MEMES, SELFIES, STORIES, SHORT FORM VIDEOS ...: TECHNOGRAPHIC REFLECTIONS ON THE AGE OF SMALL STORY FORMATS

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• Story-formats on social media

What are they? Formatting as a conceptual apparatus



A method for the study of story-formatting online

Analysis: Key-ways of story-formatting

The present tense & the moment

Inter-modal connections: Show & tell

Teller identities & positioning: 'Doing authenticity'

Story-formatting in evolution

The case of TikTok short form videos



EVERYDAY LIFE STORYFORMATTING ONLINE

A RESULT OF CURATION

Georgakopoulou, A. (2022 (Small) stories as features on social media: Toward formatted storytelling. In Routledge Companion to Narrative Theory, Edited by Paul Dawson and Maria Mäkelä. Routledge.

Users' everyday stories as recognizable, normative, replicable, typified practices with templatized form & content

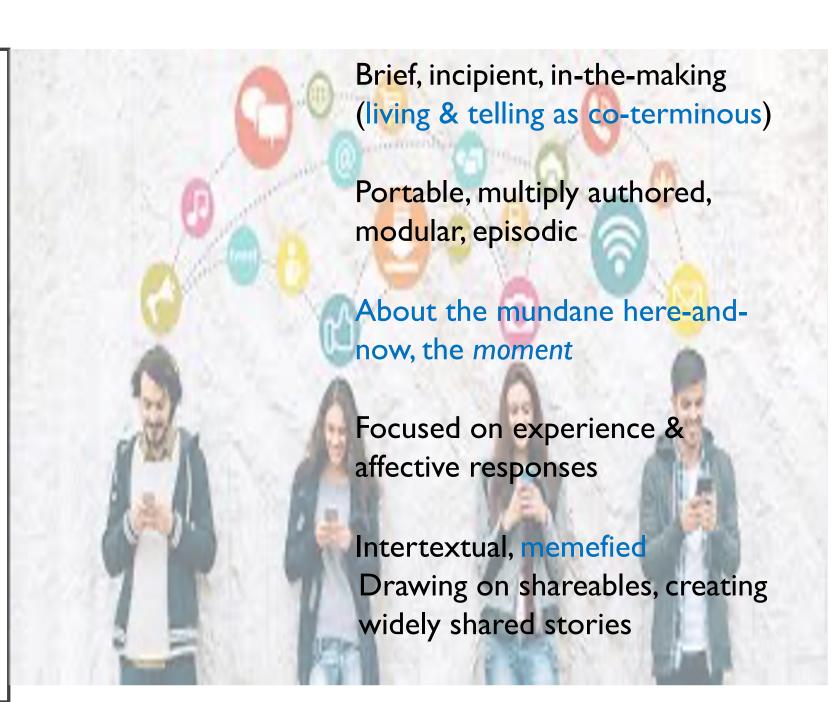
Associated with specific types of self-presentation

Georgakopoulou, A. (2021) Small stories as curated formats on social media: The intersection of affordances, values & practices. *System 102.* https://doi.org/10.1016/j.system.2021.102620

'Recognizing a situation means framing it along ... a general indexical vector. This, following Garfinkel, we can call formatting: shaping the particular situated interaction in "typical" (i.e. generic, nonunique) ways and bringing the "sense of social structure" ... into the particular action we are engaged in with others'.

Blommaert, J. with Smits, L. & Yacoubi, N. Context and Its Complications. In De Fina, A. & Georgakopoulou, A. (eds., 2020) *The CUP Handbook of Discourse Studies*. CUP.

FORMATTING MULTI-MODAL 'SMALL STORIES' ON SOCIAL MEDIA



A starting point

Stories online as socio-technical, designed activities: The role of affordances (Marwick & boyd 2011)

High-level

The built-in logic of recency/timeliness & updating

Ephemerality, speed of distribution

Replicability/archiving, retrievability, recontextualization, scalability

Multi-semioticity (in particular, visuality/viewability)

A TECHNOGRAPHIC (BUCHER 2018) METHOD FOR STUDYING STORIES ONLINE

A framework for uncovering context

Discourses, affordances & practices

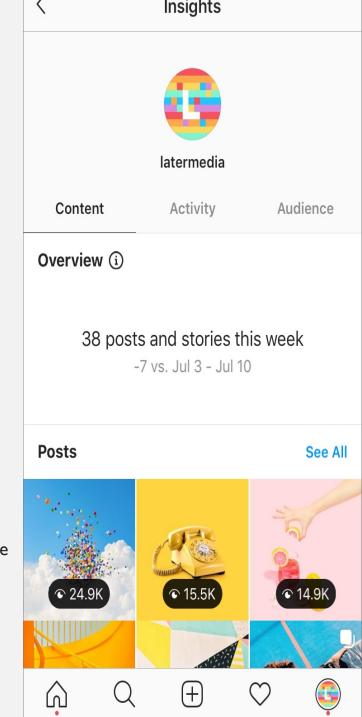
Historicity: Emergence & re-configuration (Herring 2013)

Georgakopoulou, A. (forthcoming) In search of context online: Technography as a synergetic methodology for the study of stories

[Real-time] Tracking in technography

- Platform affordances
- Corpus-assisted analysis for platform Discourses
- Critical moments, metrics & API for identification & collection of data

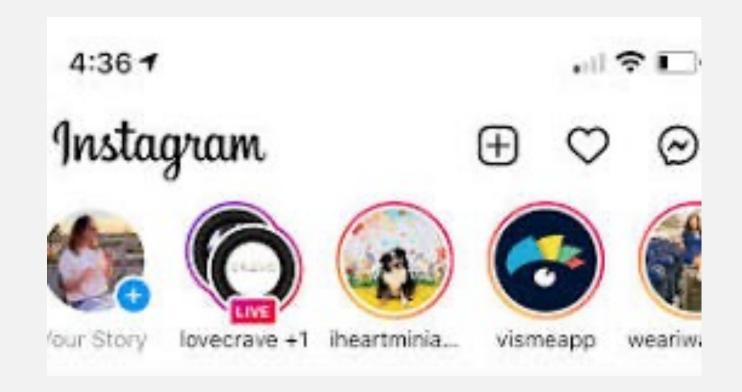
Georgakopoulou, A. (2017; 2nd ed. 2023) Small stories research: a narrative paradigm for the analysis of social media. In Sloan, L. & Quan-Haase, A., (eds.) The SAGE Handbook of social media research methods. London: Sage. 266-282.



ANALYZING STORIES AS MULTI-MODAL PRACTICES

 Small stories heuristic (Georgakopoulou 2007; 2017)

 Ways of telling, sites, tellers



COMBINED WITH

Positioning analysis

[Bamberg & Georgakopoulou 2008; Georgakopoulou & Giaxoglou 2018; Giaxoglou & Georgakopoulou 2021]

Level 1: Positioning self as agentive, affective, epistemic character, (inter)-acting with other characters in time & space

Level 2: Positioning self in relation to actual, imagined, intended audiences

Level 3: Positioning self above & beyond the here & now of this storytelling. What kinds of identity projects & circulated storylines are invoked as shared, promoted or spoken against & resisted?





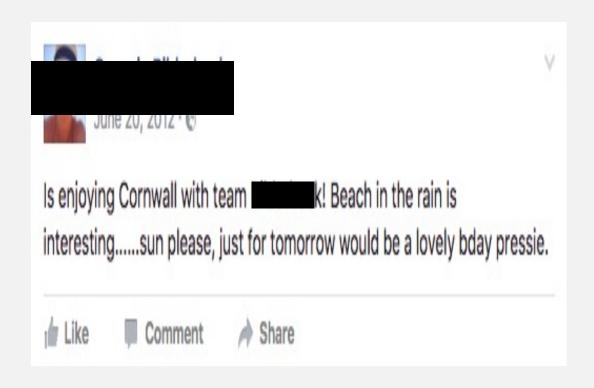
MULTI-MODAL SMALL STORIES & POSITIONING ANALYSIS

- Documenting iterative ways of telling & links across modes
- Linguistic/textual resources in captions/annocaps/descriptions/ automated speech transcriptions in any salient, recurrent interactions with sound-tracks, visual, video & embodied modalities in the spectrum of aligned disaligned connections

KEY-WAYS OF TELLING FORMATTED STORIES

The present tense and the moment

SNAPSHOTS OF STORY-FORMATS: EARLY DAYS OF TEXTUAL FACEBOOK (GEORGAKOPOULOU 2017)



Breaking news & the algorithmic logic of timeliness, new-ness, instant sharing



INTEGRATION INTO THE ATTENTION ECONOMY TAKING A NARRATIVE STANCE -REQUEST FOR ELABORATION - SMALL STORY



Charlotte Harris Oh my God! What happened???? Are you ok? xxx

Gertie Brown Thank you everyone. Not much to worry about. It was a painful abscess which I thought would go away with some basic home treatment but by yesterday it was unbearable and huge so had to go to A&E to have it removed – cross & painful but on the mend! Apparently they are quite normal?!

August 25 at 9.01pm

GERTIE IS NOT HAPPY WITH HER MAC FEBRUARY 10 AT 11.46 AM 6 LIKE

Updating

The start of modular storytelling

Dan sacrilege, how could someone say such thing!

February 10 at 12:19pm · Like

Gertie Grrrrrrrrr i have been on the phone to mac support, technical help you name it and they still can't work it out!! I'm tempted to cross the fence to pc!! Sorry but i'm at my wits end :-(

February 10 at 12:24pm · Like

Gertie panic over, just sorted it out! Having been in a phone queue for 50 minutes - problem now resolved so I won't be going to the world of pc just yet!!

February 10 at 12:29pm · Like

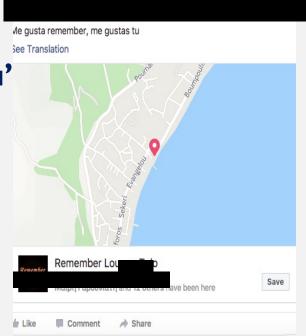
Dan That's lucky don't think I could have been friends with a mac deserter!

February 10 at 12:31pm · Like

THE PRESENT TENSE AS A PRE-SELECTION 'WHAT ARE YOU DOING RIGHT NOW?"

Mary B. drinking whisky with Ellie D. and two others at remember

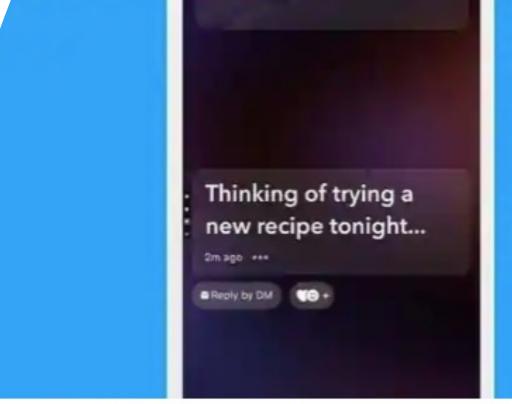
'me gusta remember, me gustas tu'



SNAPCHAT (2014),
INSTAGRAM (2016),
FACEBOOK (2017), WEIBO
STORY (2017), TWITTER
FLEETS (2020) ----- TIK
TOK SHORT FORM VIDEOS

- The increasing curation of stories on social media
- From offering storytelling facilities to designing stories as multi-modal features

Vology > News > Twitter launches Instagram Stories-like feature Fleets in Volvorks

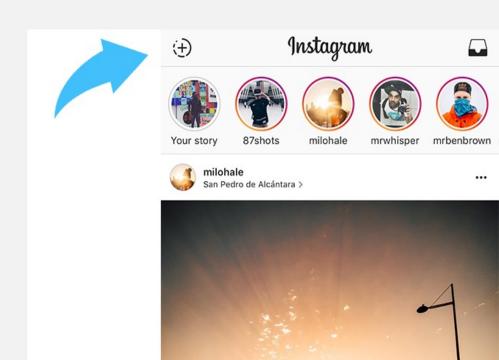


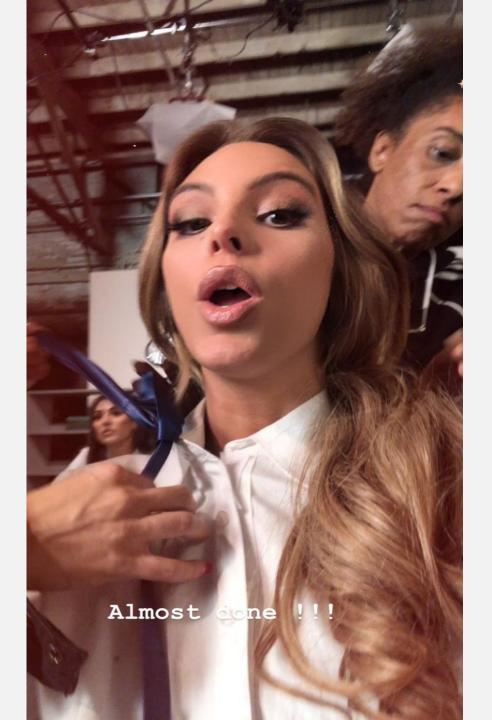
Instead of showing up in people's timelines, Fleets are viewed by tapping on your avatar (Twitter)

Twitter launches Instagram Stories-like Teature Fleets in India: How it works

STORIES AS 'SECONDS-LONG GLIMPSES OF YOUR LIFE'

- 'I think the story is a fantastic format for sharing in the moment and giving people a picture of your daily life, and I think a lot of apps are going to adopt it."
- Recode Kevin Weill, Head of product Instagram

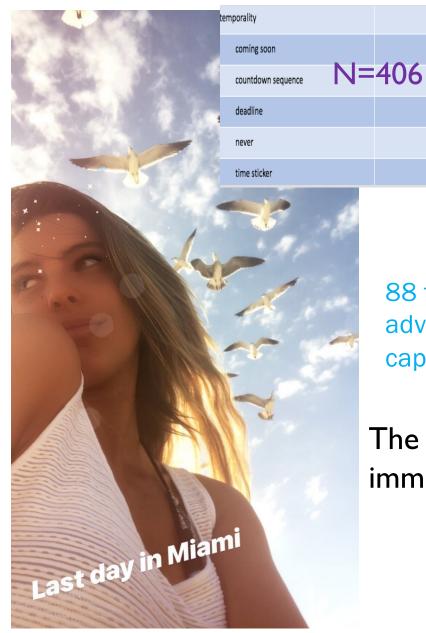




From telling to showing [in] the moment:

Stories as 'designed' features



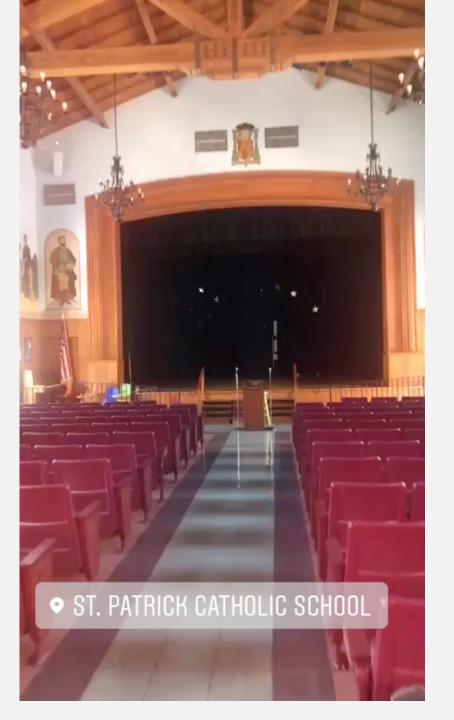


88 temporal adverbs in 366 captions

The temporality of immediacy

IT'S ALL ABOUT 'NOW'





From the moment to showing all moments of the day

HAPPENING NOW

& THE

CONSOLIDATION

OF IMPERFECTIVE

ASPECT



Past tense is becoming (even more)RARE!

 And it is ALWAYS occasioned in the 'here' & 'now'

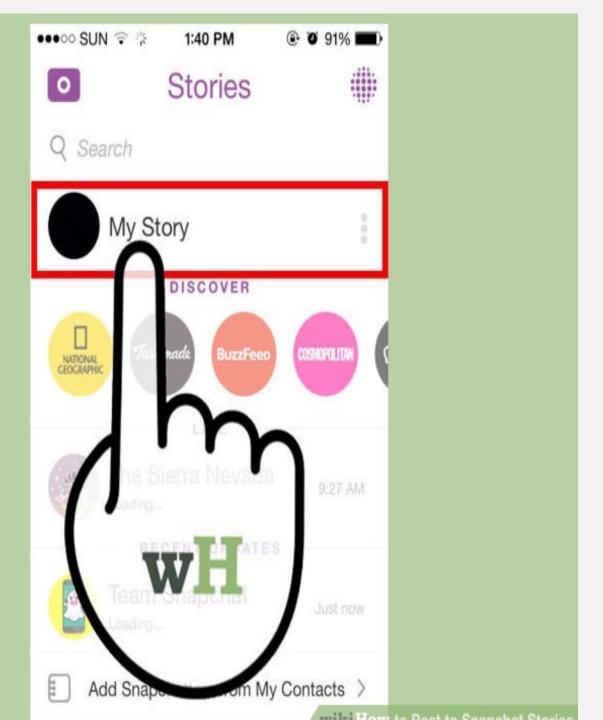






FORMATTING THE MOMENT AS FRAMING

• Today, we're introducing Instagram Stories, a new feature that lets you share all the moments of your day, not just the ones you want to keep on your profile. As you share multiple photos and videos, they appear together in a slideshow format: your story.

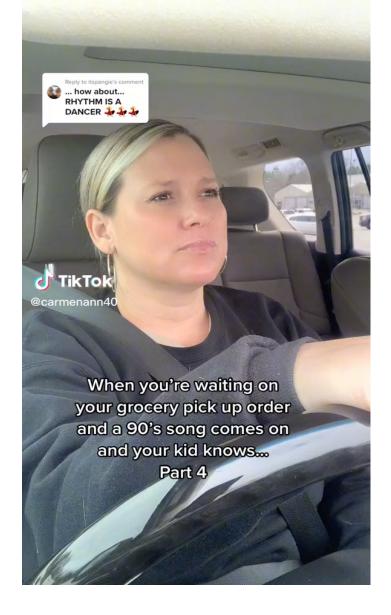




'Your Story never ends and it's always changing. The end of your Story today is the beginning of your Story tomorrow'



In parallel, the present tense is also used for generic, 2nd person scenarios



From static memes to short form videos

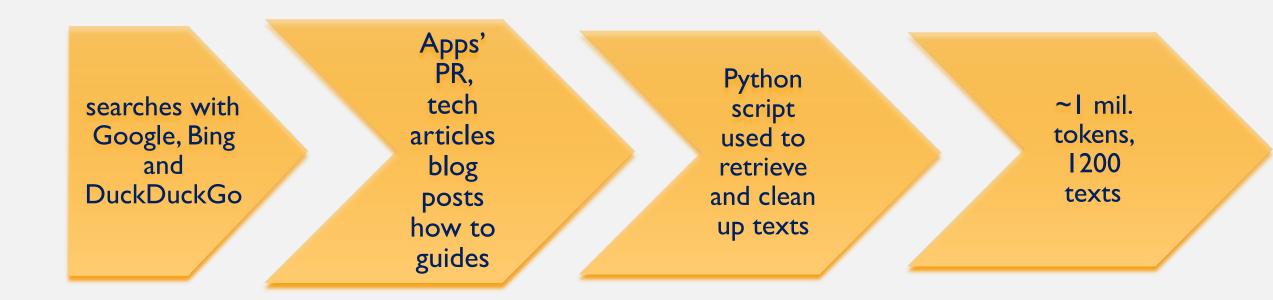
Formatted present-tense, moment-based stories as a multi-modal ensemble

Story-formatting across languages



THE MOMENT IN STORY DISCOURSES WHAT DO PLATFORMS MEAN BY 'STORY'?

GEORGAKOPOULOU, A. (2019) DESIGNING STORIES ON SOCIAL MEDIA: A CORPUS-ASSISTED CRITICAL PERSPECTIVE ON THE MISMATCHES OF STORY-CURATION. LINGUISTICS & EDUCATION 62(1-2): 100737. DOI:10.1016/J.LINGED.2019.05.003.



Compiling the EgoMediaStories Corpus

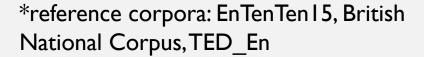
CORPUS ANALYSIS METHODOLOGY

Corpus exploration & summarisation

- key-semantic domains
- keyword and key bigram analysis

Targeted queries

- collocation & concordance analysis ("stories", "moment" etc.)
- comparative* word
 sketches
- Thesaurus (Sketch Engine)



Collocates of the *moment*

| Rank | Collocate | Freq. | logDice Score |
|------|------------|-------|---------------|
| I | share | 271 | 11.415 |
| 2 | day | 121 | 10.619 |
| 3 | Twitter | 67 | 10.014 |
| 4 | capture | 46 | 9.9 |
| 5 | all | 104 | 9.83 |
| 6 | sharing | 53 | 9.787 |
| 7 | life | 50 | 9.749 |
| 8 | lets | 39 | 9.549 |
| 9 | those | 47 | 9.523 |
| 10 | not | 79 | 9.422 |
| П | remember | 31 | 9.374 |
| 12 | in | 224 | 9.339 |
| 13 | their | 100 | 9.238 |
| 14 | from | 90 | 9.149 |
| 15 | everyday | 25 | 9.145 |
| 16 | throughout | 26 | 9.131 |
| 17 | capturing | 24 | 9.113 |
| 18 | of | 316 | 9.11 |
| 19 | the | 575 | 9.075 |
| 20 | that | 172 | 8.956 |

SOURCE

Georgakopoulou, A. (2021) Designing stories on social media. A critical small stories perspective on the mismatches of story-curation. Linguistics & Education.

https://doi.org/10.10 16/j.linged.2019.05.0 03

'MOMENTS' IN THE CORPUS

Semantic categories for modifiers for moment:

everyday, little, casual, daily

fleeting, brief

Sharing the moment now

Stories & lives as breaking news

Enacting the/a moment

Stories as short form videos

The social media curation of stories

Showing the moment

Visual selves, captions & the shift from textuality

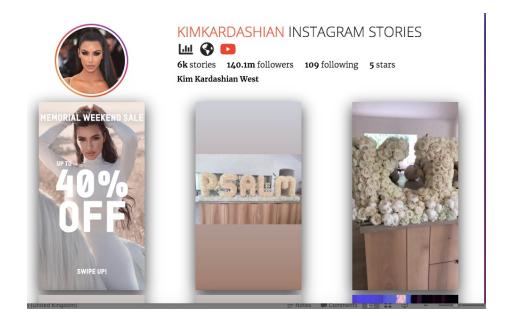
Showing/viewing the moment as a 'Story'

Stories as features

4 pivots for curating stories on social media

Georgakopoulou, A. (2017) Sharing the moment as small stories: The interplay between practices & affordances in the social mediacuration of lives. Special Issue. Storytelling in the digital age. Narrative Inquiry 27: 311–333.

Georgakopoulou (forthcoming)
(Un)complicating context: The case of formatted storytelling on social media. In Arnaut. K. et al (eds.) *The Jan Blommaert Festschrift: The way forward*. Multilingual Matters.





TRACKING SHARING-IN-THEMOMENT IN PRACTICES

INFLUENCERS' DATA-SET

[GEORGAKOPOULOU & DRASOVEAN 2020]

Phase I (20 days, 01/2019), Phase 2 (05/2020-11/2020), c. 5000 stories

| Challenge | | Solution | |
|------------|--|--|--|
| • | collecting online, multimodal data (photos & short videos) | → Instagram Scraper (command line application in Python) | |
| • | ephemeral data (24h) retrieval | → crontab tool (Python) → download stories automatically | |
| • * loc | segmentation of dataset* | → Stories grouped in 24h subsets (time zone conversion) | |

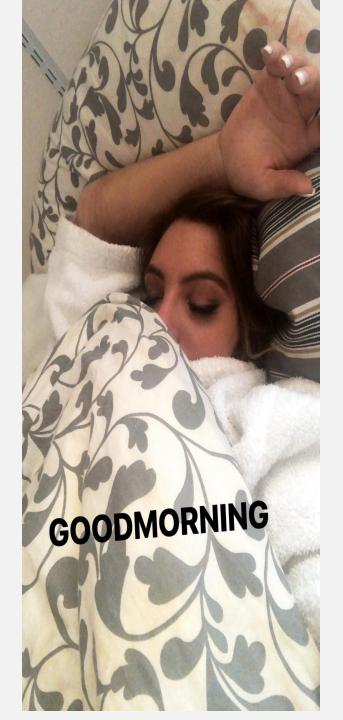
COLLECTING EPHEMERAL DATA (INSTAGRAM STORIES)



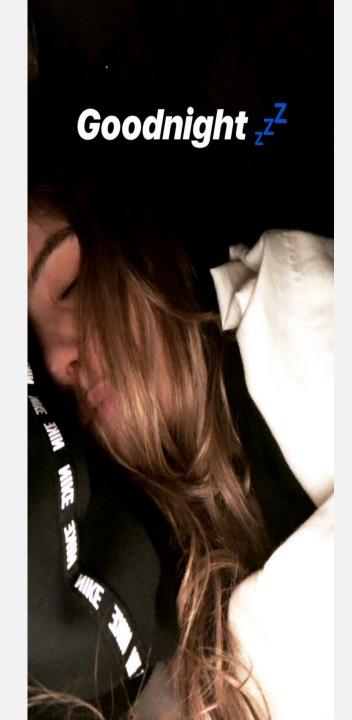
Formatting as framing

Stories anchored onto & signalling the here & now

Behind the scenes
Countdowns
Breaking news
Good morning – Good night
On the go







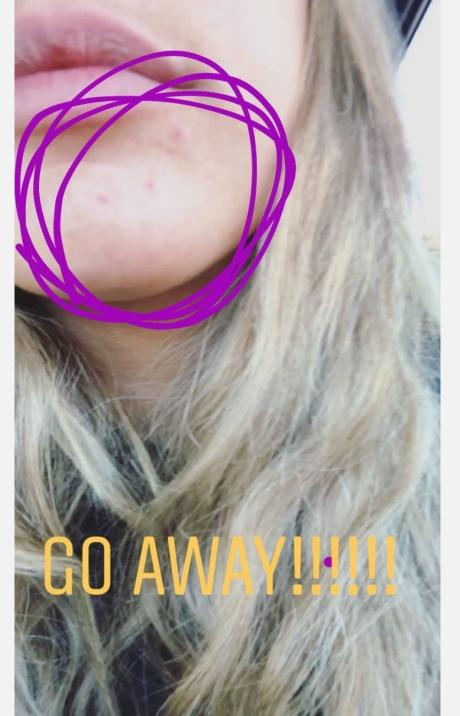
KEY-WAYS OF TELLING FORMATTED STORIES

Inter-modal connections for sharing (in) the moment

Inter-modal
densities (Jewitt 2017)
of the linguistic
here & now with
visual & video
modalities

Show & Tell





POSITIONING THE AUDIENCE AS 'EYE-WITNESSES'

VISUAL & VIDEO IMMEDIACY STRATEGIES



KEY-WAYS OF TELLING FORMATTED STORIES

Teller identities & positioning:

Doing authenticity

Framing such stories as 'authentic' presentations of self and life

Inviting the 'audience' to validate them as such

Story-formatted practice

Sharing-life-in-the-moment



Georgakopoulou, A. (2022) Co-opting small stories on social media: A narrative analysis of the directive of authenticity. *Poetics Today 43* (2): 265–286.

AUTHENTICITY & SHARING (IN) THE MOMENT: 'KEEPING IT REAL'

Distilling a Discourse

Spontaneous, raw, immediate content

Imperfect sharing
Goofy, silly, fun, no
filters content

AUTHENTIC STORIES & IMPERFECT SHARING TOP COLLOCATES OF 'AUTHENTIC' IN THE EGOMEDIA CORPUS WWW.EGO-MEDIA.ORG [GEORGAKOPOULOU 2023]

| Rank | Collocate | Freq. logD | ice Score |
|------|--------------|------------|-----------|
| | Being | 3 | 9.299 |
| 2 | spontaneous | 3 | 9.254 |
| 3 | raw | 3 | 9.133 |
| 4 | tell | 8 | 9.011 |
| 5 | feel | 7 | 8.784 |
| 6 | rather | 4 | 8.687 |
| 7 | nature | 3 | 8.654 |
| 8 | storytelling | 3 | 8.613 |
| 9 | brand | 12 | 8.362 |
| 10 | visual | 3 | 8.346 |

AUTHENTICITY & SHARING (IN) THE MOMENT

Distilling affordances

Story-content creation made easier
Pre-selections & shareables

Interactivity & CTAs

THE EVOLUTION OF FORMATTING TECHNOGRAPHIC TRACKING OF SHARING (IN)THE MOMENT & AUTHENTICITY

Repurposing

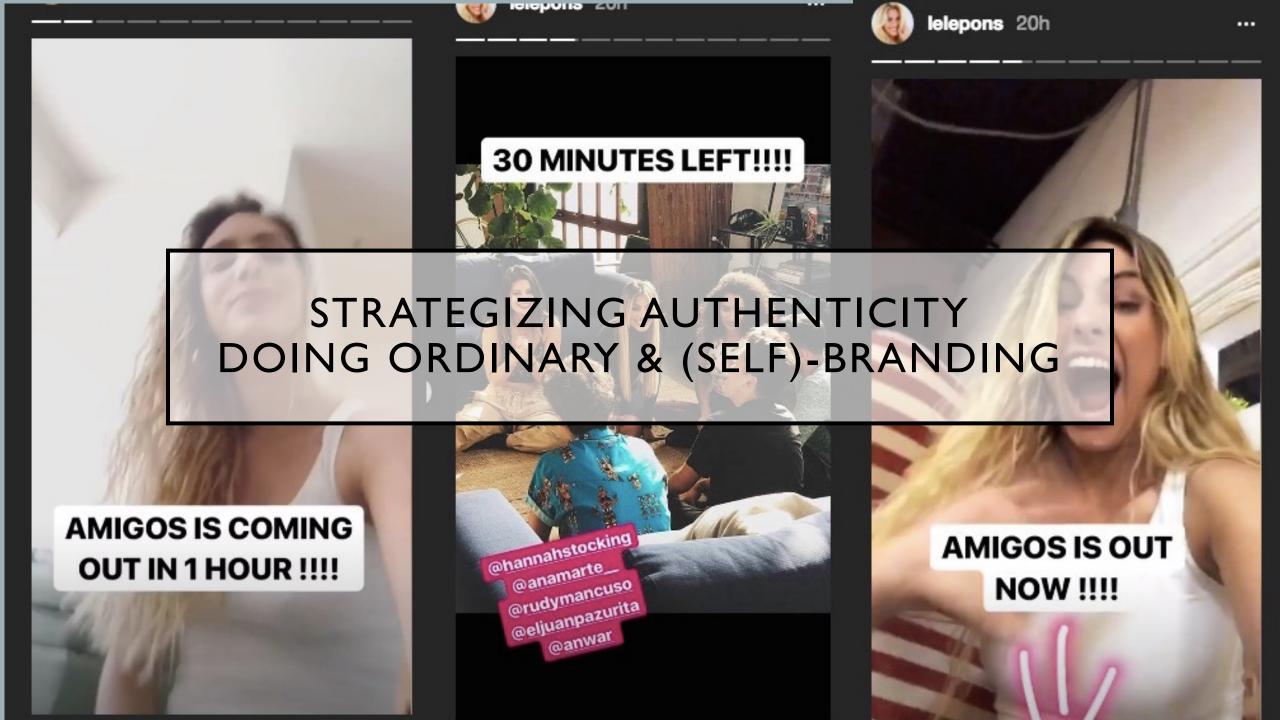
Reconfiguring

Repurposing (mainly user-driven)

- Expanding on form & content, re-contextualizing, tansplatforming
- Strategizing for self-presentation projects & audience reach

Reconfiguring (mainly platform-driven)

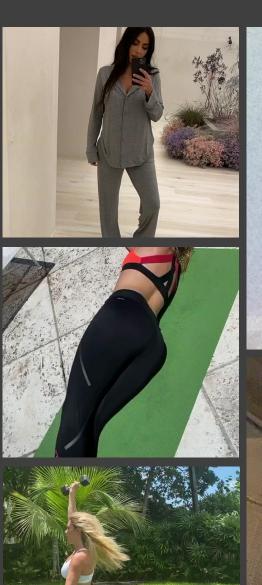
- Enhancing, evolving the affordances
- Tailoring to specific algorithmic environments

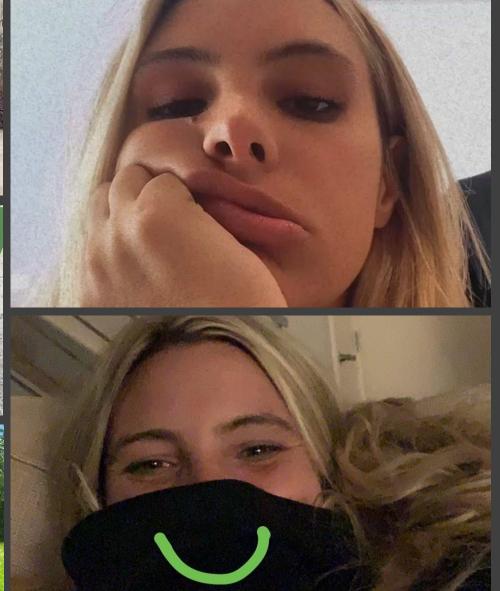


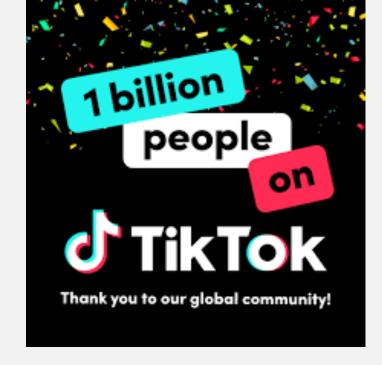
REPURPOSING DURING THE PANDEMIC

 Repurposing of the present tense, moment-based storyformats, so as to serve the present-day historiography of being spatially confined & add new content (e.g. stories of exercise routines, baking, etc.)

Georgakopoulou, A. (forthcoming). Reconfiguring and repurposing authenticity: Influencers and formatted stories on Instagram during the pandemic. In Blitvich, P. & Georgakopoulou, A. (eds.) Influencer Discourse: Affective relations & identities. Amsterdam/Philadelphia: John Benjamins.









RECONFIGURING STORY-FORMATTING ON TIKTOK

A CASE IN POINT

TECHNOGRAPHIC OBSERVATIONS

THE CONSOLIDATION OF PRESENT-TENSE MOMENTS-BASED FORMATS

PERSON OF NARRATION EXTENSION

FROM 'YOUR'TO 'MY' & 'OUR'





Integrating trends

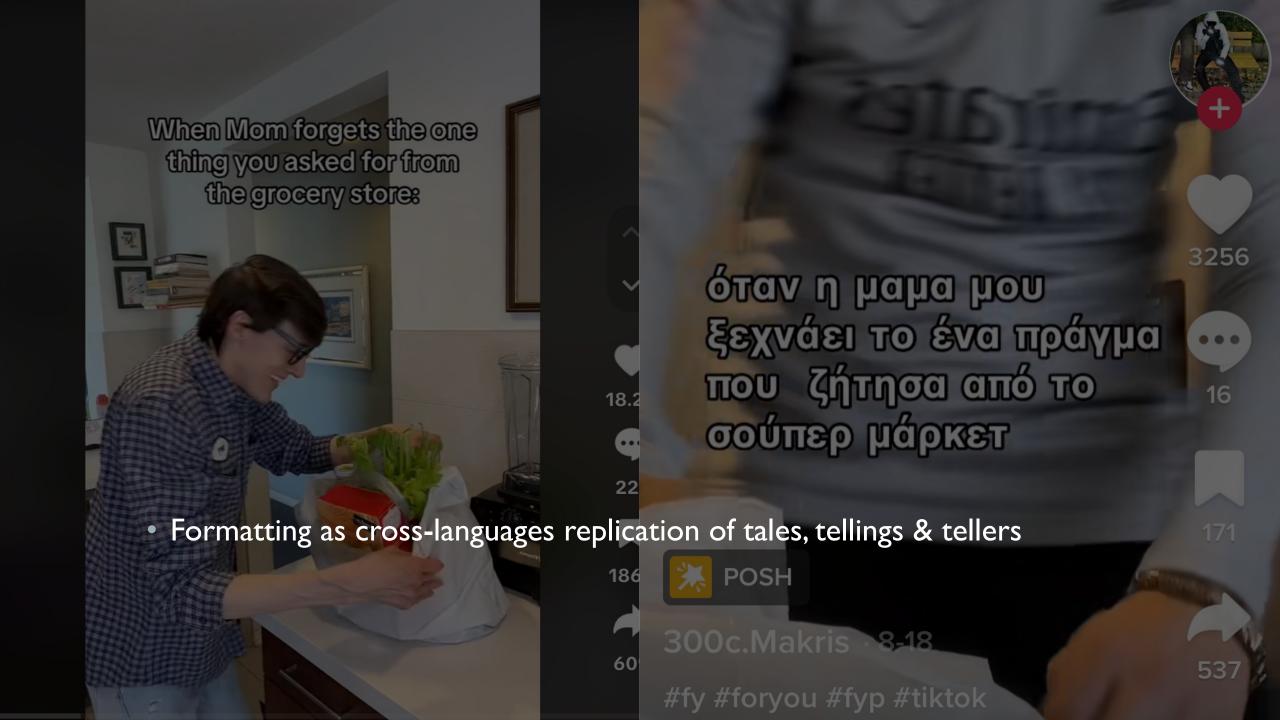
Formatted annocaps extension



REPURPOSING STORY-FORMATS FOR MULTIPLE SCENARIOS

MULTIPLE CHARACTEROLOGICAL FIGURES (AGHA 2006)

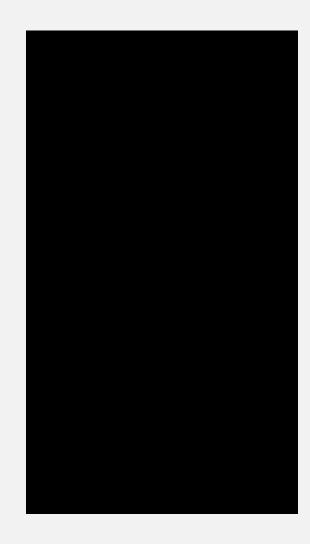




ENACTING THE MOMENT: SHARED FAMILY STORIES ON TIKTOK (IN COLLABORATION WITH RUTH PAGE)

 What micro-plots (i.e. mother/parent as a type, parent-child roles & relationships) are presented as recognizable and generic, in 'when your/my mum' stories & how?

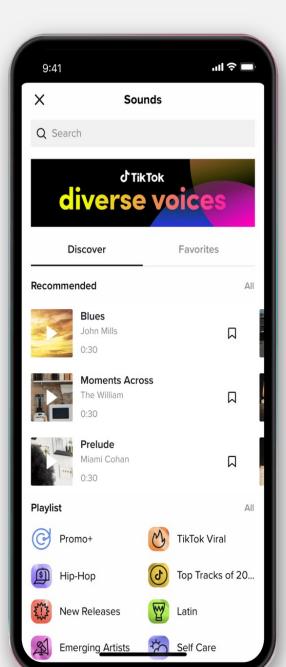
 How is the formatted practice of sharinglife-in-the-moment [for doing authenticity] reconfigured?



Collecting when-scenarios

- Targeted searches real-time observations
- Downloading of 100+ videos in Excel with meta-data
- Inclusion of languages beyond English
 - French, Italian, Spanish, Greek
- Sampling of (top) comments
- Preliminary coding & micro-analysis of 50 videos
- Further analysis of the data-set with ELAN or MAXQDA
- Cartoon images using Clip2Comic picture editing app for a sub-set of data for publication/dissemination purposes

| URL | Video file name | Date of upload | Views | Likes | Comments | Transcription of 'Annocaps' | Transcription of |
|--|-----------------|----------------|--------|--------|----------|---|-------------------------------------|
| https://www.tiktok.com/@wh0re4nuggets/video/7198631 | | | | | | | |
| 351862430982?is_from_webapp=1&sender_device=pc& | | | | | | | |
| web_id=7223373603303622150 | <u>WMM_01</u> | 2-10-23 | 588.5k | 114.5k | 248 | when my mum asks how that one boy is | blank |
| https://www.tiktok.com/@user1073693063/video/723485 2402971594010?is_from_webapp=1&sender_device=pc &web_id=7294422260009715232 | WMM 02 | 19-5-23 | 46.5k | 4985 | 18 | When my mum treats me like shit and ruined my mental health then acts like she did nothing wrong and has a go at me for being sad all the time | #mentalhealthm |
| https://www.tiktok.com/@yng_relly/video/729094837861 4074657?is_from_webapp=1&sender_device=pc&web_i d=7294422260009715232 | <u>WMM_03</u> | 17-10-23 | 7.7M | 1.9M | 3239 | When my mum complains about my room being messy but there's people my age with babies: | Jacket link in bi |
| https://www.tiktok.com/@lilghxstt/video/72271710161228 30107?is_from_webapp=1&sender_device=pc&web_id= 7294422260009715232 | <u>WMM_04</u> | 28-04-23 | 5.4M | 1.3M | 4741 | me when my mum shouts at me but I'm trying my hardest to even stay alive | real #vent#mea #iloveyou |
| https://www.tiktok.com/@flopity_flop_/video/7270217875 351260458?is_from_webapp=1&sender_device=pc&web_id=7294422260009715232 | <u>WMM_05</u> | 22-8-23 | 4.4M | 1.1M | 4877 | When my mom tries to take my phone away but I tell her I'm studying with it | #fyp #floptok #r #floptokera #fy |
| https://www.tiktok.com/@.urlocalrantacc/video/72432825 29480871169?is_from_webapp=1&sender_device=pc&w eb_id=7294422260009715232 | <u>WMM_06</u> | 11-6-23 | 1.2M | 313.8k | 563 | me when my mom asks what happened to that boy i would always talk abt | #fyp#viral#xyzb |
| https://www.tiktok.com/@x.edds/video/72924595290679 08385?is_from_webapp=1&sender_device=pc&web_id= 7294422260009715232 | <u>WMM_07</u> | 21-10-23 | 2.9M | 793.3K | 1453 | when my mum keeps complaining about my attitude like i didn't get it from her | blank |
| https://www.tiktok.com/@x.edds/video/71778736253562 09414?is_from_webapp=1&sender_device=pc&web_id= 7294422260009715232 | WMM 08 | 16-12-2022 | 2M | 586 8K | 2372 | when my mum asks me where i got my attitude from | he fr |



Sheet1 ▼

| J | K | L | M | N | U | Р | Q | К | 8 |
|------------------------------|------------------|-------------------|-------------------|--------|-------------------|-------------------|----------------------------|----------------|-------------------|
| Soundtrack Ve | erbal | Visual action | Visual Characte | Gender | Visual setting | Visual evaluation | Intersubjectivity | Proximity | Gesture |
| | | | | | | | | | |
| I can't get you out of my qu | uotative | Lip sync only 'we | Teller | female | Inside unspecifie | sadness | eye gaze to camera | Intimate space | |
| change your name change | your mind and | Lip sync | Teller | female | Bedroom | sadness | eye gaze to camera | Intimate space | Pointing at self |
| when you take a step ball qu | uotative | Lip sync + enact | Teller | male | Hallway | defensive | eye gaze off camera to no | Public | Iconic gestures |
| Screaming qu | uotative | Walks into bedro | Intertext (mean ç | female | Bedroom | anger | third person camera | Public | |
| You're the man, I got the po | ower | Woman stopping | Intertext (meme) | female | Decontextualised | power | third person camera | public | Gestures |
| lf we walked maybe [lauς qι | uotative | None | Teller | female | Decontextualise | ambiguous | eye gaze to camera | Personal | Smiling, noddin |
| She was so nasty and so ru | ude, don't bring | turns towards ca | Teller | female | Bedroom | sarcasm | eye gaze off camera, left | Personal | head roll, lip po |
| Nightcore edit of rap song | | Head roll | Teller | female | Redroom | fed un | eve gaze to left, to camer | Intimate snace | head roll eve o |

'A MOMENT'

INVOKING THE FAMILIAR THROUGH SHAREABLES

Inter-modal density of show & tell reconfigured

The 'content-creator/teller' as an 'actor'/character in the video shows (also through borrowing voices/characters/scenes)



- Reconfiguration of rescripting stories
- [Georgakopoulou 2014, 2015]
- A social-media afforded practice of visual, video &/or verbal manipulations of a story's taleworld to create intertextual, often satirical, connections with other stories
- Importing shareables onto the here-and-now of a story

| Т | U | V | W | X |
|-------------------|-----------------|------------------|-----------------|------|
| Lighting | Type of visual | Intertextual ref | | |
| | | | | |
| | Reaction | | | |
| | | | | |
| Dark lighting, ca | Reaction | | | |
| ,, | | | | |
| Bright light | Enacted respons | se | | |
| | | | | |
| Dark lighting | Intertextual | Mean girls | | |
| | | | | |
| | Intertextual | | | |
| | | | | |
| Dark lighting | Reaction | Ref to ariana Gr | ande and Mac Mi | ller |
| | | | | |
| Bright | Reaction | Real Housewive | s | |
| | | | | |
| Bright | Reaction | | | |



'When you take a step back and you look at the severity of the situation – yeah – is it that deep?'

"People use it for roasting things their mums, mates and teachers say to them"

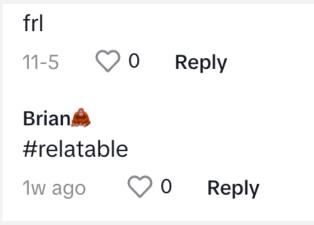
https://thetab.com/uk/2021/12/ 15/when-you-take-a-step-back-isit-that-deep-tiktok-audio-loveisland-belle-232337

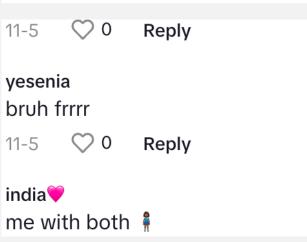




FORMATTING AS FRAMING

| 1 |
|------------|
| Downloaded |
| |
| Υ |
| |
| Υ |
| Y |
| Y |
| Υ |
| Υ |
| |







Formatting as recognizing & validating

Ritual appreciation

"positive assessments of the post and/or poster, expressed in highly conventionalized language coupled with emojis ...in congruent sequences of atomized contributions, which despite not directly engaging with one another, are strikingly similar, visually and linguistically" (2006: 182)

Georgakopoulou, A. (2016) 'Friendly' comments: Interactional displays of alignment on Facebook and YouTube. In S. Leppaenen, S. Kytola & Westinen, E. (eds.) Diversity and identification on social media. London: Routledge. 178-207.

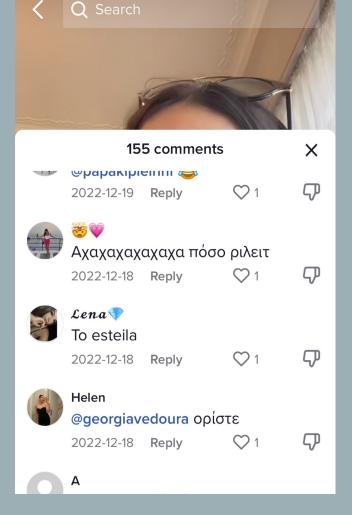


155 comme

2022-12-16 **Reply**

Κατερίνα Βεντούρη Φίλη ταυτίζομαι 2022-12-16 Reply



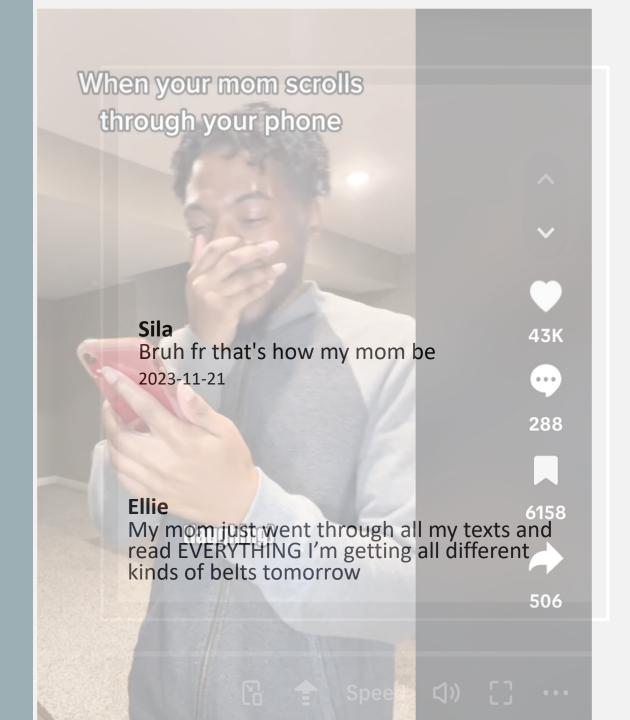


Formatted modes of participation in sharing life-in-the-moment

Ritual appreciation

Knowing participation

"Bringing in and displaying knowledge from offline, preposting activities" or any other experiential knowledge 'specific to the post or poster' (Georgakopoulou 2016: 182)



RECONFIGURATIONS ON TIKTOK: FROM THE REAL TO A RELATABLE MOMENT

GEORGAKOPOULOU, A. (FORTHCOMING) FROM BEING REAL TO RELATABLE TALES: FORMATTED AUTHENTICITY IN TIKTOK SHORT FORM VIDEOS. NARRATIVE WORKS



This/my moment



A real moment, a real/ordinary self, the audience as eye-witness Teller-based authenticity



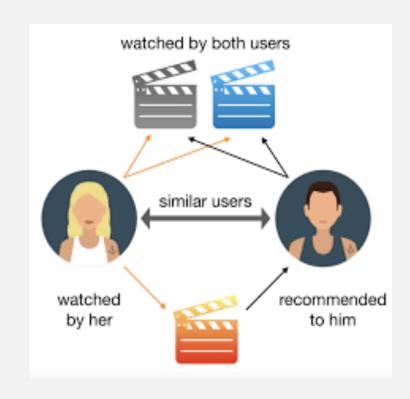
A moment



A relatable moment, a believable moment, the audience as co-experiencers, co-authors *Tale-based authenticity*

AUTHENTICITY & THE/A MOMENT A TECHNOGRAPHIC LENS ON RECONFIGURATIONS

- From a teller-based to a tale-based authenticity
- Mirrors the move to personalized, recommendation algorithms, from poster-based to post-based virality
- "Sustained & long-term fame on ... earlier social media like Instagram and YouTube used to be based on a coherent persona or online identity, ... brand ... after whom followers would aspire. [...] On a space like TikTok, the nature of fame and virality has shifted, and tends to be based on the performance of users' individual posts. Most TikTok users strive to have individual posts accumulate 'engagements' in the form of views, comments, and shares, as encouraged by TikTok's culture of aiming to be picked up for and catalogued by the For You Page" (Abidin 2020:)



Conclusion Story-formatting in a nutshell

Discourses

The sociotechnicity of authentic sharing (in) the moment:

Framing

Affordances

From sharing now affordances to templatization of form & content

Framing

Practices

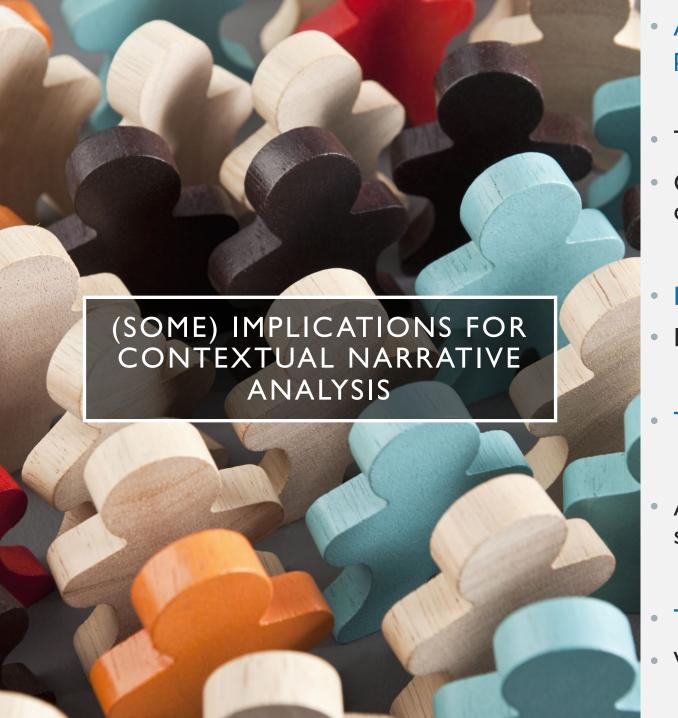
Present-tense, moment-based microplots

Show & tell intermodal densities

Real /relatable tellers/tales

Formatting in evolution

Repurposings, reconfigurations



- A (not so) simple move away from narration of the past
- The replacement of the event by the moment?
- Ownership of experience & the blurring of personal vs. collective storytelling
- Everyday life storytelling: a 'new' genealogy?
- Filmic & journalistic genres influences
- The algorithmic drive for replication & 'homogeneity'
- An (over)-reliance on formats for tales & tellings & stereotypical personas?
- The local-global interplay
- What happens to stories-in-culture?

(UN)COMPLICATING CONTEXT ONLINE: WHERE TO?

Georgakopoulou, A. (forthcoming) (Un)complicating context online: The case of formatted storytelling on social media. In Arnaut, K. et al (eds.). Festschrift for Jan Blommaert. Multilingual Matters.

Re-imagine & re-theorize processes of indexicality & discourse enregisterment (fit for the GenAl era) in a synergy with *formatting* processes

Integrate multi-modality into a dynamic, practice-based analysis of context online

Re-imagine key-concepts in the discourse analytic tradition of studying identities (e.g. positioning), so that they are fit for platformed directives for self-presentation & 'curated' communication

Re-imagine the 'speech event' in the light of the 'moment' & its concomitant algorithmic, attention economy