audience, participation, and influence in these processes. Digital media, social networks, media convergence and entanglement, analysis through computational tools and digital humanities were at the core of many discussions. Among the key questions addressed were: how do the media interact and shape the public's reception and perception of events? How do they influence collective action? How to measure and analyze the audience and reception of multi-media content? What roles do audiences play in media design and production?

This doctoral school was organized by Valérie Schafer with the scientific committee of the DIFEM, in the framework of the HIVI project.

The whole program is available at :

<https://hivi.uni.lu/2023/08/31/difem-2023-doctoriales-internationales-francophones-en-etudes-des-medias/>



Star War Kids

In 2002, 14 year old Quebec high school student Ghyslain Raza filmed himself at school swinging a golf ball retriever as if it were a light saber from the movie franchise Star Wars. It was filmed on a cassette tape and was discovered in the school by a fellow student who turned the footage into a computer file intitled Jackass_starwars_funny.vmv and shared it with others in the school. It was uploaded to the Internet in 2003 without Raza's consent. He was mocked and bullied for it both at school and online as the video went viral. With over a billion views the video and was considered one of the first global viral meme videos shared over and over again by both users and press that relayed the story. In 2022, Raza took part in the documentary by Mathieu Fournier and is now an advocate against cyberbullying.

The screenshot shows a social media post from 'Ridicule' on April 14, 2003, titled 'STAR WARS KID'. The post includes a video thumbnail of a boy swinging a golf ball retriever like a lightsaber. Below the video, there is a question 'Star Wars Kid?' and a comment 'Is there some kind of rule against posting this? I'm pretty sure I've never seen this up here? for reals...'. The post has 50 likes, 22 replies, and 2,911 views. The timeline below shows the video's popularity over time, with a significant spike in 2003.

The entry Star War Kids by Emily Griffin in our HIVI timeline on viral phenomena

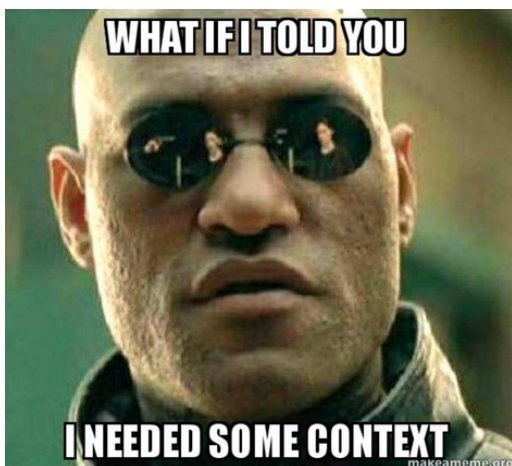
SOME NEXT STEPS



- The edited book "Online Virality. Spread and Influence" is the priority of the next months. It is expected by our editor, De Gruyter, mid-January 2024.



- We are also looking forward to the next IIPC conference to be held in Paris in April 2024 on the topic of "Web Archives in Context". We made a proposal on Contextualising Archived Memes. This conference will also celebrate the 20th anniversary of the Consortium's formation.



TO STAY IN TOUCH

A quarterly newsletter
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