July 18th 2021

Session 1: 9:30 – 12:00 (CET)

Exploring the Online Seduction Industry – Methodological and Ethical Aspects

Daria Dayter (University of Basel)

Sofia Rüdiger (University of Bayreuth)

This workshop offers an introduction to corpus-based approaches to social media and is split into three parts: 1) data collection and processing (with a focus on YouTube and Twitter; transcription), 2) analytical strategies (spotting patterns in conversational data), and 3) online research ethics. The data used in the workshop stems from our research on the pick-up artist (PUA) community and the wider seduction industry and will guide us thematically through the session. Using case studies and data samples, participants get a hands-on introduction to what it means to study the discursive practices in the 'manosphere'.

The workshop is aimed at beginners in the field and does not rely on using specific corpus software. Participants will be asked to take part in short breakout room sessions during the workshop and to consult a small reading package in advance.

Daria Dayter

Daria Dayter completed her PhD in English linguistics in Bayreuth in 2014 and is currently at the University of Basel, Switzerland, working on a postdoc project in corpus-based study of variation in interpreting. Dayter's book, Discursive Self in Microblogging: Speech Acts, Stories and Self-praise, appeared with John Benjamins in 2016. Her research interests include corpus linguistics, conference interpreting, persuasive language, and digital communication.

Sofia Rüdiger

Sofia Rüdiger is a postdoctoral research associate at the University of Bayreuth and a seasoned spoken language corpus creator. She is editor of Corpus Approaches to Social Media (with Daria Dayter, Benjamins 2020) and Talking about Food. The Social and the Global in Eating Communities (with Susanne Mühleisen, Benjamins 2020). Her research focuses on World Englishes, digital communication, language and food, as well as (diachronic) pragmatics.

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Session 2: 1:00 – 3:30 (CET)

From inception to impact: Developing a study of gender identities online

Jai Mackenzie (University of Nottingham)

This workshop looks at how to research gender identities online, from inception to impact. Part 1 (inception) focuses on the initial development of a research idea or programme, in response to wider social issues and concerns. Part 2 (research) considers research design, ethics and data collection. Part 3 (impact) explores routes to real-world engagement and impact beyond the academic community. I will use my current research, which explores the role of digital media for single and LGB parents, as a case study, and you will apply our discussions to your own research ideas.

The workshop is suitable for postdoctoral and early career researchers with some experience of planning and implementing an extended piece of research. You will need to come prepared with a research idea, theme or proposal, and will be asked to send a 50-100 word summary in advance. The workshop will be hands-on and involve plenty of group discussion; for these reasons, numbers are limited to a maximum of 20 participants.

Jai Mackenzie

Jai Mackenzie is a British Academy Postdoctoral Fellow at the University of Nottingham. Her research expertise lies in explorations of language, gender, sexuality and parenthood, especially in new media contexts. She is the Principle Investigator for the Marginalised Families Online project, which explores the role of digital media for single and same-sex parent families in the UK.

The workshops are followed by a roundtable discussion (*more information soon*) – all participants are very much welcome to attend.