



BODY
CAPITAL

BodyCapital: an ERC funded 5-year research program investigating how visuals have changed body politics and healthy-self perceptions and practices of individuals in market-based societies in twentieth century Europe.



Audiovisuals and internet archives: Histories of healthy bodies in the 21st century

ERC BodyCapital Spring school 2019
Université de Strasbourg, Strasbourg, France
1-4 April 2019

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The **Audiovisuals and internet archives: Histories of healthy bodies in the 21st century** spring school aims to engage in four days of intensive discussion and hands-on activities on the relation between the history of the healthy body, body politics, and the Internet at the turn of the twenty-first century (roughly 1990s-2010). The spring school will take a transnational perspective and focus on developments in Germany, France and Great Britain.

Participants will be introduced to internet archive resources, as well as to history of twenty-first century health issues. The aim of the spring school is to equip young researchers with the knowledge to begin interrogating the Internet as an object and as a source of historical investigation, with a particular focus on audiovisuals. The participants will be confronted with largely uncharted waters and will navigate alongside historians of the Internet and historians of health, as new research tools are developed and tested for working with new/recent media technologies.

The **ERC BodyCapital** research project centres on audio-visual representations of the body in the twentieth century, up to the birth of YouTube in 2005. BodyCapital considers the birth of the Internet as the point at which film and television were succeeded as modes of mass communication, which presented a new space for democratised content and new forms of expression and sociability. At the forefront of the Internet are the broad potential of multimedia and the logic of networking practices of mass audience. It has consequently opened up a new field of distribution within and responding to known structures (institutions, companies, traditional media) whilst reconfiguring relationships between the mass media and its publics. In this sense, the Internet has established a mode of interactivity, for example inspiring individual initiatives and the creation of personal sites.

PROGRAMME

Monday 1 April 2019

Salle de la Table Ronde, MISHA, 5 allée Général Rouvillois, Strasbourg

Tram station: OBSERVATOIRE

9:00-10:00 Welcome and Introductions

10:00-12:00 Opening: BodyCapital and the internet

Jessica Borge (*Post-doctoral researcher, BodyCapital, Université de Strasbourg*),

Joël Danet (*Researcher, BodyCapital, Université de Strasbourg*), **Tricia Close-**

Koenig (*Coordinator and researcher, BodyCapital, Université de Strasbourg*) will

present BodyCapital's interest in internet as a non-literary historical source

12:00-13:30 Lunch (catering on-site)

14:00-17:00 Web history, the web as a historical source, and challenges to history writing

Niels Brügger (*Professor in Media Studies, Aarhus University*)

With online Web content constantly and rapidly disappearing, any scholar wanting to mine that resource relies heavily on someone archiving it. However, the archived Web is a peculiar type of historical document, and archiving it as a research object must be approached differently than other digital media. A Web archive literacy is critically needed to preserve this ever-growing piece of human history. This presentation outlines the specific nature of the archived Web, in contrast to the online Web and digitized historical documents, such as newspapers. In addition, it articulates the main impacts the archived Web's inherent nature has on how it can be used as a scholarly resource by Web historians and the media.

19:00 Film screening

Health and medical imagery. The body on the screen on the screen.

Salle de projection, Vidéo les Beaux Jours, 2nd floor, Maison de l'Image, rue Kageneck, Strasbourg

Tuesday 2 April 2019

Salle de la Table Ronde, MISHA, 5 allée Général Rouvillois, Strasbourg
Tram station: OBSERVATOIRE

9:00-12:00 Visualizing the Internet: Media History and Visual Analysis as Tools for Web Histories

Anja Laukötter (*Senior Researcher, BodyCapital, Université de Strasbourg and Max Planck Institute for Human Development-Berlin*) and **Sandra Schnädelbach** (*Post-doctoral researcher, BodyCapital, Université de Strasbourg and Max Planck Institute for Human Development-Berlin*)

New media confront us as researchers with a variety of questions and challenges: How to use archives, how to create a corpus, how to evaluate what we see if our traditional categories do not seem to fit anymore? At the same time, new media have always been at the centre of debates in societies across time and have fostered new historical methodologies, especially concerning visuals. This teaching session takes a closer look at Media History and Visual Analysis as tools that can be made productive for historical work with and on the web.

12:00-13:00 Lunch (catering on-site; Salle Europe)

13:00-14:30 Student presentations

From Bits, Pixels, and Meshes: Glimpses of a Digital Child Psychiatry

Felix Rietmann *Post-doc, University of Fribourg*

Menstrual Product Commercials and the Dialectics of Post-Soviet 'Liberation'

Pavel Vasilyev *Post-doc/Junior Research Fellow, Van Leer Jerusalem Institute*

15:15 Meet at the entrance of the EUROPEAN AUDIOVISUAL OBSERVATORY
(Photo ID needed)

15:30-17:00 Presentation of the **European Audiovisual Observatory**

CHANGE OF MEETING POINT: 76 Allée de la Robertsau, Strasbourg

19:00 **Spring school dinner**

Restaurant l'Olivier, 60 rue de Zurich, Strasbourg

Wednesday 3 April 2019

Bibliothèque Nationale Universitaire de Strasbourg (BNUS), 6 Place de la République, Strasbourg

Tram station: REPUBLIQUE

9:00-12:00 Searching bodies through born-digital heritage: issues and challenges

Valérie Schafer (*Professeure en histoire européenne contemporaine, Centre for Contemporary and Digital History (C²DH), Université du Luxembourg*) will give a presentation followed by a hands-on session on several resources to analyse web archives for example of beauty and health magazine / newsgroups and forums, etc. focusing on methodologies, changes from one website or country to another, ways to create or approach corporate based archives.

12:00-13:30 Lunch (on-site)

14:00-17:00 Accessing and using French internet as historical sources

Jérôme Schweitzer (*Directeur du développement des collections, Bibliothèque National et Universitaire de Strasbourg*) will present BNUS and the dépôt legal

Sophie Gebeil (*Maître de conference en histoire contemporaine, Aix Marseille Université*) will present her recent research (*The study of Maghreb immigration memories on the French web from 1999 to 2014*) and her methodological approach

17:00-18:00 Student presentations

The migrants' ill bodies: a life-threatening resource? About migrants requiring renal replacement therapy.

Jonas Martzloff *Interne DES néphrologie / Masters student, CHU Strasbourg / IEP Strasbourg*

'The effects can last forever': ecstasy, raving and health, 1986 – 2000

Peder Clark *PhD student, London School of Hygiene and Tropical Medicine*

Thursday 4 April 2019

INA, 1st floor, Maison de l'Image, rue Kageneck, Strasbourg

Tram station: GARE CENTRALE ou FAUBOURG DE SAVERNE

9:00-10:00 Student presentations

Social Media and "free from" food movements: lifestyle prescription and new forms of sociability

Virginie Wolff *PhD student, Université de Strasbourg*

Poses and Instagram faces. A short insight into the history of Aesthetic Labour

Elisabeth Pannrucker *Masters student, Humboldt-Universität, Berlin*

10:00-12:00 Health-related audiovisuals on pre-YouTube internet

Christian Bonah (*Professor of History of medicine, BodyCapital, Université de Strasbourg*) and **Caroline Sala** (*audiovisual documentalist, BodyCapital, Université de Strasbourg*):

Vinzenz Hediger once stated when corporations moved to corporate communication, everything pretty much looked the same. Christian and Caroline have traced URLs (from Novartis, Hoffmann-Roche, telethon, AFM (complementary to Duvivier films), Margot de Vivre Avec YouTube channel) back in time to see if this is the case here, and how. They will present their method, their results and provide an exercise for students.

12:00-13:30 Lunch (sandwiches/buffet on site)

14:00-16:30 Internet and audiovisuals as art

Sophie Delpoux (*maîtresse de conférences en histoire de l'art contemporain à Paris 1 Panthéon-Sorbonne, rattachée à l'HICSA, EA 4100 - Histoire culturelle et sociale de l'Art*) will give an introduction to art and the internet, and will direct a work session on *desordre* website

Philippe de Jonckere (*artist and creator of desordre*) Les représentations du corps dans le site internet desordre.net

16:30-17:30 Closing session

The ERC project researchers, in Berlin and Strasbourg, are working on a comparative history between Germany, France and Great Britain and the transformative processes that led to a shift from comprehensive healthcare in the “welfare state” model to new ideas of human capital and the healthy body as a form of individual capital. In particular, they focus on the economic factors driving these transformations. The primary source material is visual mass media, from historical non-fiction films to television shows and internet videos. Amateur films are additionally considered, offering a point of comparison and potentially reveals a different medial logic.

Working from the hypothesis that our understanding of the body in an era of neoliberal environments and structures is linked with new creations of subjects, the project aims to historicize the developments that have led to this. It asks how the rise of the “healthy self” can be better described and historically situated, and inquires into the social, political, and economic contexts that have contributed to and furthered this development.

The project focuses on four topics:

- The history of food and nutrition;
- The history of exercise and sports;
- The history of sexuality and reproduction;
- The history of dependence and addiction (medicine, drugs, alcohol).

In building the historical foundation of the Internet era in the BodyCapital perspective, we will encounter new modes of representations and practices of the body that the Internet favored: webcam uses, first artist creations, reuse of traditional contents (photographs and films), amongst others.

The spring school is organized as part of the research project “The Healthy Self as Body Capital: Individuals, Market-Based Societies, and Body Politics in Visual Twentieth Century Europe (BodyCapital)” funded by the European Research Council (ERC) and led by Christian Bonah (University of Strasbourg) and Anja Laukötter (Max Planck Institute for Human Development, Berlin). And with the cooperation and collaboration of the Bibliothèque Universitaire de Strasbourg (BNUS), the Institut National Audiovisuel (INA-Grand Est) and Vidéo les Beaux Jours.

