

**Media Anthropology Network
European Association of Social Anthropologists (EASA)
E-Seminar Series**

<http://www.media-anthropology.net/index.php/e-seminars>

**E-Seminar 48
Media Anthropology Network 10th Anniversary E-seminar**

October 14th-28th, 2014

John Postill jrpostill@gmail.com

October 14th 2014

Dear All

Welcome to the EASA Media Anthropology Network 10th anniversary e-seminar!

As previously announced, we thought I'd be a good idea to mark this auspicious occasion by taking stock of what we've done as a Network over the past 10 years, as well as what we'd like to do over the next 10 years. This informal e-session will run for two weeks, ending on Tuesday 28 October.

I had some grand ambitions for this opening post but it's nearly midnight here in Melbourne and it's been a long day, so I'll keep it brief and simple.

Over the years, I've heard stories about Network e-seminars being used for teaching, about people who met via the Network, or learned about other people's research via an offline or online event, etc. I think it'll be very interesting to share some of these experiences - and others - via this mailing list. I for one will be sharing one or two reflections on the Network, and how we've managed to muddle through all these years, as soon as I find the time later in the week.

Looking forward to a lively and insightful exchange, it's over to all of you now!

John

Nina Grønlykke Mollerup ninagmollerup@gmail.com

October 15th 2014

Dear all,

I am happy to be the first to contribute to this discussion, which I am looking very much forward to.

To me, the network has been extremely important in providing me with a sense of belonging to a subfield within anthropology. I became a member of the list in 2008 when I was a student, belonging to an anthropology department, which did not focus on media in any way. While working on my thesis about international journalism in Egypt I was struggling to find support or knowledge about media anthropology in my own department. I found an alternative in this network.

This network was and continues to be an incredible resource for me. It has made me a participant in important discussions in (or perhaps even defining) the field, it has given me an amazing group of scholars to turn to with questions, it has given me direct connection with many of the scholars I used to merely read and admire, but more than anything it has solidified my identity as a media anthropologist. I could have gone on to study many things in my PhD, but I feel confident that being a member of this network has played a role in leading me to my current PhD research about journalism and information activism in Egypt.

Therefore, I find it absolutely crucial to the network's success that it includes people at all levels of academic life in a rather flat structure, that it keeps encouraging contributions at all levels and that it keeps its rather laidback tone.

There is an unexplored potential in this network and I hope that this discussion will contribute to us realising at least some of this potential. And as part of the organising team I also hope that this discussion will make more people feel encouraged to volunteer. The network is what we make it.

Regards,
Nina

Steve Lyon s.m.lyon@durham.ac.uk

October 16th 2014

Hi,

Thanks John, for starting us off and apologies for being a little sluggish in responding.

Like Nina, I've found the group very positive. Being part of the list has helped connect me to a wide range of people in and out of anthropology who share an interest in studying and using ICTs in order to better understand social and cultural relations.

I don't remember when I joined the network, but it was at a time when I'd sort of abandoned EASA because the conferences hadn't been at times I could go and I could get the journal through my uni library, so there didn't seem a lot of point in forking out a large sum of money in membership fees (yes, academics with permanent contracts can also be free-riding cheapskates). When John asked me to sign up, I told him this and he assured me that the Media Anthropology Network was its own thing and not everyone in the mailing list was a paid up member of EASA. I have since drifted in and out of EASA, largely thanks to THIS network.

Perhaps one significant part of this network, for me, is that I think we've demonstrated that e-seminars are viable ways to discuss working papers. I've been part of others lists which have done something a bit similar and it's incredibly hit and miss. Occasionally there's a flurry of interesting discussion around a paper or some event, but it's not necessarily related to the quality of the paper or the reputation of the author. What this list has done, for me, is show me how something like that can be organised and ritualised in a way that you can predict with more accuracy that people will participate. I chaired the e-seminars for a couple of years and John, Nina, Philipp and others started revealing to me the little behind the scenes tricks we need to use to ensure that people are primed and ready to make contributions. It made me realise how much effort we put into getting bodies on seats in my departmental seminars. We have a quiet word with various people in the corridors to remind them that a speaker is coming, we use gossip to bitch and moan about people who are notable by their repeated absences (that one usually doesn't work, I have to admit), and we try and integrate the research seminars into our postgraduate teaching. So this morning when I give my lecture to the MA students, I will ask them what they thought of the seminar yesterday, as a way of encouraging them to think actively and attend regularly. All of that has to be done slightly differently online, but this network has really convinced me that it can be done effectively.

It really is a fascinating network in many ways. I'm sure that some of you out there are idly studying the sociality of the group even while you are reading the interesting papers. I know I do—though don't worry, I have no plans to ever try and publish anything on the ways in which social control mechanisms get translated into an online academic interest group. If that changes, rest assured, I will be utterly transparent and invite anyone who wants to collaborate to do so— and anyone who wants to be left alone, I promise to leave them alone!

Best,
Steve

Philipp Budka ph.budka@philbu.net

October 22nd 2014

Dear All,

I remember quite vividly when I was sitting in a seminar room at the Department of Social and Cultural Anthropology at the University of Vienna attending the first meeting of the EASA Media Anthropology Network. This was 10 years ago and Vienna was hosting the 8th Biennial EASA Conference. I had left university two years before to work outside of a “classic” academic environment and the conference was one of my first attempts to figure out if the fire of academia was still burning inside me.

For quite some time I was interested in the interconnections and relations between anthropology and media studies, particularly in respect to the understanding of emerging internet technologies and their sociocultural relevance. So getting to know other people who have been working in same field was a logical step for me. And the Media Anthropology Network meeting was just the place to be.

After the attending people were briefly introducing themselves and their research interests, potential network activities and organisational stuff were discussed (find the minutes of the first meeting here: http://www.media-anthropology.net/minutes_2004.pdf). The opening moment for me and the reason for my continuous participation in the network was when I got the strong impression that people at this network meeting were not just talking about what they maybe want to do, when they find the time, when others do this and that, etc.; they seemed actually motivated to do stuff, to get things going. They were really interested in this relatively new anthropological field of study. And this collective enthusiasm got me going.

In the following weeks and months, an ambitious group of people was setting up the mailing list, built the first version of a website and struggled, but finally managing, to create an online forum to share and discuss working papers – our now famous e-seminars. Most of the produced content – papers, mailing list discussions and e-seminars' transcripts – have been archived on the website under a Creative Commons Licence to guarantee that the content is shared and distributed under the same open and free conditions.

Since our first working paper and e-seminar discussion in November 2004, we had papers presented and discussed from an international and interdisciplinary group of researchers, who have been working on issues such as TV production in Sweden, nations in cyberspace, media and religion in

Japan and multilingual texting in Senegal. Last July, we had just completed our 47th e-seminar on a working paper about Youtube practices (see <http://www.media-anthropology.net/index.php/e-seminars>). Besides this more formal way of exchanging and sharing information and knowledge, we also had multiple informal discussions via our mailing list on different issues such as the Danish cartoon controversy, the futures of media anthropology or the differences and similarities of mediatization and mediation (see e.g., <http://www.media-anthropology.net/index.php/mailling-list>).

The network people organised several meetings, workshops and panels at EASA conferences, such as the last one in Tallinn, and on special topics beyond conferences, such as a workshop on media and social change (see e.g., <http://www.media-anthropology.net/index.php/events>). Through the Media Anthropology Network people got to know other people and learned about their research interests. Resulting in the creation of different research projects and initiatives, such as the Critical Perspectives on Media and Social Change project (see <http://mediasocialchange.net/>). These projects further resulted in publications and additional projects and initiatives (e.g. Postill, J. et al. forthcoming).

I have been particularly enjoying the openness of the network and the discussions on the mailing list and in the e-seminars; the mixture of established and young scholars and their respectful interaction. I learned so much from these discussions for my research and my teaching.

In short and to come to an end, I am very proud to be part of the Media Anthropology Network, which I consider as one of the most innovative and helpful academic networks I know. And I really hope that this network will (be able to) keep up the good work for at least the next 10 years.

All the best from Vienna,

Philipp

Reference

Postill, J., E. Ardevol and S. Tenhunen (eds.) forthcoming. *Theorising Media and Change*.

John Postill jrpostill@gmail.com

October 22nd 2014

Erm, it hasn't quite been the flood of responses we had hoped for, but still, it's a start. Many thanks to Nina and Steve for those opening posts!

The good news is, we still have 6 days to get this birthday celebration under way.

Perhaps we could focus on things we could do as a network in the near future? For instance, on offline and online topics we could discuss, or urgent applied issues in need of research, or geographical regions where more work could be done, e.g. I was in Peru recently and I think it'd be interesting to organise a media anthropology event linking people working right across the Pacific, from Santiago to Seoul so to speak.

My own experience convening the network for most of its existence has been very positive, especially the conversations and debates we've had over this mailing list to date, as well as their offline ramifications. I'm thinking of sessions such as the EASA conference in Bristol, and the mailing list conversations related to it which led to the edited book *Theorising Media and Practice*. Or more recently, the London and Barcelona and listserv sessions around the question of media and change (I couldn't attend the Paris meeting).

As a convener you always feel we could do more as a network (there's never a lot of spare time for voluntary work like this and we've always operated on a minimal, ad-hoc budget), yet we have managed to do quite well, I think, given these constraints. These collegial spaces are few and far between, and it's important - indeed, crucial - that we keep them alive under the huge pressures to stay 'competitive'.

What could we do next, in the coming years?

1. To me, one urgent task is to secure funding to organise events and be able to support people who couldn't otherwise afford to attend them. Any suggestions in this regard would be most appreciated.
2. We also need to find a new convener - and pronto. It's been a pleasure for me, as I say, to serve the network but we really do need a replacement. I would still be involved with the network (e.g. I've got an event in mind for 2015), but we do need a new coordinator. It's a great job, honest.
3. I attended as a PhD candidate the Hamburg University media anthropology summer school in 1999, organised by Dorle Drackle and colleagues, and it was a fantastic experience. It'd be great to have another one, if someone's up for the challenge.

Looking forward to other posts (hopefully briefer than mine)

John

Àngels Trias i Valls Triasiva@regents.ac.uk

October 22nd 2014

Happy Anniversary to all,

I am very proud of this network, and I echo John and Philipp's enthusiasm for what the network has done in this period, for its innovative nature (in the way it has allowed for circulation and discussion of papers and ideas). I also wish to congratulate John very warmly for the success of the network, both through the conferences -which I can't always attend as single parent- and the other virtual exchanges.

In your questions as to where to go next...I do like the current approach to things, I always read the emails and discussions and papers.

I think I would like a 'space' (additional one) to the discussion of papers: more for a free flow of ideas, rather than a concrete, full argued discussion of themes. In a sense, an approach to the idea of

liquid writing, where co-authoring is multiple and somehow unfinished. I think of these spaces, not so much as spaced for academic argumentation of points (in the sense that our argumentation is always backed up by ethnographic matter and literary/media engagement) but one of presenting points of views of what is happening in the media world, currently, urgently ones. Like a 'drop in' kind of session with no preparation needed, just a free flow of ideas, of novelties; a more viral type of scenario, in other words.

I wonder if this could be useful as a way to catch on trends, new emerging ideas, even, as John mention, urgent themes -conversations for which we have yet not have had time to develop full-fledge conceptual discussions, but that deserve our engagement. I think we are doing this sometimes, through our discussions but I was thinking more of a specific space for sharing ideas, and shorter.

On John's points:

2- I hope we find someone else to take on this role, but I hope John re-thinks this and stays a bit longer than 2015! Could you outline what the convening takes? In terms of hours/dedication?

3- a media anthropology summer conference sounds brilliant, I don't know if we gather some info on what went on, and ideas on how it could be replicated/engineered anew?

Congratulations again MediaAnthro!!!

Àngels Trias i Valls

Ivan Kwek quack2@singnet.com.sg

October 22nd 2014

Hi Everyone

I really cannot claim to have been anywhere near the centre of things at this network, save those odd occasions when I happily did the transcription of a couple of e-seminars. But, I would like to say how glad I am that a bunch of you were foolhardy enough to have launched this network and kept it going the way you have all these years. I think it's amazing energy. It's not just the (usually) insightful and open discussions that struck me, but also how the very existence of a viable and active network of media anthropologists had, at least for me, served as a social marker of the legitimate place of media among anthropologists. Yes, I agree that it is something increasingly acknowledged, but writing from I am, where meeting an anthropologist who has media as a central concern has been rare, the network helped to fill some of the void with its ongoing conversations. I am sure I will not be alone in looking forward to more of it.

Ivan Kwek

Theresa Conner tessconner@me.com

October 22nd 2014

Dear All

Much like Ivan, I am a newbie to the network. However, I deeply appreciate the e-seminars (which I've transcribed and participated in), and I often access past e-seminar transcriptions and papers because these function as an important and real-time repository of the many debates, positions and methodologies we continue to unpack as practitioners and researchers.

A SOAS colleague of mine introduced me to the network and on its anniversary, I can say that it enjoys a much deserved reputation across professors and students. I cannot underscore this point enough: the network is highly regarded as a source and a resource.

As a past e-seminar participant I looked for a rigorous hearing of my work and that's what I received to my delight. Members bring their philosophical vigor to the e-table, and the trajectory of views this network offers is invaluable - so is the level of curiosity by members within and outside of topics we discuss.

I've learnt a great deal from members' interrogations and suggestions. On John's point about finding an event, we as members can crowdsource. One of the funding applications I've used to donate is www.Kickstarter.com and we should consider its use for a myriad of items: from events to joint publications. With a bit of planning I believe that each one of us can make great use of our respective networks.

On a coordinator for 2015...I'll volunteer. Pray tell, what have I just signed on for?

Lastly, shall we think about placing the Medianthro archives (discussions, papers) onto an open source academic web site? Expand the exposure to and value of our dialogues through other forums? What are some examples of open source forums we use?

Best,
Tess

Birgit Bräuchler birgitbraeuchler@gmx.net

October 23rd 2014

Dear all,

Philipp, I also remember that very first meeting: John in suit and tie :) Sorry for being silent so far. Have been in the air over the last days and will soon take off again ... I don't know what media anthro would be without this network. Unfortunately, we only founded it when my PhD research was already done. It would have been just fantastic if something like it would have been there when I engaged in my Internet research project in the late 1990s, when almost nothing was out there yet on how to transfer ethnographic methods to cyberspace.

In the following years the network provided the opportunity to pursue the Theorising Media and Practice project that John mentioned. The network was just perfect to start the discussions that led to the workshop that led to a more open call for chapters that finally led to that edited volume. Was a great experience :) After that, the network was invaluable for me to 'keep in touch' while I did engage in research that was not so media-related for a while. In my teaching, the network is the

living proof that media anthropology is a thriving subfield that no student should miss.

Now, with my project on the Moluccan peace process being finished, cards are reshuffled again, my focus is back to media and I will count on you in this network :) As soon as it is getting more concrete, I am most happy to discuss it here.

Maybe we could group list members around common themes which would make it easier to collaborate on future projects, workshops, etc.? First we would need to identify keywords and themes ...

Many thanks to John, Philipp, Lyon and all the others for their great work!

All best,

Birgit

Patricia Prieto Blanco p.prietoblanco1@nuigalway.ie

October 23rd 2014

Dear list,

I belong to the more recent members of Medianthro and I am still discovering the full potential of the network. So far, I find the discussions very interesting because:

- a) they sometimes push me to think outside of my theory-box
- b) they are a reflection of the latest research developments within the field
- c) they kickstart a reflection process, which is so fundamental for a researcher and
- d) they are a fantastic source of information on academic articles and books.

I cannot recall how I discovered the network, but I presume it was through one of the ECREA newsletter issues. The amount of information available online and the depth of the discussions happening through the list and in the e-seminars were (and to some extent still are) overwhelming for me. I come from the Media end of things and I find myself a bit lacking of background and expertise about some of the topics discussed. However, I am very grateful that Medianthro exists and that it is made of welcoming, supportive people. To me, the network is an oasis and an anchor that enables me (and my work) to belong to a way (school) of thought whereby media are much more than the medium.

Regarding to the source of funding, I agree with Theresa. Crowdfunding could be not only a way of raising funds, but also an instrumental tool when organizing events. Contributing to a project via crowdfunding doesn't necessarily have to be about donating money. Other resources such as time, space and knowledge can constitute somebody's contribution. I have collaborate with a couple of project this way. A good platform is Goteo.org and here is one example <https://goteo.org/project/diagonal>

In relation to the archiving Medianthro material, I think a possible way to move forward is by volunteering to take care of certain tasks. Maybe we could replicate the figure of "community

manager" for Medianthro and have a core group of people disseminating the work of the group in online academic contexts. And count on me for this.

That was all on my end. Thanks to the people behind the network whose dedicated work has many times made my day by setting thoughts in motion and a spark to continue researching on the edge of media and anthropology.

Best - and rainy - wishes from Ireland,

Patricia Priot-Blanco

Giulia Battaglia giu_bat@hotmail.com

October 23rd 2014

Dear all,

I have not been involved in this group at its outset but surely part of the list for the past 8 years (ish!) while being much more active at the beginning and recently more silent (but still an attentive follower!)

Apart from being extremely grateful to John, Philip and everyone who took alternate charges of small tasks of this network, here my personal remarks:

- Yes, it has been extremely useful to rely on a network which somehow gave more importance to a still small-scale field. In a way, it is as if the network gave to 'media anthropology' or 'anthropology of media' a more recognisable status within the discipline of both anthropology and media studies.

- Over the year, I have found it very interesting to observe the novel approaches to this network - especially coming from PhD students. Indeed, when this network began it was not yet the time of online proliferation of information and communication (eg. as today through social media) and people like me (at that time novel PhD students) were not used to have a platform in which to communicate with other scholars (that is, for us 'written names' more than individuals that we were used to read in books and articles). In this respect, today my memory of the beginning of this network is of 'hesitation'. How can I ask questions relevant to my own research to 'big' scholars? In what way can I contribute to an online debate? What kind of value will my comments have here (since it is a text and not an oral form like in a classic seminar and it is something that will remain on the internet)? And last but not least, as a foreigner, what will happen if I make a comment here without having my English edited in advance? These were the questions that me and a few PhD friends were asking at that time before ever writing a line in here! Today there is a big change and this is extremely positive.

- I think networks (or listservs) like this do challenge some contemporary theories that overemphasise the potential of social media. I remember having had an off-line discussion with John about this for example. Despite the development of new forms of online communication-interactions, a listserv like this still provides a valid form (and arguably, less-committed and therefore more successful) of engaging interaction. I find this very amusing and something that

perhaps can also inspire our theoretical thinking...

- Finally, perhaps what I have also observed over these years is a shift from a more 'generalist' and 'inclusive' media anthropology - that gave space to several media forms (from journalism, to filmmaking, to radio productions, art etc..) and practices (from academics to practitioners) towards a more 'specialised', 'sectorialised' and perhaps 'exclusive' media anthropology that today rather prioritise debates around 'digital' and 'change' amongst scholars. I believe that in a way this is a natural development of how we (as thinkers) change in relation to changing technology but also how we (as thinkers) change in relation to our own research interest. Therefore, quite naturally, if only those interested in digital technology and, to mention one, 'media and social change', have kept actively participating here, the discussion has obviously converged towards a sort of a narrower theme. With this, I am not making a critique (if not of myself of having been quiet for a while without providing many inputs in the latest discussion in this network) but trying to persuade the most quiet of the mailing list to bring more of their inputs here (even if sometimes they seem not to fit to some of the ongoing discussion) and keep this network alive and multiple has it has so far been for its future development.

In short, great job to everyone who kept this network alive and yes, let's start thinking together about clusters for specific discussions (yet, I believe, useful to be shared with the larger group) and summer schools to make media anthropology less marginal in 'anthropology', 'media' and many other academic and non-academic fields!

Giulia

Mark Allen Peterson petersm2@miamioh.edu

October 23rd 2014

This network has been a tremendous resource for me over the past ten years--in some ways, it has helped further, and perhaps even shape, some of the directions my career has taken.

Back in 1992, when I was a grad student at Brown, conducting a literature review of media anthropology was a tremendous challenge. Online resources were minimal, although those people who were on line were generously willing to share what they knew...

Seven years later, in 1999 I was one of the faculty at the Media Anthropology summer school at the University of Hamburg, organized by Dorle Drackle. It was a tremendous experience, both the sharing among faculty, and the opportunity to be exposed to the fascinating projects of the many grad students (including the amazing John Postill).

Participating in the summer school revitalized my interest and approaches to the topic, leading to my book **Anthropology and Mass Communication**. It helped me build a network of colleagues who continue to influence me and, in some cases, collaborate with me.

When the Medianthro Network began, I was invited to be a member that first year. While social media offers different forms of professional socialite than summer schools, workshops and conferences, it opens up tremendous opportunities. I credit Medianthro for my participation in

multiple edited volumes, and I'm not sure John Postill and I would be co-editing the Berghahn Books series on Anthropology of Media if not for the Network.

I have submitted a paper as the basis for an on-line forum, and been a discussant on another. I've contributed to many discussions, and kibbitzed on many more. I have shared several things with my colleagues--including a list of more than a hundred works on media anthropology published before 1985, and a list of ethnographies of news and journalism (which I updated twice).

But I've gotten back far more than I have contributed.

The Network has provided me opportunities to try out ideas by bouncing them off others, and to develop them. My paper on India's Urdu Press that was the basis for one of the online discussions, was recently published in a form that incorporated many of the comments made by the online community of this network.

The Network also offers a tremendous resource for keeping up on the ideas and literatures that are important in media anthropology.

My own work has primarily focused on news and journalism, and more generally print, television and film. I was content to let younger, newer scholars explore new media. When changes in the areas of my studies—the importance of social media and mobile phones in the Egyptian revolution, and the rise of smart phones as essential to "citizen journalism" in India--forced me to start thinking seriously about these practices, my kibbitzing in these forums, and the brilliant practice of archiving forums, helped me tremendously to get up to speed. I just completed one paper and received a contract for another on new media in the Middle East. The contours of these papers have been shaped by my readings of the discussions in this forum.

Finally, I have been fascinated to watch the continually recurring definitional debates over what media anthropology is, and where we draw disciplinary boundaries (what makes something anthropological rather than historical or sociological or interdisciplinary?) or where we draw topical boundaries (are tatoos "media"? Clocks? Security cameras? ATMs? Gestures?) I think there is much to be gained from revisiting these kinds of debates from time to time, and observe the struggles of newcomers to the field as they grapple with these important but ultimately insoluble issues.

I look forward to the 25th anniversary of the Medianth Network, which I estimate should closely coincide with my retirement from active university teaching.

All the best,

Mark Allen Peterson

Mark Pedelty pedeltnh@umn.edu

October 25th 2014

EASA's Medianthro Listserve has been central to my work and that of my students. It has been a privilege to be linked to media anthropologists world over.

I have never attended an EASA meeting, yet feel as though I have benefitted from the association via the network. As an anthropologist who began doing media work in graduate school in the late 80's, before the term "media anthropology" was widely used, I found myself working in the worlds of communication studies and interdisciplinary media studies in the early 90's (I remember at Dorle's watershed event, the media anthropology school in Hamburg, many participants were thinking that a few of us were crazy for suggesting the development of a "virtual ethnography"). However, despite not continuing to work in the discipline itself, the network has allowed me to not only collaborate and learn from media anthropologists world over, the periodic conferences have presented an excellent, and more sustainable, alternative to extensive air travel.

As an anthropologist conferencing mainly in the worlds of communication and music (ecomusicology), I wish that the NCA (National Communication Association), ICA (International Communication Association), SEM (Society for Ethnomusicology), and AMS (American Musicological Society), would develop something like the Medianthro listserve. Sheepishly, I am embarrassed that I have not followed Jonn's EASA lead and simply created such a forum in the music and media studies world. On the other hand, I can see on a weekly basis how much work it is for John and Philip to keep this amazing forum thriving. Perhaps few would have that level of energy and dedication. The EASA Media Anthropology Network owes its success to its founders and facilitators, so it is good at this 10-year point to recognize their extremely hard work on our behalf.

There need to be a lot more networks like this one where papers are put forth to the membership for serious discussion. Frankly, I find it superior to live conferencing in many regards. I have heard about 1000 too many papers read at the audience when, in fact, the audience can read just fine on their own. Perhaps the next step is to conduct most of our textual conferencing this way and to convert live conferences into arenas for other forms of presentation, performance, and interaction. It is not only a more effective set-up, but also a model for associations seeking to reduce their environmental footprint. Such changes will be brought about by rising fuel costs and declining budgets, and the network has shown us all how to make that transition well. Media Anthropology will have a head start on other interdisciplinary and associations in that regard.

In sum, I would like to thank John, Philipp and everyone else that makes this organization work. I hope that the Media Anthro Network lasts for a long, long time.

Cheers,

Mark

Steve Lyon s.m.lyon@durham.ac.uk

October 25th 2014

I've not attended as many EASA conferences as I might have liked, but like Mark, feel more involved in then thanks to the network. The last EASA I attended was in Paris and I remember how

present John was despite being in Australia. He wasn't alone either. We had a very interesting parallel conversation going via twitter. I'm all for physical attendance at conferences-- there are clearly serendipitous things that happen when people are in the same place-- but it's very nice when the real virtual and the offline world fold into one another and the distinction becomes much less tangible.

Best
Steve

Veronica Barassi v.barassi@gold.ac.uk

October 26th 2014

Dear All, happy anniversary!!

I wanted to send my contribution much earlier, and apologies for the delay. I expected to be able to write a long and thorough contribution, but the truth is that what I have to say is really quite simple: I am so proud of this network, and I think we have a lot to look forward to in the next 10 years.

I first joined in 2006. At the time I was a PhD student who had managed to persuade the Department of Anthropology and the Department of Media and Communications at Goldsmiths to join forces in the supervision of my research on digital activism.

My aim was to bring together the theories and methodologies of anthropology and media studies, because I was strongly convinced that it is in the cross-fertilisation of disciplines that new possibilities for social research can emerge.

Of course, when I first joined the list, I felt at home.

In the last eight years, I followed the E-Seminars; I participated to different events in Barcelona, London and to the EASA Conference in Paris. I offered my help to John, Phillip and all the others who have been doing a tremendous work in the last decade.

Personally I have learned a lot from all these activities, which have been a source of inspiration for the development of my own research interests and approaches. At the moment I am also the director of the BA Anthropology and Media Programme at Goldsmiths, University of London, and I wouldn't be able to teach the joint workshops without relying on our resources.

The network has proven to me that there are countless and creative ways in which we, as scholars, can create a space of collaboration between the disciplines. It has also shown me that finding this space is definitely not a simple task, but that there are many of us out there who are up for the challenge.

I think we have a lot to look forward to. In the next 10 years I would like to see the E-Seminars flourish, I also would like to see the publication of other volumes on Media Anthropology, as it's been a while since the last readers were published.

I agree with John that we need to create different offline events to strengthen our network. The idea of a summer school sounds fantastic, and I am happy to offer my help for bidding for money to support the development of any future activity.

All the best
Veronica

Elisenda Ardèvol eardevol@uoc.edu

October 26th 2014

Dear colleagues and friends,

First of all, I would like to join to those that have expressed their gratitude to John, Philipp, Daniel, Steve, Veronica and to all contributors that have been made the list possible. I must apologize if I've been slow to respond to John's call to celebrate our 10th anniversary.

I feel a bit of nostalgia when reading the contributions of the pioneers of this list and media anthropology network. I like to think I'm one of that bunch of people that together moved towards creating a space of debate where the interdisciplinary discussion was possible and fruitful. Moreover, I believe that during this time, the anthropology of media has gone on from the margins of the discipline to its full recognition as a cutting-edge field of study that arouses a great interest within younger scholars and researchers. One proof of this is the increasing number of courses and masters programs that are being developed on this topic.

10 years of the MAN list is a moment of sharing memories, I have many online and onfoot cherished memoirs, but let me recall here our workshop in Barcelona in 2008, with Dorle Drackle, Nick Couldry, Don Sperber and Elisabeth Bird..., Philipp Budka, my colleagues Gemma San Cornelio, Toni Roig, Adolfo Estalella and Edgar Gomez, Angela Dressler, Jaques Ibañez-Bueno, Veronica Barassi, Giulia Battaglia, Oliver Hinkelbein, Tori Holmes, Alessandra Micalizzi, Claudia Trupp, Rianne Subijanto, Elisabetta Costa, Yiu Fai Chow, and many others... most of them young scholars and phd students, then. I think we believed that we were building something "thrilling" at the cross-roads of anthropology, media and communication, but from sure we aimed for a very plain relationship between colleagues coming from different European, Asian, Latin-American and Anglo-American traditions.

I will suggest that as the list and the network are growing up, we need for the future: On one hand, to provide us with some kind of organization that enables a periodical rotation of the list leadership and related duties (e-seminars preparation, etc.). In this respect, I wish that John would stay on first line service many years more, but at least till we have this issue clear and running. Furthermore, I think that the list's duties can be coordinated but kept apart and relatively autonomous from the EASA Media Anthropology Network. This will allow, for example, that colleagues that maybe are not involved or interested in the EASA membership system but want to contribute to keep the list alive and kicking, can do so and be recognized for that.

On the other hand, I would like to find some ways to stress the horizontal, interdisciplinary and international character of the list. I think this is one of our major strengths, and we must to keep

saying it: everyone is welcomed! We have to encourage the active participation of members coming from the “periphery of the anglo-american” academy, to be open to newbies as well as nomadic or well-established scholars; to engage with the energy and willingness of phd students, to know from those who are at the beginning of the academic career, freelance professionals or near to retirement from active university teaching. In this respect, I would like for the future of the list to keep it open to freely debate and interchange of ideas, as well as to develop new and diverse strategies for participatory processes.

Finally, I wonder if among all the activities we are planning, next workshop or meeting would include some onfoot celebratory event!

So much work done, so much work to do!

But now it’s time to celebrate:

Feliç aniversari! Happy anniversary!

Alles Gute zum Jubiläum! Joyeux anniversaire!

Felice anniversario! Feliz aniversário!

Elisenda

Kerstin B Andersson tinni.andersson@telia.com

October 27th 2014

Hi everyone!

Sorry for a late contribution, have been quite enmeshed in work.

I’ve been into the network since it's start in 2004, and it has had an immense impact on both my work and my well-being as researcher. I actually found myself declaring proudly that I’m a member at a Sthlm Uni roundtable on digital diasporas a couple of days ago...

Much of what I want to say has already been taken up, and I agree with many of the earlier contributions. I’ve enjoyed and got intellectual stimulation from the various e- seminars and spontaneous discussions on the list, and also enjoyed meeting in person at EASA conferences. Maybe, my participation was a bit more active during the early years, but as the list has grown, a new feature has been added to it, the possibility to move in and out in activity, depending on workload and topic interest. And also, for me, being based in a small country with a very limited research community, I wouldn’t have survived without the possibility to turn to the list. (more on it:<http://tinnissite.wordpress.com/2013/03/14/new-media-as-a-resource-and-the-swedish-situation/>)

I’m looking forward to future interaction and seminars!

Kerstin

Gabriela Vargas-Cetina gabyvargasc@prodigy.net.mx

October 27th 2014

Dear all,

First of all, I also want to thank John, Philip, Steve, Veronica and everyone else who has worked so hard to make this list happen and to maintain it, and to everyone who has submitted papers to be discussed and those who have sent their comments. Special thanks to John: his work and dedication have kept the list strong, relevant and growing, from the beginning to this day. Even when I don't contribute to the list, I always enjoy reading the papers and following the debates. Also, I make my students read papers from the list, especially when their work is about engagements with the media in any way or capacity (for example, if they are looking at musicians' online productions). This list is a wonderful place to find new ideas and to be pointed in interesting new directions. I attended the EASA meetings this year for the first time, and was happy to meet many of you I had only met online: at the media anthro session it felt like we all knew each other already.

It would be great if the list, as it has been already proposed, became nested in other annual meetings besides EASA. We could think of the calendar of anthropology meetings around the world, and try to have one or more sessions organized by members of the list at the different conferences around the world.

Yes, it would be wonderful to find ways to make the list go on and continue to grow. Happy anniversary and thanks everyone for this wonderful space!

Gabriela Vargas-Cetina

Sahana Udupa Udupa@mmg.mpg.de

October 27th 2014

Dear all

At a recent symposium, after I passionately tried to make a case for virtual academic collaboration, some among our colleagues asked me to give an example. Sparing no second, I said proudly, 'Media Anthropology Network'. The network has been tremendously productive in bringing together what is still a whisper in many quarters of the academia – the area we now describe as 'media anthropology'.

I have found the vibrant discussion forum created by this network extremely helpful as resources to draw upon as well as to keep myself motivated. The very useful bibliographies and resource lists compiled by Peterson, Postill, Budka etc. are in the spirit of true academic support and service. Sincere thanks to all of them! I had a chance to meet some of the network members at the EASA in Tallinn this year. I was glad to witness the commitment of network organizers in person. The debates are extremely relevant, and what a great advantage that we can retrieve every bit of the discussion as pdf later! The network has ensured that the conversations are serious yet affable and accessible. No wonder the e-seminars receive such good response. It's a delight to be part of them.

It would be so nice to see this network producing more edited volumes and collaborative projects in future. I remember chatting with Philip, Elisenda and other network volunteers – after a heated panel at the EASA – on how we all are enthusiastic to keep this network vibrant and perhaps also start different subgroups based on areas of specialization. Aside from the EASA, we could then have smaller workshops for more collaborations. I have not contributed anything yet in this direction, but would gladly do so in future.

Thanks again to all

Sahana Udupa

John Postill jrpostill@gmail.com

October 29th 2014

Dear Network

We have come to the end of our 10th anniversary get-together.

Many thanks for all those recollections and ideas for future network activities. It's patently clear that we have good reason to celebrate and that we can look forward to the next 10 years!

Before signing off I'd like to address some of the points made in earlier posts:

1. It seems to me that the idea of a second media anthropology summer school has struck a chord, so let's go for it! If anyone would like to pursue this please drop Veronica Barassi (v.barassi@gold.ac.uk) and myself an off-list email.
2. For any other matters to do with new projects, events or volunteering you can email Philipp Budka (ph.budka@philbu.net) and myself.
3. There was a query about what the job of convener entails. Well, it's a leadership and coordination job suitable for someone specialising in the anthropology of media and who is either an EASA member or eligible to become one (see criteria here: <http://www.easaonline.org/membership.shtml>). More than anything, you have to be passionate about this research area. As for the time commitment, this varies a lot, from quiet periods where you only do 1-2 hours max. a week to busy weeks around an event that you are co-organising. If anyone would like more information do feel free to drop me a line.
4. On the suggestion that we create sub-groups, I personally would advise against it. In my view, it is precisely because we have a broad shared interest around 'media' (a conveniently open notion) that we have managed to achieve an optimal critical mass of participants, i.e. we are neither too large nor too small to keep the conversation going. We're a happy medium, so to speak. Instead of sub-groups, I would suggest that if clusters of people have specialist topics they turn these into online or offline events such as e-seminars, informal email discussions or workshops. That way we would all enjoy both the focus on a narrower topic and the critical mass that goes with a larger

public.

It's now time for the acknowledgments. Over these past 10 years the network has relied on numerous people to be able to function. In particular, I'd like to mention Philipp Budka, without whom there probably wouldn't be a Media Anthropology Network today, as well as (with apologies to anyone who's name I may have omitted):

Elisenda Ardevol
Veronica Barassi
Tess Conner
Ziggy Hafsteinsson
Julian Hopkins
Anna Horolets
Ro Jackson
Jens Kjaerulff
Ivan Kwek
Steve Lyon
Nina Grønlykke Mollerup
Francisco Osorio
Mark Pedelty
Mark Peterson
Armando Ramos
Pille Runnel
Rachel Singh
Daniel Taghioff
Sandra Youssef

Many thanks, too, to those of you who helped out (sometimes at very short notice) organising events or as working paper presenters and discussants, both online and offline, or who recommended the network to their friends and peers, to EASA for its conferences and network funding, and to all the institutions that have offered financial and/or logistical support to our various events over the years (see our website for details).

Happy anniversary!!

John

Philipp Budka ph.budka@philbu.net

October 29th 2014

I would like to thank John for his work and enthusiasm in the last 10 years!

Best,

Philipp

Mark Allen Peterson petersm2@miamioh.edu

October 29th 2014

And thank you John, for your commitment of time, energy and intellectual engagement without which this network would never have survived and thrived for ten years!

Mark Allen Peterson