# YML21 CONFERENCE REPORT

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

compiled by Lisza-Sophie Neumeier
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.
Programme Overview

Programme | 29.03.

14:00-14:30
Opening

14:30-16:00
Keynote
Rodney Jones
"Synthetic embodiment and metalinguistic entanglement: Everyday youth activism on TikTok"

16:30-18:00
(Language) Learning (En)
Politische Perspektiven (D & En)
Ethik & Körper (D)

Panel A
Digital Media Practices of Young People in Crisis Situations (En)

Panel G
Vom Stein zum Liker: Die Praxis des Sammelns in der Kinder- und Jugendmedienkultur (D)

18:30-19:40
Social Event
Virtual Cocktail Party

Programme | 30.03.

10:30-12:00
Workshop:
Wen Wong/UpToWrite: Community Building through "mini" Narratives

12:30-13:30
Social Event
Virtual Viennese Coffee House

14:00-15:30
Pre-recorded Session A
Pre-recorded Session B
Panel F1
Panel F2
Virtual Exchange: Bridging the gap between formal and informal learning (En)
Virtual Exchange: Bridging the gap between formal and informal learning (En)

16:00-17:30
Keynote
Dafna Lemish
"Six reflections on children and media research: A personal scholarly journey"

(c) Amadea Brenner
Programme Overview

Programme | 31.03.

10:30-12:00
- Lesen & Ernähren (D & En)
- Growing Up with Digital Media (En)
- Pre-recorded Session C
- Panel C: Youth media consumption and creative pre-political resistances in China (En)

14:00-15:30
Keynote
Axel Krommer
"Jugend-Kultur-Technik-Kritik, oder: Neue Formen der Referentialität zwischen digitalen Duellismen und Pseudogellschaften"

18:00-19:00
Social Event
Virtual Viennese Sausage Stand

16:00-17:30
- Specific Media (D)
- Panel E: Learning to see: Formation of Female Identity through Visual Storytelling in L.M. Montgomery’s Anne and Emily Books (En)
- Methodology & Competencies (En)
- Well-being & Bullying (En)

Programme | 01.04.

10:00-11:30
- Panel B: The playful youth: playing around, gaming, gamification and learning through games (En)
- Pre-recorded Session D
- Identität & Körper (D)
- Linguistics & Education (En)

14:30-15:00
Closing

13:00-14:30
Keynote
Susanne Baumgartner
"Lost in distraction? The effects of digital media on adolescents’ cognitive development and well-being"

11:45-12:45
Social Event
Virtual Viennese Coffeehouse

(c) Amadea Brenner
#YML21 Stats

## Conference Attendees

- **IT-Team**: 5.4%
- **Participants**: 28.7%
- **Organisation**: 3.6%
- **Contributors**: 62.3%

## Contributions

- **Presentations within Panels**: 30.9%
- **Workshops**: 2.1%
- **Keynote Speeches**: 4.1%
- **Social Events**: 4.1%
- **Opening/Closing**: 2.1%
- **Pre-recorded Presentations**: 16.5%
- **Individual Paper**: 40.2%
Keynote Speeches

Rodney Jones
University of Reading, UK

Dafna Lemish
Rutgers University, New Jersey, USA
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
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 Mediatised 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.

Anja Kositz, Coy Punkt and 3 others
1 Comment

Like Comment Share

Write a comment...

Julia Sonnleitner
Mmm... me and my Hafner! ❤️ Danke für das liebe Packerl!!!!!
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...

**Du hast retweetet**

**Christina Wurst (Tina) @azeriartiko · 1. Apr.**
Watching a talk on media multitasking while media multitasking... Is this being a millennial 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 @Fl_OhMyGod · 1. Apr.
Same Same!

Viera Pirker @VieraPirker · 1. Apr.
Wie toll ist eigentlich so eine prereduced 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 @Fl_OhMyGod
It's from my plenary talk at the international #YML21 conference:

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.

International Conference #YouthMediaLife 2021
29 March – 1 April 2021 at the University of Vienna
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. Ich feel so seen. 😄

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

Du hast retweetet

Karin Lach @karinlach · 30. März
Glad to be there as three of my favourite professors and so many brilliant academics from @univie Vienna 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...

Du hast retweetet

Susanne Reichl @SusanneReichl · 30. März
#yml21 super session on journalism in the late afternoon sun 🌞
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
Meet the Team

IT-Support for #YML21
Visit our website, blog, social media channels or email us for more about #YML!

youthmedialife@univie.ac.at