

PUBLISHED ON

SHARE

9 January 2023

Virality, platforms and influence

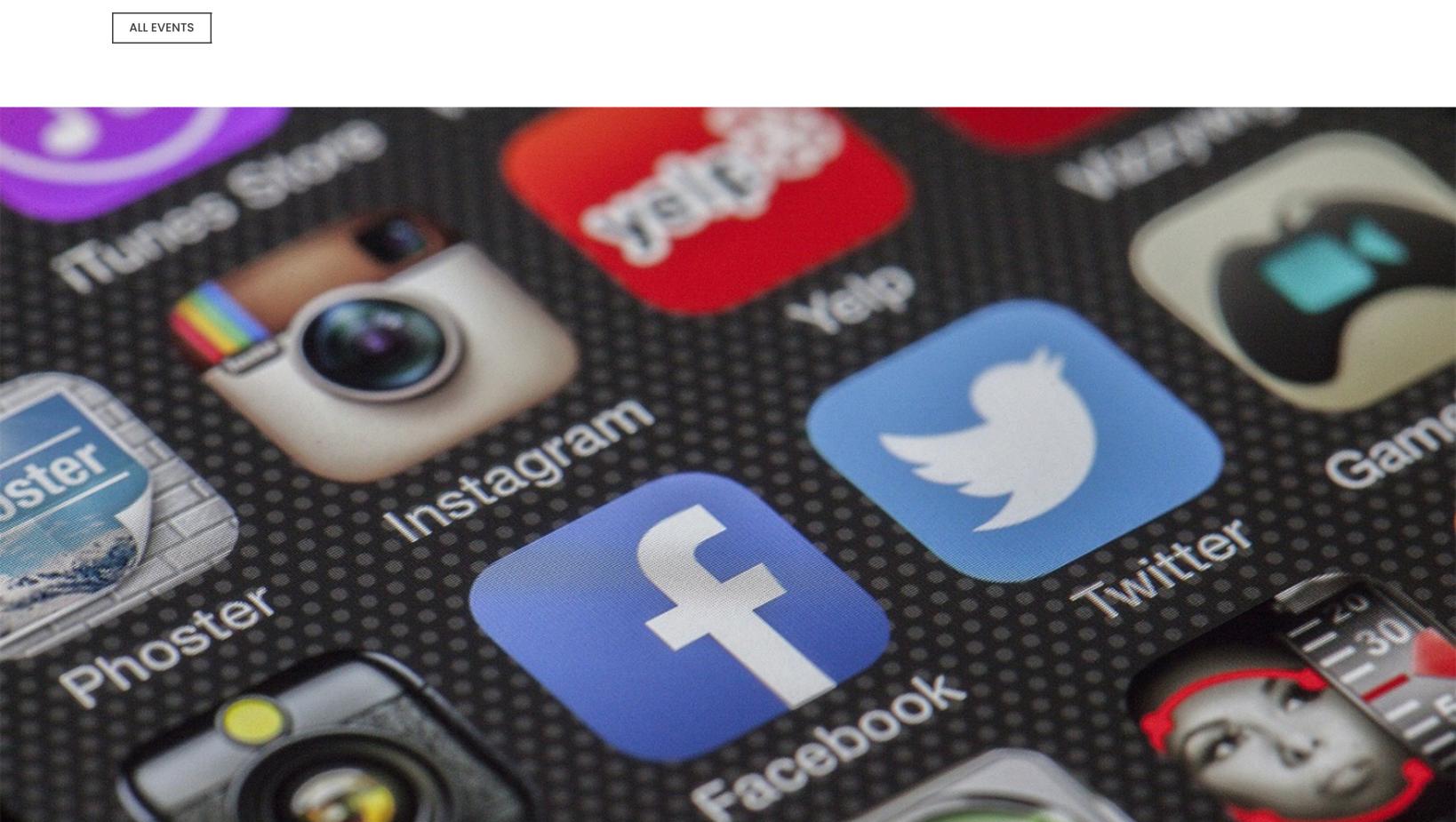
DATA

FORUM Z PEOPLE

FR DE

30 March 2023 to 31 March 2023

CONTEMPORARY HISTORY OF EUROPE



A conference organised within the frame of the HIVI Project.

Within the framework of the HIVI project, related to the history of online virality and supported by the Luxembourg National Research Fund (FNR) (C20/SC/14758148), this conference, organised by Fred Pailler and Valérie Schafer (C2DH, University of Luxembourg), will analyse 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 will intertwine case study based approach and more theoretical ones, and question methods, audiences, formats, discourses, reception, etc. to better unfold the complexity of viral contents and the key notion of influence.

30-31 March 2023

Black Box, Maison des Sciences humaines 11, Porte des Sciences

L-4366 Esch-sur-Alzette

Free entrance.

Programme

Thursday, 30 March 2023

14.00 Welcome

Influence Everywhere

Chair: Alexandre Coutant

The domestic life turning viral. The female emancipation of cleaning influencer

by Raffaella Scelzi

TikTok by Tom Divon

Can we learn about the Holocaust in 60 seconds? Memetic Modes of historical storytelling on

Break 15.45

Influencer Creep: The Platformization Of Art Worlds by Sophie Bishop

> Individual attachment and player's virtual assets circulation in a Massively Multiplayer Online Games by Bruno Vétel

Break 17.15 Keynote by Richard Rogers, "Deplatforming and the politics of removal"

(moderation by Fred Pailler) 18.30 Dinner for conference speakers

Friday, 31 March 2022

(moderation by Valérie Schafer)

09.30 Keynote by Tommaso Venturini, "Memecry: repetition-with-variation in online subcultures"

10.45 Politics of influence Chair: Catherine Tebaldi

10.30 Break

by Maël Pegny

Is virality a digitally native concept? Issues for history of information flow and political debates

Reactive communities and affective hype: a methodological proposal to seize the formation and circulation of 'anti-system' assertions on a Youtube channel by Nelly Quemener

Playing hide and seek with the algorithm: a story of shadowbanning and abusive censorship on

INTERNET HISTORY

MEDIA HISTORY

SOCIAL HISTORY

by Thibault Grison

TikTok

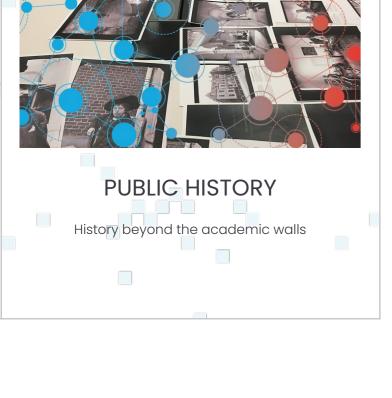
Concluding remarks Lunch

Tags

Legal notice



CONTEMPORARY HISTORY OF EUROPE



ABOUT

CONTACT











Copyright © <u>Université du Luxembourg</u> 2023. All rights reserved

