merz | medien + erziehung | Arnulfstraße 205 | 80634 München
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| ISSN 0176-9418

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ZEITSCHRIFT FÜR MEDIENPÄDAGOGIK

Lucia Santa Cruz: Swallowed by the Singing Stone. A Netnography in a Facebook Nostalgia Group

Beitrag aus Heft »2020/06 Erinnern in und mit digitalen Medien«

Auch wenn soziale Netzwerke Unmittelbarkeit, ständige Aktualisierung und Schnelligkeit begünstigen, so bergen sie doch auch Erinnerungen und Nostalgieerfahrungen. Dieser Artikel berichtet über eine digitale Anthropologie in einer virtuellen Gemeinschaft auf Facebook, „Alvorada do Iguaçu – die versunkene Stadt von Itaipu“. Ziel war es zu beobachten, wie die Gruppe das Soziale Netzwerk nutzt, um ihre Erinnerung und ihre nostalgischen Gefühle zu verfestigen und abzurufen. Die zentrale Frage der Analyse war, ob die Nutzer*innen passive oder aktive Nostalgieerfahrungen machten. Die Analyse des empirischen Materials weist darauf hin, dass die Nostalgie eine aktive Kraft in dieser Online-Gemeinschaft ist.

Even if they are environments that favor immediacy, constant updating and speed, social networks also contain memorialist manifestations and nostalgia experiences. This article reports on a digital anthropology in a virtual community on Facebook, “Alvorada do Iguaçu – submerged City by Itaipu”. The goal was to observe how the group uses the social network to store and retrieve its memory and its relationship to nostalgia. The primary question in the analysis was whether the users experience a passive or active nostalgic feeling. Analysis of the empirical material points out that nostalgia is an active force in this online community.

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