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CONTEMPORARY HISTORY OF EUROPE

# Virality, platforms and influence

30 March 2023 to 31 March 2023



## 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](#) (C<sup>2</sup>DH, 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

14.30 Influence Everywhere

Chair: Alexandre Coutant

*The domestic life turning viral. The female emancipation of cleaning influencer*  
by Raffaella Seelzi

*Can we learn about the Holocaust in 60 seconds? Memetic Modes of historical storytelling on TikTok*  
by Tom Divon

15.45 Break

16.00 *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

17.15 Break

17.30 Keynote by Richard Rogers, "Deplatforming and the politics of removal"  
(moderation by Fred Pailler)

18.30 Dinner for conference speakers

### Friday, 31 March 2022

09.30 Keynote by Tommaso Venturini, "Memecry: repetition-with-variation in online subcultures"  
(moderation by Valérie Schafer)

10.30 Break

10.45 Politics of influence

Chair: Catherine Tebaldi

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

*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 TikTok*  
by Thibault Grison

12.30 Concluding remarks

Lunch

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### Tags

- CONTEMPORARY HISTORY OF EUROPE
- INTERNET HISTORY
- MEDIA HISTORY
- SOCIAL HISTORY
- CONFERENCES
- A HISTORY OF ONLINE VIRALITY (HIVI)

## research areas

**PUBLIC HISTORY**  
History beyond the academic walls

**CONTEMPORARY HISTORY OF LUXEMBOURG**  
Luxembourgish history throughout the 20th and 21st centuries

**CONTEMPORARY HISTORY OF EUROPE**  
European history throughout the 20th and 21st centuries

**DIGITAL HISTORY & HISTORIOGRAPHY**  
Investigating the impact of digital technologies on the practice of history