

# International symposium Engaging with heritage, memory and identity on social media in Europe's borderlands

Vilnius University Library, 28-29 June 2023

Organized by the Connective Research Group  
Faculty of Communication, Vilnius University

## Invitation

Social media networks emerged as an increasingly active field for community interactions and institutional interventions entangling cultural heritage and perceptions of the past with the formation of contemporary identities, and attitudes towards important social, cultural, political and ethical issues. They become sites for the formation of affiliative relationships, but also arenas for 'memory wars', involving grassroots and institutional mnemonic actors, and enabled by a combination of digital platform affordances and semiotic activity.

This two-day, in-person symposium brings together an international cross-disciplinary community of scholars engaged with research on cultural heritage, memory and identity practices. Focusing on social media, it aims to address substantive, theoretical and methodological questions related to grassroots and institutional semiotic practices, especially on social media platforms, involving communicative memory and post-memory of the difficult, traumatic and excluded heritages of Eastern Europe, and beyond. These may include studies of:

- meanings and identifications ascribed to historical events, individuals, places and symbols in social media conversations
- pragmatics and rhetorics of social media communication involving heritage and the difficult past
- conceptual metaphors, narratives, and discourses in social digital memory
- homophily, echo chambers and filter bubbles
- mnemonic actors and online communities
- disinformation and misinformation processes involving heritage and the past
- memory wars and memory activism
- the social digital post-memory of the Holocaust
- communicative memories of historical trauma, war, and genocide
- commemorative practices and conflicts around monuments

- populist, banal nationalist, anti-science, and anti-liberal practices and effects
- social digital memory work by museums, archives, and other memory institutions
- methodological and theoretical issues in social digital memory research
- qualitative, computational and mixed research methods
- social media archiving and digital curation

The symposium is organised in the context of *Connective Digital Memory in the Borderlands*, a research project funded by the European Social Fund under grant agreement 09.3.3-LMT-K-712-17-0027 with the Research Council of Lithuania (LMTLT). The overarching goal of the project is to reveal how memory practices on SNS inside and outside Lithuania, mediated by contested heritage, enable the production of overlapping cultural identities at the transnational, national and intersectional level, while advancing digital curation knowledge to save Lithuanian social digital memory from future obsolescence. The symposium will be an opportunity for participants, including the transdisciplinary research team of the *Connective* project, to share and exchange insights on methods, approaches and findings of research on issues of social digital memory, contested heritage and cultural identity construction, and their theoretical and methodological implications.

## Programme

### Venue:

**Vilnius University Library Scientific Communication and Information Center**  
Saulėtekio av. 5, 10222 Vilnius <https://goo.gl/maps/SxxKUDcXGWspCaN76>

**Wednesday, 28 June**

9:30 - 10:00	<b>Ingrida Kelpšienė</b> , <i>Welcome and introduction</i>
10:00 - 10:30	<b>Costis Dallas</b> , <i>Connective digital memory in borderlands</i>
10:30 - 11:00	Coffee break
11:00 - 12:30	<p><b>Heritage, politics, and online identities</b></p> <p>Chair: <b>Ingrida Kelpšienė</b></p> <p><b>Chiara Bonacchi</b>, <i>From Celts to Romans: Activating and deactivating myths of origin in Italy</i></p> <p><b>Justina Zamauskė</b>, <i>The impact of echo chambers on the behaviour of an online community of interest</i></p>

	<p><b>Kaya de Wolff</b>, <i>#ditaduranuncamais: Memory activism, social media and political violence in Brazil</i></p> <p>Formal discussant: <b>Robbert-Jan Adriaansen</b></p>
12:30 - 13:30	Lunch break
13:30 - 15:00	<p><b>Structures and mechanisms of memory work on social media</b></p> <p>Chair: <b>Gertraud Koch</b></p> <p><b>Robbert-Jan Adriaansen</b>, <i>Exploring latent mnemonic communities on social media: a hashtag co-occurrence analysis of #ThrowbackThursday</i></p> <p><b>Rimvydas Laužikas</b>, <i>Ethnoculture, intangible heritage, and SNS communities in Lithuania: structure of the field</i></p> <p><b>Costis Dallas</b> (presenting), <b>Rimvydas Laužikas &amp; Ingrida Kelpšienė</b>, <i>Social media semiospheres, boundary work, and abduction of agency in Lithuania's monument wars</i></p> <p>Formal discussant: <b>Chiara Bonacchi</b></p>
15:00 - 15:30	Coffee break
15:30 - 17:00	<p>Panel discussion: <b>Ontologies and epistemologies of social media memory practices</b></p> <p>Chair: <b>Costis Dallas</b></p> <p>Panelists: <b>Robbert-Jan Adriaansen, Isto Huvila, Gertraud Koch, Seamus Ross</b></p>
19:00 -	Symposium dinner

### Thursday, 29 June

9:00 - 10:30	<p><b>Post-Soviet conflicts and contestations</b></p> <p>Chair: <b>Rimvydas Laužikas</b></p> <p><b>Rūta Šermukšnytė</b> (presenting), <b>Justina Sabonaitytė &amp; Dalius Vinciūnas</b>, <i>Film-based teaching of civil resistance in a history lesson: a case study</i></p>
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	<p><b>Salvijus Kulevičius</b>, <i>Russia's soft power and cultural heritage: the case of the burial sites of Soviet soldiers of the Second World War in Lithuania</i></p> <p><b>Alexander Martin</b>, <i>What do platforms remember: studying the Telegram archive of the Russian war in Ukraine</i></p> <p>Formal discussant: <b>Violeta Davoliūtė</b></p>
10:30 - 11:00	Coffee break
11:00 - 12:30	<p><b>Afterimages of the Holocaust</b></p> <p>Chair: <b>Seamus Ross</b></p> <p><b>Motti Neiger, Oren Meyers</b> (presenting) &amp; <b>Anat Ben-David</b>, <i>Tweeting the Holocaust: social media discourse between reverence, exploitation, and simulacra</i></p> <p><b>Stefania Manca</b>, <i>Exploring tensions in Holocaust museums' modes of commemoration and interaction on social media</i></p> <p><b>Neringa Latvytė</b>, <i>Semiospheric boundary conflicts on the Lithuanian Roma Holocaust</i></p> <p>Formal discussant: <b>Kaya de Wolff</b></p>
12:30 - 13:30	Lunch break
13:30 - 15:00	<p>Panel discussion: <b>Troubled European (post)memories and contemporary identities</b></p> <p>Chair: <b>Kęstas Kirtiklis</b></p> <p><b>Violeta Davoliūtė, Viktor Denisenko, Rimvydas Laužikas, Oren Meyers</b></p>
15:00 - 15:15	<b>Costis Dallas</b> , <i>Engaging with heritage, memory and identity on social media in Europe's borderlands: closing remarks</i>
15:00 - 17:00	<b>Connective Advisory Board and Project Members Meeting</b>

The symposium is part of the activities of "Connective digital memory in borderlands: a mixed-methods study of cultural identity, heritage communication and digital curation on social networks". The Connective project is funded by the European Social Fund under grant agreement 09.3.3-LMT-K-712-17-0027 with the Research Council of Lithuania (LMTLT).

