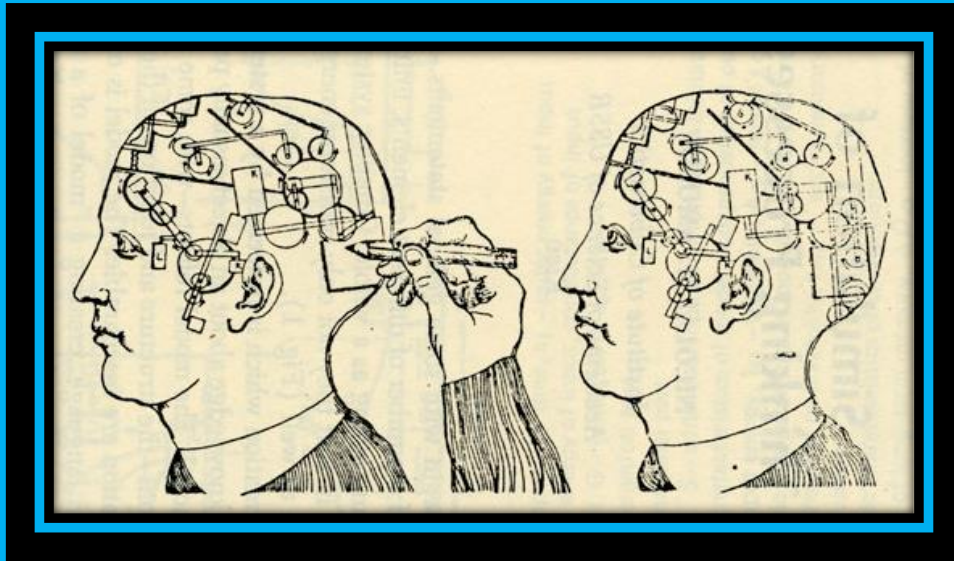


Rethinking Digital Myths

Mediation, Narratives and Mythopoiesis in the Digital Age



USI Università della Svizzera italiana
Lugano, Switzerland
January 30th – 31st 2020

Thursday, January 30th

USI Main Campus, Room A32 (Red Building)
Via Giuseppe Buffi 13

8.30: Registration

9.00 – 10.00: Keynote Address

Olia Lialina (Net Artist; Merz Akademie, Stuttgart):

How many nights is one internet day

Chair: Katharina Lobinger (Università della Svizzera italiana, Lugano)

Coffee Break

10.30 – 12.00: Panel 1. Myths, Bodies, Memory, and History

Chair: Giuliana C. Galvagno (Università degli Studi di Torino)

- Nicoletta Leonardi (Accademia delle Belle Arti di Brera, Milan):

Photographic History and the Myth of Post-Photography

- Ricky Wichum (Eidgenössische Technische Hochschule Zürich):

Bodies and Biometrics. The Machine-Readable Body: a Critique

- Maruša Pušnik (Univerza v Ljubljani):

YouTube's Role in Myth-Making. Digital Remembering and WWI Mythologies

- Simona Casonato (Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milan):

Origins of Narratives and Myths about Media Technologies in the Science Museum Environment. The Case of Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci of Milan

Room 402 (Main Building)

Lunch Break + "**Treasure Trove**" by **Olia Lialina & Mike Tyka**

13.30 – 14.45: Panel 2. Myths, Journalism, and the Public Sphere

Chair: Diego Cavallotti (Università di Cagliari)

- Chrysi Dagoula (Rijksuniversiteit Groningen):

Cyber Optimism, Cyber Pessimism and the Public Sphere

- Laurence Dierickx (Université Libre de Bruxelles/ReSIC), Carl-Gustav Lindén (Helsingin Yliopisto):
Technological Imaginaries of "Robot Journalism"

- Markus Stauff (Universiteit van Amsterdam):

Human Bias/Human Genius. The Myth of Data Analytics in Media Sport

15:00 – 16:30: Panel 3. Myths on Cinema, Television, and Streaming Platforms

Chair: Luca Barra (Alma Mater Studiorum Università di Bologna)

- Maral Mohsenin (Université de Lausanne/Universiteit van Amsterdam/Cinémathèque Suisse):

"Don't Throw Away Films"! The Dilemma of Analog-to-Digital Transition in Film Archives

- Selim Krichane (Ecole Polytechnique Fédérale de Lausanne/Université de Lausanne), Achilleas Papakonstantis (Université de Lausanne):

"You've Got One New Message". Continuity and Instantaneity Myths on Film

- Lothar Mikos (Filmuniversität Babelsberg Konrad Wolf, Potsdam):

De-Mystifying Netflix. Platform Capitalism and the Film and Television Industry

- Danilo Callea (IULM Libera Università di Lingue e Comunicazione, Milan):

Long Live Sport? Rethinking the Myth of Liveness in the New Live-Streaming and Sports-Oriented Digital Platforms

Coffee break

17:00 – 18.15: Panel 4. Myths in National Contexts

Chair: Paolo Bory (Università della Svizzera italiana, Lugano)

- Gianluigi Negro (Università degli Studi di Siena):

Deconstructing the Myth of Alvin Toffler in China. Contesting the "Chinese Internet Revolution"

- Patryk Wasiak (Polska Akademia Nauk, Warsaw):

The Mythology of the Computerized Society in Late State Socialist Poland

- Ely Lüthi (Università della Svizzera italiana, Lugano):

The Myth of Digital Federalism. Political Swiss Myths on Digitization, or the Myth of Supercomputing in Digitizing a Country

19.30-22.30 Standing Dinner

Ristorante Mary

Piazza Rizziero Rezzonico 2, 6900 Lugano

Friday, January 31st

USI Main Campus, Room A32 (Red Building)

9.00 – 10.00: Keynote Address

Peppino Ortoleva (Università degli studi di Torino)

Re-defining the Concept of Myth for our Century

Chair: Gabriele Balbi (Università della Svizzera italiana, Lugano)

10.15 – 11.30: Panel 5. Philosophies of Digital Myths

Chair: Simone Natale (Loughborough University)

- Aristotle Tympas (Ethniko kai Kapodistriako Panepistimio Athinon – National and Kapodistrian University of Athens):

Opening the Digital Black-box and Finding the... Analog in. Demythologizing the Digital, Historiographical and STS Considerations

- Xaroula Kerasidou (Lancaster University):

Beyond Heaven and Hell. Interrogating A.I. Mythologies

- Peter Conlin (Coventry University):

Contemporary Myths of the Predictive Future: Neoliberal Divination

Coffee break

11.45 – 13.00: Panel 6. Technologies, Algorithms, and Digital Myths

Chair: Simone Dotto (Università degli Studi di Udine)

- Davide Beraldo (Universiteit van Amsterdam), Massimo Airoidi (EM Lyon Business School):

Algorithms as Controversy. Mapping the Imaginary of A.I. and Big Data Technologies

- Pedro Jacobetty, Kate Orton Johnson (University of Edinburgh):

In {code, math, crypto} We Trust. Blockchain and Dreams of Perfect Programmability

- Anne-Katrin Weber (Université de Lausanne):

Humanless Technology and Surgical War? A Media Archaeological Perspective on Drone Myths

Lunch

14.00 – 15.30: Panel 7. Politics, Platforms and Digital Myths

Chair: Stefano Bory (Università Federico II, Napoli)

- Silke Fürst (University of Zurich):

‘How Social Media Is Reacting to the Debate’. Spreading Myths of Twitter Conversations and Records

- Marcello Gisoni (Università della Svizzera italiana, Lugano):

A Net of Individuals. A Comparison between the Founding Myths of The Common Man’s Front and the Five Star Movement

- Philip Di Salvo (Università della Svizzera italiana, Lugano):

A Tale of two Hacks. Hacking Narratives and Security Myths in the Five Star Movement’s Rousseau Platform Double Hack

- Alberto Bitonti (Università della Svizzera italiana, Lugano)

Debunking the myth of digital democracy: a taxonomy

Coffee break

16:00 – 17:30: Panel 8. *Myths, Ecology and Social Media*

Chair: Matthew Hibberd (Università della Svizzera italiana, Lugano)

- Andreas Schellewald (Goldsmiths, University of London):

Wasting Time. Reflections on Digital Technology's Affective Grip

- Gabriele Marino (Università degli Studi di Torino):

By Means of Memes. Deconstructing the Myth of Online Virality

- Deniz Yenimazman (Staatliche Hochschule für Gestaltung, Karlsruhe/Universität Bayreuth):

Sublime Myths and Digital Tactics

- Benedetta Brevini (University of Sydney):

The Artificial Eco-Saviour. The Mythologizing of Artificial Intelligence as the Solution to Climate Emergency

17:30 - Closing remarks

 **#digmyths**

Organizing committee:

Gabriele Balbi (USI), Luca Barra (Alma Mater Studiorum Università di Bologna), Paolo Bory (USI),
Simone Dotto (Università degli Studi di Udine), Giuliana C. Galvagno (Università degli Studi di Torino),
Simone Natale (Loughborough University)

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The conference is sponsored by the SNF “Digital Lives” Program

www.snf.ch/en/funding/projects/digital-lives/



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