

Charlie Hebdo 2015 – ‘Liveness’ and acceleration of conflict in a hybrid, violent media event

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Case

Charlie Hebdo as a media event
Timeframe 7.-14.1.2015

JE SUIS CHARLIE

Data

- 5,2 million tweets
 - #jesuischarlie
 - #jenesuispascharlie
 - #jesuisahmed
- ...and complementing media material

Method

- Computational methods + digital ethnography

Literature

- Eide, E., Kunelius, R. & Phillips, A. (eds.) (2008) *Transnational Media Events. The Mohammed Cartoon and the Imagined Clash of Civilizations*. Nordicom.
- Sreberny, A. (2016) The 2015 Charlie Hebdo Killings, Media Event Chains, and Global Political Responses. *International Journal of Communication*, 10.
- Sumiala, J., Tikka, M. & Valaskivi, K. (2018) Charlie Hebdo 2015 - 'Liveness' and Acceleration of Conflict in a Hybrid, Violent Media Event. Special issue guest edited by Katharina Niemeyer and Staffan Ericson. *Media, War & Conflict*, forthcoming.
- Sumiala, J., Tikka, M., Huhtamäki, J. & Valaskivi, K. (2016) #JeSuisCharlie: Towards a Multi-Method Study of Hybrid Media Events. *Media and Communication*, 4(4).
- Sumiala, J. & Valaskivi, K. (2017) Introduction. Towards Hybrid Media Events of Terrorist Violence. Special issue Terror as a Media Event guest edited by Johanna Sumiala and Katja Valaskivi. *Television and New Media* (Autumn).
- Zelizer, Barbie (2017) Seeing the Present, Remembering the Past: Terror's Representation as an Exercise in Collective Memory. Special issue Terror as a Media Event guest edited by Johanna Sumiala and Katja Valaskivi. *Television and New Media* (Autumn).
- Ytreberg, E. (2017) Towards a Historical Understanding of the Media Event. *Media, Culture & Society*, 39(3).

Theory

Ceremonial event

- Social Function: Social cohesion
- TV broadcast
- Qualitative methods

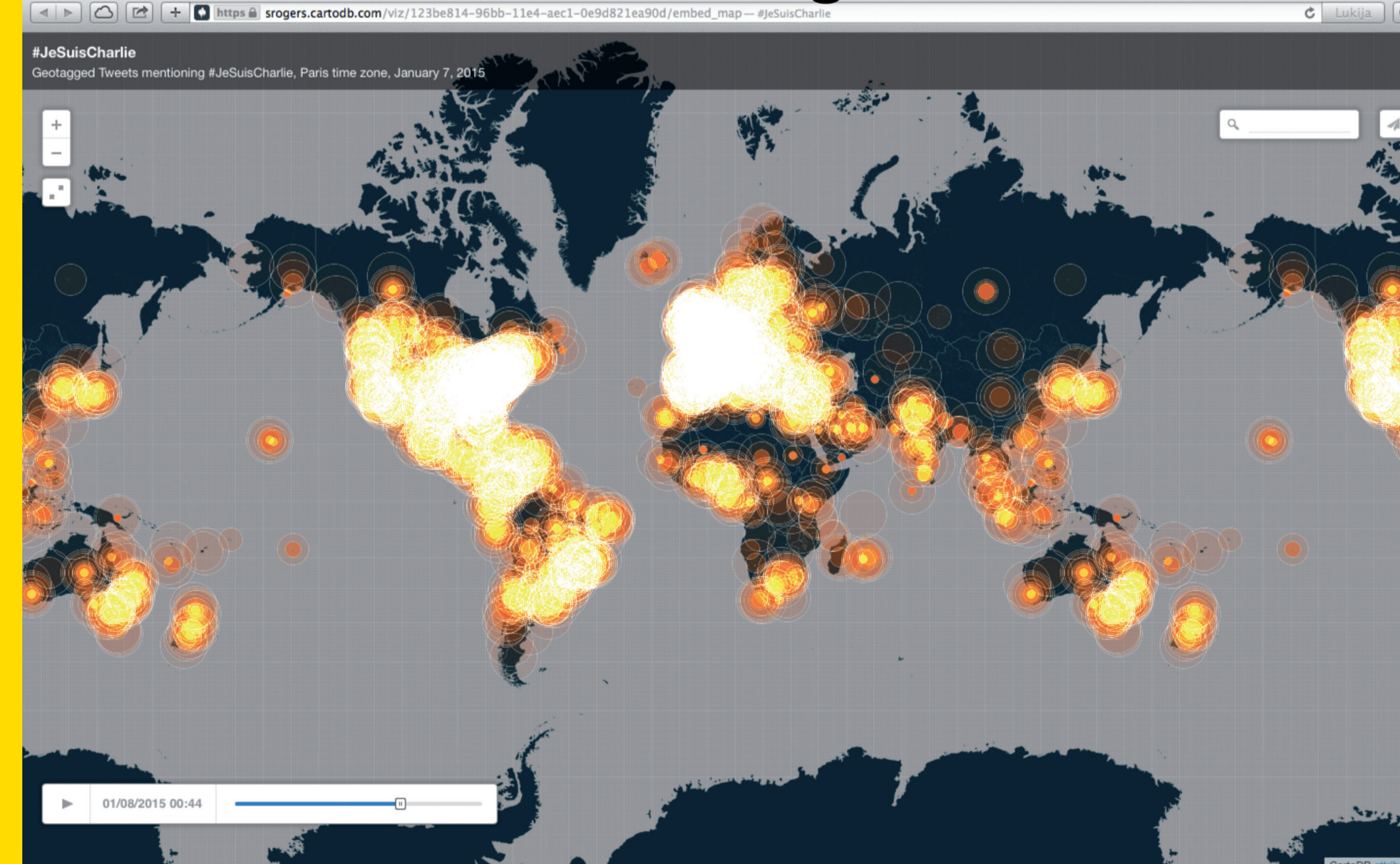
Disruptive event

- Social Function: Contestation of society
- TV broadcast media system and networked digital media system
- Qualitative methods

Hybrid event

- Social Function: Cohesion and contestation
- Mainstream news media and social media
- Multi-method

Visualization created by data journalist Simon Rogers



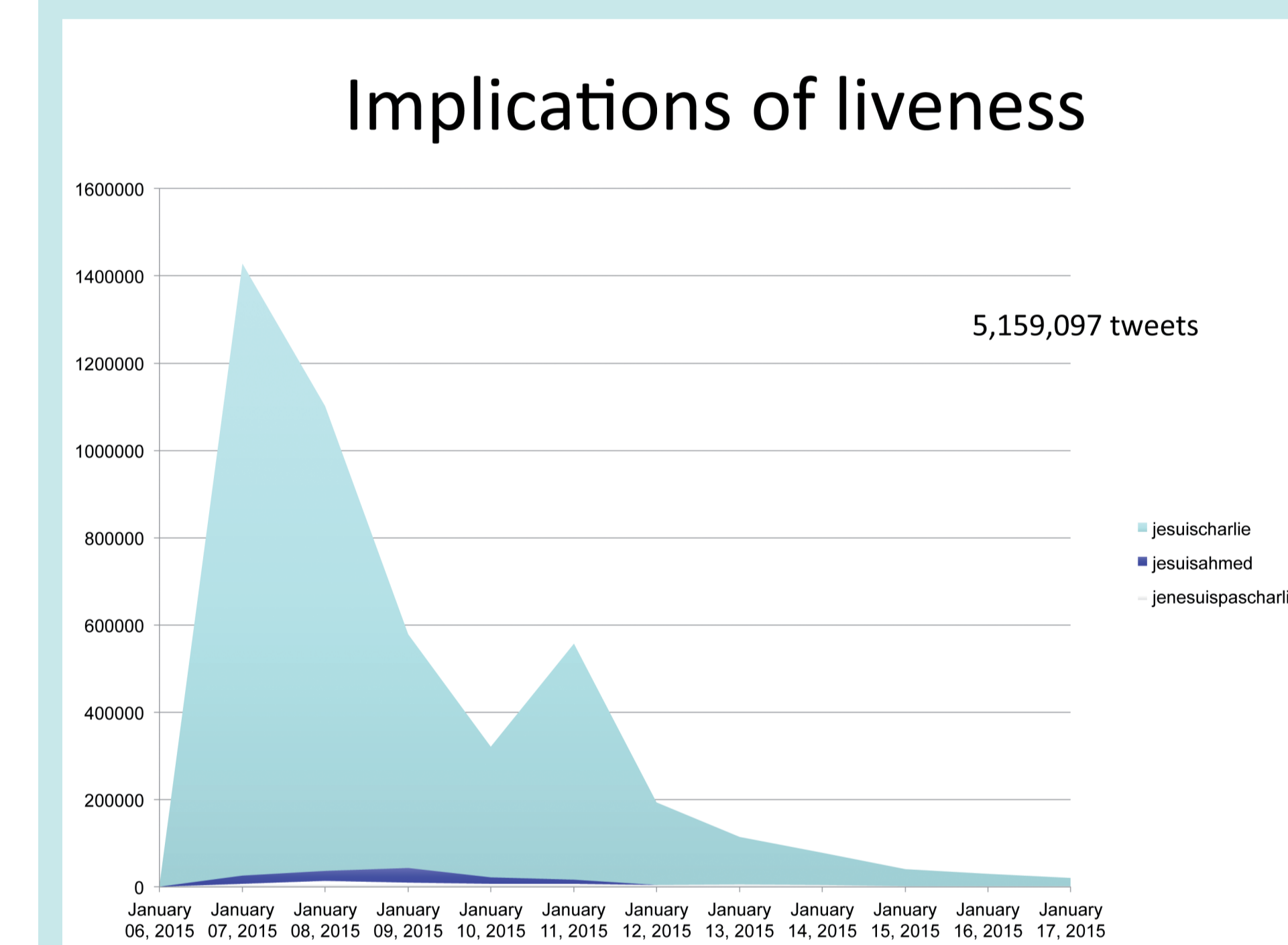
Time is an important dimension in order to understand media event (Sreberny 2016, Zelizer 2017, Ytreberg 2016)

Liveness

- Simultaneous circulation of messages, videos, images
- Multiple platforms and actors

Implications of liveness

- Immediate interpretations shaped by already existing frames
 - Existing frame: threat of Islam
 - Reliance of stereotypes



The illusion of the whole world saying “je suis Charlie”

Acceleration of conflict

- Reptilian reactions (cf. Eide, Kunelius & Phillips 2008)
- Re-enforcing oppositions
- Polarization

