



**10. Internationale Konferenz des Netzwerks  
Technikfolgenabschätzung (NTA) in Bern**  
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# Collective memory and social media: the case of the Fête des Vignerons

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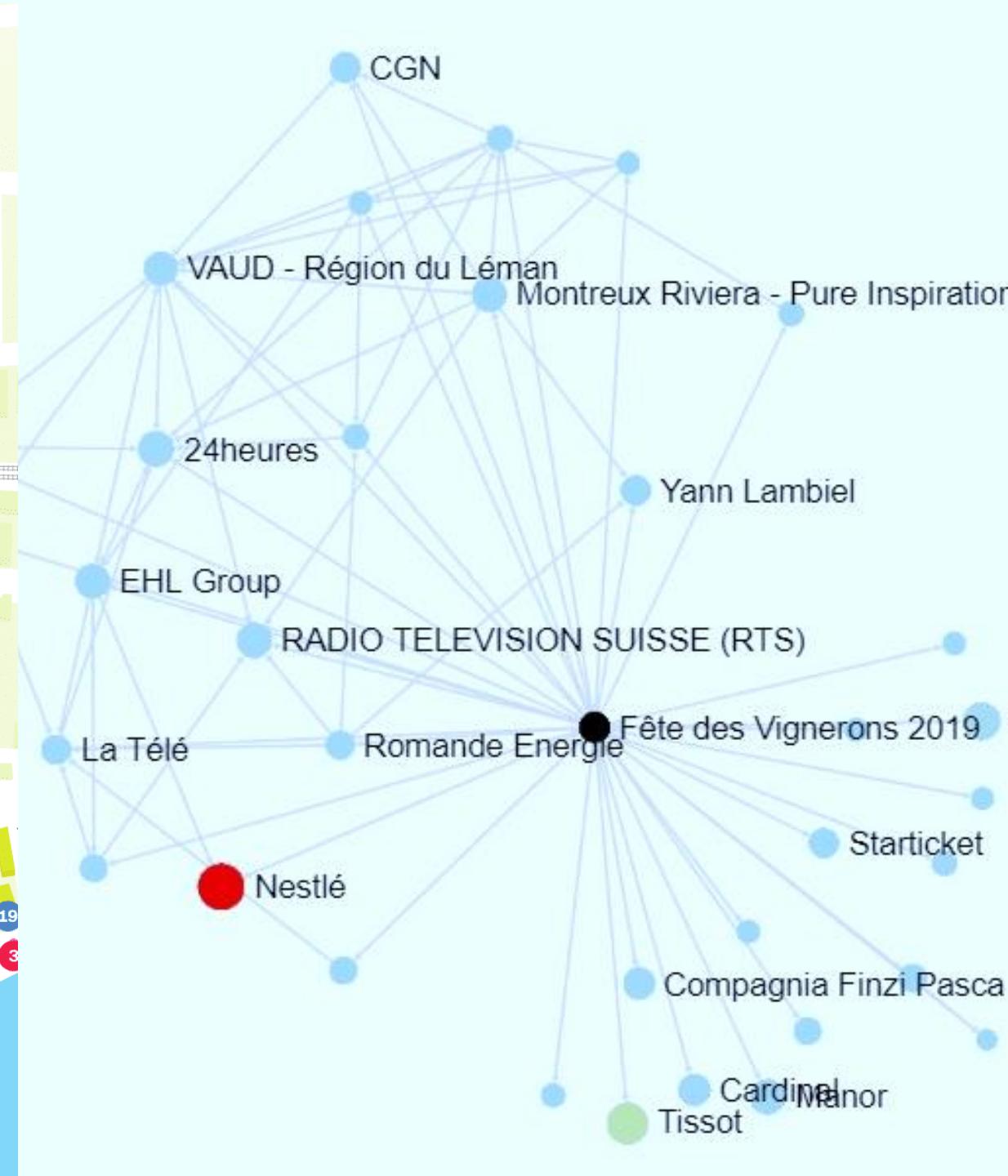
# Spectacle de jour | Fête des Vignerons 2019



1:06 / 1:21









Web of the Festival:  
where is the entrance?

# Memory in a digital context: new opportunities and new questions

Collective memory and social media: Fostering a new historical consciousness in the digital age?

Thomas Birkner, André Donk

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Article information ▾

## Abstract

The impact of social media has grown significantly during the past decade in several fields of our society. This article advocates the research subfield of social media memory studies based on empirical data from a case study on the role of social media in a local conflict about re-naming a public square in an average German town. The square had been named after Paul von Hindenburg, who played a crucial role in the

inadequate public

International Journal of Heritage Studies  
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## Autonomous archives

Shaunna Moore<sup>a\*</sup> and Susan Pell<sup>b</sup>

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By providing evidence for the creation and continuation of claims to places, archives facilitate the participation of multiple publics in cultural and political domains. In the context of fluctuating relations between unequal publics in contested narratives and spaces, the representation of documents determines the ways in which groups participate in the present and influence the future. While governments have attempted to include and incorporate diverse histories, many organisations and social movements have chosen to operate within a framework by preserving the records of their own activities. This is a concept of ‘autonomous archives’ as a crucial component of democratic practices. It develops this notion through an exploration of an emerging space within marginalised publics in Vancouver, Canada: the Columbia Indian Chiefs Archives, the Hope in Shadows Archive and the Woodward’s Squat Archive. Each of these archives point to concerns of social identity, claims to place, and the political representation within heterogeneous and unequal publics. They signify the significance of archives in the formation of publics, within the broader cultural memory and democratic participation.

**Keywords:** archives; public memory; public spheres; emerging movements; social justice; identity formation

## Conceptual frameworks – publics, pasts and archives

## Chapter Six MEMORY AND SOCIAL MEDIA: NEW FORMS OF REMEMBERING AND FORGETTING<sup>1</sup>

Roberta Bartoletti

## Introduction

My contribution will regard changes involving memory in the era of the Web, at a time in which we are witnessing a clear novelty in the panorama of communication and culture. The hypothesis from which I intend to begin is that the Web users construct not only communication and sociality<sup>2</sup>, but also memory, an aspect which has to a large extent been ignored up to now. This creation of memory occurs on blogs and social networks and in general in every platform where grassroots participation and sharing of contents that are generated by users, can be selected because they view them as significant. My focus will therefore be on the networked production of memory online, which takes place both at an individual level and at a collective level. I believe that empirical proof of this supposition is that the Web can constitute not only a place for communication, a space evident, but also a place for remembering and for the narration of life experiences, which can be individual and collective, textual and visual – through which memory becomes visible. As a consequence, the social Web has become a space in which identity and meaning are constructed, and to which memory is close through a process in which the body (and its memory) certainly cannot be excluded. While reflections on the production of cultural content, communication and



Article

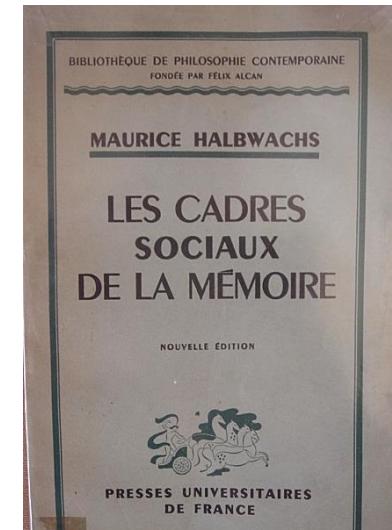
## Counter-archiving Facebook

### Anat Ben-David

The Open University of Israel, Israel

### Abstract

The article proposes archival thinking as an analytical framework for following recent debates on data colonialism, it argues that it assumes a role of a new archon of public records, while it then puts forward counter-archiving – a practice of epistemic hegemony of colonial archives – as a method that through the social media platform, after it had shut down research through its algorithmic decision-making. After defining



## Extension du domaine de la fête

Comment la Fête des Vignerons se fait-elle sur YouTube ?

Tatiana Smirnova, Nicolas Baya-Laffite et Dominique Vinck

<sup>1</sup> Inscrite depuis 2016 à la Liste du patrimoine culturel immatériel de l'humanité de l'UNESCO, la Fête des Vignerons est une fête traditionnelle unique au monde. Célébrée en Suisse romande depuis 1797, cette cérémonie d'hommage aux vignerons-tâcherons est une immense manifestation culturelle pluriséculaire qui a ceci de singulier que chaque édition se fait dans un monde qui a changé. Sous l'égide de la Confrérie des Vignerons, elle se célèbre tous les 20 à 25 ans à Vevey, une ville de 21 000 habitants située au cœur du Lavaux et ses vignobles en terrasse, sur les rives du lac Léman. Accueillant des multitudes de visiteurs de Suisse et d'ailleurs, la ville se transforme progressivement pendant le temps de sa préparation, puis pendant les trois semaines des festivités. Occasion rare dans une vie, des milliers de personnes et d'organisations se mobilisent pour faire la Fête<sup>1</sup>.

<sup>2</sup> C'est à la fois la dimension sociale et la dimension culturelle qui sont étudiées.

# Official memory of the organizers

DVD : Fête des Vignerons 2019. Le spectacle



# Memory of participants and spectators

Bernard Romanens - Le Ranz des vaches



Bernard Romanens - Le Ranz des vaches

231 150 vues • 21 janv. 2008

691 29

PARTAGER ENREGISTRER ...



cequelaino  
271 abonnés

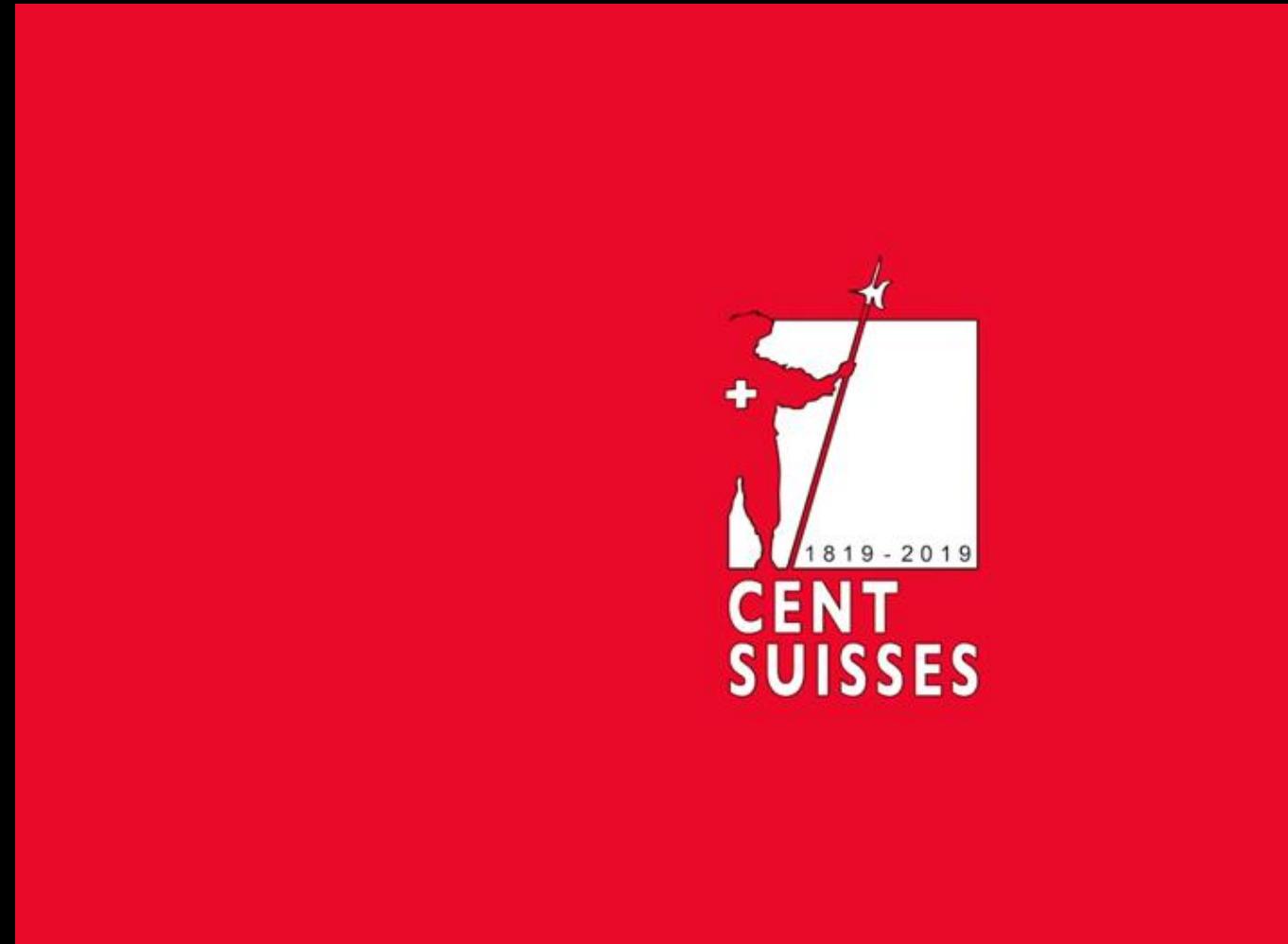
S'ABONNER



Lien : <https://youtu.be/DL1dXLLe5No>

# Memory of the actors

Les Cent Suisses - Vide Ton Godet



Lien : <https://youtu.be/AMMOfr9rj0o>

# Memory of partners

Vivre la Fête des Vignerons avec les CFF

Helene et Jean De Gautard

0:33 / 3:17

Vivre la Fête des Vignerons avec les CFF.

303 113 vues • 16 juil. 2019

20 2 PARTAGER ENREGISTRER ...



Lien : <https://youtu.be/f-O1WuI5BcI>

# Memory of tourists and festival's visitors

Швейцария // Fête des vignerons 2019. Спектакль в честь праздника виноделов 03.08.19



Швейцария // Fête des vignerons 2019 . Спектакль в честь праздника виноделов 03.08.19

89 vues • 3 août 2019

J'AIME JE N'AIME PAS PARTAGER ENREGISTRER ...

Lien : <https://youtu.be/Exm0SQxQQXg>



# Fête des 20 Vignerons 19

Du 18 juillet  
au 11 août 2019

Vevey  
Suisse

**Thank you for your attention**





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