

ACSYS CONFERENCE  
NORRKÖPING 15-17 JUNE 2015

# IN THE FLOW

People, Media, Materialities



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# IN THE FLOW

People, Media, Materialities

In the flow – People, Media, Materialities  
ACSIS conference 15-17 June 2015, Norrköping

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## Preface

## ACSIS CONFERENCE

NORRKÖPING 15-17 JUNE 2015

We are proud to welcome you to the conference 'In the Flow: People, Media, Materialities'. It is arranged by the Advanced Cultural Studies Institute of Sweden (ACSIS), a national centre for interdisciplinary and international networking in cultural research. This is the sixth biennial ACSIS conference. All the conferences have had different themes connected to various aspects of cultural research. 'In the Flow: People, Media, Materialities' is a continuation of the fifth conference, 'On the Move', which explored the 'mobility turns' various extensions in cultural research. This conference also emphasizes spatial, cultural and social flows, but the focus is on mediatization and how new and old media interact with bodies, institutions and various industries to produce social, cultural and material effects.

We are especially proud to welcome our two keynote speakers, Anna Reading, Professor of Culture and Creative Industries at Kings College, London, and Mike Crang, Professor of Geography at Durham University, two scholars who in recent years have set out to rework the borders of, on the one hand, the cultural and the symbolical and, on the other hand, the material and the physical. The borderlands between the representational and the corporeal are explored by the plenary panel led by André Jansson, Professor of Media and Communication Studies at Karlstad University, discussing what body-monitoring technologies do to our experiences of being human.

The keynotes and the plenary panel set the tone for sessions and individual papers presented by cultural researchers from many different countries. There are, for example, a number of presentations on digital technology. Similar to the plenary panel, some look at the nexus of mediatization and material embodied in everyday life actions and habits, examining the interplay between physical movement and affective engagement regarding wearable devices. Others approach the overarching theme of flows and slowdowns by discussing vari-

ous aspects of understanding and tracking the circulation of images, music, texts and materialities, such as the mundane practices tied to online searches, methodologies to analyze online data, the curbing of the contemporary abundance of documents in institutions or how patents and copyrights regulate the distribution of on-screen immaterialities as well as material objects.

The conference suggests that the ways in which digital media saturate contemporary everyday life have energized and renewed classic cultural studies fields, such as the study of identities, music consumption and television viewing. Theoretical redirections such as new materialism and ANT have directed attention to the agency of non-human actors such as computers in cultural processes at the same time as scholars have kept their eyes open for the everyday life agency of, for example, children and young people.

Digital media are a very significant theme running through the conference. Another is the flows of objects and ideas through space as well as the effect of flows on people and places, investigating, for example, two-way flows between colonized lands and the metropole itself, flowbacks of labour and capital, urban transformations and the reconfiguration of resort cities. A third theme is heritage flows. A series of sessions discuss how new technologies, globalization, policies and changing classification systems set heritage values, exhibitions and institutions in motion. Additional themes such as cultural sociology, feminist culture studies and the future of gender and sexualities remind cultural researchers of the importance of keeping their eyes open for power relations, inequalities, identities and politics.

We are also very pleased to present our series of spotlight sessions. Here we have invited researchers to discuss time, media history, heritage institutions, the impact of digital media on fan and celebrity cultures, and feminist culture studies. Thanks to an initiative from the master's students on the Linköping University Programme for Culture, Society and Media Production, we have a spotlight session on education and research.



The conference is supported by Linköping University's Faculty of Arts and Sciences, the Swedish universities which co-fund ACSIS, and the Bank of Sweden Tercentenary Foundation. We are also enormously grateful for and impressed by the unpaid efforts of all invited speakers, panellists, moderators, session organizers and paper presenters. We invite you to discover the conference's rich and varied content, which encourages interdisciplinary exchanges as well as conversations across empirical fields. Finally, we wish to stress that conferences are a great opportunity to meet old friends and make new ones. In addition to the discussions at the sessions, there will be plenty of time to socialize at the reception on Monday evening at the art gallery Verkstad and at the conference dinner on Tuesday night.

**Bodil Axelsson,**  
director of ACSIS

## General Information

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The conference *In the Flow: People, Media, Materialities* is held at the Louis De Geer venue in Norrköping's old industrial landscape. The key-note lectures, plenary panel and spotlight sessions all take place in the room Hemerycksalen in the main building, while the parallel sessions are held either in Trozellirummet (also located in the main building) or in any of conference rooms 1- 8 (located in a separate annex). The conference dinner on Tuesday night will be served in Bistron, just outside the main hall De Geerhallen.

The reception on Monday night is held at the art gallery Verkstad – Rum för konst (Kvarngatan 38), which is also located in the industrial landscape a few minutes' walk from the conference venue.

ATM machines and stores are found nearby the conference venue either on the square Skvallertorget or on Norrköping's main street Drottninggatan, which runs from the railway station on Norra Promenaden passing a park, the river Motala ström and a series of shopping centres before it ends by the art museum and city library in the south.

Most of the city is easily accessible by foot from the centrally located conference venue, and taxis can be reserved by phone: +4611100100 (Taxibil), +4611160000 (Vikbolandstaxi) or +4611300000 (Taxikurir).

Questions regards the conference, program, sessions etc. are answered by conference organiser Johanna Dahlin, +4611363412, [johanna.dahlin@liu.se](mailto:johanna.dahlin@liu.se)



**Culture Unbound**  
Journal of **Current Cultural Research**

## **CALL FOR ARTICLES**

<http://www.cultureunbound.ep.liu.se>

CULTURE UNBOUND: JOURNAL OF CURRENT CULTURAL RESEARCH is an open access, peer-reviewed academic journal for border-crossing cultural research, published by ACSIS in collaboration with The Department of Culture Studies (Tema Q) at Linköping University. It serves as a constantly updated forum for a wide scope of cultural research, globally open to articles from all areas in this large field.

Each year Culture Unbound publishes approximately four thematic sections where guest editors are invited to explore themes of particular relevance and actuality, but it is also open for independent articles, published separately from the themes. Since the start in 2009 Culture Unbound has hosted themes such as “The City of Signs – Signs of the City”, “Surveillance”, “Shanghai Modern: The Future in Microcosm?”, “Feminist Cultural Studies” and most recently “Motion and Emotion”: an issue that derives from the ACSIS conference of 2011.

We want to take this opportunity to invite the participants of this year's conference to contribute to Culture Unbound. We welcome both individual articles and proposals for thematic sections. A thematic section could for instance focus on the subject of a conference session but opening it up for submissions for people outside of the session and the conference. Individual articles can deal with almost any subjects within the scope of the conference.

Information and guidelines for authors can be found at our website: [http://www.cultureunbound.ep.liu.se/instructions\\_for\\_authors.html](http://www.cultureunbound.ep.liu.se/instructions_for_authors.html). All enquiries can be directed to [cu@isak.liu.se](mailto:cu@isak.liu.se).

The Editors

**Eva Hemmungs Wirtén**, Editor-in-Chief, Linköping University

**Naomi Stead**, Associate Editor, University of Queensland

**Martin Fredriksson**, Executive Editor, Linköping University

# Programme

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## Monday June 15

Registration opens at 9.30

- 10.45           **Opening**  
*Bodil Axelsson, Johanna Dahlin, Orvar Löfgren*
- 11.00           **Opening key-note:** Cloud Memory: The Material Fabrications of Memory  
*Anna Reading, King's College London*
- 12.00           Lunch
- 13.15           **Plenary panel:** Connected Lives: Self, Environment and Existence  
*Moderator: André Jansson, Karlstad University.*  
*Speakers: Maria Barkadjieva, Stina Bengtsson, Susanna Paasonen*
- 15.00           Coffee break
- 15.15           **Spotlight session:** Temporalitet  
*Moderator: Kristina Fjelkestam, Stockholm University*  
*Speakers: Kristina Fjelkestam, Claudia Lindén, Mara Lee*  
*This spotlight session will be held in Swedish.*
- Parallel sessions**
- 16.30           Coffee break
- 16.45           **Parallel sessions**
- 19.00           Reception at the art gallery Verkstad – Rum för konst

## Tuesday June 16

- 09.15           **Spotlight session:** Feminist Cultural Studies  
*Moderators: Jenny Björklund and Helena Wahlström Henriksson, Uppsala University*  
*Speakers: Hillevi Ganetz, Sanja Nivesjö, Nadine Lake, Lena Sohl*
- Parallel sessions**

- 11.00 Coffee break
- 11.30 **Key-note:** Flows (and stoppages) around the things made into waste materials  
*Mike Crang, Durham University.*
- 12.30 Lunch
- 13.30 **Spotlight session:** Celebrities and fandom in a digital culture – new relationships, new practices  
*Moderator: Anne Jerslev, University of Copenhagen*  
*Speakers: Line Nybro Petersen, Matthew Hills, Sophie G. Einwächter*
- Parallel sessions**
- 15.15 Coffee break
- 15.45 **Spotlight session:** Masterutbildningar och forskning  
*This spotlight session will be held in Swedish*
- Parallel sessions**
- 19.00 Conference dinner

## Wednesday June 17

- 09.15 **Spotlight session:** Heritage Institutions in Motion  
*Moderator: Wera Grahn, Linköping University*  
*Speakers: Sheenagh Pietrobruno, Mikela Lundahl, Ingrid Martins Holmberg, Christine Hansen*
- Parallel sessions**
- 11.00 Coffee break
- 11.30 **Spotlight session:** Entangled Media Histories  
*Moderators: Johan Jarlbrink, Umeå University and Marie Cronquist, Lund University*  
*Speakers: Kristin Skoog, Hugh Chignell*
- Parallel sessions**
- 13:00 **Closing**  
*Bodil Axelsson*

Excursion to Arbetets museum (The Museum of Work), guided tours start at 14.30.

## Parallel sessions

	Vingen 1	Vingen 2	Vingen 3
<b>Mon 15.15-16.30</b>	Session 21 Theorizing visual africanist futures	Session 19 Senses and Sentiments in Sports	Session 28 Homemaking, History and Modernity
<b>Mon 16.45-18.00</b>	Session 21 Theorizing visual africanist futures		Session 26 Experiencing and Performing Research
<b>Tue 9.15-11.00</b>	Session 4:1 Cultural sociol- ogy in the flow: Values	Session 22 Activism, Inclusion and involvement	Session 1 Body-monitoring: measuring, imag- ining and sharing the body in a med- iatized world
<b>Tue 13.30-15.15</b>	Session 4:2 Cultural sociology in the flow: Bodies	Session 15 Methods: tracking digital flows	Session 17 The national perspective on cultural heritage in relation to a global market
<b>Tue 15.45-17.30</b>	Session 4:3 Cultural sociol- ogy in the flow: Spaces	Session 35 Soundwalk – OpenCity Norrköping	Session 18 On moving media. Materialities and affects of mobile technologies
<b>Wed 9.15-11.00</b>	Session 2 Cultural digital mediated experi- ences		Session 32 Multisensoral Place Making
<b>Wed 11.30-13.15</b>	Session 7 Environmental posthumanities	Session 33 Narrating, const- ructing and per- forming identities	Session 5 Cultures of Search in the Social Study of Informa- tion

Vingen 4	Trozellirummet	Vingen 6	Hemerycksalen
Session 24 Deviance and diagnosis	Session 23 Consumption, Marketing and Materiality in the Digital Society	Session 20 Settler colonialism and contemporary culture	Spotlight: Temporalitet
Session 29 Involvement, Circulation and Flow in Global Media	Session 27 Global flows and local practices	Session 31 Media Ecology and Digital Innovation	
Session 3 Cultural heritage and new media	Session 25 Exhibitions, experience and museum policies	Session 10 The futures of genders and sexualities	Spotlight: Feminist Cultural Studies
Session 14 Medierade samtal – om att göra ålder och genus kring frågor om stil	Session 9:1 Feminist Cultural Studies: Gender and Close Relations	Session 11 Guides in tourism and the cultural heritage sector	Spotlight: Celebrities and fandom in a digital culture – new relationships, new practices
Session 8 Europe Faces Europe: Narratives from the East	Session 9:2 Feminist Cultural Studies: Gender, Mediation, Consumption	Session 30 Marketing, heritage and authenticity in tourism	Spotlight: Masterutbildningar och forskning
Session 6 Disciplinerande handlingar	Session 34 Reimagining past and present: the changing technologies of seeing and moving	Session 36 Technologies of place making	Spotlight: Heritage institutions in motion
Session 16 Minne och materialitet	Session 12 Intellectual property of everyday life	Session 13 Looking at children	Spotlight: Entangled Media histories

## Key-note lectures

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Monday 15 June 11.00  
Hemerycksalen

### **Opening key-note: Cloud Memory: The Material Fabrications of Memory**

**Anna Reading, King's College London.**

Anna Reading is Professor of Culture and Creative Industries at Kings College, London. She has played a leading role in the developing field of cultural and media memory studies especially in gender and cultural memory. Her interdisciplinary research examines broader questions of social and cultural continuity and transformation. In Norrköping, she will present her ongoing research on the materiality of digital memory – examining the political economy, and the friction and flows of labour, capital and materials that go into our digital media devices.

Tuesday 16 June 11.30  
Hemerycksalen

### **Key-note: Flows (and stoppages) around the things made into waste materials**

**Mike Crang, Durham University**

Mike Crang is Professor of Geography at Durham University. His interests are in the field of cultural geography, and as a collaborator on the ESRC project 'The Waste of the World' he has looked at the figuring of global flows through waste – especially in differing photographic traditions. He has also explored the creation of wastescapes in (former) industrial sites. On the conference, he will talk about waste and materiality, focusing on the flows (and stoppages) around the things made into waste materials.



## Plenary panel

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Monday 15 June 13.15  
Hemerycksalen

### **Connected Lives: Self, Environment and Existence**

Moderator: André Jansson, Karlstad University

### **Connected Lives: Self, Environment and Existence**

Through the uses of mobile devices and applications people's online practices amalgamate with the rest of everyday life. Multi-tasking and the maintenance of multilayered social networks are increasingly taken as the norm. Information about the surrounding world, the past and the future, is continuously sought out, received and managed. Various new technologies for measuring and monitoring the self are expanding, as seen in relation to for example health, exercise and time management. The lines between representational environments and socio-material space are blurred, as well as the boundaries of the self. This panel seeks to explore how the transitions towards "connected lives" affect how we, as human beings, experience the relationship between ourselves and the world around us. How do the new conditions affect our expectations on others and on various domains of activity? In what ways do they shape our status as moral subjects? And what are the existential consequences in terms of being human?

Speakers:

**Susanna Paasonen**

*Network as affordance and infrastructure*

**Stina Bengtsson**

*Media and the good life: Dimensions of ethics in everyday life*

**Maria Bakardjieva**

*I'll meet you there: From metropolis to mediapolis*

## Spotlight sessions

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Monday 15 June 15.15

Hemerycksalen

### Temporalitet

Moderator: Kristina Fjelkestam

Talare: Kristina Fjelkestam, Claudia Lindén, Mara Lee

*Intresset för historiografi har på sistone fått en renässans. Detta torde främst ha att göra med det nya teoretiska fältet kring queer temporalitet, men också med ett förnyat fokus på etiska och politiska frågor kring tid. Den "rumsliga" vändningen, the spatial turn, har nu fått sällskap av den "temporal" vändningen, the temporal turn, och en av de väsentliga frågorna gäller den om hur tid värderas – vems tid anses värdefull och vems tid är värdelös i vår globaliserade värld? I vilken kontext blir "långsam" plötsligt finare än "snabb", och hur vävs maktstrukturer kring klass, genus, etnicitet och sexualitet in i detta?*

#### Mara Lee

##### *Främmande tider*

Vanligtvis tolkar vi främlingskap och främlingar utifrån spatiala kategorier och rum. Främlingen är den som kommer någon annanstans ifrån, den som befinner sig någon annanstans; kanske utanför eller i marginalen. Jag vill istället närma mig främlingskap utifrån temporala termer, och i synnerhet queer temporalitet, med följande frågor: Hur kan icke-krononormativa strategier som exempelvis "temporal drag" i Elizabeth Freemans förståelse, skapa flera och mer komplexa brottytor för en diskussion om det som alla främlingar delar – nämligen ett specifikt och sårbart förhållande till begreppet 'hem'? Hur skulle en temporaliserad idé om främlingen och främlingskap kunna utgöra en möjlig väg ut ur den främlingsfetischism Sara Ahmed beskriver i *Strange Encounters*? Och hur skulle den kunna bidra till en re-konfiguration av främlingen såsom figuration? En figuration som, med Rosi Braidottis ord, innebär en förkroppsligad "myt

eller politisk fiktion, som tillåter mig att tänka genom och röra mig över etablerade kategorier och erfarenhetsnivåer”? Dvs ett teoretiskt instrument som förmår utmana våra invanda spatiala föreställningar om främlingen och som möjligtvis förmår avtäckta andra och hittills förbisedda veck av motstånd, vilka denna figuration potentiellt kan sätta i rörelse, i och genom tid.

### **Kristina Fjelkestam**

#### *Har tiden ett kön?*

Ja, den tycks vara manligt konnoterad alltsedan antiken. Den kronologiska tideräkningen, *chronos*, är benämnd efter den västerländska mytologins initiala härskare över tiden – titanen Kronos som var far till Zeus. Klio, en av Apollons kvinnliga muser, får istället nöja sig med att inspirera de män som framgent kom att bli den kronologiska tidens härskare, nämligen historieskrivarna. Sålunda är det mannen som minns och, ska det visa sig, kvinnan som (på sin höjd) ska erinras. Formen av ett slags närvarande frånvaro rymms i allt från Eurydike till Dido, vars veklagan i Henry Purcells 1600-talsopera sker till mantrat ”Remember me”. Denna manliga konnotation av tid, tillika av det moderna historiemedvetandets linjära progressionstanke, kom småningom att kritiserats av bland annat 1900-talsfeminister som utifrån tankar om ”kvinnlig tid” önskade placera sig utanför den linjära tidsaxeln. Idag talar man dock hellre om *queera temporaliteter*, vilka också problematiserar narrativ kausalitet men utan att hamna i en fastlåst binär där till exempel linjär tid ställs mot cyklisk, det tidlösa mot det tidsbundna och så vidare. Men vad innebär *queer temporalitet* i vidare, historiografisk mening? Jag skulle vilja hävda att det inte bara handlar om normkritik utan även utgör ett erkännande av nuets begär efter det förflutna, något jag vill utveckla närmare i mitt paper.

### **Claudia Lindén**

#### *Spöken och queera temporaliteter*

#### *– en modell för feministisk historieskrivning?*

Elizabeth Grosz menar att eftersom allt feministiskt arbete riktar sig mot en framtid som är på ett eller annat sätt frikopplad från nutiden, är feminismens verkliga objekt tid. Detta paper undersöker några av

de sätt som tidskonstruktioner och metaforer har betydelse i nutida feministisk teoretisering. Detta är kopplat både till historieskrivning och till teorier kring queer temporalitet. Varje historieskrivning inbegriper och aktualiserar olika temporala strukturer. Hur fungerar dessa temporala strukturer, vilka värdeladdningar har de och vilka konsekvenser de får i feministisk historieskrivning? Varje historieskrivning – även om i tiden närliggande händelser – inbegriper och aktualiserar olika temporala strukturer, som också ofta är starkt värdeladdade.

De vanliga sätt vi har att skriva den feministiska tanketraditionens historia i termer av brott och 'vändningar' är problematiska. I grunden vilar sådana temporala metaforer på en föreställning om tid som seriell och hierarkisk, feministisk teoretisering måste vara otidsenlig i Nietzsches mening. I mitt paper vill jag visa hur begrepp som otidsenlighet, anakronism och Derridas begrepp "hemsökologi" tillsammans med teorier om queer temporalitet, erbjuder alternativa konstruktioner av tid, som kanske gör det möjligt att se feminismens förmödrar, inte som vålnader som antingen skall hämnas eller tystas, utan som gengångare, som o-döda, i en positiv mening.

Tuesday 16 June 9.15  
Hemerycksalen

## **Feminist Cultural Studies: Gender, Nation, Migration**

Moderators: Jenny Björklund och Helena Wahlström Henriksson,  
Uppsala University

Michelle Meagher defines feminist cultural studies as a broad field of study that aims to “call attention to women’s cultural experiences, to justify further exploration of women’s experiences of cultural formations, and to use women’s experiences to formulate new theories of culture”. Like cultural studies in general, this field is interested in culture as meaning-making processes and practices, as these are expressed both in different kinds of texts and in everyday life practices. Feminist cultural studies contributes to the understanding of how gender is produced and reproduced in culture and asks crucial questions about power, identity and meaning.

In this session we bring together scholars working in the interdisciplinary field of feminist cultural studies, defined in a broad sense. The session includes papers focusing on the gendered meaning of culture, including those that analyze how gender intersects with other power dimensions, such as race/ethnicity, class, and sexuality.

**Hillevi Ganetz, Stockholm University, Sweden**

*The Body of the Queen: Science and Gender in the Televised Nobel Banquet*

Each year, December 10th, the Nobel Day is celebrated. The Swedish public service television company shows the whole day, including the closing Nobel Banquet, a whole-evening live broadcast interspersed with short pre-recorded interviews and background material. The mediated banquet constructs a polysemic media text. It communicates notions of class, gender, ethnicity, nation, politics and economy, and how these categories are interrelated to science. The paper will focus on the appearance of the female participants, and especially the Swedish queen, who gets more TV time than any scientist. Through a close analysis of her body, dresses and the verbal comments of the

hostesses, the paper discusses how status and an ideal femininity are constructed in relation to science. The paper is theoretically inspired by feminist cultural studies, celebrity studies, media studies, and science communication

**Sanja Nivesjö, Stockholm University, Sweden**

*Negotiating Modernity through Sexual Entanglements of the Urban, the Rural and the International: Phaswane Mpe's Welcome to Our Hillbrow*

There is a preoccupation with gendered urban geographies as sites where modernity is negotiated. The metropolis is seen as the catalyst and incubator of change and progression against the village as a site of tradition. In this paper I will complicate this image by introducing migration as a construct which challenges the gendered dichotomy between city and village in contemporary African fiction. Looking at Phaswane Mpe's novel *Welcome to Our Hillbrow* (2001), I will explore how migration can showcase the complex entanglements of modernity expressed through sexuality ascribed to the city and the village. This novel helps us contemplate how conflicting notions of modernity emerge in different spaces where sexuality becomes the battleground for conceptions of personhood and community

**Lena Sohl, Linköping University, Sweden**

*Privileged Movements: The Politics of Belonging among Returning Swedish Migrant Women*

What are the gendered aspects of Swedish return migration? Presently, up to 550 000 Swedes live abroad and most Swedes chose to return to Sweden after having lived a period abroad. The aim of this paper is to develop an intersectional understanding of Swedish women's narratives of return migration. How do Swedish women experience re-integration, in relation to norms and values of gender equality in the Swedish society? This paper investigates re-constructions of national identity and gender among Swedish migrant women returning to Sweden after living abroad. Drawing from participant observations and individual interviews with women who can be described as an economically privileged group, gendered and class hierarchies in contemporary migration are discussed. In order to understand

these questions, I argue that the analysis of women's narratives about return migration can be developed using feminist and postcolonial theory in general and the concept of belonging in particular.

**Nadine Lake, Uppsala University, Sweden**

*'Corrective Rape' and Other Discursive Practices of 'Othering' in Contemporary South African News Texts*

The notion that homosexuality is 'unAfrican' has become a common discursive reference in news reports on same-sex intimacy and violence in South Africa. The term 'corrective rape' has been used in South African newspapers since 2003 to describe the practice where heterosexual males rape lesbian women in order to 'correct' or 'cure' their so-called 'unnatural', 'unchristian', and 'unAfrican' sexuality. Melanie Judge (Mail & Guardian, 2011: 39) writes, "I cannot think any rapist seriously holds the 'belief' that a violent attack will change a person's sexuality. The term [referring to corrective rape] subtly reinforces this myth and diverts attention from the fact that sexuality and gender cannot be 'corrected.'" This paper will examine how identity construction and notions of 'belonging' in contemporary South African newspapers may be characterised by homophobic discourse, pervasive practices of 'othering', and female objectification.

Tuesday 16 June 13.30  
Hemerycksalen

## **Celebrities and fandom in a digital culture - new relationships, new practices**

Moderator: Anne Jerslev, University of Copenhagen

During this spotlight session, four film and media scholar will discuss aspects of contemporary digital media culture. An array of social networking platforms and numerous fan and celebrity sites have provided new outlets for fan activities and at the same time changed celebrity culture and fan culture. YouTube channels produce and host new forms of celebrities and new forms of address. Instagram offers new relationships between fans and celebrities and it functions as an important platform for the production and reproduction of micro-celebrities. Moreover, a microblogging platform such as Tumblr offers a whole new creative toolbox for practicing fandom – be that in relation to television series like Sherlock or Orphan Black, blockbusters like The Hobbit – or actors like Benedict Cumberbatch.

**Line Nybro Petersen, University of Southern Denmark**

*Sherlock fan talks: Mediatized talk in the Sherlock fandom*

**Matt Hills, University of Aberystwyth, Wales**

*"I'll See You Again 25 Years": Fans and Subcultural Celebrities  
Paratextually Revisiting Anniversary Twin Peaks*

**Sophie G. Einwächter, University of Mannheim**

*The Fan-turned-Star as Cultural Entrepreneur*

**Anne Jerslev, University of Copenhagen**

*Celebrification, micro-celebrity and the YouTuber*



Tuesday 16 June 15.45  
Hemerycksalen

## Masterutbildningar och forskning

I den här sessionen diskuteras hur mastersutbildningar och forskningsvärlden kan närma sig varandra. Sessionen är utformad som en workshop för studenter på avancerad nivå samt anställda inom universitetet. Under sessionen kommer studenter och universitetsanställda få en möjlighet att lägga fram egna reflektioner och förslag på hur mastersutbildningar kan börja närma sig forskningsutbildningarna. Sessionen är initierad och leds av mastersstudenter på Linköpings universitet. Tre studenter, Isabelle Strömstedt, Linköpings universitet, Johanna Sander, Linköpings universitet, och Mikael Halén Román, Stockholms universitet kommer att hålla förberedda inlägg. I sessionen medverkar också forskarna Eddy Nehls, Högskolan i Väst, Konstantin Economou, Linköpings Universitet, och Ann Werner, Södertörns högskola.

Bakgrunden till sessionen är att forskningsvärlden kan kännas långt borta när man är student på avancerad nivå. Trots att mastersstudier är steget innan forskningsutbildning och trots den ökade kvaliteten och ökade krav inom vetenskapliga arbeten på mastersnivå finns det ett stort glapp mellan mastersutbildningar och forskningsutbildningar inom svenska universitet och högskolor. Många studenter efterfrågar att relationen mellan mastersutbildning och forskningsutbildning förstärks och det finns ett behov av att tydligare anknyta utbildningar på avancerad nivå till forskningsvärlden.

Wednesday 17 June 9.15  
Hemerycksalen

## Heritage institutions in motion

Moderator: Wera Grahn, Linköping University

A major device for heritage management is ‘the institution’. As promotor, carrier and container of power-structures the institution as such makes up a kind of bastion, whose interests are continually played out on both national and international scales. This spotlight session will focus on what is at stake within these bastions of power, asking questions about its current status and workings. In doing this we will particularly challenge the notion of the institution as a stable and self-contained device, and instead try to put the institution itself in the perspective of motion and flow. How do institutions face the challenge of demographic change and transnational movements of people and ideas? What are the effects of social media for their archiving practices, traditional narratives and partnerships? How are the very objects of heritage institutions transformed? And how are heritage institutions challenged from within of professionals aiming at reforming the social functions of heritage?

**Sheenagh Pietrobruno**

*Social Media and Heritage Institutions: Archiving Intangible Heritage on YouTube*

The combining of videos of intangible heritage uploaded by UNESCO, other institutions, communities and individuals on YouTube is producing heritage archives. These archives are constantly shifting in accordance to audience use patterns, Google’s business strategies and ranking algorithms. This paper argues that YouTube’s archiving of heritage produces a paradoxical archive with competing ends. This platform enables the transmission of divergent narratives of heritage, fostering greater democratic representation through social media than often produced by official institutions including UNESCO. At the same time, the archive that is burgeoning on YouTube thrives on a platform designed to monetize the labour of YouTube users through

advertisements and the personalization of media. Google's algorithms and business models that monetize users may also impact the archiving of heritage videos and the way these videos counter traditional and official heritage narratives. The paradoxical workings of YouTube's shifting archives of heritage videos are addressed through the case study of the Mevlevi Sema ceremony (or whirling dervish) of Turkey. The methodology combines research in critical heritage studies, social media, and digital media with historical and contemporary analyses of the Mevlevi Sema ceremony. Theoretical and historical approaches are interconnected with actual ethnographies of heritage communities, interviews with UNESCO heritage practitioners, virtual ethnographies of YouTube videos and analyses of search engines lists of YouTube heritage videos.

### **Mikela Lundahl**

#### *Stone town. A story of color and cosmopolitanism*

James Clifford's argument that "there is no politically innocent methodology for intercultural interpretation" is of course also relevant for the UNESCO World Heritage nominations. In this talk I aim to address the institution of world heritage as an international or global actor, and producer of historical narratives, with a focus on the specific case of Stone Town, Zanzibar. Stone Town was inscribed as a World Heritage in 2000, and one of its outstanding values was based in its reputation as a cosmopolitan town – or its "cultural fusion" as it is formulated in the UNESCO nomination. Stone Town is often characterised and imagined as hybrid and creole, rather than black and African: even contrasted to black and African. Before the 1964 revolution/union that is what it "was", or were thought to have been, and that is what was chosen to highlight in the nomination process, but that is not fully coincide with the local narrative. My interest here is how an institution, as UNESCO, becomes a tool in specific narratives, narratives that actors already "receive upon arrival" to speak with Sara Ahmed. There are expectations and framings related to what an institution as the UNESCO World Heritage might accept, and these framings will effect both the institution and the sites.

### **Ingrid Martins Holmberg**

*Challenge from within? On establishing 'historical places of the Roma' as a new matter of official heritage institutions*

In this paper I will present research findings from a project that has explored the Swedish official heritage institutions' establishment of an entirely new matter: the 'historical places of the Roma on Swedish grounds.' This particular inclusion brings forth a series of achievements that seem to amount to an antipode to some recent scholarly critique of, for example, the clinging of official heritage institutions to a normalizing 'white-male-middle-class' history, or of the persistent AHD privileging Eurocentric understandings of culture and temporality. This new matter inevitably brings into the scene a demand for new ways of conceiving and conceptualizing the heritage object itself. At the same time, it brings various frictions. As the institution meets subaltern subjects it realizes the necessity to transgress habitual practice and to development alternate approaches - approaches that challenge the notion of the heritage expert, but that moreover also challenge the principles of publicity. It remains a matter of perspective to determine whether or not this new matter implies a 'full inclusion', or if the 'Roma historical places' rather will remain a simple 'add-on' to the established list and will appear as heritage under the usual preconceptions. Nevertheless, the findings indicate that a major challenge to the heritage institution may come from within.

### **Christine Hansen**

*Tiny Thing Missing*

The museum is a primary site of institutionalized heritage and national museums are exemplars of institutionalizing strategies. In locations with a complex colonial past, national museums can also function as sites of remediation, flipping the negative associations of institutional control into an opportunity for the previously marginalized to find a voice within the authorized national narrative. Australia, New Zealand and Canada have pioneered a new museology aimed at exactly this strategy, allowing a vibrant new public forum to emerge from a previously moribund site. This paper will follow the story of the radical Australian 'insider activist' who forced open

the museum door in the 1970s, and the unintended consequences for today's Aboriginal museum professionals. While an Aboriginal imagination now dominates Australia's state funded galleries, the clash of worldviews exposes the museum's resistance to decolonization, revealing it as a site of on-going control, even as it 'remediates' the past.

Wednesday 17 June 11.30  
Hemerycksalen

## Entangled Media Histories

Moderators: Marie Cronqvist, Lund University and Johan Jarlbrink, Umeå University

In recent years, it is valid to talk about a transnational turn in media historiography. Traditional histories with a national focus are still dominant within the field, but they have been complemented by scholarship focussing on the transnational or transborder flows and circulation, interconnectivities and interdependencies between countries, regions and cultures. But what are the theoretical and methodological challenges of doing transnational media history? This spotlight session takes this question as its point of departure and draws upon the experiences made within the scholarly network “Entangled media histories” (EMHIS), which is a collaboration between the unit for media history at Lund University, The Centre for Media History at Bournemouth University, and the Hans-Bredow-Institut für Medienforschung in Hamburg.

### **Marie Cronqvist**

*Entangled television histories. Sweden and the GDR*

### **Kristin Skoog**

*Sweden, BBC radio and the welfare state*

### **Hugh Chignell**

*Using the entangled media history approach to study BBC radio drama in the 1950s*

### **Johan Jarlbrink**

*Media management 1905:  
British and German Press in the Swedish-Norwegian Conflict*

## SESSION 1

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### Body-monitoring: measuring, imagining and sharing the body in a mediatized world

Organisers: Vaike Fors (session leader), Tom O'Dell, Martin Berg

*In this session we would like to address the question of how people's relations to their bodies shift when their bodies and monitoring technologies (ie. technologies that measure and report on everything from how fast you run to devices that measure sleep patterns) become entangled in the practices of everyday life. We would like to open for a broad discussion on the topic from historical, technological, cultural and social perspectives. We welcome papers that put an analytic focus on how mediatized body monitoring in everyday life become part of wider social processes through digitized flows, and at the same time form a vital part of material embodied everyday life actions and habits.*

**Minh-Ha T. Pham**

*Visualizing 'the Misfit':  
Virtual Fitting Rooms and the Politics of Technology*

The proposed paper investigates the cultural and technological logics underpinning the design and operations of virtual fitting rooms. Virtual fitting rooms are full body-scanning technologies that look and function much the same as airport security scanners but rather than search for weapons, virtual fitting rooms record 200,000 measurement points that are the raw data for the device's technological calculus of "the perfect fit" based on a mathematical model of the optimal relationship between body and garment. While virtual fitting rooms represent the latest technology in the fashion retail environment, they are fundamentally connected to the expansion of surveillance culture. Analyzing the scientific discourse and methods engineers and researchers employ to establish "the perfect fit", this paper argues that the scientization of style both establishes and obscures the racial ideologies underlying judgments about sartorial styles. Virtual fitting rooms rationalize and systemize these long-held cultural notions under the cover of technological colorblindness.

**Tom O'Dell**

*Looking Through, to Look At: Glass and the Cultural Challenges to Monitoring, Measuring, and Mediating Bodies*

Today, consumers face a rapidly expanding market of technology designed to measure, monitor, and mediate the status of their bodies, and communicate it to the surrounding world. Jawbone, Apple Watch, Nike Run Keeper, and the GoPro Camera are all pieces of body monitoring technology that were vying for consumer attention in 2015. But what types of cultural roots lay behind this interest in high-tech body monitoring accessories? How could an interest in body monitoring develop, and what types of knowledge were they predicated upon? In order to approach these questions, this paper opens by examining some of the most common and low-tech items in our homes and lives from ordinary glass and bathroom scales to home lighting.

**Mary Fraser Berndtsson**

*Beyond "Quantifying the Self":  
Activity Monitor Use in Everyday Life*

Media accounts promoted the "wearable activity tracker" as one of the most popular Christmas gifts of 2014. Increasingly common, these devices produce and interpret quantifiable data on users' eating, sleeping, and activity habits. Advocates claim the devices help users adopt "healthier" habits through presentations of "objective" data, data-based recommendations, and social and other motivational tools. Critics claim they encourage an overly quantified, objectifying, and managerial attitude to the embodied self, and promote overly individualized approaches to public health. Published research is scant on how "wearable self-tracking" is practiced and experienced by people in the everyday. This paper addresses the gap through a preliminary post-phenomenological and symbolic interactionist analysis. Empirically, it is based on material from social media and device websites, participant observation, and qualitative interviews with people who use the devices in various ways. It suggests there is a lot more to "wearable activity tracking" than simply quantifying the self.



**Vaike Fors**

*Tracking down learning:  
How do self-trackers talk about mundane learning experiences*

This paper will reflect on the preliminary findings from a newly launched project that investigates how the embodied knowledge that emerges through the use of self tracking technologies informs how people experience, perceive their bodies, and imagine and orient their actions towards the futures of their bodies. The first group of participants are collected from a loosely organised group known as Quantified Self, whose members are driven by the idea that collecting and analysing detailed data about their everyday activity can help them improve their lives. The preliminary findings will map and qualitatively analyse the user-produced content on the QS-website in relation to how self-tracking practices in everyday life are accounted for. It will focus on the verbal categories and narratives through which participants discuss their technologies, bodies, and their biographies of self-tracking, specifically when talking about how self-tracking become part of embodied, experiential and mundane learning experiences.

**Martin Berg**

*Improve me! 100 days of wristband guidance.*

Body monitoring devices are increasingly turning into machines that not only track personal activity but also provide suggestions on how to lead a life that is assumed to be continuously improved. By measuring, interpreting and correlating various data sources, these devices are assumed to provide an understanding that goes beyond everyday self knowledge. Although these devices most certainly can provide information on how to run faster or sleep better, it remains unclear how it feels to gain a deeper understanding of oneself by means of a technological device. This paper approaches this question in an auto-ethnographic study (by the author of this paper) where the Jawbone UP wristband and the "Smart Coach" insight and coaching "engine" will be used and the suggestions for improvement slavishly followed during 100 days. This system crunches personal data in various ways in order to provide "actionable insights and uniquely personalized guidance" (jawbone.com).

## SESSION 2

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### Cultural digital mediated experiences and audiences

Organiser: Irida Ntalla

*What role do new media technologies play alongside cultural institutions such as galleries and museums in transforming experiences and creating new sorts of social situations for interaction? Interactivity and digital technologies are challenging notions of reason and cognition, perception and memory, emotions and affection. The presence of digital media, visual technologies have become inseparable to our lives with our engagement also transforming these media. Far from linear and specific, mediated digital experiences are ongoing processes that integrate sensory, cognitive, emotional, social and affective elements. Audiences have become intrinsic part of art works, exhibitions and design processes altering existing narratives and allowing new consciousness to occur. The panel will focus in how digital culture, new media and information technologies challenge and alter cultural experiences and will discuss the increasingly complex technological mediation of the relationship between social practices, cultural institutions and their audiences.*

**Anne-Kristin Langner**

*Flow and the gamification of life*

With regard to Mihály Csíkszentmihály, flow can be defined as the optimal experience within which capabilities and challenges are perfectly balanced. An optimal experience is possible with any practice. However, especially play could be considered as a cultural technique for flow (see Langner/Mertens 2012). In game design, flow is still a design paradigm (influencing, for instance, the level design or the rule system) that is set to address a wide range of players. But what happens to flow patterns if game structures are transferred to every day life? This contribution is interested in the phenomenon of gamification, which is a famous marketing instrument since 2010 and which gets increasingly into a scientific perspective. The article asks whether flow structures that are originally implemented in game systems have an impact on cultures that are said to becoming more and more ludic.

### **Lúcia Loner Coutinho**

#### *Teen drama and convergence in TV series culture*

According to Ortiz (2000) we live in an era of shared world culture, which does not overthrows local cultures, but inhabits along with it, providing cultural objects and icons that are easily recognizable over different parts of the world and society. In global media, television series are today a major part of such shared culture. Silva (2013) recognizes three epistemological reasons for the popularity American – mainly, though not exclusively – television series have gathered over the last years: new forms of narratives, new forms of circulation and technology, and the hype of spectators, fandoms and spaces for discussion opened by the internet. In this paper we will center particularly in the virtual context regarding a specific genre of television series, the teen drama, and how does the new forms of consumption of such texts have been used in favor of the television production industries. And how, even though circulation is now deemed as globalized, many forms of consumption are still only reachable within certain cultures and contexts

### **Thaiane Oliveira**

#### *Spatial and social flows in the ARG overflowing*

The ways of consuming stories are changing completely in contemporaneity. This narratives spread across various media requires a non-trivial effort of interactors than a traditional reading. Examples of this are Alternate Reality Games, which are games that use the ordinary urban space itself as game board. The players personify up of themselves, building collectively the narrative developments and transforming the consumption experience of storytelling completely linked to their sociability. However, as the game genre is established on a direct relation to the factual universe, the boundaries that separate the fictional and the ordinary are constantly exceeded, allowing the permeability of these fluid membranes. Nevertheless, players intentionally adjust their cognitive apparatus through the fought fictional agreement in order to keep them closer to the reality inside their own fictional environment. This proposes is understood how this adjustment between fictional and real works, discussing the role of spatial and social overflows.

**Thomas Brock**

*The Problem with Let's Play Culture:*

*Interpassive Subjects and the Illusion of Gameplay*

The purpose of this article is to interrogate how the hybridization of producer-consumer ('prosumer') relations is transforming video game consumption. In particular, it reflects on the impact that Let's Play (LP) videos is having on gameplay and uses the popular game Minecraft as a case study. The article draws on interviews to consider why the sharing and streaming of gameplay videos has been crucial to the game's cultural success. It then interrogates why it is that young people show a preference for video consumption. It draws on Slavoj Žižek's concept of 'Interpassivity' to make sense of this and argues that the physical and intellectual pleasures of playing Minecraft are being deferred onto 'digital effigies', those Internet celebrities who have become fetishized and, ultimately, creators of gameplay illusions.

## SESSION 3

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### Cultural Heritage and New Media

Organisers: Lotta Braunerhielm, André Jansson and Linda Ryan Bengtsson

*The expansion of portable media devices and global (trans)media networks are often described as contributing to an increasingly liquid or ephemeral culture. Instant communication occurs while on the move and media users have little time for consuming longer media formats. Against this development, however, the affordances of digital media also open new possibilities for re-enacting and re-creating the past. This may be of importance for the operations of established cultural institutions (such as museums) as well as for grass-root movements and individual actors who want to vitalize the history of certain places and events. This session invites papers that make empirical and theoretical interventions into this transformative landscape. We are interested in how the appropriation of new media affects the power structures and discourses of cultural heritage, as well as in changing forms of representation and perception of various types of tangible and intangible heritage. We are also interested in the opposite dynamics; how the strategies of heritage institutions and concrete mediations of lived history affect the shaping of new technologies.*

**Bodil Axelsson & Bengt Wittgren**

*New agents in the heritage sector*

Using a tentative distinction between official cultural heritage selected and legitimized by institutions; unofficial heritage promoted by interest groups and associations; and everyday remembering in social media, this paper considers possible effects of digital technology for the production of the past in the present from the perspective of cultural institutions. Cultures of convergence and connectivity decentralize their power to select and order meaningful pasts. For example, social media provides new interfaces between institutions and various publics. In addition, Facebook, Youtube and other platforms contribute to

an abundance of mediated memories and “heritagy” stuff online. Both institutions and publics become users, or perhaps participants, negotiating sociality, creativity, ownership and control online.

Keywords: heritage, social media, connectivity, participation

### **Christopher Natzén and Mats Rohdin**

#### *A Changed Archival Agenda for Cultural Heritage*

The paper will discuss the ongoing digitization of cultural heritage and placement of content at memory institutions from technical, theoretical and historical perspectives. Through digitization access is simplified and boundaries set by the archive's or library's physical space is eliminated. However, there is an existent conflict within old archives that shape the representation and perception of cultural heritage. Current institutional frameworks are still too often biased toward preservation rather than access. In the words of William Uricchio: “strangely absent from most discussions has been the nature of the archive itself: by default, most plans simply port new technologies into old archives.” The increased mediations of the archive through new technologies challenge the very basis for cultural heritage institutions. Furthermore, as content starts to enter the archive as digitally born objects, the situation is radically redefined, challenging archival practices geared toward handling analog objects.

Keywords: archives, cultural heritage institutions, access

### **Katarina L Gidlund, Sara Nyhlén, Bengt Wittgren**

#### *Who's culture? – to not digitalize exclusion –*

In accordance with narrative trends digitalization is holding potential to deconstruct existing power structures and excluding practices in society, however, it is not a per se mechanism, it is dependent on how digitalization is done. Digitization has on the contrary often meant that we make digital what we have already done before, i.e. we reproduce the already established and there are several mechanisms that contribute to it. When we today also open up for greater participation in the creation of digital artifacts questions arises about representativeness and structural inequalities. These questions become particularly

interesting when dealing with digitized cultural heritage as it touches upon - what is passed forward, - what is considered important, and - who decides what is 'heritage'. The project's aim is to link norm critique, power and digitization in a concrete project on the creation of a regional digitized cultural heritage portal.

Keywords: digitalization, cultural heritage, intersectionality, power, norms

### **Göran Gruber**

*Contract Archaeology and Communication through Social Media: Experiences from the Excavations in Motala, Sweden, 1999-2013*

In Swedish contract archaeology there is a long tradition of making excavation results publicly accessible, for example, through guided tours, exhibitions, lectures, and texts. The engagement has often proceeded from the idea that the archaeologists are the producers of knowledge and the public the receivers of such. In the last decade digital technology has become more commonly used as a way to mediate archaeological fieldwork. Through the use of social media the interaction with the public is getting more diversified and broadened in a global, as well as local context. This paper focus on the use of digital technologies such as websites, blogs, Facebook, YouTube and how these are intertwined with traditional methods in the co-production of narratives; on places, archaeological practice, ancient history, etc. The paper is based on a case study and argues that contract archaeology has a better potential to interact with the public than is utilized.

Keywords: Public Archaeology, Contract Archaeology, Digital Media

### **Pelle Snickars**

*Archiving Code, Kulturarw3 & Software Preservation*

The project "Streaming heritage. Following Files In Digital Music Distribution" aims to investigate the effects, challenges and consequences of streaming musical heritage for the library sector. It does so through the analyses of unexpected file behavior, aggregation platform strategies and infrastructures that make these possible. Building on "breaching experiments" in ethnomethodology, the project breaks into the hidden infrastructures of digital music distribution – with a focus on Spotify – in order to study underlying norms and structures.

The methodological innovation consists in following digital files by creating an experimental setting within which such files can be surveyed. The setting for these processes includes the distribution of self-produced music/sounds through Spotify, and the tracing of Spotify's history through constantly changing interfaces – as well as documenting these. My paper, however, will examine – and deliver a first report around—the programming of bots to explore, mimick, and ultimately subvert Spotify's notions of listening.

**Lotta Braunerhielm, André Jansson and Linda Ryan Bengtsson**

*Collaborative geomedia*

*– A critical approach to the spatial production of heritage*

New media technologies hold a potential of rearticulating and “augmenting” cultural heritage, turning it into a valuable social asset on global and local levels. The expansion of “collaborative media” and new forms of “geomedia” may also problematize the power of heritage institutions and/or commercial actors, thus contributing to the democratization of cultural heritage. Democratization here refers to a process where a broader variety of social actors as well as “places on the margin” get involved in the shaping of cultural heritage. However, there is a need to problematize the democratizing potentials of “collaborative media” and “geomedia” by identifying what role different political and socio-cultural factors play for the inter-relationship between media and cultural heritage at certain provincial locations. We therefore suggest that “collaborative geomedia” may offer a more critical approach to develop media technologies to promote place-based learning processes, vernacular creativity and, by extension, social sustainability at specific locations.

Keywords: cultural heritage, geomedia, collaborative media, place-based learning



## SESSION 4

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### Cultural Sociology in the Flow

Stream organisers: Tora Holmberg and Anna Lund

*The ubiquitous role of culture in all human interaction, organization and society, has been demonstrated through cultural sociology: a broad field that holds at its heart a belief that culture as a system of meaning, materiality and practice is a sphere and a force that should be studied in its own right. Sociality is viewed as being produced and ordered culturally, and culture matters to social interaction, structuring and reproduction. Understanding how culture works is critical to any sociological investigation of power relations, inequalities, identities and politics. The cultural sociological approach may be applied to almost any social phenomenon, and it combines the theoretical imagination from cultural studies, with a sociological framing of and methodological approach to, the phenomenon at hand. Within this theme, three sessions are proposed: Values, Bodies and Spaces.*

#### Session 4:1: Values

*A focus on cultural production of social stratification, relations and identities are at the very core of cultural sociological investigations. Societal and political change as well as stability, rely on the production of meaning, practice and materiality. This cultural production may be performed in a number of spheres and arenas, such as science, media, fine art and politics. Values and valuation practices in cultural production does not, however, delimit the investigations from studying distribution, reception and re-production, investigations that take seriously the agency of cultural actors – human as well as non-human. In this session, different arenas such as theory, sport formations, and ageing, are investigated, with a focus on the production of cultural values.*

**Jonas Bååth***Pride and Prejudice: How Swedish farmers deal with animal welfare value conflicts in pig and cattle farming*

It is often said that the Swedish animal welfare act is the harshest in the world. In this paper I will investigate the question: How do Swedish farmers deal with value conflicts regarding farm animal welfare (FAW) in pig and cattle farming? This question is approached through a valuation sociological perspective. The paper mainly draws on in-depth interviews with 13 pig and cattle farmers. The main argument made is that the farmers use two different means for dealing with these conflicts: Pride over their own ability to keep up with cultural and institutional expectations on Swedish FAW, and Prejudice against other actors such as non-Swedish farmers and industrial farming. This argument is created using George Simmel's concepts value attribution and *wechselwirkung* (the interactive process where values are attributed and changed relationally). The conclusion drawn is that pride and prejudice can be used as means for de-commensurating values regarding FAW to fortify the positive value of Swedish pig and cattle farming.

**Dominik Döllinger***Fighting for Culture: Pattern Struggles in Contemporary Football*

Sport has never been detached from the social world. As a matter of fact it always resembled value systems of different societies throughout history from Ancient Greece to Victorian England and contemporary neoliberal societies. Consequently, a sociological analysis of sport helps us to understand societies in a profound manner. My field of interest is football. Choosing different examples from the history of that game I will outline how different developments in the field of football represent socio-cultural changes in societies as a whole. I will draw special attention on the relationship between values and social class- and group hierarchies that stand in mutual interaction (*Wechselwirkung*) with developments in football. Amongst them are values in spectator cultures, game aesthetics, and amateurism vs. professionalism. The history of 'the beautiful game' and the history of society show that they are closely connected when these value correlations are taken into account.

## **Alexandra Mitoi**

### *Collaborative practices among students*

Plagiarism and copyright are topics attracting a high level of public interest among people such as university staff, researchers, journalists, students, politicians or embassy representatives. The two topics have gained a lot of media attention as a result of the scandals surrounding the thesis work of some high-caliber personalities from the academia. In order to deliver efficient anti-plagiarism solutions we first need to understand the way students function. We have chosen this particular segment due to the fact that the plagiarism phenomenon is widely spread in universities as there are certain misunderstandings leading to intellectual property theft. Plagiarism appears as a consequence of different collaboration practices involving space-sharing and object-sharing which are negotiated to a certain degree. Close-knit cohabitation among students establishes an effective space for intellectual cooperation between peers. An individual creation can be the product of a collaboration or informal teamwork. Behind every final project one can find various collective contributions because the genesis of a thesis is founded on collaborative practices.

Keywords: plagiarism, collaborative practices, intellectual property rights

## **Anna Lund, Marita Flisbäck, Mattias Bengtsson**

### *Values in transition – at the threshold of retirement*

What use are values when we leave one world and enter another? In this paper is the transition from employment into retirement analyzed with a focus on how values from working life interact with and influence the values that particular subjectivities ascribe to the new everyday life of retirement. Approximately 40 respondents have been given the opportunity to reflect, in interviews, on the value they place on work, life in general, and retirement. Interviews were done with the same respondents both before and after withdrawal from employment. The structures of meaning uncovered in the analysis deepen our understanding of the ways that work-related values can both simplify and complicate the transition to retirement. The overall theoretical question that frames the paper considers how culture works in situations of societal change, with an emphasis on its interplay with identity work,

class, and gender. Cultural sociological perspectives are utilized, aiding the analysis with perspectives on how individuals embody cultural and social structures when they aim to manage change and unpredictability.

## Session 4.2: Bodies

*In order to understand meaning-making, identity, materiality and practice in everyday life, it is of great importance to study the interaction, movement and agency of human as well as non-human bodies. Whether the study concerns emotions in professional arenas, between bodies, enactments of bodies in medical practice, performances of music, or intimacy between bodies in friendship and in sexual relations, the embodied and emplaced experiences and conceptualizations involved in processes of hierarchization/ differentiation/othering as well as inclusion/dependency/trust, are at stake. Intersectional approaches include gendered, racialized, species-specific and aged experiences and embodiments. Within this theme, presenters will be exploring bodies across different arenas from a cultural sociological perspective.*

### Stina Bergman-Blix and Åsa Wettergren

*Professional emotion management in court: postures, gestures and mimics*

It is a widespread contention that emotions have no place in court procedures. In several respects the court is set up to tame emotions of lay people while the professionals have acquired neutral expressions and behaviour through years of training. This study builds primarily on field notes from court cases focusing the implicit rules that govern the display of emotions in court. The analysis shows the overwhelming presence of emotions in court, both in terms of strategic emotional expressions conducive to the performance of judge, prosecutor and defence lawyer, and in terms of the professionals' management of lay people's emotional expressions. As a result, studying what the participants in court do with their bodies and faces –instead of the narrative – goes against the official account that 'there is no place for emotion in court'.

**Maria Törnqvist***Intimate Sociality:**Rethinking Personal Life across Spatial and Temporal Dimensions*

This paper calls out for a reconceptualization of intimacy with the aim of entailing attachments that are being somewhat neglected in the key strain of the academic literature. It will be argued that an analytical framework that addresses relational qualities and functions, what is here conceptualized in terms of an intimate sociality, might help us move along from the traditional focus on a limited number of relational forms, primarily the family and the conjugal couple. By doing so, a variety of attachments unfold which disrupt the borders between private and public spheres, instant and durable attachments, and materialized and imaginative dimensions of personal life. Argentine tango dancing is used as an empirical prism to illustrate how a rethinking-exercise along the proposed framework can be carried out. The case study will be used, in particular, to consider intimacy across and beyond spatial and temporal dimensions.

**Kalle Berggren***The Politics of Parenting in Swedish Hip Hop:**Intersections of Age and Gender*

Hip hop has often been described in terms of a youth culture. This image has been complicated somewhat by work highlighting different generations of participants. In this paper, I want to develop the analysis of age relations further, by focusing on the politics of parenting in hip hop in Sweden. Through a discourse analysis of rap lyrics from the last two decades, I discuss different narratives of parent-child relations. The analysis revolves around the differences between stories told from the child's and the parent's respective positions, and focuses in particular on the gender politics of parenting. How are fathers and mothers criticized and cherished in texts who take the child's position? How is parenting described in narratives told from the perspectives of fathers and mothers

## Hedvig Gröndal

### *Signaling bacteria: Enacting “sore throat” in medical practice*

In this paper the medical management of sore throat in Swedish health centrals is described and analyzed. Bacteria is a condition for treatment with antibiotics, and since bacteria are invisible for the human eye it is argued that a core principle in this medical practice is to identify and interpret signs of bacteria. However, what is counted as a sign of bacteria varies and thus different enactments of sore throat are produced. In the paper it is argued that the doctor's senses - her clinical gaze - is often given a dominant position in relation to laboratory tests, resulting in a reproduction of the notion that all bacteria should be identified and treated.

## Session 4:3: Spaces

*Classical as well as modern understandings of urban life, conceptualize human experience as ambiguous and approach the subject dialectically, taking seriously the tensions and dilemmas that define the modern condition. This dialectic between spatiality and sociality constitutes the basis for the struggle for the right of the city, not only in terms of rights of access but also regarding the appropriation of space for political and commercial reasons, as well as for play. From a cultural sociological point of view, meaning, practice and materiality are located, temporarily and spatially produced. Meanwhile, specific places get produced through these encounters. Looking at the ways in which time-space processes “take place”, presenters will focus on matters such as the emplaced handling of grieving animals, human/animal urban crowding and graffiti writing.*

## Erik Hannerz

### *Emplacing the subcultural*

The subcultural, like anything else sociologists study, takes place somewhere, sometime, and in relation to someone. Still, it is not that simple to say that the spatial dimensions of the subcultural is merely a backdrop in from of which styles and identities are performed and authenticated: Styles and identities also occur *through* space, meaning

that differences in space have consequences for what is performed as well as how it is performed (Kidder 2011, Hannerz 2013). Drawing from fieldwork among punks and graffiti writers, this paper focuses on the *emplacement* of subcultural meaning, an affective appropriation of space in the sense that subcultural structures of meaning are worked in direct relation to the material environment within which style and identities are performed. The movement from urban space to subcultural place establishes and reproduces the subcultural at the same time that these emplacements have consequences for the hows, whys, and whats of the subcultural are mobilized and authenticated. Asking not only how subcultural places come into being but also what they accomplish (Gieryn 2000:468).

### **David Redmalm**

*"Yeah! We're Open":*

*Transdimensional Openness in Alternative Entrepreneurship*

The present ethnographic study explores the dynamics of "inside" and "outside" in diversity management and CSR. In focus is the Hungarian IT-company Prezi that engages in social issues such as gender equality, LGBT rights and anti-racism. Openness is Prezi's watchword; by referring to themselves as open, the company aims to attract employees and foster a creative work process. Yet, to establish this openness, new insides and outsides need to be created. The study uses the work of Giorgio Agamben to trace the production of openness in various dimensions of the enterprise: boundaries between work and spare time, categorical divisions, organizational borders, and walls and other barriers in the office landscape. It is argued that while Prezi's constellation of various types of openness is an efficient tool for social impact, the company's production of transdimensional openness risks depoliticizing urgent social issues.

### **Tora Holmberg**

*ZooCities: Conceptualizing Humanimal Crowding*

What are the multi-species experiences and politics of living in a city? While writing a book on *Urban Animals* (2015), I explored a number of controversies over other animals in the urban environment,

struggling to develop a theoretical framework that could account for the spatial formations these controversies took. Using “humanimal crowding” as a heuristic device, I reconsider the individual/collective dialectics, while acknowledging the spatial contexts; crowds take place at certain times and in specific places. Moreover, crowding is about transformative powers: due to the proximity of bodies in limited spaces, transformations of bodies, senses and identities emerge. Crowds have political potential and may on the one hand be harshly acted upon: while carefully policed they may be neutralized by various technologies. On the other hand, the crowd is more and stronger than any one, and the counter political action of crowding may change normative frameworks.



## SESSION 5

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### Cultures of Search in the Social Study of Information

Organisers: Jutta Haider and Sara Kjellberg

*With digital infrastructures now permeating most aspects of society, online search has become integral to everyday life in unprecedented ways. Looking for information is today mostly done online and mediated through the various tools and devices that we carry with us on a daily basis. This way search is enmeshed into our cultural practices and everyday life, yet it often remains invisible. Furthermore, algorithms and economic interests organise search and thus contribute to structuring private as much as professional lives and public and personal memories. Being searchable is a feature of information that is culturally and socially structured and which needs to be explored from a variety of perspectives in order to understand the currently on-going “searchification” of society. This session wants to put the spotlight on the narratives, ideologies, ethical dimensions, and also the mundane practices tied to online search - its meaning, function, implications and limits - in contemporary society.*

#### **Cecilia Andersson**

*Teenagers and search engines: a cultural analytical approach towards information searching*

Children and youth in Sweden today grow up in a society where search engines can be queried and provide some kind of answer to most questions (Halavais, 2009, p.2). Furthermore, the use of smart phones enables a near-constant access to a search engine. Youths' use of digital media is surrounded by competing discourses; the Internet can be viewed as either empowering or dangerous (Lundh et al. 2011, Livingstone 2011; Buckingham, 2008). Within these discourses, the mundaneness of everyday use of digital media is quite often ignored (Buckingham, 2008). This presentation will address information searching as it is interwoven in the mundaneness of everyday life of teenagers. The presentation is based on findings from a focus group study as well as observations. The following questions are in focus; what role do

search engines play in young peoples' everyday life and how do they use them? A cultural analytical approach is adopted where information seeking is viewed as culturally entrenched (Miller & Horst, 2012).

### **Jonas Fransson**

*Search culture for full text access – Researchers and students access to full text in a digital environment*

How does the contemporary search culture look like among researchers and students when searching for scholarly material in full text? This presentation provides some reflections based on statistics from library search systems and publishers' websites.

### **Jutta Haider**

*Green Search: Searching for information on the environment online.*

This presentation explores some of the ways in which people search for information on the environment online. Specifically, the focus is on the ways in which trust is established in certain sources while others are disregarded and negotiations surrounding these judgements. Here, the situatedness of searching and the meaning of search tools is discussed. To the fore comes firstly, how established organisations and what is already accepted or known as factual before a search stabilises search results and secondly, how ideas of the what search engines do and of the organisation of the web shape expectations of what can be searched for and of how to judge the results. The presentation is framed in a sociomaterial perspective taking account of the entanglement of information technology with its users and the conditions of its use. It is based on four focus group interviews with a total of 20 Swedish and international participants carried out in 2014 and 2015 in Southern Sweden.

## SESSION 6

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### **“Disciplinerade handlingar”: att tämja 1900-talets informationsflöden**

Sessionsledare: Matts Lindström och Charlie Järpvall

*1900-talets informationsutopiska projekt, från Wilhelm Ostwald och Paul Otlet till de digitala nätverkens sökmotorer, har alltid gått hand i hand med ett ständigt närvarande behov av att hantera och kontrollera samhällets informationsflöden. En helt central, men ofta bortglömd del av 1900-talets informationshistoria är därför de många mer vardagliga mediepraktiker och tekniker som utarbetats för att “disciplinera” växande flöden av handlingar, böcker och dokument som genomströmmat platser som arkiv, kontor, bibliotek. De tilltagande informationsflödena har också följts åt av en mängd praktiker för att förstöra, radera, förminska och standardisera dokumentens yttre former såväl som deras innehåll.*

*Syftet med sessionen är att inbjuda till diskussion kring dessa frågor och att samla bidrag som, empiriskt eller teoretiskt, belyser informationens mediehistoria och det återkommande behovet av att tämja dokumentens vilda materialitet. Sessionen är även öppen för bidrag som på andra sätt angriper 1900-talets mediearkeologi och anonyma mediehistoria.*

#### **Charlie Järpvall**

*Mellan skrivmaskiner och maskinskriverskor – blanketten som medieform och effektiviseringen av kontorsarbete*

Kontor har historiskt varit en plats där nya medieteknologier för att hantera information införts och utvecklats. Samtidigt som nya teknologier tillkommit – från skrivmaskiner till hålkort, datorer och IT-system – har kontorspapper och blanketter haft en viktig och beständig roll i kontorets informationssystem. Papper har sedan slutet på 1800-talet också setts som ett problem som krävt sin lösning, och många av de teknologier som införts har varit tänkta att

ersätta pappersmediet. Syftet med detta bidrag är att utifrån det sena 1940-talets blankettstandardisering visa hur blanketter föreställdes kunna effektivisera och rationalisera kontorens informationshantering. Omkonfigureringen av blankettmediet uppfattades som ett sätt att bemästra flödet och öka hastigheten i hanteringen av information. I mitt bidrag visar jag hur detta skulle göras genom formandet av kontoret som ett enhetligt system och genom en anpassning till skrivmaskinens anatomi. Med blanketten som exempel visar jag hur lösningen på pappersproblemet skulle lösas med just papper.

### **Petter Bengtsson**

*Från fjerrskådningsapparat till television – tv som nytt medium i Sverige 1890-1936*

Madeleine Kleeberg beskriver i en essä i Nordicom Information 1/2006 hur allmänheten i Stockholm genom en rad föreläsningar på 1930-talet mötte det nya tv-mediet. Varken i Kleebergs essä eller i annan mediehistorisk forskning framgår det att tv-mediet i Sverige hade en ännu tidigare förhistoria. Patent på tv-liknande apparater fanns redan 1894 (R. Berglunds fjerrskådningsapparat) och under 1920-talet blev begrepp som bildradio och television allt vanligare i svensk press. En växande krets av ingenjörer, teknikentusiaster och journalister intresserade sig för det nya mediet. Mitt syfte är att undersöka hur föreställningar om televisionen etablerades i Sverige under perioden 1890-1936. Hur beskrevs den tv-tekniska utvecklingen? Hur såg man på televisionen i relation till andra medieformer (remediering)? Hur tänkte man sig tv-publiken? Mitt material består av artiklar från dagspress och tekniktidskrifter samt även av de äldre tv-apparater som bevarats på Tekniska Museet i Stockholm. Mediesystem och remediering är nyckelbegrepp i undersökningen.

### **Matts Lindström**

*Krympande dokument – mikrofilmen och reduktionens praktiker*

Genom historien har en ofta återkommande erfarenhet av informationsöverflöd åtföljts av en uppsättning praktiker, tekniker och strategier för att hantera flöden av tecken, böcker och dokument. Till de mest uppenbara hör de som haft som mål att tämja informationsfloden

genom ordning, sortering och klassificering – från bibliografiska index och kataloger till dagens databassystem och sökmotorer. Mindre uppenbara är de tekniker som eftersträvat att direkt angripa informationens materialitet genom att förminska eller på annat sätt reducera det bärande mediet. Bland dessa är mikrofilmen det kanske tydligaste exemplet. 1930-talet, i Sverige såväl som utomlands, var en tid för mikrofilmens tekniska formering och standardisering, då dess förmåga till extrem förminskning tycktes peka ut en ny och lovande framtid. Sessionsbidragets syfte är att genom ett antal exempel närma sig reduktionens och förminskningens bredare historia för att sedan diskutera mellankrigstidens förväntningar på dokumentfotografering och det nya mikrofilmsmediet som informationshanteringens framtid.

## SESSION 7

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### **Environmental Posthumanities: enacting renewable energy, sustainable tourism, oaktree relationscapes and biosphere reserve building actions**

Organiser: Martin Hultman

*The humanities and social sciences have in recent years merged and been challenged by posthumanities and new materialism that focus on the understanding of how the material has an intimate intrinsic connection with the semiotic. It's about examining the real and concrete. The newly awakened interest in such an understanding has to do with how the physical, material and corporeal once again have become fashionable to study in the humanities and social sciences. To speak of reality has gone from being something to be avoided or neglected as socially constructed; to once again be acute. This comes together with interest in Deleuze & Guattari, Haraway, Serres, Barad as well as the popularity of research areas such as Science & Technology Studies, Animal Studies and Environmental Humanities. In this session we will elaborate on posthumanities with concrete case studies connected to environmental issues such as renewable energy, sustainable tourism, oaktree relationscapes and biosphere reserve building actions.*

#### **Eddy Nehls**

*Is sustainable tourism a euphemism?*

This paper elaborates on guidelines for a new mindset to be used to develop the tourism industry in more sustainable ways. A new and different, sustainable development cannot be something that arises in the mind of a few experts. Conversation is therefore the key concept in the paper that is grounded in the theoretical work of Deleuze and Guattari.

The aim is to promote a collective approach to and understanding of culture that emphasizes it as an open ended process, and to devise strategies to discover and hang on to the lines of flight that show up everywhere, but that can be difficult to detect if you are concentrating

too much on achieving a specific, pre-defined objective. The world; culture, society, people and matter, technology, money and knowledge, is in a constant, intermingling process of joint becoming, and the result of interactions between different kinds of actors, and actants.

Keywords: Deleuze, conversation, sustainability, lines of flight

### **Egle Rindzeviciute**

#### *Transnational History of the Future*

The future has a history: recent research (Andersson 2012, Andersson & Rindzeviciute 2015) showed that in the second half of the twentieth century the future emerged as a particular field of scientific expertise, developed within the framework of the new, so-called policy sciences, such as systems analysis, computer-based modelling and future studies. From the early 1960s these policy sciences were intentionally constructed as a politically neutral activity and served as a bridge between East and West during the Cold War. In this paper I present the key findings of a three-year research into the transnational history of the future as a field of scientific expertise, focusing, in particular, on the role of non-human actors, such as computers, energy infrastructure and geophysical systems, in this process.

### **Kristina Börebäck**

#### *Desires for Sustainability and Oaktree Relationscapes*

This paper, writing biosphere reserve building (BR) actions where oak-trees becomes acknowledged and recognized through relationscapes, post human “environmental relations”. In this paper Oaktree relationscapes will matters in the telling from a two year study of the BR building actions in the Swedish biosphere reserves East Vättern Scarp Landscape and Lake Vänern archipelago with mount Kinnekulle. A BR is an area designated as a model-area with a desire to achieve an equal and healthy Earth within the UNESCO Man and Biosphere Programme. A BR qualifies through actions for and about sustainability, where people who live and work in an area together with authorities organize there actions and through a governmental application become designated through the UNESCO program. In writing flows of actions, correlating space and time relations with oak-trees, these movements

matters when BR-building become understood and recognized when ideas and actions for and about Sustainable development confirms.

Keywords: Oaktree, Relationscapes, Biosphere Reserve, UNESCO Man and Biosphere Programme

### **Martin Hultman**

#### *The Flow of WELGAS. A Renewable Energy Project 1980-1991 in Sweden*

In the wake of the current climate change, biodiversity loss and economic recession debate, ideas of in-depth socio environmental transition away from extractive and destructive industrial modernism flourish. It is not the first time claim for energy, food and transport chains has been made. Inhabitants in Sweden voted already in the 1980 for a re-orientation of the entire energy system. I investigate one of the most intriguing and greeted projects at that time called WELGAS was set up, debated as well as interplayed with Swedish energy- and environmental politics. WELGAS included the innovative connection of three energy transformations (wind turbine, reversible fuel cell and hydrogen combustion engine) that served the car and the house. I relate hybrid collective and discourse to the case study of WELGAS by following the quasi-object flow of fuel cells, water and wind based on reports, journal articles, petitions, and uncategorized archive material.

Keywords: Flow, Energy politics, Hybrid collective, Discourse, Transition, Ecotopia, New Materialism, Posthumanities



## SESSION 8

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### Europe Faces Europe: Narratives from the East

Organiser: Johan Fornäs

*This session discusses how Europe is imagined and narrated in various political and cultural fields in its eastern zone of expansion and transformation. It is based on the results of the interdisciplinary research project 'Narratives of Europe' at Södertörn University, funded by the Baltic Sea Foundation (Östersjöstiftelsen). The project is lead by Johan Fornäs and besides those presenting at this session also includes Professor Stefan Jonsson at REMESO, Linköping University.*

**Carl Cederberg**

*Europe as the Continent of Human Dignity?*

In various statements in 2013 and 2014, the president of the European Commission, José Manuel Barroso, prompted intellectuals, scientists, artists for a “New narrative for Europe”. The talks have recently been published as a book: *The Mind and Body of Europe*. Here, Barroso follows a philosophical tradition of associating Europe to the idea of human dignity and human rights. Having apprehended that even the notion of the universal has once come into history – that even the universal is historical, this tradition associated the universal to the notion of Europe: Europe as the continent of the universal. In this paper, I am going to argue against Barroso and against this philosophical tradition that the project of Europe and the notion of universality needs to be disassociated, in order for both to be preserved, developed and promoted.

**Roman Horbyk**

*Discrepant Metaphors: How is Europe Seen in Ukraine, Poland and Russia?*

The recent developments in Ukraine known as Euromaidan pushed to the foreground the problem of what Europe is for its East and how it is seen there. This paper points out to how various narratives of Europe

inhabited media discourses in Ukraine during the 2013-2014 mass protests, also taken in a comparative perspective with Poland and Russia. This paper will present the results of qualitative analysis based on an open coding approach that discerns different narratives of Europe in the media discourses of the Polish, Russian and Ukrainian press and online discourses. The focus of the analysis rests primarily on the most important and prestigious news outlets (Rzeczpospolita and Gazeta wyborcza in Poland; Novaya gazeta, Izvestiya and Kommersant in Russia; Dzerkalo tyzhnia and Korrespondent in Ukraine) but also includes key online blog platforms where opinion leaders set principal frames for narrating Europe

**Anne Kaun**

*Swedish and Latvian Occupy Narratives and the Absence of a European Perspective*

The paper presents findings of a comparative study investigating major narratives of the Occupy movement in Sweden and Latvia provided by activists and mainstream news media. Based on a multi-sited narrative analysis including in-depth interviews with activists and a critical discourse analysis of major Swedish and Latvian newspapers, it is argued that the initial Occupy narrative was reshaped and recontextualized while travelling to different localities. A particular European perspective is, however, missing in the renegotiations of both the Swedish and Latvian case. Consequently, the paper asks whether the absence of a European perspective is an expression of the continued democratic deficit of the European Union or due to the particular character of the Occupy movement.

**Katarina Wadstein MacLeod**

*The Resilience of the Periphery:  
Capturing Time and Place in Art from Eastern Europe*

Some twenty years after the fall of the Berlin wall there is still a tension on the contemporary art scene and in art history between the explosion of art from Eastern Europe into the west and the implicit and sometimes outspoken dichotomy between centre and periphery. This paper looks at how the concept of Eastern Europe is dealt with by a

number of curatorial projects in the 2010s. The narrative structures within these individual projects are disperse yet there remains a common tale of otherness, periphery and occlusion related to a geographical area – however much dependence on geography is counterpoised.

**Johan Fornäs**

*Eastern Euro-Visions:*

*Narratives of Europe in the Eurovision Song Contest*

This paper looks at how Europe is narrated in east European popular music of the Eurovision Song Contest (ESC). Since 1989, European institutions eagerly look for new narratives to redefine Europe. Popular music combines emotive pleasure with social interaction. Perhaps the most successful European arena, the ESC offers identifying tools that link cultural, social and political discourses. Within the ‘Narratives of Europe’ research project, I interpret some 70 songs from ESC finals since 1989, finding an overwhelming dominance for the master narrative of redemptive resurrection, where Europe once had a glorious past, has then until recently been almost annihilated by internal wars, and may now finally recover by mutual co-operation and love. In spite of sub-variants, this dominant narrative resonates with existing myths and symbols. Narrative analysis of musical media texts is here used to uncover east-west relations that elaborate inherited traditions to subtly transform the meaning of Europe.

## SESSION 9

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### Feminist Cultural Studies

Organisers: Jenny Björklund and Helena Wahlström Henriksson

*Michelle Meagher defines feminist cultural studies as a broad field of study that aims to “call attention to women’s cultural experiences, to justify further exploration of women’s experiences of cultural formations, and to use women’s experiences to formulate new theories of culture”. Like cultural studies in general, this field is interested in culture as meaning-making processes and practices, as these are expressed both in different kinds of texts and in everyday life practices. Feminist cultural studies contributes to the understanding of how gender is produced and reproduced in culture and asks crucial questions about power, identity and meaning.*

*In this session we bring together scholars working in the interdisciplinary field of feminist cultural studies, defined in a broad sense. The session includes papers focusing on the gendered meaning of culture, including those that analyze how gender intersects with other power dimensions, such as race/ethnicity, class, and sexuality.*

#### Session 9:1

#### Feminist Cultural Studies: Gender and Close Relations

Moderator: Fanny Ambjörnsson, Stockholm University, Sweden

##### **Klara Goedecke**

*Among Bros, Buddies and BFFs:*

*Gender, Subjecthood and Intimacy in Men’s Friendships*

Men’s friendships have, within feminist studies, been seen as relations where, on the one hand, sexism and homophobia might be re/produced, or where, on the other hand, new, caring and relationship-oriented masculine positions could be developed. Men’s friendships are thus connected to gender relations and constructions of masculine

positions, but despite their cultural and political significance, they remain undertheorized in Swedish research. Using cultural representations and in-depth interviews with men, I discuss men's friendships with special attention to meaning-making processes around subjecthood, intimacy, relationality and masculinity, which I claim are closely related. I argue that a better understanding of friendships between men not only deepens the understanding of which subject positions, relationships and feelings that are made im/possible and un/available when it comes to men's friendships in a Swedish context, but also opens up for new ways of imagining and exploring potential intimacies and solidarities between men.

### **Amanda Duxtater**

*Reproducing Gender in Transnational Narratives of Non-Reproduction?*

This presentation takes as its instigating moment the publication of *Ingens mamma* edited by Josephine Adolfsson (2013), a manifesto-like collection of twelve essays about being voluntarily childfree in contemporary Sweden. The women contributing to the anthology come from a variety of different fields (they are authors, activists, gender studies scholars and journalists) and thus present highly individual approaches to the question. At the same time, the anthology itself contributes something of a unified narrative response to felt expectations, norms and contemporary constraints surrounding the choice of whether or not to reproduce in Sweden. The collection also positions itself at certain moments in relation to "American" norms and expectations about non-reproduction. This paper will consider how the collection contributes to broader discussions about the reproduction of gender amid the international flow of narratives of individual choice and *barnfrihet* (being child free).

### **Jenny Björklund**

*Moms on the Run in Contemporary Swedish Literature*

In the early twenty-first century, there is a curious prevalence in Swedish literature of female protagonists who run away from their families. These mothers on the run appear in novels by e.g. Maria Sveland,

Emma Hamberg, Viktoria Myrén, Sara Kadefors, and Helena von Zweigbergk. In my presentation I will discuss these characters and the reasons why they leave their families. Do they suffer from lack of gender equality? Depression? Do they return? I'm also interested in how they are represented in the novels, e.g. if they are celebrated or vilified. Is it possible to relate these representations to other literary representations of mothers who leave their families, such as Ibsen's Nora (1879) or mothers in women's novels from the 1970s? Finally, what can these novels teach us about twenty-first century Swedish mothers?

### **Helena Wahlström Henriksson**

*Daddy Handbooks and Mommy Handbooks in Twenty-First Century Sweden: Gender Equality, Gender Neutrality, or Re-(en) Gendered Parenthood?*

If men in Sweden have been encouraged by changing policy and mainstream attitudes to become more involved parents, women have typically been encouraged to combine (involved) parenthood with professional full time work. Handbooks for moms and dads negotiate ideas about gender and parenting within the ostensibly "gender egalitarian" context of contemporary Sweden, which creates particular tensions in how parenthood is constructed in relation to femininity. Furthermore, they are niched publications addressing particular reading audiences in terms of age, ethnicity, and class as well as gender. The paper explores handbooks as contemporary advice literature. It discusses how the genre represents parenthood in terms of caring work, adult responsibility, and temporal investments. Do the handbooks argue for or against differences between mothers and fathers? How do notions like primary and secondary parenthood figure in the handbooks? Representations are contextualized in terms of contemporary family politics, law, and cultural norms in Sweden.

## Session 9:2

### Feminist Cultural Studies: Gender, Mediation, Consumption

Moderators: Jenny Björklund and Helena Wahlström Henriksson,  
Uppsala University, Sweden

#### Elin Abrahamsson

*Consuming Passions: A Queer Reading of the Romance Genre  
through the Concept of Masturbation*

Feminist scholars have long critiqued how popular cultural genres associated with women, such as popular romance, are systematically regarded as a lower *form of culture*. *The contempt is often expressed by derogative terms that aggrandize the focus on the body in the consumption, with for example references to the popular book- and film series “Fifty Shades” and “Twilight” as “mummy porn” and “abstinence porn”.* I am interested in exploring the understanding of popular romance as a “body genre”, by studying the consumption of the texts as a sexual practice, that is, as masturbation. I argue that this move changes the framing for understanding popular romance in its popular cultural context. I further argue that it may shift the temporal focus in the study of the consumption of popular romance to the “here and now” of the exercise – a shift that in many ways loosens its heteronormative straightjacket.

#### Jenny Ingemarsdotter

*Lady-Drivers or Motor-Amazon? Divergent Narratives of Automobility and Modern Femininity in Sweden in the 1920s*

Driving an automobile – this activity constituted a quintessential part of the image of the “modern woman” in the 1920s, not only in an expanding auto advertising market, but also in numerous “Women at the Wheels-portraits” published in Swedish periodicals at the time. Concerns were raised, however, regarding the compatibility of femininity with oil changes, aggressive traffic and new kinds of public exposure. Women’s magazines discussed the need for a more “coquette” and feminized auto fashion, as well as more lady-like automobiles, but they also proudly reported of modern “motor-amazons”, competing

successfully with men in demanding auto races. These divergent narratives of female automobility raised anxieties concerning how, why and when women should drive. Would the power-loving motor-amazon eventually cross the gender divide, speeding into masculinity? This paper will examine the complex cultural negotiations of the 1920s concerning what modern femininity should and could entail in terms of driving and automobility.

### **Tomas Nilson**

*Determined by Men and the Market? Women, Gender and Internet Dating Today*

By using data from an ongoing project at Halmstad University I will present the way women today construct self images on Swedish internet dating sites. These images of course have to be appealing since the purpose is to find a partner, and therefore one might suspect to find them gender stereotyped. But is this always the case? Is it possible to put forward alternative constructions of gender self images, especially as for women these seem determined by men and the market? If so, in what ways do these alternative images differ from the stereotypes when it comes to class, sexuality and age? And can one detect differences depending on urban or rural backgrounds? I will base my presentation on extensive material I have collected since the turn of the year 2013-14.

### **Fanny Ambjörnsson & Ingeborg Svensson**

*Watching Paradise Hotel: Queer Feminist Camp?*

Our paper investigates how Swedish queer feminist activists watch the reality show Paradise Hotel. It analyses how the series is consumed and can be related to the group's political agenda. The reality-tv genre is criticised for intermediating neo-liberal values, where self-monitoring and self-discipline is central in producing an individualised citizenship. Since the 1980s feminist researchers have, simultaneously, argued that women's consumption of mass produced "low culture" must be analysed in relation to making meaning. Contemporary research has therefore been interested in the articulation of affect, highlighting the emotionality, indefiniteness and immediacy of the genre. Departing



from this theoretical perspective, using interviews, we discuss queer feminist viewing practices. How do the viewers react to participants partying, quarrelling, joking, threatening – mostly within a sexist, homophobic and class degrading discourse? What kinds of affects can be discerned – is it ironic, aggressive, celebrating? How can a queer feminist viewing of Paradise Hotel be understood?

## SESSION 10

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### **The futures of genders and sexualities. Cultural products, transnational spaces and emerging communities**

Organisers: Mikela Lundahl & Lena Martinsson

*This panel will survey new methodologies to research civil society and The futures of genders and sexuality. How can fluid transnational communities that come together around cultural products and symbols (manga, veil, rainbowflag) be used to understand what is happening with civil societies right now? The panel is a part of the newly begun research project with the same title, and will consist of the research-group's presentation of main aspects of the project and focus on how to survey what cultural products do, in order to examine their role in the making of transnational communities, which, intentionally or unintentionally, reiterate, resist or recast gender and sexuality norms. Products move over the (cyber)world, affect the communities and become transformed. The research is based in net-ethnography, interviews with actors in the communities and participant observations on manifestations and events where the products play a role. In this panel we will focus on conceptualising this research.*

Participants: Erika Alm, Diana Mulinari, Anna Johansson, Pia Laskar, Mikela Lundahl, Lena Martinsson, Cathrin Wasshede

## SESSION 11

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### Guides in tourism and in the cultural heritage sector

Organiser: David Ludvigsson

*Guides are important actors in the cultural heritage sector. As cultural mediators, they meet with tourists and may sometimes be the only locals with whom visiting tourists interact. As interpreters of the past, they may also influence the ideas that the local population hold about the past. In present times, the entire guide industry is changing and it is possible to distinguish between various types of guides as well as tour-guide organizations. For example, official guides are competing with entrepreneurial guides in some places and with alternative guides in others. The session proposes a discussion on the roles of guides in varying cultural contexts.*

**Tomas Nilson and Cilla Ingvarsson**

*Storytelling the Port Town! Visualizing Gothenburg's maritime heritage through city walks*

Guiding is a balancing act between telling correct historical knowledge and the necessity of bringing that knowledge to life. But how do you bridge the obvious gap between the academy/academics and the tourism operators/guides in order to get an informative and enjoyable end product? In our paper we discuss possible ways of integrating the two sides. One topic deals with what input university trained academics might have on the contents of guided tours. A second theme is the use of new(er)technology. We also want to discuss what kind of narratives are best suited to convey the intended meaning of the guided tour - what can we learn from fictional approaches? We will do this by giving examples from Sjöfartsmuseets ongoing city walks on the maritime heritage of Gothenburg as well as suggestions from a proposed collaboration with the University of Portsmouth and the Museum of the Royal Navy.

**Lina Uzlyte**

*To be a tourist guide seems like to practice Icarus' flight: case of France*

A quick evolution in the tourist guide profession can be observed today. The question is: who are these professionals? How are they perceived by the administration, by the tourists and finally by themselves? What is their legal and social status? Do they actually need one? Is it meaningful to regulate this kind of profession? Through the example of France we will see the social, cultural and political context of tourist guiding and how it is organized in France, a country representing a high touristic attraction for the cultural heritage in Europe. From cultural mediation perspective this research is based on Academic Literature focusing on such themes as cultural heritage mediation, professional socialization, representation; and Grey Literature on tourist guiding: internal government/organizational publications (Government Representatives' reports and national studies on guiding in France). It is also rooted in articles from professional magazines and tour guiding newsletters, and a field qualitative study through 30 comprehensive interviews with tourist guides in Paris.

**David Ludvigsson**

*Guides in the cultural heritage sector in Sweden*

As part of a study of guides in the Swedish cultural heritage sector, we have interviewed around 30 guides and also observed them in action at a number of cultural heritage sites. The presentation will offer some broad interpretations of which roles guides take in the cultural heritage sector, how they interact with history and with the visitors. An important part of the study is to identify the pedagogic strategies used by guides, but further, we try to pin down which aspects of cultural heritage that guides actively relate to.

**Lasse Kvarnström***The function of Swedish guide associations*

As part of a study of guides in the Swedish cultural heritage sector, we have interviewed around 30 guides and also observed them in action at a number of cultural heritage sites. The presentation will offer some broad interpretations of which roles guides take in the cultural heritage sector, how they interact with history and with the visitors. An important part of the study is to identify the pedagogic strategies used by guides, but further, we try to pin down which aspects of cultural heritage that guides actively relate to.

**Bodil Axelsson***Walking the line: gender, sexuality and class in city walks*

This paper deals with performances of gender in four guided city walks in Norrköping's former industrial area now transformed into a living heritage site. The city walks render the lives of historical and contemporary women visible, in line with how local discourses and public art turn women into symbols for trajectories of continuity and change when former textile mills have been converted into educational institutions, museums, restaurants and startup ventures. Following Sara Ahmed's writing on queer phenomenology, the paper will use the activist walk "I am every lesbian" as a starting point to disrupt the normative path of heterosexuality suggested in a series of other walks in the same area.

## SESSION 12

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### The intellectual property of everyday life

Organisers: Eva Hemmungs Wirtén, Stina Teilmann-Lock and Martin Fredriksson

*Intellectual property traditionally was meant to stop at the doorstep of the home. This is no longer true. Patents and copyrights are constantly present in people's everyday life. As a tool to regulate the flow and distribution of everything from material objects such as design furniture to the immaterial lives we live and play on the screen, intellectual property affects how we live at home. Simultaneously, intellectual property rights are also challenged by practices and norms associated with the home, such as filesharing. This session is open to questions about how intellectual property affects our everyday lives in public and in private and how our everyday practices may confirm and challenge the copyright system. Its starting point is a research project that focuses on the complexities of IP@Home, but it welcomes paper proposals from all participants who engages with issues regarding commodification, mediation, formal and informal regulation, and material/immaterial culture.*

#### James Meese

##### *Digital creativity in everyday settings*

New media platforms such as Facebook and Instagram allow people to engage in various creative activities as part of their day-to-day routine. Scholars commonly suggest that people produce content for largely non-commercial reasons and presume that they never intend to sell or profit from it. However, it has become increasingly clear that people have a complex relationship with the content they create every day. They may be willing to share or profit from it in some cases and not others. In current scholarship, it is also assumed that law has some sort of role to play in driving and regulating these practices but there is no empirical evidence that copyright law is the optimal system for ordinary content production. This paper will outline how everyday crea-

tivity is currently understood in contemporary scholarship and public discourse and outline an empirical research program that will shed light on these issues.

Keywords: Creativity, Everyday, IP, Piracy, Copyright Law

### **Stina Teilmann-Lock**

#### *The Scandinavian Living Room: between Cultural Heritage and Intellectual Property*

Scandinavian living rooms were exposed to the world in the 1950s when a number of international travelling exhibitions went on show, including 'Design in Scandinavia' which visited 22 North American cities, gaining Scandinavian design its name and fame. The Scandinavian living room was widely admired for its 'simple' and 'honest' furniture designs standing in strong 'continuity' with traditional Scandinavian craftsmanship. However if we zoom in on any of the artifacts that are so central for the formation of the Scandinavian living room we will find that a rupture with the past was taking place at the time. By the mid-twentieth century design was becoming subjected to claims of individual ownership based on intellectual property law. This paper will look at negotiations between exclusive rights and cultural heritage, between individual ingenuity and traditional craftsmanship in the context of Scandinavian furniture design.

Keywords: Intellectual Property law, Scandinavian Design, History of Copyright, Cultural Heritage

### **Martin Fredriksson**

#### *(Post)piracy@home*

In the early 2000nds, services like Napster and The Pirate Bay took piracy from outdoor counterfeit markets into the domestic sphere. The media industry's harsh attempts to stop filesharing was often perceived as un-proportional and in conflict with the user's right to privacy. This soon gave rise to a political mobilisation where organisations like Piratbyrå and the Pirate Party wanted to defend people's right to privacy against copyright expansionism and increased surveillance. Recently the copyright debates have waned, largely because of the expansion of

streamed media that provides what appears to be free (or cheap) access to culture. At the same time the conflicts over privacy have increased, partly for the same reason, as data mining becomes more wide spread. This paper looks at how IP-protected media content is consumed in the home in different legal and illegal ways, and how this changes established distinctions such as public and private.

Keywords: Copyright, piracy, media, streamed media, privacy, domestic sphere

### **Eva Hemmungs Wirtén**

*The Pow(d)er of a Name: Marie Curie, Scientist v. Alfred Curie, Cosmetics Quack*

What does a 1930s powder box and the world's most famous female scientist have to do with one another? Quite a lot. This paper considers Marie Curie's strategies vis-à-vis the famous Tho-Radia cosmetics, the radium-infused products that all came from the hands of Docteur Alfred Curie. Marie Curie was scientific nobility. Alfred Curie was no relation but happened to share the same last name. He was a quack, whose sunscreen and powder jeopardized the value of 'Curie', associated with excellence and scientific disinterestedness. My paper will revolve around a letter in the Curie archives that reveals how she-through the intervention of an unknown friend-towards the end of her life contemplated legal action against Alfred Curie on the grounds of possible confusion. By looking at Curie's espousal of a classic trademark/brand understanding of her own name, I want to explore the complex circulation of the Curie name/brand across private/public space.

Keywords: Marie Curie, brands, trademarks, personhood, persona



## SESSION 13

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### Looking at children

*How children and childhood are represented in various forms of visual media have been a topic of discussion since the publication of Philippe Aries classic work *Centuries of childhood* in 1962. Embedded, as images of children are, in morally saturated rules and discourses they address what children and childhood is supposed to be and become. The ways in which children are visually represented therefore points to profound, complex and ambiguous relationships between children and society.*

*This session continues the discussion by focusing on contemporary representations of children and childhood as well as ways of looking at children. Focus is on different visual practices such as printed advertisements, children's television, digital games, films and drawings. The session is open for topics such as consumption, visual child address, violence and sexuality.*

#### **Åsa Pettersson**

*The represented child - A study of Swedish Public Service TV for children*

#### **Johanna Sjöberg**

*The child grotesque: Monstrosity, metamorphosis and empathy in *The Binding of Isaac**

#### **Björn Sjöblom**

*Children and other generations in print advertising*

#### **Anna Sparrman**

*Seeing children – The pedofication of the gaze*

## SESSION 14

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### Medierade samtal - om att göra ålder och genus kring frågor om stil

Sessionledare: Eva Knuts och Karin Lövgren

*Med utgångspunkt i medierade samtal utforskas i sessionen hur ålder och genus görs relevant i relation till kläder och stil. På nätet diskuteras stil, smink, och konsumtion. Här aktualiseras föreställningar om vad som är lämplig och passande klädstil och yttre för olika personer, beroende på kön, ålder, klass. Kommentarsfälten vittnar om engagemang och starka känslor. Ofta är bilder centrala så att kommunikationen i stor utsträckning är visuell. I dagens samhälle är utbudet av kläder större än någonsin, och till priser som är jämförelsevis lägre än tidigare. Detta beskrivs som modets demokratisering, för människor i Väst, samtidigt som det innebär global orättvisa. Diskussioner om hållbart mode, miljö och konsumtion är aktuellt utifrån detta.*

*Sessionen utgår ifrån materialitet i form av kläder (och mode), och från medier, genom internetforum och bloggar och från människor i olika åldrar som är aktiva där, som skribenter, fotografer, kommentatorer och läsare.*

#### Marcus Gianneschi

*Varumärken, formandet av det yttre och vuxenblivande*

Att ”bygga starka varumärken” är en dominerande företagslogik på marknaden för modeprodukter. Ungdomar uppfattas ofta vara särskilt påverkbara vad gäller mode och märkeskläder. Vardagliga föreställningar om varumärken handlar ofta om logotyper på utsidan av plaggen och olika former av statussökande. Men varumärken är mer komplexa företeelser. De är kulturella resurser i olika gränssnitt av en uppfattad insida och utsida, av kropp, kläder och stil samt formandet av gemenskaper. Det är viktigt att peka på betydelsen av vem som bär ett visst märke och när det bärs, både för hur det uppfattas av bäraren själv och andra. Varumärken tillskrivs innebörder utifrån vem som bär dem,

var och under vilka aktiviteter. Studien baseras på 23 unga personer, deras klädpraktiker och diskurser kring mode, stil och varumärken. Analysen orienteras särskilt mot informanternas relationer till varumärken och därigenom frågor om hur varumärkens påverkanskraft kan förstås på modemarknaden.

### **Emma Lindblad**

*Att konsumera vanlighet: klädpraktiker och konsumtion bland unga personer i en svensk småstad*

Forskning om mode och konsumtion bland unga människor utgår ofta ifrån ungdomen som en period i livet driven av en önskan att stå ut och därmed utforska sin individualitet. Den här studien är baserad på unga människor som definierar sig själva som vanliga och tillhörande en mainstreamkultur, och vad det innebär för förståelsen av sig själv och av andra samt dess påverkan på konsumtionsval. Studien är baserad på deltagande observationer, intervjuer och garderobsstudier med 20 individer i åldrarna 17-23 år i en svensk småstad i södra Sverige. Centralt är en problematisering av vanlighet och mainstream som det som är identitetslöst och mest förekommande i en given kontext, och istället se till hur dessa begrepp är en del av aktiva processer i skapandet av identitet hos den studerade gruppen. Utöver detta utforskas garderobsstudier som metod i studiet av samtida materiell kultur.

### **Eva Knuts**

*Personal shoppers, en guide vid övergångar i livet*

– Den vanligaste kunden är en kvinna mellan 30-50. Som går ut i arbetslivet efter mammaledighet, säger en av de personalshoppers som jag har intervjuat. “Klä dig efter din ålder”, sa man förr då det också fanns tydligare åldermarkeringar i klädedräkten men idag då en individuell stil framhålls som viktig och ålder är “en siffra på ett papper” lämnas utrymme för osäkerhet. Denna osäkerhet kan leda till en konsultation hos en personal shopper.

– [Mina klienter] har osäkerhet på ett eller annat sätt. Så klart hänger det ihop med det kroppsliga. Olika förändringar på kroppen men också mentalt är det lite olika syn på kroppen, alltså för att man har mognat lite mer. (Katta).

## Karin Lövgren

### *”Det är viktigt att klä sig vuxet” Äldre kvinnor om stilval*

Hur kommuniceras och omförhandlas olika normer om passande klädstil för äldre kvinnor? 21 kvinnor i åldrarna 62-94 år har intervjuats om vardag, kropp, åldrande och kläder. Plagg i garderoben har varit materiell ingång för intervjuerna.

Flera intervjupersoner menade att man idag är friare att klä sig som man vill än man var förr. Men åldern hade ändå betydelse för vilka kläder kvinnorna valde. De tyckte att det hade blivit svårare att köpa kläder då utbudet vänder sig till en yngre målgrupp. Kroppen hade förändrats över åren, vilket nödvändiggjorde stiländringar. Likaså hade man en annan vardag och andra behov som äldre vilket också återspeglades i garderoben.

En del intervjuade uttryckte osäkerhet om vilken klädstil som passade – och var passande – för dem som äldre. Här blev mediernas ”gör-om-mig reportage” en referenspunkt. Kvinnorna ville inte se tantiga ut, men visa acceptans för sin ålder och klä sig ”vuxet”.

## SESSION 15

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### Methods: Tracking Digital Flows

Organisers: Nathalie Casemajor and Jonathan Roberge

*This session proposes to discuss some of the recently developed tools and methodologies that are used to identify and analyze flows and economies of data circulating online. Tracking the movement of information on the Internet is a productive point to enter a discussion of some of the dynamics that shape social systems and cultural practices. Yet, studying the dissemination of images, music, texts and hashtags online poses many challenges to cultural studies scholars; how can these trajectories of dissemination be tracked? And how might these flows of data be subsequently represented and analyzed? What tools are available for this kind of analysis and what new protocols might be developed to further enrich this investigative undertaking? Finally, what are the technical, theoretical and ethical stakes inherent in these methods? This session welcomes papers that discuss specific empirical methods—data-mining solutions, special search engines, apps, visualization tools, etc.—used for collecting and analyzing data.*

#### **Jonathan Roberge and Hela Zahar**

*Where the Street + Visual Culture + Google Doesn't Mean Google Street View*

Cultural studies scholars have long recognized new media technology as the source of novel possibilities and challenges for our understanding of visual culture. Here, we want to take calligraffiti as a jumping-off point in tracing a convergence in new theoretical questions and new methodological tools. A raw cultural form, calligraffiti is in several ways a paradoxical cohesion. Originating in the Global South, it thrives in the major urban centers of the North. Calligraffiti artists inscribe a pre-Gutenberg logic on post-industrial environments; meanwhile, their influence spreads through digital networks. As these images flow, they signal a shift in what constitute a convergence-by-remix culture. How can we capture the physicality of their urban setting? How can we

make sense of the message assembled in these works as it shifts across both physical and digital visual realms? While algorithmic tools such as ‘Google Scraper’ can complement a broad array of cultural theories, we especially want to make the case that the objects of hybrid cultures must be dealt with by drawing on re-remixed methods still in the making.

### **Nathalie Casemajor**

#### *Travelling Metadata: The Breadcrumb Trail of Online Images*

Studying how digital images travel through the maze of the Internet can lead to a better understanding of the “social life of data” (Beer). Yet, identifying the original context in which an image was produced, before it drifts through the labyrinthine Internet, is considerably more challenging. As images are copied, shared, republished and remixed, they are decontextualized and recontextualised multiple times, becoming alienated from their original context. What tools can be used to follow the fleeting trail of clues left in the tracks of a digital image? Can metadata be a valuable tool to grasp an image’s trajectories of dissemination? This paper will discuss how the use of metadata, embedded within image files, can complement other methodological protocols such as reverse searching and watermarking. Drawing insights from forensic studies and copyright management techniques, I will examine some of the technical and ethical challenges of such empirical protocols, and conclude by addressing the role of metadata in the constitution of online artifacts and digital materiality.

### **Maria Eriksson**

#### *When artistry is turned into data: doing research with/on APIs*

This paper draws from a case study of a company that deals with large-scale generation and archival of artist metadata: The Echo Nest. By allegedly scraping the Internet for everything that is said about music, The Echo Nest claims to generate ‘musical understanding’ through collecting and synthesizing billions of data points regarding artists and music in real-time. In order to track, mine and analyze these data flows a special API-application was built that allowed for a longitudinal study of artist metadata transformations. Presenting results from

this experiment, I highlight some of the methodological potentials, but also challenges of the increasingly popular method of using APIs as research tools. While offering valuable sneak peeks into the ‘black box’ of online platforms, I suggest that APIs should also be approached as objects of study in themselves, since they present us with curious ways of organizing knowledge, people, things, and not least research.

Keywords: APIs, data mining, metadata

## SESSION 16

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### **Minne och materialitet: Palimpsestiska representationer som meningsbärare i nutida historiebruk**

Sessionsledare: Tomas Axelson och Carola Nordbäck

*Sessionen har en tvärvetenskaplig prägel och undersöker olika former av historiebruk: gymnasieskolans historieundervisning, i kulturarvssektorn och i kommersiell spelfilm. Syftet är att via dessa empiriska analyser synliggöra och problematisera palimpsestiska inslag i både historieförmedlande praktiker och i enskilda historiekulturella uttrycksformer. Palimpsestmetaforen bildar en gemensam utgångspunkt för presentationerna. Syftet är att både generera kunskap om de olika praktikerna och deras inbördes relationer samt initiera en diskussion kring palimpsestbegreppets användbarhet och räckvidd inom historiebruksforskningen.*

#### **Tomas Axelson**

*Fiktionalisering av historien och filmpublikens reflexivitet*

I en analys av Hollywoodfilmer som t.ex. *Gladiator* (2000) kan man argumentera för att Hollywoodfilmen ger uttryck för en palimpsestisk historisk medvetenhet där myt och fakta kombineras på ett dramaturgiskt dynamiskt sätt. Filmpublikens reception av filmen *Gladiator* diskuteras i en kartläggning av olika former av spontant engagemang där självreflexiva, idiosynkratiska tolkningsprocesser blandas med historiebruk och uttryck för multikronologiska tankeprocesser och där spår av historiemedvetande och filmpublikens blandning av mytiska föreställningar och fakta problematiseras. Förekomsten av existentiella, ideologiska och kommersiella historiebruk sätts in i en analys av filmpublikens personliga livstolkningsprocesser med hjälp av begreppet "förtätade filmögonblick".



## **Maria Deldén**

### *Historien som fiktion i ett undervisningsperspektiv*

Spelfilm som mediering av det förflutna används ibland som läromedel i historieundervisningen i skolan. Detta bidrag behandlar bruket av historia kopplat till historisk spelfilm så som det visar sig i en empirisk klassrumsstudie. Elevernas reception av filmer som ingått i deras historieundervisning analyseras och sätts i relation till lärarnas intentioner med bruket av spelfilm samt till bruket av historia i de aktuella filmerna. Begreppet palimpsest kan belysa de olika lager av fiktion och verklighet som framträder när den historiska spelfilmen brukas som ett historiedidaktiskt redskap.

## **Carola Nordbäck**

### *Mening och materialitet i den svenska pilgrimsrörelsen*

Det kyrkligt organiserade pilgrimsvandrandet i Sverige har vuxit fram de två senaste decennierna och beskrivs av initiativtagarna som ett återuppväckande av en medeltida praktik kopplad till det kyrkliga kulturarvet. Gamla vandringsleder restaureras och kopplas till historiska platser, byggnader och berättelser. I denna process etableras palimpsestiska minneslandskap där lokala kollektiva minnen och narrativ förankras i en geografisk materialitet. Pilgrimsvandrandet som idé och som praktik sprids bland annat via skönlitteratur, i film och på nätet via bloggar och webbsidor. Detta fenomen ses här som är en del av ett större europeiskt mönster där idéer och narrativ flödar mellan kulturer och omsätts i lokala historiekulturella praktiker.

## SESSION 17

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### The national perspective on cultural heritage in relation to a global market

Organisers: Susanna Carlsten and Mattias Legnér

*During the early 1900s western nations developed a cultural policy based on protecting cultural heritage that was thought of as being essential for national identity and history. The society has changed since then but the formative moment of cultural policies still affects valuation, decisions and legislation today. At the same time globalization influences us more than ever and the flow of both information and cultural heritage objects keeps growing. This challenges the idea of national identities and nationalism.*

*Has the national perspective lost its importance in a globalized world or is it more important than ever to express identities? How have cultural values been affected? Which threats and possibilities regarding conservation can be identified in this new context? Have the power structures changed with internet as a more important part of conservation? How do actors navigate this complex landscape of trade and management of heritage objects?*

#### **Susanna Carlsten**

*Property of the Swedish People - The basis and change of the export control in relation to current cultural policy objectives*

In 2014, the opening section of the Swedish cultural heritage law was redrafted, and for the first time included objectives relating to pluralism and diversity. Export control (chapter 5) was not updated at the same time, but it is nevertheless intended to be read in the light of the preliminary provisions. Chapter 5 has previously been perceived to rest on outdated nationalistic values. Therefore, is there a contradiction in relation to the new objectives? Since the 1920s the law has changed from protecting a few object types to become more expansive and detailed. This leads to concerns relating to what is included and what's not. Some traditionally highly valued object types and periods

have continued to be protected whilst others are consistently less valued and excluded. Modern conservation ideas regarding what's worth preserving are not reflected in the law. Instead clear economic, cultural, ethnic and age hierarchies have been created.

### **Akram Ijla**

#### *Looting and Trafficking Archaeological Heritage in Contested Zones: A case study of the Palestinian Occupied Territories*

Palestine represents a severe case of systematic plunder of archaeological sites and illicit trade of cultural objects. The relation between illicit trade and systematic looting of archaeological sites in occupied Palestine is well established due to the political dispute under prolonged occupation which stimulates looting, destruction, and illicit trade of Palestinian cultural heritage. The years of occupation have witnessed a great escalation in the volume of trade and damage caused to archaeological sites and Palestine becomes a theatre for looting and trafficking of heritage objects. This paper indicates that Palestinians have to take practical actions aiming at protecting and confronting looting and the illicit trafficking of cultural properties in Palestine. These steps include: abounded national law by international law; especially the Convention on the Means of Prohibiting the Illicit Import; Export and Transfer of Ownership of Cultural Property, public awareness, and community participation.

### **Mattias Legnér**

#### *Imagined communities and the discourse of legislation on national heritage*

Modern protection of movable and immovable heritage traces its European roots back to the beginning of the twentieth century. At this time many countries had imposed restrictions of some kind on the exports of domestic heritage objects. Legal restrictions found, and still claim to find, their legitimacy in the idea of national heritage and collective memory. In order to be defined and protected as heritage, an object needs to be intimately associated with shared values and memories. Some scholars have described the process of nationalizing heritage as the discourse of a social elite. The paper analyzes the discourse

of legal protection of national heritage as one building on the idea of an “imagined community” that is constructed by using the past in different ways.

**Ulla-Karin Warberg**

*The Ottoman Collection at Biby – a Swedish, Ottoman or Global Collection?*

In 2008 the last entailer Fredrik von Celsing of the estate Biby died and according to the Swedish law the estate was to be divided between the heirs. Among the objects was a rare and old collection of Ottoman cultural objects from the 18th century. According to the Swedish act on export of cultural heritage, all the objects should have been considered as not allowed for export. Efforts were done from both the family and Swedish museums to have the Swedish government to buy the collection, since it was unique and also could be used to show the long history of connections between Sweden and the Ottoman Empire. The government said no and the case was taken to court, which came to a verdict identical to the governmental decision. The collection ended up in Qatar, after another round when the family together with Sotheby's tried to find a Turkish buyer.

## SESSION 18

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### On moving media. Materialities and affects of mobile technologies

Organisers: Rainer Winter and Matthias Wieser

*Media have become small, smart and portable devices that are on the move as other people and things. On the one hand they are the means that organize and regulate mobilities of people as for example fans of music or sports event, tourists through museums, cities and countries or migrants around borders. Further the flow of materialities is organized by mobile media as most prominently the RFID code for commodities. On the other hand mobile technologies are part and parcel of the moving people themselves: playing mobile games while commuting, posting on social networks while traveling or self-assessment while running. They are everyday companion to communicate, represent and get in touch. Connected to this point is also the double meaning of movement as physical movement and affective engagement. People are attached by media objects to get attached to other people and content.*

*This session wants to address issues of mobile media and the media of mobilities in diverse settings and contexts but always at the intersection of its materialities and affects.*

#### **Elena Pilipets**

*The Everyday Mobilities of Netflix. On Affectivity and Performativity of Serial Mediations*

It's not TV, it's not HBO, it's Netflix. With the expansion of digital streaming services on the web popular serial narratives have entered a new mode of mediation, (re-)producing and intensifying our experience of being attached to contemporary global media environments in various ways. For the streaming service's launch in France in September 2014, Netflix created an interactive outdoor campaign with more than 100 different GIFs to appear on more than 2,000 digital billboards in Parisian public places. The GIF-scenes from popular series and films

were designed to react relevantly in different contexts of urban everyday life responding to the movements of people, current events and changing weather conditions. With the billboards which changed their content to match the context of their surroundings this campaign has managed to assemble various practices, narratives, artifacts, events and institutions within a dynamic network of relations to be experienced as 'lived in' rather than encountered in a separate realm of representation. Drawing on both affective and performative workings of serial mediations in digital networks this paper proposes to discuss the dynamic intercontextuality of their ongoing differentiation, as they move and change at the intersection of technology, entertainment and everyday life.

### **Lionel Detry**

#### *Mobile music listening: the users and their art of practice*

Research on mobile music listening lacks empirical data to provide a good understanding of the practice. My ethnography of mobile listeners wishes to investigate the act of listening by taking into account situational and technical dimensions of the practice. In this paper, I support a theoretical position to consider the listening environment when investigating the practice of mobile music listening. By looking closely at the affordances and constraints of the situation of use and of the technical device, it is possible to determine how these aspects configure the practice. My interpretations, based on Antoine Hennion's (2002) concept of 'performance' of listening, confirm the idea of listening as a product of the ecology in which it takes place. As a consequence, attention to music and affects are also considered as results of the practice. Further interpretations could detail the more creative practices of the listeners and develop a typology of users.

### **Britta Neitze**

#### *My house is a Portal - Attachment to Cities in Location Based Games*

Public discourses on Location Based Games (LBGs) often aim at the material side of the games. Apart from the physical bodies of the players, which are addressed under health issues, the bodies of the cities

the games are played in are faced. A player's perception of the cities is supposed to be changed positively. S/he is presumed to discover formerly unknown places and to get more acquainted with the city.

In my presentation, I like to discuss the latter issue by focussing on the image of the city the LBG Ingress establishes; how digitality and materiality overlay and interact to create an Ingress-City. This will be done by theoretically considering conceptions of augmented reality as well as the interaction of digital and physical 'playgrounds'. These considerations will be supported by and/or contrasted to interviews with Ingress players on their perception of and their attachment to the city they play in.

Keywords: Location Based Games, perception, city, attachment, augmented reality

### **Karin Fast and André Jansson**

#### *The Cultural Forms of Polymedia: A Comparative Study of Connected Presence among Mobile Elite Groups*

'Polymedia' refers to everyday conditions where 'connected presence' can be sustained via multiple media channels to equally low costs. The expansion of polymedia has played a particularly vital role among migrants and other mobile groups who are dependent on media technologies for staying in touch socially and emotionally with friends and family. However, this does not mean that the capabilities of polymedia are enacted in the same way among all mobile groups. In this paper we compare privileged mobile groups within the field of business (predominantly men) and the field of politics and diplomacy (predominantly women). Based on about 30 qualitative interviews we highlight the intersectional dynamics of gender structures, habitus and social fields in order to reach deeper understandings of the differentiated cultural forms of polymedia. The study demonstrates how polymedia may sustain transgressive negotiations of social/gender structures as well as more family-oriented, even sedentarist lifestyles.

Keywords: Mobility, Elite, Polymedia, Connected presence, Cultural form

## SESSION 19

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### Senses and Sentiments in Sport

Organiser: Åsa Bäckström

*Although some of the abstracts below are in Swedish, presentations at the conference will be held in English.*

*In the field of sports bodily experiences are generally foregrounded. These experiences may be part of people and materialities, but they can also be what constitute the flows between them. In the exchange between humans, animals and materialities these flows are communicated and negotiated sensually and affectively. Experiences may thus be the social and cultural stuff which binds spectators, teams or even nations together or contrarily exclude and alienate. In addition to give meaning to localities on a social and cultural level, the bodily experiences give meaning over time on an individual level. In other words, experiences have the possibility to unite past and present. This session focuses on how the flows of experiences are conceptualised, organised, narrated, created and recreated. The experiences in question may range from the joy and sorrows of following your favourite team from the grand stands, through to the practice of watching broadcasted major sporting events from the living room couch, to feeling of warmth from your favourite horse, and to experiencing the rhythm of your own pace and breathing in running.*

#### Francis Dodsworth

*The Securitised Body: Martial Arts and Self-Defence Culture in "Late Modernity"*

In the last twenty years security discourses and technologies have come to saturate public life. Many scholars argue that this has generated a 'culture of insecurity' amongst the wider public. However, this assertion is rarely backed up with empirical research. This paper seeks to contribute to this debate by exploring the ways in which 'security' has penetrated social life in the field of martial arts and self-defence practice. It focuses on the huge explosion in Asian martial arts since the



1970s, suggesting that although this certainly represents the securitisation of the body and a trend towards personal responsabilisation and commercialisation, so closely associated with neo-liberalism, it also represents an obvious form of Orientalism and an holistic approach to self-shaping beyond physical security, in which practitioners not only seek to respond to Western cultural anxieties, but look outside Western culture to find a means to transcend that culture altogether

### **Karin S. Lindelöf**

*Tjejvättern – en autoetnografi av Sveriges största cykellopp för kvinnor*

Detta konferensbidrag utgår från min pågående forskning om motionslopp för kvinnor, så kallade tjejlopp, som kulturellt fenomen, och i presentationen kommer ett utdrag ur en autoetnografisk skildring från cykelloppet Tjejvättern att vara i fokus.

I autoetnografisk metod, som är en variant av deltagande observation, använder forskaren sig själv på ett explicit sätt, genom att dokumentera och analysera sina egna tankar, känslor och upplevelser på samma sätt som annat etnografiskt material (exempelvis intervjuer och observationer).

I det här fallet har jag som forskare på ett medvetet sätt deltagit i och dokumenterat Tjejvättern, och i presentationen kommer jag att redogöra för delar av detta autoetnografiska material, samt en analys av hur genus- och cyklistkompetenser görs inom ramen för detta motionslopp. Hur skapas deltagarna – inklusive jag själv – som kvinna/cyklist/motionsidrottare/loppdeltagare, genom Tjejvätterns inramning, arrangemang och genomförande? Avslutningsvis förs också en diskussion kring hur autoetnografisk metod kan användas vid studiet av ett fenomen som tjejlopp.

### **Åsa Bäckström**

*Känsla och kroppsligt kunnande inom idrott*

Inom idrott är känsla något en har eller inte. Känsla sätts ofta som förled till idrottsliga attiraljer eller idrottsliga göranden. Bollkänsla innebär en förmåga att hantera bollar på ett skickligt sätt och matchkänsla innebär att ha en helhetssyn på matchen. Till skillnad mot

teknik, som kan övas upp, är känsla en förmåga som omtalas termer av kroppslig kompetens som funnits med hela livet. Känsla har också en estetisk dimension. I detta paper diskuteras idrottens känsla i relation till fenomenologisk teori. Genom empiriska exempel från etnografiska studier om idrott, synliggörs hur känslan och dess olika dimensioner kan sägas vara betydelsefulla komponenter i konstruktionen av kunande.

## SESSION 20

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### Settler colonialism and contemporary culture

Organiser: Ingemar Grandin

*Few flows of people, materialities, ideas, and technologies have been more far-reaching and revolutionary than those of settler colonialism. Instead of a simple dichotomy of colony versus metropole, settler colonialism involves two-way flows between a cultural clone of the metropole (on appropriated and colonized lands) and the metropole itself. Indices of such flows include the apparent ubiquity of the hamburger – a vivid sign of the transformation of American grasslands into wheat- and meat-producing neo-Europes as well as of the present-day cultural power of the settler states – and the idea of English as the lingua franca of the whole world.*

*Settler colonialism is also the focus of an expanding research field. This session welcomes explorations from a cultural perspective. Contributions can investigate settler colonialism – as historical heritage and as an ongoing process – in relation to contemporary everyday, popular, and public culture. Equally welcome are explorations of how a settler colonial perspective challenges our understanding of such issues as colonialism, post-colonialism, and decolonization; diaspora, ethnicity and "race"; or transnationalism, cultural flows, and globalization.*

#### **Jenny Ingridsdotter**

*'They were peasant colonists, we are professionals':  
Ethnography on post socialist migration to Argentina*

Between the years 1994-2001, Argentina advocated a special program of migration for former citizens of the USSR. My ethnographic research is about migrants who left Ukraine and Russia for Buenos Aires with this program. I work with discourse theory and de-colonial methods to understand how configurations of global power are acted out in locally situated migrant subjectivities. In this paper I will discuss the ambivalent position occupied by my research participants from Ukraine vis-à-vis earlier settler colonialism from Ukraine to Ar-

gentina in relation to their experience of downward mobility. These aspects of my material actualize questions of race and class in relation to former settler colonialism and present migration regimes. Why is it that some of my participants are so persistent in distancing themselves from former ‘peasants’ who were part of late 19th century Argentinean population policy to put forward the frontier of ‘civilization’?

Keywords: migration, post-socialism, colonialism, ethnography

### **Adam Hjorthén**

*Settler Colonial Commemorations:  
Business, Politics, and Pride in Swedish Land Taking in America*

From 1938 to 2013, Sweden and the United States have mutually organized a number of commemorations celebrating Swedish land taking in America. By departing from the histories of the New Sweden colony on the Delaware River (1638?55) and the Midwestern settling of Swedish pioneers in the Mississippi River Valley (ca. 1840s), Sweden and the U.S. have joined in manifesting contemporary political, commercial, and cultural relations. This paper analyzes the intersections and border-crossing entanglements of these historical representations and contemporary interests. I will specifically study Swedish state delegation travels to the U.S. as reenactments of settler colonial ventures, and chart the ways in which race and modernity has been adopted to claim that Swedes were the first to ‘establish civilization’ in certain areas in America. By doing so, I will demonstrate that notions of successful settler colonialism has been at the foundation of these politically, commercially, and culturally potent commemorations.

Keywords: Settler Colonialism, Commemoration, Border-Crossing, Sweden, the United States, New Sweden Colony, Pioneers

### **Ingemar Grandin**

*The Angloworld, settler colonialism, and Swedish public culture*

In the rise of the Angloworld, as the economic historian James Belich puts it, two entire continents were cleansed and transformed to new, large-scale incarnations of Britain. The flows between the new and old worlds sucked in many other participants as well – a large many people from countries like Ireland, Germany, Norway and Sweden took part

in the construction of the new Angloworld.

However, Sweden's contribution to the settling of North America – as immortalized in the novelist Vilhelm Moberg's *The Emigrants* – is typically seen as a case of large-scale emigration and not as a part of Sweden's colonial history.

As the Australian scholar Patrick Wolfe has put it, settler colonialism is a structure, not an event. Taking this as one point of departure, and drawing on cases from media, heritage, and the academy itself, this presentation tries to engage three interrelated Swedish public silences:

- the silence on Sweden's settler-colonial heritage,
- the silence on the Angloworld as a settler-colonial structure,
- the silence on how also contemporary Sweden is woven into the structure of settler colonialism.

## SESSION 21

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### Theorizing Visual Africanist Futures: An Afrofuturist exploration of Diaspora Visual Culture Frameworks

Organisers: Reynaldo Anderson, Erik Steinskog

*This session appropriates afrofuturist perspectives and cultural studies theory related to semiotics to analyze the transnational, transmedia cultural flow of visual Africanist culture constructs. First, the participants will focus on how identity is constructed in relation to comic studies, popular culture, and digital identity in order to examine how these interactions are inflected by dimensions of power and communication. Second, the panelists will explore the future and global implications of this emerging cultural logic to the African diaspora and future constructions of “Blackness”. The emergence of afrofuturism enhances our understanding of how the contemporary techno-sphere engages or challenges and re-engages “Black” cultural identity formations, experiences and futures in a global context.*

#### **Alexandria Hutchinson**

##### *Megatrends in 140 Black Characters*

The use of user-generated content (e.g. Instagram, Tumblr, Youtube, Twitter) increases the diffusion of trends and extends the fashion dialog of black fashion, unique to geographical locations. Social media has become a platform for African American youth to create an all black space and exhibit personal style. This research attempts to show the interdependence urban city style influencers have on behavior through social media. The emergence of black spaces, such as Venus X:GHE20 GOTH1K (Ghetto Gothic) and Afro-Punk are evidence of creating cultural logic. Social Research has evaluated the effects of social media on the outcome the fashion industry’s profit specifically in luxury and contemporary brand consumptions. An emerging trend of Soft Hood, examines the expression of black aesthetics and cultural shift that is intertwined with Generation X,Y and Z, urban youth internet consumption (UYIC). This model focuses on the, digital media behaviors that increase the style influencers meeting face-to-face. This

research examines the social media contributions that compete with the talent and trend life cycle of the fashion industry.

### **Enrique Carrion**

#### *Afrofuturism and The Swedish experience*

As a Black Puerto Rican growing up in New York City I see my world view highly influenced and impacted by my Swedish experience. In Sweden I see a country more accepting of people for their ideas and character then being judged by their skin color. I also see the importance and value of Swedish culture and the Swedish world view, and preserving the safety and beauty of that culture and country that has so much to offer not only its own people but the world. Sweden is a positive model for the world, and I plan to write science fiction stories that explore the conflict of Sweden settling into a new world at the crossroad of digitization and globalization, of positive idealism and disturbing reality, while preserving and maintaining its unique cultural heritage. I can relate to this because unlike a lot of blacks and middle eastern people that come to Sweden I have immigrated from not only a Westernized country, but New York City, the social and economic nexus of that country, and some might say the world. Growing up In the poor urbanized neighborhood of Harlem I was constantly faced with obstacles and underprivileged hurdles, In Sweden I see not only what a great country could be like but what real opportunity looks like.

### **Erik Steinskog**

#### *Afrofuturist Album-sleeves: From Sun Ra to Ras G*

Afrofuturist music is an important means of expression across conventional understandings of the genre. At the same time this music is never only sonic, but participates in narratives, and is accompanied with important visual dimensions. This paper focuses on visual semiotics as related to LP/CD sleeves, and how they present images of the future in relation to the recorded music, both as a framing of the music and as adding to the overall atmosphere of the albums. The points of departure are albums by Sun Ra, but a particular focus will be on 21st albums, by artists such as Janelle Monáe and Ras G & the Afrikan Space Program

**Lonny J Avi Brooks***From Cybertypes to Afrofuturetypes and Black Planets*

Lisa Nakamura coined the term cybertype “to describe the distinctive ways that the Internet propagates, disseminates, and commodifies images of race and racism” (Nakamura, 2002). Futuretypes extend her work to include a broader range of issues of difference and new political actors/subjects. Lisa Nakamura and Peter Chow-White’s edited work *Race After The Internet* and recent works such as the *Starship Century* edited anthology by James and Gregory Benford serve as springboards for projecting ourselves into new futures and new future worlds. Based on these and similar texts, I analyze how we teach forecasting to undergraduates informed by understanding difference and diversity informed by Afrofuturist perspectives. This approach teaches and analyzes how science discoveries and science fiction tropes act as forecasting signals in shaping our subjectivity by reflecting our oppressive pasts and continuing into our futures. We reframe and integrate Afrofutures holistic, healing perspectives to expand what Kevin Kelly calls the holosphere, greater scales of global intelligent awareness to explore “who decides who decides?”.

**Reynaldo Anderson***Marking a Critical Afrofuturist Praxis*

Afrofuturism, is a late 20th century concept originating in the North American African diaspora in the area of speculative discourse and black experimental music production. It is now a transnational, diaspora, and cultural worldview that interrogates the past, present and future in the humanities, sciences, religion, and challenges Eurocentric motifs of identity, time and space. This paper positions afrofuturism as a critical theory rearticulating materialist discourse to explain the contemporary phenomena of knowledge production, digital labor, neocolonialism, and capital accumulation. However, the position of the Digital Turn and technocratic triumphalism tends to conveniently overlook how race, class, and gender “shape the ways computer technology gets used and by whom (Hines, Nelson, Tu, 2001 p. 1). Therefore, this paper argues that an afrofuturist framework extending the work of Karl Marx can provide an important groundwork for articu-



lating not only a critical Afrofuturist hermeneutic but can cross culturally connect with alternative forms of critical theory and praxis.

**Tiffany E. Barber**

*What is the “future” in Afrofuturism?*

Afrofuturism has gained considerable currency in popular and academic discourse since the mid-1990s as a term and as an aesthetic and political concept. Popularly, it describes an emergent strand of black cultural production that combines science fiction elements to imagine alternative visions and futures in terms of racial politics and belonging. In select writings (Nelson, Eshun, Gaskins, Mayer), Afrofuturism is a revisionist discourse in which racialized, gendered bodies in the past, present, and future use technology to reparative ends. Blackness is commonly linked with notions of being alien and the historical experiences of colonization, displacement, and slavery in Afrofuturist works. But Afrofuturism is about more than reclaiming the past, according to Lisa Yaszek; it is “about reclaiming the history of the future as well.” What does this impulse to redeem both the past and the future in the present tell us about the relationship between blackness, history, and memory? Why is redemption the goal and is it the only viable alternative? I will examine the relationship between Afrofuturism and redemption in my presentation to reconsider the aesthetic and political value of blackness.

## SESSION 22

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### Activism, Interaction and Involvement

*This session explores the cultural consumption and production of children and young people. The papers investigate activism, consumption and mediated interaction, all sharing an interest in the involvement and active participation of its young subjects.*

#### **Stefania Voicu**

*Cultural Consumption, Artistic and Leisure Activities of Romanian Children*

The purpose of the paper is to present children's involvement in cultural, leisure and artistic activities. The main results show that children involve more often in cultural and leisure activities according to needs and preferences specific for the childhood period such as: activities with an animated feature (circus shows, theatre plays), activities according to their preference for playing and spending time with their peers (amusement parks, fast-food restaurants/malls, trips) and activities that respond to their curiosity (museums visits). At home, children spend more time watching TV, using the computer, socializing and playing with their peers, but also studying and doing homework. However, only few children involve themselves in sport or artistic activities. This low degree of involvement must be understood bearing in mind that it can be determined by a series of factors such as the access to cultural events or activities, the opportunity to participate at cultural activities and financial compulsions.

Keywords: cultural consumption of children, leisure activities, artistic activities

#### **Cecilia Ferm Thorgersen**

*Musical activism towards equality among youths – the example of FATTA*

Young people form their identities through musical activism, at the same time as they develop as members of a society that they wish to be more equal. In the currently changing world, young people are affected

by and involved by in a variety of societal developments. The presentation will take the organization Fatta as an example of how young people perform social and political engagement striving towards legislation of sex, rape and abuse outside traditional party politics through music in Sweden. Fatta is a campaign born out of frustration with how the legal system and society works. One common musical engagement is a case where collected stories of sex abuse were gathered and constituted a base for a song and music video produced and performed by well-known hip-hop artists. The example will be reflected in relation to Katrine Kielos' theories regarding Rape and Romance: A tale of female sexuality.

### **Kim Ringmar Sylwander**

*Children and youth's social interaction and self-representational narratives in public settings online*

The overall aim of the project is to investigate how interaction between children takes place on social platforms online, with particular focus on how instances of inclusion, exclusion, and alliance building, in order to investigate how instances of aggression develop through these interactions between children in various online settings, as well as how victim/perpetrator narratives develop through interaction and through self-representational narratives in these settings.

Keywords: social media, aggression, inclusion, exclusion, children, interaction

### **Cecilia Hilder**

*Understanding young people's everyday digital practices with Australian youth-led activist organisations*

What are the motivations and everyday digital practices of young Australians involved with youth-led activist organisations? Why are young people attracted to and retain membership of these organisations? What are the activities and forms of communication they engage in with and through them? This research project studies young people's digital media participation in the context of two large youth-led Australian-based activist organisations, specifically Oaktree and the Australian Youth Climate Coalition (AYCC). This presentation examines the interplay between the communication practices of these activist

organisations and the perspectives of members of these two groups. I am looking at the implications of their communications and the ways their activities shape the digital practices of members. Activist organisations may be communicating in ways that are more reflective of traditional repertoires and consequently affecting the way young people participate with them, which can miss the nuances of participation practices used and preferred by them.

## SESSION 23

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### Consumption, Marketing and Materiality in the Digital Society

*This session highlights the commercial, discursive and environmental aspect of the emerging and present digital society. The papers focus on temporal and ideological aspects, highlighting both the discursive side of materiality as well as the often neglected materiality of digital information.*

**Rumen Rachev**

*Dirty Matter that Matters: Software Proliferation through Material Assemblages*

This article explores the dirty matter that software strives upon: from huge e-waste landfills to cables, data centers and other material assemblages that make software existence come into being. The aim is to bring the materiality and intricate ecological interaction of material media forwards and show the connection between earth materials, such as minerals, coal, dust, and the production of information technologies. Software does not start from and finish at the smooth surface of the screen – it spills over e-waste landfills, it goes in the lungs of the workers, and it connects on different levels to a broader meshwork of interacting assemblages. Using as a reference point new materialism, speculative theory and media theory, this article delves into the dirty materialism of software and engages in the process of mapping how software leaks, in order to dig deeper into the material existence of software and what consequences it brings along.

**Piergiorgio Degli Esposti**

*From consumers to prosumers, being green in the digital society*

The rise of green consumption has gained interest in contemporary society. It portrays a positive perspective of consumerism in the sense that it increases the value of production without using traditional commercial mechanisms that are necessary tied to market. Prosumers in

the digital society are playing a key role under an ecological perspective of waste reduction and sustainable development, just if it will be developed an awareness of being on the edge between being exploited by a system of production by a side and being empowered by the system of consumption by the other. This contribution aims to describe the main characteristics of the prosumer in contemporary digital and global society within the framework of the sociological literature and bringing evidence of empirical research, with peculiar reference to Italians practices of food sharing and waste reduction made possible thanks to digital social platforms.

Keywords: prosumer, production, consumption, globalisation, digital society

### **Jørgen Skågeby**

*Engineering meets marketing: advertising soft- and hardware in the 1980s*

The development of computer systems has been followed by marketing and sales of the same systems. Computer systems and the language used to describe them form a material-discursive relationship, where information comes with both physical and philological propensities. This study will analyse the combined discourses and functionalities that permeated advertisements, commercials and infomercials in the marketing of computer systems during the 1980s. This will provide insights into how the impending computerisation of society took place at an ideological and linguistic level, which in turn was grounded in the material capacities of media technologies.

Keywords: computers, commercialization, material-discursive

## SESSION 24

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### Deviance and Diagnosis

*This session explores normality and deviance, diagnoses and recovery, investigating media-debates, on-line communities, cultural imaginaries and everyday experiences. The papers highlight both the personal discursive and bodily aspects of identity formation, as well as wider social debates.*

#### **Desirée Ljungcrantz**

*In the flow: becoming HIV-positive with media.*

*A performative exploration of media debates on HIV and processes of HIV-identifications.*

Through an emotional and embodied close reading of contemporary, Swedish media debates (2006-2015) this paper offers a discussion on processes of becoming (with) HIV, and the intraaction (Barad 2007; Deleuze & Guattari 1987) between texts, media and subjectivity. This performative exploration is inspired by (queer)phenomenological concepts as “negated experiences” and how sticky words land on some bodies more than others and shrinks the world of those bodies (Ahmed 2004, 2006 and 2007), i.e. the body that I call my own. In the presentation I ask questions that will circulate around the emotional and embodied experience of “living with” HIV as a chronic illness in a Swedish contemporary context, however with the necessity to negotiate with the sticky, shaming cultural imaginaries (Graham 1994; Lykke 2010) on HIV, and aids.

#### **Fanny Edenroth Cato**

*Constructing labels:*

*Young people doing identity and negotiating normality*

This is an outline of a thesis based on the concept of normality defined within the framework of different labels that can be related to sensitivity. The aim is to study how identity formation is conditioned by discourses of sensitivity and the positive and negative delimitation

made by young people, i.e. how inclusion and communion takes place through interaction on the Internet. The study is based on interaction-data from online forums and web blogs where people, for example, compare a label like Highly Sensitive Person with the medical diagnosis of ADHD. The relationship between different forms of identification and young people's perception of normality, responsibility and guilt are opposed. Furthermore, does the label function as a resource to assert identity; either as an attribute of personal exclusivity or as a certificate of repeated failure at school? And how can this be related to notions of gender norms and social class?

Keywords: Identity, normality, narrative analysis, discourse analysis

### **Maria Björk**

*THX-konflikten i pressen: medicin, politik och patienter i svensk efterkrigstid*

Under fyra decennier, från 1952 och fram till 1980-talet, var veterinärmedicinaren Elis Sandberg och konflikten kring hans kalvbräseextrakt THX (enligt Sandberg verksamt mot cancer) en följetong i Sverige. På ena sidan i konflikten stod engagerade patienter och sympatisörer, på den andra stod läkare, vetenskapssamfund och myndigheter. Media rapporterade utförligt kring 'THX-doktorn' under hela perioden, på nyhetsplats och som ett återkommande inslag i veckopressen. Konflikten hade tydliga politiska dimensioner. Ledarskribenter från vänster till höger engagerade sig, särskilt i samband med de upprepade åtal Sandberg blev föremål för. Socialdemokratiska Aftonbladet tog Sandbergs parti, och antydde att han utsatts för orättvis behandling från myndigheternas sida. Expressen menade i stället att patienterna fördes bakom ljuset, och att Sandbergs preparat fått många chanser. I insändare och debattinlägg debatterades för och emot. I papperet belyses THX-konfliktens politiska dimensioner, som de kom till uttryck i pressrapporteringen.

Keywords: history of medicine, science and technology studies, medicinhistoria, vetenskapshistoria, folkhem, välfärdsstat, mediahistoria



## SESSION 25

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### Exhibitions, Experience and Museum Policies

*This session deals with practices of exhibiting and engages with questions of absence and presence in relation to museums. By focusing on interactivity, cultural policy and controversial displays the papers examine the changing conditions for museums.*

**Irida Ntalla**

*'Unfolding the Interactive Museum Experience'*

Modern museums have been increasingly integrating new technologies under the umbrella of interactivity. The use of interactivity has been questionably verifying the shift of the museum from the object centered, and the linear and hierarchical museum practices towards a focus on space, affect and audiences. Cultural experiences are becoming a defining mechanism of perceiving, acknowledging and digesting our environment and the concept of interactivity stands on the top list of these experiences demanding the subject's participation and alertness. I argue that interactivity has to be scrutinised and contextualised under the specific cultural practices and experiences it is set, reconsidered outside the given technodeterminism and familiar forms of causality, feedback and sender-receiver relationships feeding notions such as linearity, representation and singular narrative. Following the analysis of the empirical data produced through an investigation of two London based museum exhibitions, the paper theorises an integrative interactive experience rooted in physical, emotional and affective aspects of experience, patterns of learning and knowledge, reciprocated interactions and engagement with the exhibitions and their content.

Keywords: Interactivity, Museum, Audience, Experience, Affect

## **Olle Näsman**

### *Calling for the Community Museum – Development in Swedish museums and the museum debate 1965-1990*

A new cultural policy developed in Sweden in the 1960's in order to renew the activities of museums in a more socially relevant direction. The paper examines whether the museums adopted the new policy and to what extent the objectives were achieved. Three main areas are analysed: the new cultural policy and the attempts to implement it; activities in selected museums along with different intellectual trends that shaped their activities; and the debate between different "thought-collectives" (L.Fleck) regarding museums missions and objectives as well as expectations within the museum sector. There was a clear shift in attitudes from values associated with the "Cultural heritage museum" towards the in this thesis introduced idea of the "Community museum". The study shows how museums tried to introduce activities related to current political and social issues. However, during the 1980's, there could be seen a clear recurrence back to the idea of "Cultural heritage museum".

## **Anna Samuelsson**

### *Humans on display in natural history museums*

This paper explores how and why human remains and casts have been displayed in a selection of natural history museums from the late enlightenment to the 1970s. Focus lies on constructions of "race" in Gothenburg natural history museum and the Swedish museum of natural history around 1900 and 1963-1980 and how the concept has been negotiated and performed. The study is part of the project Zoom-bies and Nature Morte, where I explore how humans and animals have been displayed and how we can understand that in historical contexts. The overarching perspective is that classifications are changing and changeable - in flow - and also formed by power-relations.

Keywords: museums, human remains, exhibitions, species, race, variation, subspecies, taxonomy, categorization, borderwork

**Arndís Bergsdóttir***The absence within: gender and exhibiting (invisible) penises*

This paper speaks to a gendered dichotomy of absence and presence as it is reflected in an omission of issues concerning women and feminist engagement within the materiality of exhibitions in cultural heritage museums. Although presence and absence constitute a dynamic network that not only refers to materiality but complex relationships between humans and non-humans, a gendered perspective on an ontology of absence in cultural heritage museums has failed to be recognized as an integral part of museum materialities. Thus, this paper enquires how light may be shed on the work absences are already performing and how they can be prevented from being ignored by humans. It is based on an empirical study of a hidden man's penis at the Icelandic Phallogological Museum and qualitative interviews with museum visitors. Results indicate that within material-discursive boundaries (Barad, 2007) absence presents itself to viewers in a simultaneous construction of meaning and matter.

Keywords: Gender Materiality Museum Heritage Onto-epistemology

## SESSION 26

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### Experiencing and Performing Research

*This methodologically focused session explores ideas elaborating the materiality, the movements and/or the flows of research, and how results become formulated as texts despite current critiques of textual representation. The papers focus on the experiential dimensions of research, investigating rhythms, the flows between observer and observed, mediation, performance and relationscapes.*

#### **Zelmarie Cantillon and Patricia Wise**

*Co-authoring Surfers Paradise: spectators, spectacle and preconceptions in the site of fieldwork*

This paper reflects upon the experiences of two researchers undertaking fieldwork towards a co-authored paper exploring the street life of Surfers Paradise, Australia. Interested in the leisure hub's disorderly transitions between day and night, we deployed a version of Lefebvre's rhythmanalysis, expecting that this would enable us to demonstrate how the city's rhythms differ from those of more conventional cities. However, reflecting on how our staged observational work over a 24-hour period had unfolded, we realised that what we noticed most were unexpected moments that ran counter to our expectations of spaces, people and movements. We became interested in the extent to which, in this city, everyone is engaged in forms of observation and expectation. A changed research focus arose from flows between observer and observed; immersion in and detachment from the field; our preconceptions based in our situated knowledge of the city; and our reflections as co-researchers.

Keywords: tourism; spectacle; resort cities; observational methods; rhythmanalysis

#### **Jenny Jansdotter**

*Mediated Ethnographies of the Familiar – Recognizing Doxa in Implicit Structures of Intimacies*

Ethnographic investigation into matters that are geographically, culturally and/or emotionally close is an intricate task demanding high

levels of reflexivity to create necessary distance. Further, exploring the mediatization of social relations focuses research subjects, research methods and researcher, concurrently. Following Pink's (2013) work on visual ethnography, video recording covering the staging of the interview enables movement and interactions in space, actions and reactions, to co-constitute the text. Also, audio-visual analysis facilitates socio-cultural cross projections that shed light on power structures, positions, experience and identity. Superimposing multi-vocality and meta-narratives of varying mediality helps assessing affordances of mediated methods. This paper discusses the ethnographic prospects of using (multi)mediated representational techniques for analysing phenomena that are (a) of a private nature and (b) related to a familiar social field. Accordingly, issues of both intimacy and proximity are brought to the fore.

Keywords: Ethnography, audio-visual methods, mediatization of the everyday

### **Kristina Börebäck**

#### *Text or ? Writing performative archives*

In academia, the text is taken for granted when research results are published. I will draw attention to the work of Amelia Boyer, a Professor in philosophy of Education, who are studying how dance as actions perform feelings and experiences. She is working with the idea of a performative archive where dance materializes the research result. Barbara Kennedy is writing actions through text. She writes the performative actions in an Opera using the concept relationscapes to conceptualize the relations between dances, music, the performer, the stage, the audience as relational actions a performativity. She is writing the flow of actions the movement conceptualized as relationscapes. In this paper I will elaborate these two concepts as ideas to understand and formulate material movements. This is a methodological elaboration in writing texts that matters material flows but also a critique to the power of texts in publishing research results.

Keywords: Relationscapes, performative archives, research results, materiality

## SESSION 27

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### Global flows and local practices

*This session explores the movement and stoppages of people and the flow of ideas, capital, commodities and power in an era associated with globalisation. The individual papers focuses on how local places, practices and people are linked to wider processes and the directions of global flows.*

#### **Ajay Saini**

*A Foucauldian Analysis of the Post Tsunami Subjectification of the Nicobarese in the Southern Nicobar Islands, India*

The intricate linkages between power and knowledge determine human identities. Identity is fluid and a construct of various technologies of power being exercised on individuals that turn them into objects and subjects. The later Foucault demonstrates subject formation through two major technologies- 'domination' and 'self'. This paper uses Foucault's opus as a toolbox to analyse the process of socio-cultural change among the Nicobarese, an isolated indigenous community of India, in the context of their post tsunami subjectification through the governmental humanitarian interventions. It concludes these interventions as tacit maneuvers of modernization which reconfigured the Nicobarese subjectivity through a politics of spatiality, and ushered change in their traditional socio-cultural fabric. In Foucauldian understanding, the post tsunami humanitarian interventions were an ensemble of the technologies of power which envisaged the Nicobarese transformation along the lines of a modern culture. The indigenous practices, decisions and aspirations were conducted by government in such a manner that the community started conducting its own conduct through the technologies of self.

**Paul Smith**

*Flowback: Or the end of globalisation as they know it*

Globalization has consistently been, and continues to be, modeled in many discourses in terms of flows—flows of capital, commodities, people, information, and even power. This paper examines the hypothesis that since the recent recessionary crisis the many different flows that have been taken to constitute globalization itself have changed and altered, sometimes radically so. My claim is that in the last few years we have begun to see “flowback” in two major senses. 1) The directions of people (labour) movement (both transnational and intranational) over the last decades have begun to reverse. And 2), there’s underway a reversal of what Hoogvelt calls the “involution” of capital under globalization, whereby capital flows are now constituted differently. Looking at these shifts in labour and capital flows, but also at other kinds of flows, the paper asks what this means for the future of globalization as practice and/or concept.

**Alejandro Miranda**

*Mobilities of Practice and the Circulation of Traditional Music*

Studies of contemporary flows of cultural practices have tended to emphasise the production and negotiation of meanings in and across social and geographical spaces. The enthusiasm for the analysis of spatial dimensions of the production and engagement with practices has often overshadowed the consideration of their rhythms and mobilities. This paper focuses on multiple layers of circulation, diffusion and displacement of practice-specific elements. It is argued that cultural practices are articulations or ‘joints’ that enable movement through the fitting together of different components.

The specific case of son jarocho is addressed to explore and discuss the mobilities of practice. Son jarocho is a musical practice originated in southeast Mexico and it is believed to be a combination of African, Nahua and Spanish-Andaluz traditions. Practitioners have used son jarocho to elaborate discourses of authenticity and preservation of a regional musical heritage. This practice, however, is currently reshaped by the circulation of people, instruments and know-how across transnational and translocal networks of relationships.

## SESSION 28

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### Homemaking, History and Modernity

*This session focuses on architecture, domestic objects and ideals of home. The papers link domestic materiality to narratives of history, family relations and social change.*

#### **Kimburley Wing Yee CHOI**

*Making Home: self, sociality and materiality in Hong Kong's domestic spaces*

In the context of Hong Kong's pro-growth government policies, this presentation examines how domestic ideals and everyday home-life are associated with Hong Kong's overall housing scene relative to a 170-year history area, Tai Hang, which consists of tong lau built before WWII, public housing estate, and modern affluent high-rises. By studying the relationship between domestic objects and how they are used within the context of home making, this presentation examines how domestic objects, especially precious ones, create and support both retrospective and projective thoughts on home ideal; how inhabitants' domestic practices help them inject a homey atmosphere into their living spaces; how members in the home balance the relationship between individual autonomy and family harmony through bodily practices; how parents shape their children's character and habits through materials in the house; and how Tai Hang inhabitants resolve tension and even create good-neighborliness in this small community.

#### **Åsa Ljungström**

*Skills and Sorrows: Narratives Triggered by Material Artefacts*

The aim is to reach beyond the script of life history, listening to people demonstrating artefacts. Once the frame of materiality was set by the inventory of artefacts, the mind was open to family stories of values of life – small narratives referring to master narratives. The picture presented was about the 1960s – 70s when the schools, stores, and bus routes shut down due to the dwindling population. During a century of



societal change in central Sweden, traffic routes had extended through a once self-sufficient and densely populated agricultural community. In 1980 it had turned into a sparsely populated area. Interviewees created local history by narratives triggered by artefacts. Vessels for food gave rise to protests against class diversity when remembering food shortage, hunger. The linen cupboard triggered narratives about life sorrow, deaths, marriages, childbirths, and the skills of textile production. Stories implied existential experiences as symbols of productivity, fertility.

Keywords: Materialitet, hemmets föremål, fysiskt arbete, kroppsminnen, upplevelseberättande, livshistoriskt berättande

### **Maja Willén**

#### *Mediating ideas of history and modernity in an everyday housing context*

The once so colourful and diversified domestic architecture from the late 19th and early 20th, centuries have today been turned into contemporary dream homes consisting of white painted interiors, open plan solutions and modern conveniences. Despite this transformation, the apartments are often being narrated as authentic places, with original features and a sensation of historicity. In this paper I am going to discuss the interaction between these two ideals: the dream of an imagined authentic historical setting and the dream of a contemporary, convenient interior, as presented in lifestyle media of today. What ideas about history, modernity and our own time are being formulated in these media contexts, and how do such ideals affect both the materiality of these homes and the ideas about what we require to create a contemporary lifestyle? In my analysis, written text as well as visual expressions are taken into consideration.

## SESSION 29

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### Involvement, Circulation and Flow in Global Media

*This session analyses the flows of and in the global media landscape. The individual papers focus the creation and circulation of content, both in a news media and entertainment. The papers explore different interplays between media formats, materialities, discourses and narratives.*

**Laura Basu**

*News flow and the global slump*

One of the main characteristics of the news has been identified as flow. The fluid, constantly shifting, quality of news has increased with the advent of rolling television news and with online news platforms. However, while news “flow” is referred to in media and journalism studies handbooks as a matter of course, the nature of flow itself is little understood. It is crucial to get to grips with news flow, since it has profound consequences for the most important aspect of news – its ability to perform its democratic function of informing citizens. Bringing together discussions on journalism and democracy, political economy, cultural memory and the postmodern “liquid” society, this paper analyses the UK news coverage of the economic crisis, tracking the flow of its narrative shifts from credit crunch to banking crisis to sovereign debt crisis, Eurozone crisis and austerity. It asks: what are the characteristics of news flow, what causes it and how might it affect the media’s ability to properly inform citizens?

Keywords: Journalism, news flow, economic crisis, austerity, democracy

**Konstantin Economou, Johanna Sander**

*Worth of gold*

*– a case study of reality television and crisis management*

Through exploring how the recent economic crisis is being addressed in US reality television, this case study of simultaneity in the television medium addresses crisis narratives, proposed solutions and ideologies. The program explored is Gold Rush – beyond its high ratings and

syndication it has a clear premise of economic salvation and hands-on problem solving in its narrative setup. The paper zooms in on a new flow within the medium. More and more do people displayed in reality television become entangled with the product – through taking part in the production, also behind the scene, through producing on screen (making a real life product, in this case of immense material value), through using the forum provided by this combination as a platform for argumentation and crisis solving. The paper showcases historical as well as conceptual evolution of a medium of simultaneity, thus developing and adding to previous notions of convergence and intertextuality.

Keywords: reality television, crisis discourse, masculinity, gold rush,

### **Laura Saarenmaa**

#### *International Press Syndicates: Tracing the trade of texts and images*

In this talk I introduce starting points to a study on international press syndicates and their role in popular magazine publishing in the Nordic countries after the WW2. Substantial amount of textual and pictorial material published in popular magazines in Finland have been of international origin, assumingly coming mostly from Sweden, UK, and USA. However there is very little information to be found on the origin of the material in the magazines themselves about the original countries, companies or authors of the material. Also it is difficult to say whether or not the same materials have been circulated to other countries (in the Nordic Region) as well. In this talk I introduce starting points to a study that traces the material flows of popular texts and pictures of post-war era through archive work and interviews

Keywords: Press syndicates, international trade of images, post war era

## SESSION 30

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### Marketing, Heritage and Authenticity in Tourism

*By taking its point of departure in the field of tourism this session focuses on local distinctiveness in relation to global trends and developments. By focusing on the built environment, marketing and souvenirs, the papers investigate material and immaterial aspects of authenticity, commodification and development.*

#### **Ana Gonçalves**

*Cities by and for Children: The Commodification of Childhood and Place in Destination Marketing*

The role of children in contemporary consumerist societies, namely in the area of destination marketing, has gained increasing interest. On one hand, comic and picture books by and for children act as educational media of communication that provide social, cultural and historical accounts of a destination and shape individual and collective memories, values and beliefs about a place. On the other hand, destination souvenirs specifically aimed at children constitute consumer goods of the place that promote it worldwide. Stemming from a cultural studies mode of inquiry and analytical framework, together with theoretical appraisals from tourism and urban studies, this paper aims at reflecting on representations of the city of Cardiff, in Wales, UK, in different comic and picture books produced by and for children and in children's souvenirs, while simultaneously examining and discussing how these consumer goods contribute to current perceptions of childhood as a(n economically-driven) social and cultural construct.

Keywords: Cities, Place, Childhood, Commodification, Destination Marketing

#### **Anda Becu**

*Public awareness in Romania regarding the built cultural heritage*

The paper presents the results of a study about the level of public awareness regarding the built cultural heritage, from the viewpoint of its definitions, usages and protection measures. The study was carried

out at national level by the National Institute for Research and Cultural Training in September 2014 on a sample of 2000 persons, as part of the Barometer of Cultural Consumption. The main themes of the study were about the definitions used by common people when referring to the cultural heritage and the public awareness about the most important or the most endangered heritage buildings. Other important themes were the use of cultural heritage as part of the tourist practices and the level of social responsibility and civic activism, regarding the protection and promotion of heritage landscapes. Moreover, the paper presents a case study about how young people value and interact with the Romanian national cultural heritage.

Keywords: cultural heritage, public awareness, social responsibility, endangered heritage buildings

### **Patricia Wise**

#### *Exchanging styles and (re)developing histories: materiality and space in resort cities*

Although many famous seaside resort cities of the 'Old' and 'New' worlds exhibit common architectural features and spatial arrangements, this paper argues that the flows, conjunctions and reconfigurations of influences between and within these sites are more varied than superficial similarities suggest. Taking my cue from Walter Benjamin, I compare material features of Italian and French Mediterranean resort cities (particularly Nice) and Australian resort cities (particularly the Gold Coast) to demonstrate that an idea of 'global resort style' needs greater consideration of regional cultural and environmental differences. Notions of history, heritage and (re)development, and access to natural amenity by both tourists and residents, emerge as elements in complex cultural, material and spatial assemblages that contribute to distinctiveness. My analysis is informed by Deleuze and Guattari, especially their concept of 'capture of code' (1987), and by how this converges with Doreen Massey's recognition that space is produced by 'relations-between' (2005).

Keywords: materialities; architecture; urban space; resort cities; history; tourism; urban development.

**Zelmarie Cantillon***Mass tourism and local specificity in resort cities*

Through a focus on resort cities, this paper challenges widespread assumptions about the supposedly homogenising impacts of globalisation and mass tourism on local communities. In particular, the global leisure industries have been positioned as threatening to the 'authentic', heterogeneous nature of local cultures. This creates a local/global binary, ignoring how global flows manifest differently in different localities. My paper explores how international trends in resort architecture and mass tourism are reappropriated and reassembled in idiosyncratic ways depending on a place's local specificity. That is, despite stereotypes of resort cities being generic, Westernised or Americanised, the lived experience of these places highlights that they are just as diverse and complex as other urban formations. This will be explored through observational fieldwork undertaken in Phuket, Thailand; Cancun, Mexico; Miami, United States of America; Ibiza, Spain; and the Gold Coast, Australia.

Keywords: globalisation, cultural hybridity, tourism, resort cities

## SESSION 31

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### Media Ecology and Digital Innovation

*This session explores urban and digital flows, and how different media is included in a wider social rhythm. By investigation different aspects of a complex media landscape, the papers highlight inclusion and exclusion, perception and experiences, and scrutinises the promise of new business models.*

#### **Christian Lamour**

*Flows in the metropolitan place: The reprocessing of bordered space by free dailies*

The Scandinavian free dailies Metro and 20 Minutes are found in many large cities of Europe since the mid-1990s. The economic business plan of this media is based on massive movements of readers sold to advertisers offering services and products found in the urban space of flows. However, can we conclude that the agenda-setting of this press is structurally expressing the end of cities located in the space of bounded places? It is hypothesized that the reporter's routines of the free dailies are still strongly embedded in an inherited and spatially bordered 'social world' made of publics, advertisers and media sources including the State agencies. Based on a participant observation and a quantitative content analysis of three free dailies located in European cross-border city-regions (Luxembourg, Geneva, Lille), the research helps to understand the strength of stately bordered urban places in a seemingly borderless Europe of flows.

Keywords: Free press, metropolitan region, cross-border Europe, flows and fixity

#### **Lina Rahm**

*From fear of 'Computer Force' to 'Digital Inclusion'*

Popular education is often described as particularly suitable for various projects related to digital inclusion. For example, the popular education guiding principle: "free and voluntary" has been described as an important prerequisite for effectively digitizing Sweden. From this

we can be (mis)led to understand that the mission of public education to promote the digital citizen is a new quest (or at least beginning in the early 2000s). However, popular education has played a central role in the digitization of citizens for over 40 years now. This genealogy aims to shed light on the role of popular education in the history of digitalization.

Keywords: history of digitalization; popular education

### **Rasmus Fleischer**

#### *Universal Spotifism: What's the new in "new business models"?*

Since the Swedish company Spotify launched its music streaming service in October 2008, this became a very powerful symbol for digital innovation. Soon dozens of tech startups promised to create "a Spotify for literature", "a Spotify for film", "a Spotify for magazines", etc. In its homeland, Spotify almost became synonymous with the buzz-phrase "new business models". But the newness has been far from stable. The early promises of making music "free but legal" have been discarded in favour of the idea that "subscription is king"; Spotify's interface has changed from search-centered and on-demand towards a recommendation system; the buzzword "social" has been filled with various meanings; "streaming" situated within different media histories. Tracing the trajectory of "spotifism" through the economic crisis, this presentation will not only historize the rapid changes in music distribution, but also provide critical perspectives on the current dot-com boom.

Keywords: spotify, music, streaming, media, interface, internet, business models, political economy



## SESSION 32

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### Multisensoral Place Making

*This session focuses on the production of space by protest movements, soundscape and slogans. The papers investigate visual as well as sonic aspects of place making, and explores practices both from 'above' and from 'below'.*

**Anne Kaun**

*The Production of Space by Protest Movements of the Dispossessed*

Protest movements are fundamentally about the production of space. Whether in discursive or physically sense protesters aim to carve out spaces that give room to their political causes. This paper investigates the changes in the production of space of protest movements in the context of advancing capitalism that is increasingly based on communication technologies. Media scholars, urban geographers, sociologists and other commentators have attributed changes in the production and perception of space to emerging media technologies that are extending the human body (McLuhan 1964), contributing to deterritorialization (Tomlinson 1999) and distanciation of time and space (Harvey 1990). What are then the strategies of protest movements that are actively challenging the hegemonic logic of the production of space, is the main question of this paper. After reviewing major theorizations of space, the paper introduces three case studies of protest movements of the dispossessed based in New York City. The unemployed workers movement (1930s), the squatters movement (early 1970s) and the Occupy Wall Street movement since 2011 serve as empirical entry points to carve out changes in the production of space over time.

**Andrew Brown**

*OpenCity*

Guided soundwalks, such as those devised by OpenCity, have potential to generate re-imagined sonic and human environments. Set against rapid technological and social change, binaural on-site record-

ings from cities such as Stoke-on Trent, Berlin & Belgrade are interwoven with material from local archives. These are experienced by groups of local residents and/or visitors through the ubiquitous ipod and 'in-ear' headphones, as they follow a pre-determined route. As ambient sound merges with the recording, ambiguity is generated as to whether sounds and events are pre-recorded or contemporaneous.

Within the augmented reality of a soundwalk, landscapes, far from being neutral or passive, are activated through personal associations and proto-narratives formed by individual participants. As a group moves through the city, occupying space and interrupting flow, it too impacts upon the city. Such sonically-guided walks can influence participants' thoughts about the past, present and future of our cities, thereby generating critical citizenship.

Keywords: soundwalking collective proto-narratives binaural post-industry

### **Mary Eberhardinger** *Singapore slogans*

Since its inception in 1965, Singapore has seen rapid growth and set the national stage as a successful economic model. Singapore has its own way of using culture-specific slogans as sign vehicles that represent modernity, globalization, and first-world status. In this interdisciplinary critique, I argue that famous slogans and quotations in Singaporean institutions are, as Levi-Strauss puts it, floating signifiers. These institutions invest in opportunities to transform commonly mundane areas into experiential spaces while asserting authority and status. The broader social impact is that Singaporean institutional spaces become public mere relations tools. For Singapore, one of the biggest cultural paradoxes is the overcompensating visual ornamentation of slogans and quotations that take the place of a long-standing history. A close reading of everyday ephemera brings signification to the nation's self-admitted identity crisis. Through a textual analysis of photographs, the mediatisation of visual culture in everyday life will be discussed.

Keywords: Singapore, slogans, quotations, visual culture, ephemera, floating signifiers

## Tindra Thor

### *In-between Becomings of Place, Art and Researching Subjects – Telling a Story of Stockholm Graffiti*

This paper is an auto-ethnographical exploration of the becomings of an art space in the form of a graffiti “Fame” in Stockholm. The place is explored in terms of in-betweenness as Stockholm graffiti is politically controversial, mostly illegal and subject to sanitation policies. The aim of the paper is to explore this place as a creation of an alternative (political) urban space that emerge in-between formally institutionalized public spaces. This case of spatial creation is explored in terms of *comingtogetherness* and *cultural cosmopolitanism* as results of artistic practice. The material consists of 14 interviews, participant observations and field notes collected over a period of three months. The paper is intended as a contribution to discussions on creations of cosmopolitan space; artistic (un)freedom; and, due to the autoethnographical point of departure, the in-between becomings of a researcher in the field.

## SESSION 33

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### Narrating, Constructing and Performing Identities

*By focusing on such seemingly diverse practices as underage prostitution, cycling, parties and filmmaking, the papers in this session share an interest in how identities are constructed, narrated and performed. Investigating both representation and agency, the session explores gendered identities and how these intersect with sexuality, age, class and ethnicity.*

**Elisa Virgili**

*Interviews, confessions and gendered identities in Italian media context*

In Berlusconi's Italy, questions concerning gendered identities and the way they intersect with politics and society became more and more significant. Such events gave rise to a series of interrogatives about the constructions of femininity and hetero-normativity. I refer in particular to underage prostitution: I'm going to analyze interviews from talk shows and tv report, about the case of the so-called Pairoli baby-escort and other escorts involved in a political prostitution case. The results show that the construction of gender occurs through language (Butler, 1997). It is also relevant to notice that the questions in the interviews are not intended to describe mere factual knowledge, but the construction of a subject through the device of power of confession (Foucault, 1980). This study analyzes also the intersections of gender and sexuality, age, class and ethnicity of the girls involved in the interviews.

Keywords: gender, media, language, escort, Berlusconi

**Jieying Cui**

*Parties after the War: From Woolf's Mrs. Dalloway to Mitford's The Pursuit of Love*

Parties were recurring and important places in English literary tradition, which was dominated by male writers. However, in Mrs. Dalloway and The Pursuit of Love, which were respectively created by Virginia Woolf and Nancy Mitford, parties were represented as femi-

nine agencies. Namely, both Woolf and Mitford emphasised a relation between women and parties. Moreover, in both novels, heroines had a British upper-class upbringing and held/attended parties after the Great War, thus parties served as reflectors of their changed life manner. By comparing these two novels, this paper will explore how parties were represented as agencies exhibiting women's instinct, desire, anxiety, self-fulfilment, and how women were situated in various post-war party consciousness. Furthermore, this paper will argue that Woolf showed a more positive attitude to the sense of parties in a post-war age than Mitford did.

Keywords: Mrs. Dalloway, The Pursuit of Love, Parities, Women agencies, Post-war

### **Maria Eriksson**

*Directed resistance – negotiations of femininity, sexuality and race in Visual Arts education*

The following paper discusses a paradox in Swedish schools: while a norm critical perspective more commonly is implemented in school settings by a growing number of teachers, many classrooms remain color mute. However, the active effort to keep the race issue silenced confirms its very importance (Castagno 2008). Based on ethnographic fieldwork at two upper secondary schools with a national Visual Arts program, I video recorded a group of pupils working with an art film assignment. The theme for the task was "power and resistance", and the pupils selected a non-white, feminine body in order to represent the position of the subordinate. I examine how femininity and sexuality are performed and encouraged to be negotiated and problematized in formal education, how inequalities are both reproduced and challenged. But at the same time as the pupils perform these subject positions there is something more going on; a hint of something unspoken that participants still assign significance. There seems to be aspects of the visualization of bodies that may not be articulated in words, but still is employed as a resource when pupils use their own bodies and appearance to create an aesthetic utterance about subordination. Thus, I analyze how gender, sexuality and race interact as discursive and aesthetic practises, in some young people's visual arts assignment.

Keywords: rasifiering, femininitet, makt, kropp, skola, visualitet

## **Dag Balkmar**

### *Online risk-management: an intersectional approach to cyclists negotiations of risk and safety in urban traffic space*

The aim of this presentation is to, based on ongoing research of Swedish media material and cyclists online discussion-forums, present the risk-management that cyclists perform and discuss the importance of online communities for shaping bicycle related communities, identities and activism promoting more cycling friendly cities. Apart from the different strategies used to cope with the vulnerabilities associated with being a cyclist, the analysis indicates an obvious 'need' to talk about what being a cyclist entails, as evident in the number of threads and blogs on everyday cycling experiences. Online ethnography makes possible to study how cyclists use new media to discuss their situation and claim their right to the road. It is argued that also in 'cycling friendly' Sweden, conflicts between more or less vulnerable road users are becoming increasingly important to investigate, including to analytically discuss intersecting power relations and inequalities related to gender, ethnicity, class and mobility at play in car normative spaces.

Keywords: cyclists, intersectionality, mobility, risk, traffic, violence

## **Robbe Herreman**

### *Soundtracking Difference: Music and the Development of a LGB Culture in Antwerp (1940-2010)*

In the past several years, much has been written about lesbian, gay and bisexual (LGB) or queer cultures. Cultural Studies in particular have mainly focused on everyday life meanings related to people, places, practices and products, balancing between politics and leisure and 'the subcultural' and 'the mainstream'.

Yet, few studies have investigated this topic from a holistic perspective. Furthermore, little is known about how meanings in the past have been created and how they have contributed to the construction and evolution of these cultures. In addition, semiotics, although undoubtedly a key method in Cultural Studies, seems to have been put aside in favour of multimethodological approaches.

In this presentation I will try to fill in this gap by examining LGB related meanings connected to places, groups, practices and products in Antwerp (Flanders/Belgium) between 1940 and 2010. I will concentrate primarily on the relationship between culture and music.

Keywords: LGB, Queer, semiotics, music, history, Belgium, Flanders

## SESSION 34

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### Reimagining Past and Present: the Changing Technologies of Seeing and Moving

*This session explores the interplay between culture and technological developments. Current technologies are in a dialogue with those of the past, and the papers investigate remediation and change in literature and cinema as well as ways of seeing and conceptualising individuality, space and temporalities.*

**Burçe Çelik**

*How do technologies function as cultural capital?:  
A short history of Turkish technoscape*

This paper aims to present a historical perspective for the ways in which technologies, particularly the ones that produce individualized mobility and communication such as cars, telephone, mobile phones etc have become to function as cultural capital in the socio-technical contexts whose relation to globality has been characterized by economic, social and political asymmetries. Drawing examples from a study on Turkish technology history, I will discuss how individualized and customized technologies have been integral part of social, cultural and political struggles in the non-West, or more particularly in the Middle East.

Keywords: cultural capital, social struggle, technologies, telephone, individualized mobility

**Jonnie Eriksson**

*Diffractions of the Digital:  
Godard and the Kinetics of the History-Image*

As exemplified by “Éloge de l’amour” (2001), Jean-Luc Godard’s work after “Histoire(s) du cinéma” (1988?1998) - which critiqued cinema’s treatment of its contemporary cultural and political history, - has made use of digital technology in order to explore the remaining potential of the medium after its purported technical demise and ethical failure. By drawing on concepts from Gilles Deleuze and Karen Barad, this paper

aims to elucidate the techno-aesthetic conditions of Godard's implied method of imaging the dual flux of temporality: becoming history and becoming future. In this diffracting process, Godard's late films embody the present condition of visual culture as it splits between past and future from the point of a present crisis of its material conditions of representation. Neither virtual reality nor classical realism, a diffractive method of digital filmmaking explores the new materiality of motion pictures.

Keywords: Jean-Luc Godard, Gilles Deleuze, Karen Barad, digital cinema, film history, diffractive methodology

### **Jesper Olsson**

#### *Screens and Flows into the Page. Contemporary Literature as Media Archaeology*

This paper approaches contemporary literature as a 'media archaeological practice'. More specifically, it focuses on the remediation of digital interfaces (screens and textual-visual flows) in recent paper based novels and poetries, and how these operations can be understood, on the one hand, as a mimetic response to a contemporary technocultural condition, but also, on the other hand, as a critical-analytical intervention into this condition. Through medial re-contextualization, a change of speed and rhythm and a complication of temporalities take place. The use of an older technology - and a different materiality - to excavate the digital might produce parody and de-familiarizing effects in line with an avant-garde aesthetics. But more importantly, it is a reminder of the complex media ecology of today, which compels us to scrutinize and analyze how different media produce different perceptions and intellectual and emotional experiences, whose meaning and value cannot be taken for granted.

Keywords: media archaeology, literature, remediation, screen, flow, page

### **Leonidas Economou**

#### *Stelios Kazantzidis The making of a national hero*

The paper focuses on the famous Greek popular singer Stelios Kazantzidis (1931-2001) and examines the processes and the contexts through which he became a social hero, who embodies and represents impor-



tant social experiences and values. The great stars participate in the construction of their public image through a wide range of “autobiographical acts”, which include a variety of media texts and performances. This should be seen as a complex historical process of individual agency and public reception that reveals important aspects of the making and unmaking of cultural myths in modern societies. The paper examines the creation of the image of the singer during the 1950s and its subsequent re-appropriation and redefinition by the singer himself and by leading intellectuals and the media during the PASOK years in the 1980s. It analyses the transformation of the trauma of the post-war years (to the expression of which the singer owes its special place) into a hegemonic political movement and discourse.

Keywords: discourse about music, artistic agency, mediatic representation, use of memory and history

## SESSION 35

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### Soundwalk - OpenCity Norrköping

*OpenCity Norrköping provides an opportunity to become temporarily and playfully out of step with the momentum of the city. Sound artist Andrew Brown will lead participants on a walk through the city, accompanied by an iPod soundtrack featuring material relating to the here and now of the walk, as well as evoking other times and places. Instructions may also be given inviting participants to perform synchronized discreet public actions, interrupting the flow of the city. OpenCity collective actions have been performed by groups in cities around the world, redefining the engagement with our everyday lives and the spaces we occupy.*

*The number of participants in this session is limited. You can sign up at the registration desk where the walk also starts at 15.45 Tuesday 16 June.*

## SESSION 36

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### Technologies of Place Making

*This session investigates notions of place and identity and how they are negotiated by digital media and associated change. Papers investigate on-line and off-line trans-national encounters, where individuals' multi-localities show how space and place becomes multilayered and interact with other aspects of identity, community, and ideology.*

**Barratt, Sue Ann**

*Crossing Offline Boundaries in Cyberspace: Social Media in the Caribbean*

Like many of the world's populations today, Caribbean people, live in multicultural spaces. Their everyday experience is mediated by intersecting social identities that can act as real and imagined boundaries that challenge movement and agency. This session will examine selected empirical evidence and/or theoretical discourses on the way in which the online environment is being used to disrupt boundaries of place, space, identities, group affiliations and ideologies, which situate, privilege or disenfranchise peoples in the Caribbean. It also will allow for investigations of how access to and availability of knowledge – institutional, theoretical and cultural – are extended to people from all sectors of society, enhancing their agency.

**Justin Armstrong**

*Place in the Age of Digital Reproducibility: Hypergeographies of Displacement*

The goal of this paper is quite simple: to reimagine and reinterpret Walter Benjamin's now-famous 1936 essay "Art in the Age of Mechanical Reproducibility" in the context of contemporary digital technologies. Here, replacing the categories of art with place and mechanical with digital reproducibility, I offer the basis for a new critique of the gradual displacement of empirical geographies—what Benjamin would call *ur-geographies*—in favor of digital hypergeographies. This critique

necessitates a recalibration of our elemental tactics (de Certeau 1980) and engagements with everyday space/place. This paper contrasts the roles of aura, tactility, and the democratization of physical and digital geographies in determining our past, present and future relationships with place. As flows of information become increasingly mired in an overabundance of spatial and geographic reproductions. What is the fate of authentic, physical place in an era of perpetual, aura-degrading reproduction?

### **Siarhei Venidziktau**

#### *Media Communication and Civic Integration in the European Local Community*

This paper attempts to answer the question: how to make the integration processes in civil society more productive through development of media-communicative competence and media literacy?

Our hypothesis is that the local community, in which the culture of communication through media is quite well developed, has significant resources of self-organization and integration – both domestically and externally. The paper aims to explore the experience of European education institutions in the use of media technologies for civic culture and media culture development of students and local communities, to research media education in the European universities, and its role in:

- a) Media literacy development in the region.
- b) Creation of the favorable information background for the civic culture development.
- c) Maintaining a positive image of the institution.
- d) Providing open information sphere in the institution.
- e) Showing a picture of social problems and social conflicts to students.
- f) Providing visualization of the educational process.

**Angela Kölling**

*"While You Were Sleeping": Translation and Flow at the Frankfurt Book Fair*

As tokens of cross-cultural understanding translations constitute a very important and difficult element of literary, cultural and socio-political internationalisation. This finds expression in historical as well as contemporary diplomatic accounts, which play out the relevance of translation in terms of "flow" designating cultural reciprocity, ready meaning-exchange and the possibility of negotiable consensus. Other existing motions of planetary traffic, such as stops, collapses, redirections, etc. are thus negative, both in terms of pragmatics but also in terms of symbolic value.

This paper examines the ways in which "flow" affects settings in which actual literary translations are being negotiated and traded. By drawing on controversies about New Zealand's "While you were sleeping/Bevor es bei Euch hell wird" branding for the focus country presentation at the Frankfurt Book Fair 2012 – for example, the exploitation of Peter Jackson's movie adaptation of *The Hobbit* and the role given to the performances of Maori culture at the fair – the paper illustrates that "flow" is a contested symbolic value. I argue that translation represents a central site of strategies, including non- or extra-linguistic transferences, which productively sets flow on par with its symbolic others.

## Studentledd session: Genus och medier samt TV-studier

Tisdag 16 juni 13.30 Vingen 5

*Det här är en session där masterstudenter gör presentationer om sitt arbete inom två områden, Genus och medier samt TV-studier. I sessionen medverkar också Hillevi Ganetz från Stockholms Universitet och Margareta Rönnberg från Högskolan i Gävle. Tanken är att studenterna ska kunna få feedback på sitt arbete, och det finns också möjlighet att tillsammans med forskare diskutera hur forskningsfältet ser ut idag och hur framtiden kan se ut.*

### Johanna Sander

*New Style in Sitcom: exploring genre terms of contemporary American comedy TV series through their utilization of documentary style*

The basis for this essay is an investigation of the use of documentary style in a selection of contemporary American comedy series with the aim to close in on the question of whether texts that stylistically differ from traditional sitcom can still be regarded as part of the sitcom genre. The contemporary American TV-series analyzed are *The Office*, *Arrested Development*, *Modern Family*, *Parks and Recreation*, *Brooklyn Nine-Nine* and *The Michael J. Fox Show*. As the series' place within sitcom becomes apparent, the analysis ultimately leads to a critical investigation of the term "comedy verite." Questioning the concepts applicability for the American series and their development leads to the investigation of new definitions. This analysis of contemporary televisual styles reveals a myriad of deeper issues and elucidates how stylistic developments point towards broader developments of the TV medium – towards a medium more and more defined by, or even drenched in, "reality." Rather than exploring the series' further, focus will here be on contemplating the application of the "comedy verite" term to contemporary documentary style sitcom series."

## Isabelle Strömstedt

Jag vill prata om min mastersuppsats som handlar om hur kunskap representeras i kriminaldrama; "In contemporary crime drama there has been a shift of main character from the forensic scientist to the consultant. This put the representation of knowledge in a different light. In this study the focus is on how, and what kind of cognitive processes and knowledge are represented in two crime dramas with consultants as main characters; *CSI: Crime Scene Investigation* and *Sherlock*. Basing the analysis on concepts of cognitive processes and knowledge, it becomes evident that due to the shift in main character the representation of knowledge also has changed; from an institutionalized and science based view on knowledge to the legitimization of a personal, uncritical and fast way of gathering knowledge." Då jag använder en otraditionell teori skulle jag vilja diskutera hur och vilka teorier som används. Jag vill också prata om hur tv-studier som forskningsfält ser ut i Sverige idag, och hur det känns som att tv-studier är ett forskningsfält som inte får stå på sina egna ben utan ses som en del av filmstudier.

## Emma Åkerlind

I min studie *Från plattform 93/4: den magiska resan när bok blir film* undersöker jag narrationen i Harry Potter-filmserien för att kunna komma fram till hur man berättar en historia när något har en literär förlaga. Jag diskuterar också hur filmserien passar in i ett större sammanhang inom den franchise som bildats kring den magiska värld Harry Potter befinner sig i. Där utgår jag lite från en enkät jag gjort bland fans och vad de har att säga om filmtatiseringarna. Denna studie är en början på ett större arbete jag vill göra där även TV-studier kommer in på ett hörn. Många fans skulle nämligen vilja se Harry Potter som en serie snarare än film och jag vill fortsättningsvis undersöka narration i serier för att se hur Harry Potter skulle passa in där. Skulle det verkligen bli en bättre serie än vad filmerna är nu?

## Åsalill Andersson - LiU

Mitt projekt handlar om familjenormer. Normer och uppfattningar gällande familjeliv har under de senaste åren varit källa till en ganska het debatt i Sverige. Förutom artiklar och tv-sändningar, kom bland annat Happy Happy. En bok om skilsmässa (2011), Lyckliga i alla sina dagar. Om pengars och människors värde (2012) och Ingens mamma (2013) ut. Sammantaget lyfte debatten på ett lock och synliggjorde en diskurs som handlade om familjeideal. Jag skriver en tvärvetenskaplig masteruppsats med ett genusvetenskapligt perspektiv. Jag undersöker representationen och diskurserna kring familjeidealet, vilket inbegriper heterosexualitet, tvåsamhet, vit medelklass och förväntningar att skaffa barn. Som material använder jag Jonathan Franzens populärkulturella roman Frihet, som fått genomslag hos både läsare och kritiker och beskrivits som "the great American novel". Den sägs beskriva hur "vi lever nu" och syftet är därför att undersöka hur han beskriver diskurser kring familjeideal, som sedan relateras till en verklig kontext

## Sahar Burhan

### Anmärkning 1

Tänk om statyn Tänkaren, av den franske skulptören Auguste Rodin, var en kvinna istället för en man! Skulle det göra skillnad? Tänk om det var en kvinna som skapade statyn, skulle statyn vara en kvinna (tänkarinna) då? Hur många kvinnliga skulptörer fanns det under 1800-talet jämfört med män? Jag kan inte undgå att tänka på den franska skulptören och grafikerern Camille Claudel 1864-1943. När man definiera vem hon var, kopplas hon till två män: syster till författaren Paul Claudel och student och sen flickvän till Auguste Rodin!

### Anmärkning 2

Ett omfattande fenomen i vår värld idag är att kvinnor ska ha långa och finfärgade naglar. Det är omöjligt för en arbetande kvinna (t ex skulptör eller målare) att behålla sina händer mjuka och naglarna långa och fina?! Därför skapades färdiga plastnaglar som kan limmas på naturliga naglar och som kan tåla hårda jobb. Om de går sönder kan de lätt bytas ut. Allt detta för att visa vad?! Att kvinnan inte jobbar hårt? Att kvinnan är vacker även när hon måste hugga sten och såga trä?



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# Notes



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