

# #YML21 CONFERENCE REPORT

International Conference  
#YouthMediaLife 2021  
29.03.-01.04.21  
University of Vienna

compiled by Lisza-Sophie Neumeier



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# Mission and Vision

With curfews, travel restrictions, and the threat of an infection, Covid-19 crossed our plans of an on-site conference. However, cancelling #YML21 was not an option as an interdisciplinary exchange was anticipated eagerly, and who else would have organised a digital colloquium if not the research platform concerned with digital media and young people's lifeworlds. Hence, Ute and Susi, the heads of the research platform, had to face unprecedented decisions and challenges: Where are we going to host the conference? How are we going to convert traditional presentation formats to virtual ones?

Luckily, as a team, we were greater than the challenges! Thanks to Cornelia, who had tested an abundance of different online conference tools and platforms, we arrived at our digital conference venue EventMobi, which was elegantly customised to cater to our purposes by Philipp. Ariane came up with advanced solutions to the issue of presentation formats.

The following report presents a collection of information, insights, and impressions of the conference programme, attendees, keynote speeches, social events, social media, and the team involved.



## International Conference

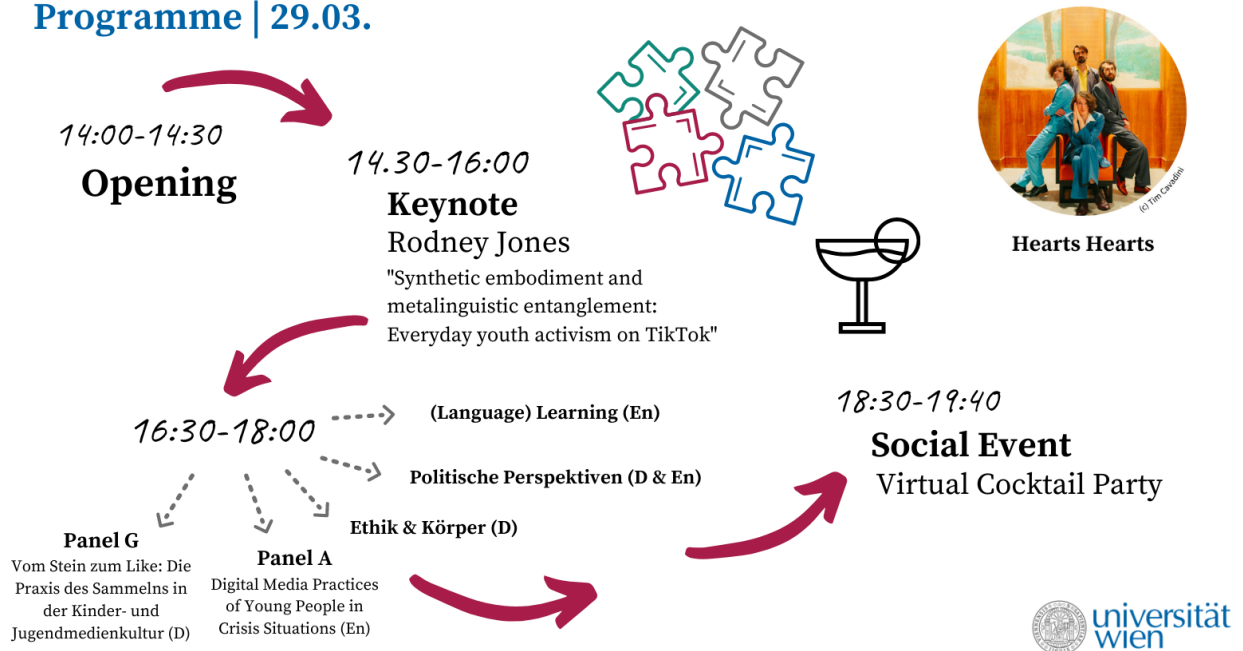
#YouthMediaLife 2021

29.03.-01.04.21

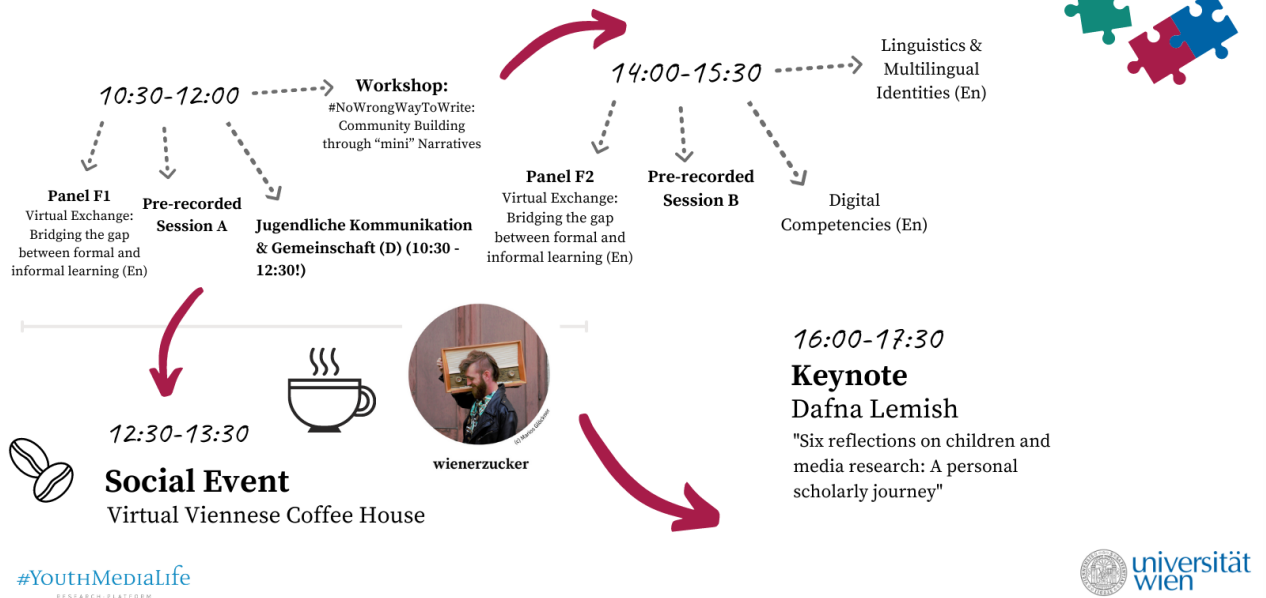


# Programme Overview

## Programme | 29.03.



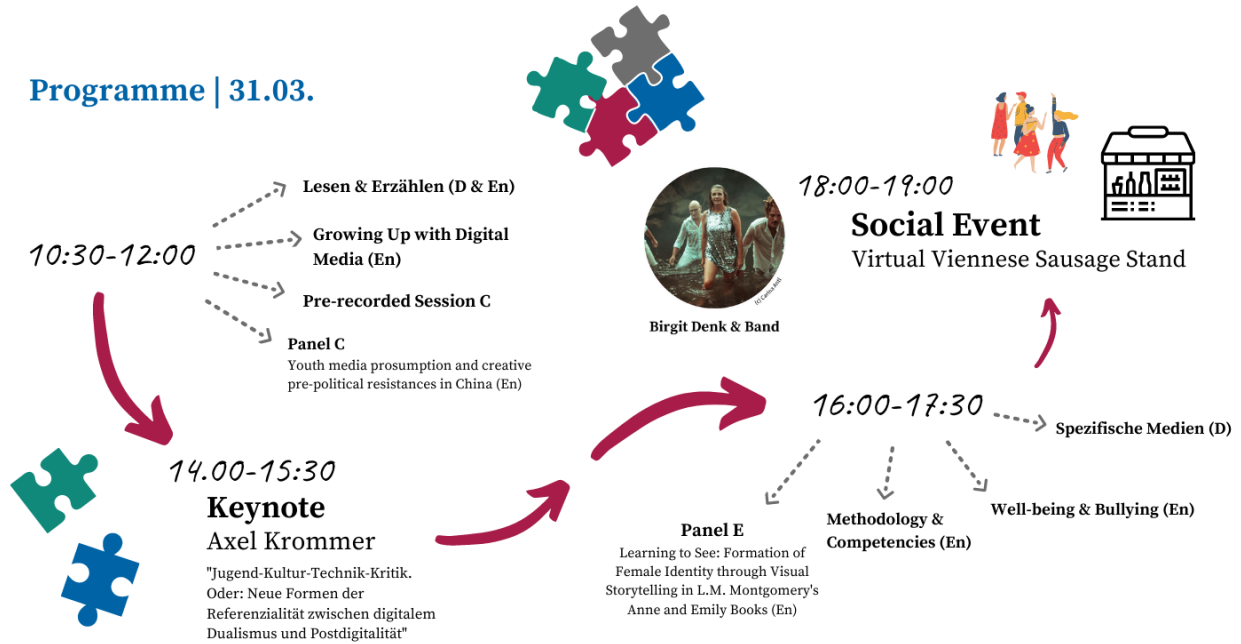
## Programme | 30.03.



(c) Amadea Brenner

# Programme Overview

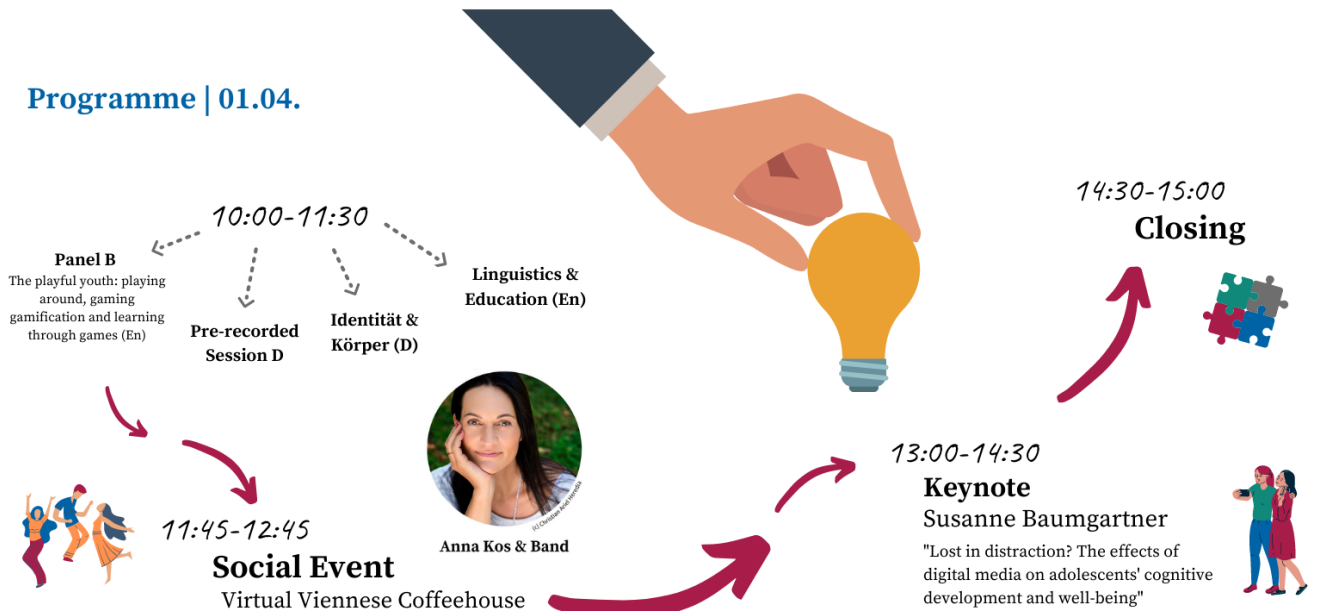
## Programme | 31.03.



#YouthMediaLife  
RESEARCH-PLATFORM



## Programme | 01.04.



#YouthMediaLife  
RESEARCH-PLATFORM

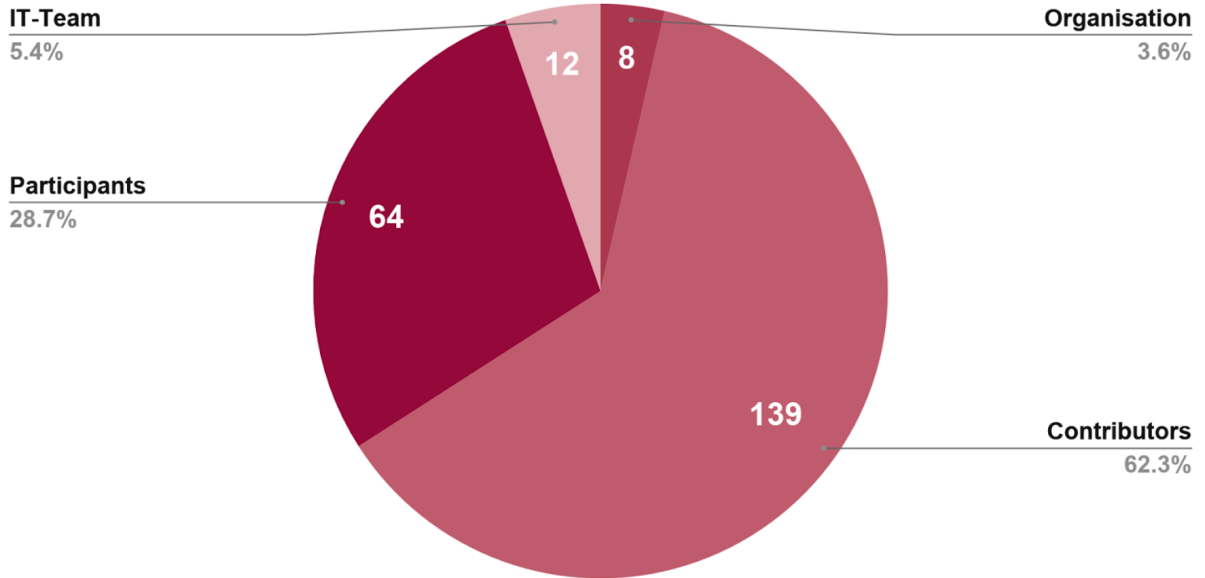


(c) Amadea Brenner

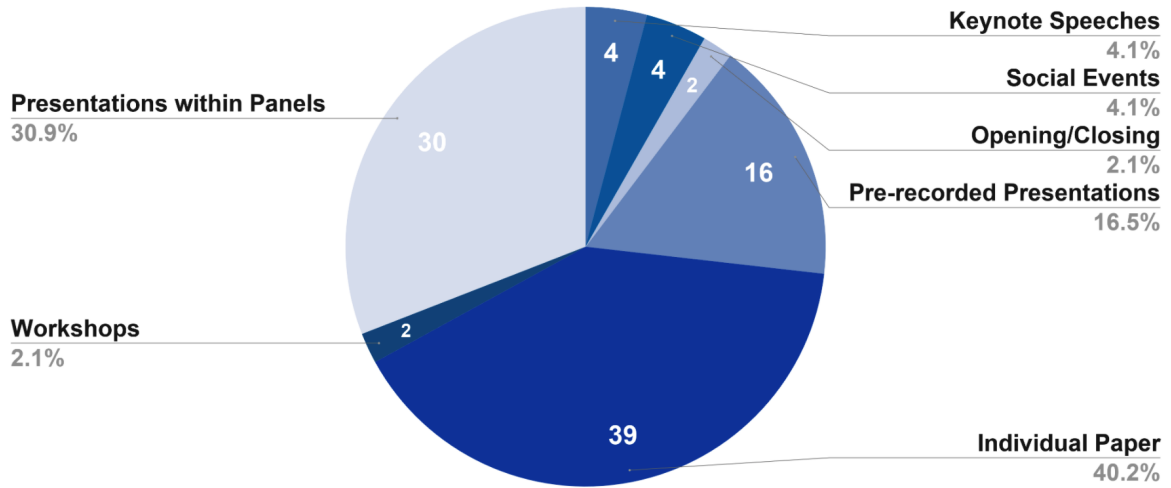


# #YML21 Stats

## Conference Attendees



## Contributions



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# Keynote Speeches

## Rodney Jones



University of Reading, UK



**#YouthMediaLife** @youthmedialife · 29. März

Rodney Jones (University of Reading, UK) about the disembodied voice: "TikTok unsettles the relationship between the body and the voice." [#YML21](#)



## Dafna Lemish



Rutgers University,  
New Jersey, USA



**#YouthMediaLife** @youthmedialife · 1 s

Dafna Lemish: "There are so many children that we don't know much about. [...] In each of our societies, children are marginalized, which we need to study." [#YML21](#)



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# Keynote Speeches

## Axel Krommer



University Erlangen-  
Nürnberg, Germany



#YouthMediaLife @youthmedialife · 31. März

Axel Krommer @mediendidaktik\_ (Universität Erlangen-Nürnberg):  
"Reflexive paradigmatische Positionalität ist sich bewusst zu machen, in welchen Paradigmen man pädagogisch arbeitet, und in einem reflexiven Prozess bewusst rauszuzoomen." #YML21



## Susanne Baumgartner



Amsterdam University,  
The Netherlands



#YouthMediaLife @youthmedialife · 1 s

Susanne Baumgartner (Amsterdam University) about media multitasking and attention problems: "Adolescents who media multitask more frequently have higher levels of attention problems, are more easily distracted at school, and have lower grades than their peers." #YML21



# Social Events

#YouthMediaLife 2021

29.03. – 1.04.2021

## Music Line-Up



**Hearts Hearts**

March 29, 2021: 18:30 – 19:40  
@Virtual Cocktail Party



**wienerzucker**

March 30, 2021: 12:15 – 13:15  
@Virtual Vienna Coffee House



**Birgit Denk & die Novaks**

March 31, 2021: 18:00 – 19:00  
@Virtual Viennese Sausage Stand



**Anna Kos**

April 1, 2021: 11:45 – 12:45  
@Virtual Vienna Coffee House

(c) Amadea Brenner

The social events included a virtual cocktail party, two virtual Viennese coffee houses, and a virtual Viennese Würstelstand (hot dog stand). Each event was accompanied by one of our four remarkable Austrian musicians: Hearts Hearts, wienerzucker, Birgit Denk & Band and Anna Kos & Band. Our four virtual music acts managed to create a typical Viennese concert flair and compensated for the live concerts we have missed in the last year.

In addition to that, Katie Reschenhofer's wonderful bilingual videos about Viennese coffee houses and Viennese hot dog stalls were equivalent to an engaging guided tour in Vienna's city center with Katie as our tour guide.

# Snapshot Contest



Research Platform Mediatized Lifeworlds

March 31 at 2:21 PM · 🌐



📷 Snapshot Contest - My #YML21 in a picture 🥰  
Take a picture of your #YML21 and post it to the activity feed on EventMobi or via social media to win a #YML-Mug. ☕



#YouthMediaLife  
RESEARCH-PLATFORM



👍 Anja Kositz, Coy Punkt and 3 others 1 Comment

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

👤 Write a comment... 😊 📷 GIF 🗨️

👤 **Julia Sonnleitner**  
Mmmm... me and my Häferl ❤️ Danke für das liebe Packer!!!!!!



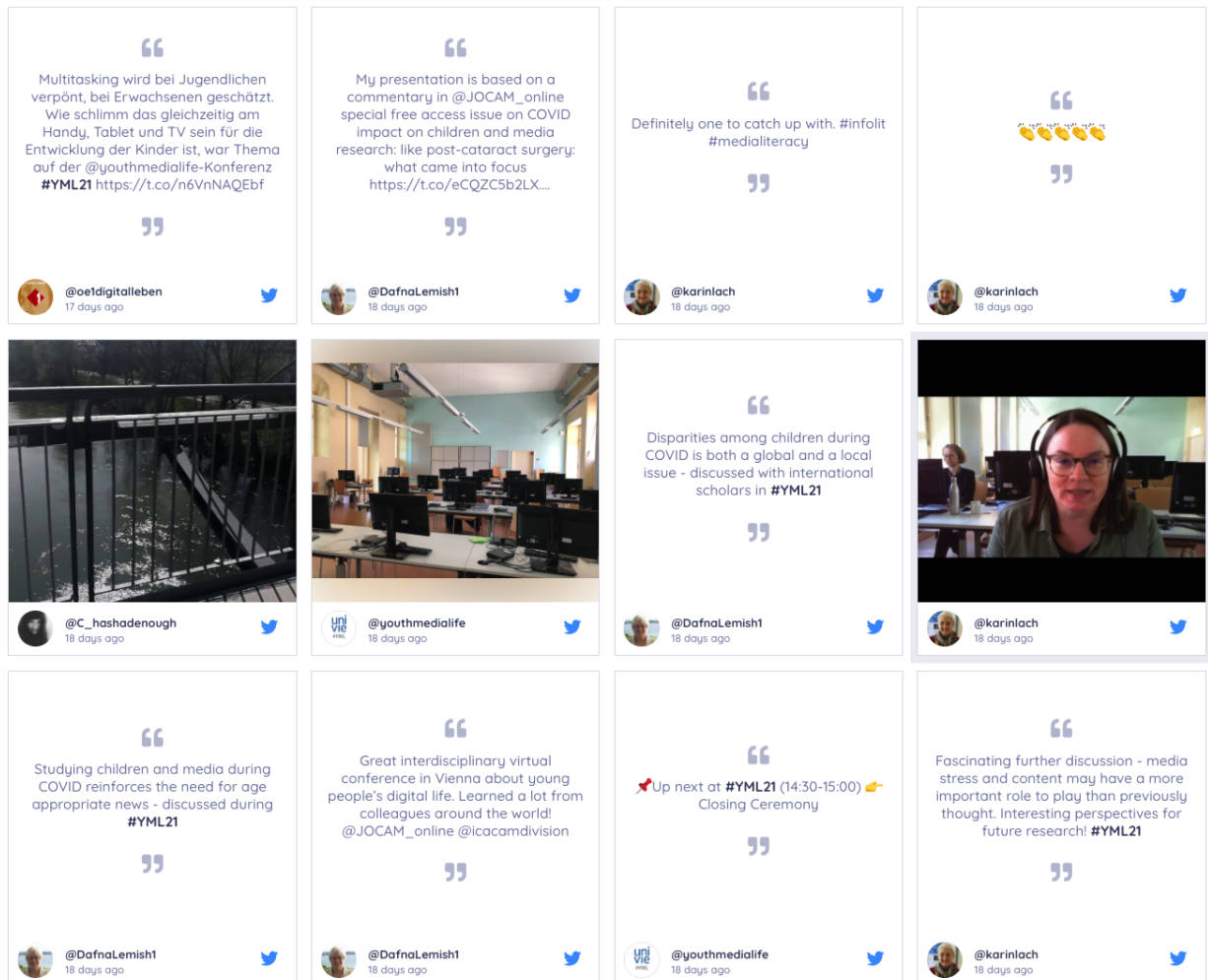
👍 🗨️ 7

Love · Reply · 4d



# Social Media Wall

## Hashtag Feed on EventMobi #yml21



The Social Media Wall on EventMobi enabled lively multimedia exchange among participants and across a range of different social media platforms. By using the hashtags #youthmedialife or #yml21 on Instagram, Twitter or Facebook, the postings were automatically added to the Social Media Wall. Thereby, participants who were not on social media still had the possibility to read along.

# Tweets of the Week

↻ Du hast retweetet



**Dafna Lemish** @DafnaLemish1 · 1. Apr. ⋮

Great interdisciplinary virtual conference in Vienna about young people's digital life. Learned a lot from colleagues around the world!

[@JOCAM\\_online](#) [@icacamdivision](#)



**Karin Lach** @karinlach · 30. März

Fantastic presentation by @DafnaLemish1 at #YML21 today. So much there that is relevant in the #infolit context too.

[twitter.com/youthmedialife...](https://twitter.com/youthmedialife...)



↻ Du hast retweetet



**Christina Wurst (Tina)** @azeriartiko · 1. Apr. ⋮

Watching a talk on media multitasking while media multitasking... Is this being a millenial or applied science 🤔 #YML21

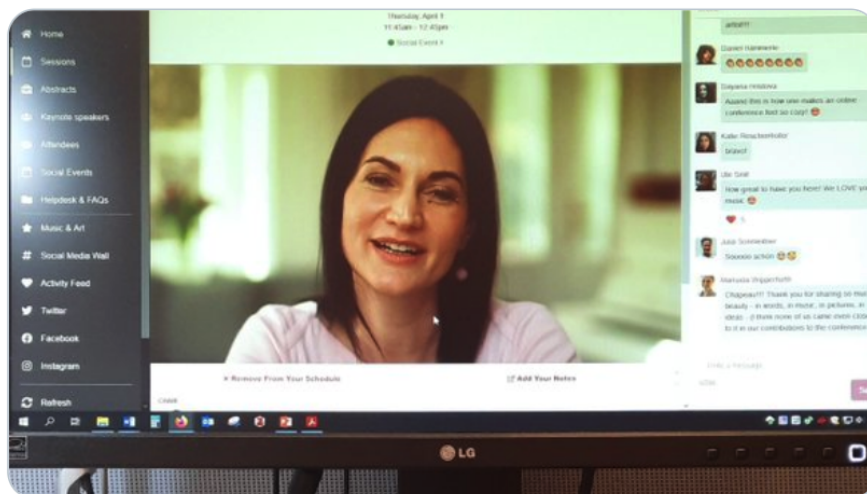


↻ Du hast retweetet



**Florian Mayrhofer** @FI\_OhMyGod · 1. Apr. ⋮

Again: #Virtual #Viennese #Coffee Break at #YML21 this time with Anna Kos and band 🎵 All you need is coffee, music, #Manner and an easter bunny.



# Tweets of the Week

↻ Du hast retweetet



**Florian Mayrhofer** @FI\_OhMyGod · 1. Apr.

Same Same!



**Viera Pirker** @VieraPirker · 1. Apr.

Wie toll ist eigentlich so eine prerecorded session bei #YML21 😊  
liebe die Videos und die Möglichkeit des intensiven Austauschs. Viel  
toller, konzentrierter als Konferenz-Poster-Sessions.



↻ Du hast retweetet



**Axel Krommer** @mediendidaktik\_ · 31. März

Antwort an @Nsousanis und @FI\_OhMyGod

It's from my plenary talk at the international #YML21 conference:

[youthmedialife2021.univie.ac.at](https://youthmedialife2021.univie.ac.at)

I'd love to share with you how your "Unflattening"-ideas fueled my talk  
about digital media, pedagogy and youth culture.



#YouthMed

International Conference #YouthMediaLife 2021  
29 March – 1 April 2021 at the University of Vienna  
[youthmedialife2021.univie.ac.at](https://youthmedialife2021.univie.ac.at)



# Tweets of the Week

↻ Du hast retweetet



**Judith Hofmann** @JudithHofmann · 31. März

...

.@mediendidaktik\_ sagt in der Keynote #YML21, dass er 3 Ordner auf der Festplatte hat und Dateien quasi nur über die Spotlight-Funktion sucht. I feel so seen. 😊



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↻ Du hast retweetet



**Christina Wurst (Tina)** @azeriartiko · 31. März

...

@mediendidaktik\_ : "So darf [laut Schulbüchern] ein USB-Stick nicht aussehen" - wow, ich fühle mich persönlich angegriffen 😂 Immer eine Freude, wenn Präsentationen inhaltlich interessant und ansprechend vorgetragen sind. #YML21



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↻ Du hast retweetet



**Karin Lach** @karinlach · 30. März

...

Glad to be there as three of my favourite professors and so many brilliant academics from @univienna I am proud to serve as a librarian and their international colleagues are making #YML21 such a great experience. #badatmaths



**Susanne Reichl** @SusanneReichl · 30. März

glad my favourite librarian in the world could join #yml21  
twitter.com/karinlach/stat...



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↻ Du hast retweetet



**Susanne Reichl** @SusanneReichl · 30. März

...

#yml21 super session on journalism in the late afternoon sun 🌞



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# Meet the Team

## Organising committee

Susanne Reichl, Head of the Research Platform

Ute Smit, Deputy Head of the Research Platform

Cornelia Schantl, Organisation

Ariane Manutscheri, Programme

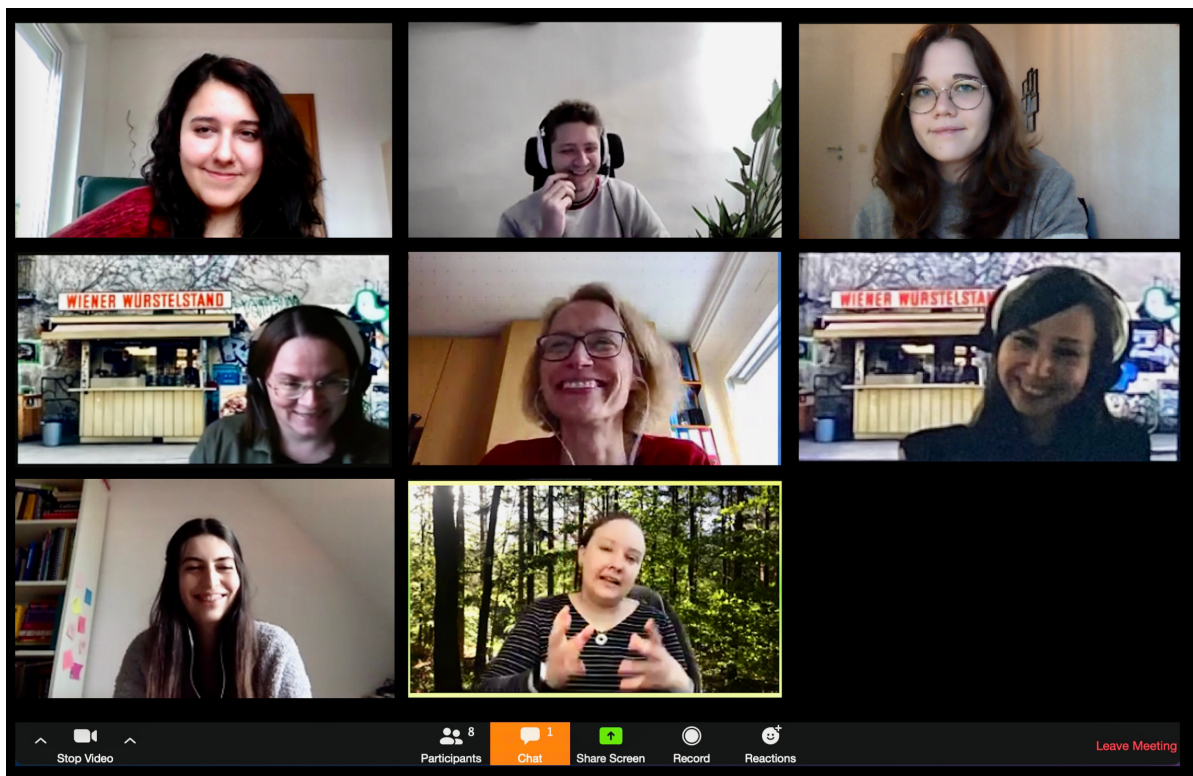
Lisza-Sophie Neumeier, Social Media

## Support Team

Philipp Thornton, IT Support

Michaela Schober, IT Support

Amadea Brenner, Social Media





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# Meet the Team

IT-Support for #YML21



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**Visit our website, blog,  
social media channels or  
email us for more about  
#YML!**

[youthmedialife@univie.ac.at](mailto:youthmedialife@univie.ac.at)

