

Network of discourses

Methodology and more information
about the research

How does the 33rd Biennial reverberate in social networks and other digital media?

by Gabriel Pereira

The work will be carried out by the scholar Milena Mangabeira from the Laboratório de Estudos sobre Imagem e Cibercultura (Labic - Laboratory of Image and Cyberculture Studies) of the Federal University of Espírito Santo (UFES), under the supervision of Fábio Gouveia and Fábio Malini, in collaboration with the team of the Another 33rd Biennial of São Paulo project. We propose the investigation of speeches in social networks about the 33rd Biennial, how they proliferate, and their ideological, geographic, social, and other characteristics. This should include monitoring any eventual hate speech and fake news about the exhibit. Our interest in social networks is based on the consideration that there are alternative discourses to the curatorial to understand the 33rd Biennial, and that these can broaden the official discourses constructed and propagated by the institution and its curatorial team. We are therefore interested in understanding and analyzing the diverse networks and information flows through which the discourses, opinions and interactions on and with the Biennial are manifested in these platforms. This concern for thinking about networks and flows is essential not to understand the Biennial's reverberations as stable, but always in movement and change (see Markham, 2014).

About methods

A provocation: digital methods (see Rogers, 2015) become increasingly prominent in digital humanities research, always using digital platforms and their objects (tags, @s), and appropriating the way the platforms themselves use them to study online culture. Analysis of results, however, often uses graphs, maps, and tables that are not particularly evocative to a non-specialist audience. We seek that the reverberations of the Biennial, an artistic space, can also incorporate the

languages, methods, licenses, poetics and potentials of art. This freedom, we believe, is a huge potential for this project, especially considering its results will be accessed by both the academic community and the general public through our website.

Archive

The notion of archive is essential to the project, which seeks to “gather the result of experiences / meetings that are not those that usually constitute an official archive”. These various results are, in our last action, inserted in the official archive of the Biennial. This official archive will also be problematized when we look for other possible ways to archive these materials for the future (how to save things for future researchers like us?). This research, in its diverse stages of collection, analysis and production of data, materials and results will involve the construction of an archive. We would like to think about building this archive not only after the project has been completed, but consider it as a fundamental question of the research process.

Ethics

Ethical considerations of data and research methods are essential and must be present throughout the entire period of this research. For all intents and purposes, we consider the recommendations of the International Association of Internet Researchers (AoIR) as an essential guide in this regard. Labic has extensive research experience with digital methods and, therefore, we count with the close supervision of the scholar in this sense.