

**Invitation to the method workshop
for (post)doctoral and master students**

**How to deal with ephemerality? Opportunities and challenges in analysis of ephemeral
(audio-)visual content**

organized and sponsored by the
DGPuK (German Communication Association) Visual Communication Section

Wednesday, 20th November 2024

at the ZeMKI (Centre for Media, Communication and Information Research) of the University of
Bremen

HYBRID FORMAT

In recent years, ephemerality has become a special topic in visual communication research (Bainotti et al. 2021, Schellewald 2021, Vázquez-Herrero et al. 2019) - and a central challenge for qualitative and quantitative research projects. This workshop for early career scholars is therefore dedicated to the possibilities and challenges of (audio-)visual analysis of ephemeral content. It is intended to give participants the opportunity to get insights into possible approaches or technical tools as well as to present and discuss their own material, questions and problems while handling ephemerality in their own research projects - regardless of the status of their work. Participation is free of charge and open to all interested doctoral students, as well as post-doctoral and master's students whose projects and interests are situated in the fields of visual and/or multimodal communication and media research.

In the first part of the day, we will welcome Lucia Bainotti (University of Amsterdam) and Sofia Caldeira (Lusófona University Lisboa) to share insights on their methodological approaches towards ephemeral (audio)visual content.

After a joint lunch break we will provide participants with the opportunity to exchange their ideas with other (post)doctoral researchers or master's students in two parallel method circles. One workshop group will discuss quantitative challenges when dealing with ephemerality; the other group will discuss qualitative approaches. The groups are divided according to the submitted research outlines. The aim is to discuss a variety of collaborative approaches in an open-minded setting to enable constructive further work and to build networks. The focus lies on peer-exchange and joint assistance. At the end, both groups come together and discuss the respective results.

The workshop is organized as a pre-conference of the International Conference "Generative Images - Generative Imageries: Challenges of Visual Communication (Research) in the Age of AI" of the DGPuK Visual Communication Section, co-sponsored by the Visual Communication Studies Division of the International Communication Association taking place from 20 - 22 November 2024.

Time Table

The workshop will take place on **Wednesday, 20 November 2024** from 10:00 to 17:00 and will end before the Get-together of the main conference. A connection via Zoom is planned for participants who cannot come to Bremen.

10.00 – 10.10	Welcome and Workshop overview
10.15 – 12.00	Keynote speeches and Q&As
10.15	Sofia Caldeira (Lusófona University Lisbon)
11.00	Lucia Bainotti (University of Amsterdam)
13.30 -16.00	Method Circles
16.00-17.00	Discussion & Learnings

Submission Deadline: 15th October 2024

To participate in the Method Circles in the afternoon, it is necessary to submit a research outline (max. 4000 characters with spaces, including references, figures or appendices) of the (post)doctoral project or Master's thesis. The submission should indicate the topic and methodological approach. In addition, relevant references should be provided so that all participants can prepare for the Circle discussion. Each Method Circle (quantitative and qualitative methods) is intended for 3 participants.

The submission of a research outline is possible as a PDF via e-mail to f.jage-daprile@filmuniversitaet.de

In case you only want to attend the keynotes, please register via email to f.jage-daprile@filmuniversitaet.de

Travel allowances

Unfortunately, travel grants cannot be provided. However, the event will take place hybrid.

Organisation

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