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Grön livsstil som upplevelseprodukt: förankring, försäljning och förvaltning bland landsbygdens livsstilsföretagare

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UPPSALA
UNIVERSITET

Welcome to the 34th Nordic Ethnology and Folklore Conference

JUNE 12-15, 2018 UPPSALA, SWEDEN



TUESDAY 12 JUNE 2018

13:00 - 17:00 Registration, Ground floor

14:00 - 16:00 Anthropology of Political Protest, Lecture Hall VIII
Chairs: Daria Radchenko et al.

- 1 *Arkhipova et al (joint paper of panel organizers)*
The naked anthropologist: challenges and mistakes of protest research
- 2 *Irina Kozlova*
Spatial Structure of Street Protest in Contemporary Russia
- 3 *Anastasiya Astapova & Vasil Navumau*
Veyshnoria: A Fake Country in the Midst of Real Information Warfare
- 4 *Ilya Chalov*
Cross-loyalty and Local Oppositional Activism in a Russian Small City
- 5 *Alexandra Orlova*
Art performances in Russia against war with Ukraine

14:00 - 16:00 Dark Matters, Lecture Hall IV

Chair: Mattias Frihammar

- 1 *Mattias Frihammar*
Introduction
- 2 *Robert Willim*
The Darkness Beyond The Digital – Internet of Things and Disquiet Connectivity
- 3 *Julia Fleischhack*
Learning to deal with the ‘dark sides’ of the digital world – Digital literacy education in a post factual world
- 4 *Elena Yugai*
Darkness and Sweetness: the commemorative poetry in modern Russia and traditional rural lamentations
- 5 *Mattias Frihammar*
The lupine’s dark shadow – Invasive species, environmental threats and the othering of flowers
- 6 Discussion

14:00 - 16:00 Gender Matters, Sem 3

Chair: Birgitta Meurling

- 1 *Kristina Öman*
”Bara larv och kärleksdravel” – Om killar, tjejer och ungdom i Starlet
- 2 *Tatyana Lipai*
Museum of Migration as a reflection of the past, present and future
- 3 *Fanny Ambjörnsson*
Cleaning and the ethics of care 2.0 (Presenteras på svenska)
- 4 *Birgitta Meurling*
Frejdiga fruntimmer. Ett damsällskap under hundra år – genus, klass och generation
- 5 Åsa Ljungström
Uppåt på samhällsstegen – känslor, klass och kön i husmors dagbok
- 6 Diskussion

14:00 - 16:00 New Wine in Old Bottles?, Sem 4

Chair: Camilla Asplund Ingemark

- 1 *Hrefna Sigríður Bjartmarsdóttir*
New Wine in Old Bottles? Imaginative Worlds in History Revisited. Contemporary People’s belief in deceased relatives as their guardian spirits/ fylgjur.
- 2 *Tora Wall*
Lekfulla möten och allvarsamma speglingar
- 3 *Catarina Harjunen*
Queera perspektiv på erotiska möten mellan människa och naturväsen i finlandssvenska folksägnar

14:00 - 16:00 Open panel, Hall I

Chair: Göran Nygren

- 1 *Asya Karaseva*, Co-author: *Maria Momzikova*
Arguments of Protests against Time Zone Change in Russia (Case Studies of Magadan and Vladivostok)
- 2 *Barbro Blehr*
Presenting and Promoting National Defence: A Comparative Study of Official Websites
- 3 *Florence Fröhlig*
Transnational reconciliation processes along the Rhine in the shadow of the Fessenheim nuclear power plant

4 *Christopher Martin*

“Are we already here?”: Driving on ‘Auto-Pilot’

**14:00 - 16:00 Reflecting and Overcoming Shifting and Intersecting
Methodological Dilemmas in Ethnographical Research,
Lecture hall IX
Chairs: Maryam Adjam, Fataneh Farahani, René León Rosales,**

1 *René León Rosales*

Freezing the movement? Reflections on the methodological dilemmas in researching on social movements

2 *Sheila Young*

“Stick that in your ****ing PhD!”: the dilemma of how to respond to aggressive behaviour during fieldwork.

3 *Magnus Stenius*

The Swedish Military Culture and the Semi-Structured Violence: Field-Studies In a Field-Working Dilemma. Grasping and Reaching Out for Empirical Data and Hard Fact Knowledge in the Making of a Specialist-Officer.

4 *Jenni Rinne*

Doing ethnographic interview about maternal guilt

5 *Lis-Mari Hjortfors*

Laestadianism and Sami identity in the Lule Sami area in Sweden and Norway.

6 *Jenny Lönnroth*

Methodological dilemmas and working strategies when researching unprivileged groups in a racist context

7 *Fataneh Farahani*

Conducting research in a state of flux

**14:00 - 16:00 Skilda världar? Högerpopulismens orsaker, platser och
samhällsklasser, Lecture Hall XI
Chair: Maria Vallström**

1 *Maria Vallström*

Inledning

2 *Mats Lindqvist*

Klasskampens mikrofysik. Om klasskampens uttryck i vardaglig praxis

3 *Daniel Bodén*

Kommentar och diskussion

- 4 *Mikael Vallström*
Klassamhällets tystade röster och perifera platser. En rapport från Katalysprojektet.
- 5 Kommentar och diskussion (enl. ovan)
- 6 *Elisabeth Wollin Elhouar*
Skilda världar? Högerpopulismens orsaker, platser och samhällsklasser. Presentation av en ansökan till VR.
- 7 Kommentar och frågor (enl. ovan)
- 5 Paneldiskussion med publiken.

**14:00 - 16:00 The Social, Political and Cultural Meaning of Sound and Music 1,
Lecture hall X
Chairs: Oscar Pripp**

- 1 *Oscar Pripp*
Introduction
- 2 *Jonas Ålander*
On the Meaning of Music: Organizers Perspectives of Constructing Culturally Diverse Music Venues in Sweden
- 3 *Lene Halskov Hansen*
Young people's creation of a folk music movement in the 1970's and in the 1990's – a comparative study in ideas, practices and organization
- 4 *Helen Rossil*
Singing the Religious Community in Danish Revivalism
- 5 Discussion
- 6 *Andrea Dankic*
Making Swedish hip-hop. Musical practice, social categories and creativity
- 7 *Oscar Pripp & Maria Westwall*
Cultural Production and Social Inclusion. The Meaning of Musicking in Ethnic Associations in Sweden
- 8 *Owe Ronström*
Densities. A key to (late) modern cultural production
- 9 Discussion

16:00 - 16:30 Welcome speech, Aula

16:30 - 17:30 Keynote: Lotten Gustafsson Reinius: "The State of Things: On the Interplay of Memory, Narrative and Objects.", Aula

17:30 - 18:30 Welcome reception, University building

WEDNESDAY 13 JUNE 2018

09:15 - 10:45 Archive Matters 1, Lecture Hall IX

Chairs: Charlotte Hyltén-Cavallius, Susanne Nylund Skog, Fredrik Skott, Marie Steinrud

- 1 *Lene Winther Andersen*
Folklore matters: Exploring scientific visions behind the Increasing Collections in the Danish Folklore Archives
- 2 *Maria Momzikova*
Reconstructing the Way of Editing Nganasan Folklore Texts by Soviet Ethnographer Boris Dolgikh
- 3 *Ave Gorsic*
What's the matter with the source? The value of archival "left-overs"
- 4 *Charlotte Hagström*
Forskaren, cykeln och arkivet: Att arbeta med egna och andras frågelistor.
- 5 *Charlotte Hyltén-Cavallius & Lotta Fernstål*
Folklorists, Archives and Minorities

09:15 - 10:45 Havet som grav, Sem 3

Chairs: Simon Ekström, Hanna Jansson

- 1 Inledning
- 2 *Tove Ingebjorg Fjell*
Formulering av dödsannonser – endringer fra 1960 - 2015
- 3 *Hanna Jansson*
Pojken på stranden – tolkningar av en ikonisk bild och av en flyktigkatastrof
- 4 *Simon Ekström*
Havet som grav – museet som grav: om maritima museer som deathscapes
- 5 *Jørgen Burchardt*
Folketro og modernitet. Case: Tro på sjælevandring ved dødsulykker
- 5 *Anders Gustavsson*
Omkomna på havet. Från skräck till heder och minne i folklig tradition
- 6 Avslutning och diskussion

09:15 - 10:45 Knowing Nature, Lecture Hall IV
Chairs: Lars Kaijser, Elin Lundquist

- 1 *Elin Lundquist & Lars Kaijser*
Introduction
- 2 *Malin Andersson*
Knowing the Sustainable Fishery
- 3 *Blanka Henriksson & Ann-Helen Sund*
“Probably the largest fatberg ever discovered in London” – Knowledge Making Processes in the Anthropocene
- 4 *Kajsa Kuoljok*
GPS-råjan - New technology meets traditional Sámi knowledge
- 5 *Martin Sítek*
Symbolism of nature in carnival masks in Czech folk culture.
- 6 *Krista Vajanto*
Dye Plants in Finnish Folklore
- 7 *Lars Kaijser*
Domesticating in the contact zone. Disseminating knowledge of environment issues in a staged rainforest.
- 8 *Elin Lundquist*
Discussion

09:15 - 10:45 Käk, konsumtion, konflikt och kulturarv, Hall I
Chairs: Kerstin Gunnemark, Eva Knuts

- 1 *Kerstin Gunnemark och Eva Knuts*
Inledning
- 2 *Eva Knuts*
Det är inne att vara ute – ”Trenden med utekök är större än någonsin”
- 3 *Yrsa Lindqvist*
Kökets förnyelse – inredningsideal och realitet
- 4 *Inger Johanne Lyngö*
”Kjøkkenveien til historien” – 1950-talls kjøkkenet på Oslo Bymuseum Blindsoner og åpne dører
- 5 *Håkan Jönsson*
Att vispa moderniteter – en mikroetnografi över kökets artefakter
- 6 *Kerstin Gunnemark*
Köket som rum – minnen och omgestaltning, Kitchen as space – memories and transformation

7 Diskussion

09:15 - 10:45 Open panel, Lecture Hall VIII

- 1 *Silja Ósk Þórðardóttir*
In Search of Lost Time - mechanics of minimalistic lifestyle
- 2 *Ian Brodie*
Is 'News' a Genre in Folklore? Reflections on Fake News
- 3 *Svetlana Nikolaeva*
On the Formula and Metrical Analysis of Russian Religious Epics
(duhovniy stih)
- 4 *Rui Liu*
Unpacking the fake in the medical context

09:15 - 10:45 Participatory Research in a Post-Factual World + Institutions and Ethnography: Methodological, Theoretical and Empirical Matters, Lecture Hall XI

Chairs: Kim Silow Kallenberg, Maria Björklund & Tytti Steel, Eerika Koskinen-Koivisto

- 1 *Kalle Ström*
Institutionsetnologi med värnplikten som exempel
- 2 *Maria Björklund*
Institutionsetnografi – dilemman, fördelar och nytta
- 3 *Kim Silow Kallenberg*
Institutionsetnografi - smutsig etnografi?
- 4 *Christian Ritter*
Gathering Digital Data Onsite: A Note on Fieldwork in a Software Company
- 5 *Tytti Steel & Eerika Koskinen-Koivisto*
Embedded and committed – benefits and meaningfulness in participatory ethnology

09:15 - 10:45 The Social, Political and Cultural Meaning of Sound and Music 2, Lecture Hall X

Chairs: Oscar Pripp

- 1 *Owe Ronström*
Introduction
- 2 *Eva Fock*
Lyden af Norden – et nordatlantisk musikstafet
- 3 *Mats Nilsson*
Moving music – dance as a mode of using music

- 4 *Elin Franzén*
Radiolyssnarens akusmatiska rum
- 5 *Karin Eriksson Aras*
”Towards an ethnology of sound”
- 6 *Owe Ronström*
Discussion

10:45 - 11:15 Coffee, 1st Floor

11:15 - 12:15 Keynote: Kyrre Kverndokk: “’The Child’ and Climate Change: Family Time in the Anthropocene.”, Lecture Hall X

12:15 - 13:45 Lunch, Göteborgs nation, S:t Larsgatan 7

13:45 - 15:15 Archive Matters 2, Lecture Hall IX
Chairs: Charlotte Hyltén-Cavallius, Susanne Nylund Skog, Fredrik Skott, Marie Steinrud

- 1 *Marie Steinrud*
Follow Lundh! Between text and context in a photographers archive
- 2 *Jonas Engman*
Visualizing celebrations – ritual interaction in early welfare-state urbanity.
- 3 *Inés Matres*
A long way? Introducing digitized historical newspapers in everyday school work.
- 4 *Susanne Österlund-Pötzsch*
Marketing a goldmine? Creating an archival topic-bank for university students.
- 5 *Susanne Nylund Skog*
Placing People on maps and in archives

13:45 - 15:15 Education as an Ethnological Field, Sem 3
Chair: Maria Zackariasson, Malin Ideland, Beatriz Lindqvist

- 1 *Beatriz Lindqvist*
“Green is more than a color” – embodiment and materiality of pre-school children outdoor learning
- 2 *Göran Nygren*
Etnologisk forskning om högrepresterande elever?
- 3 *Maria Zackariasson*
“You are going to hate me!” Ethnological perspectives on the role of emotions in undergraduate supervision

13:45 - 15:15 How Matter(s) Comes to Matter in Cultural History, Lecture Hall IV

Chairs: Anne Folke Henningsen, Tine Damsholt, Brita Brenna, Line Esborg

- 1 *Tine Damsholt & Anne Folke Henningsen*
Introduction
- 2 *Dorothea Breier*
Putting qualitative studies in perspective – why context matters.
- 3 *Åmund Norum Resløyken*
Objects of tradition and stories of culture
- 4 *Sandra Hillén*
Matters in museums – an intersectional approach to children's cultural history
- 5 *Brita Brenna*
How do we know this? Recent writings on exhibition as research

13:45 - 15:15 Men in a Post-Factual World 1, Lecture Hall VIII

Chairs: Katarzyna Herd, Gabriella Nilsson

- 1 *Gabriella Nilsson & Kasia Herd*
Introduction
- 2 *David Gunnarsson*
Tell it like it is. Truth, masculinity, affect and nation
- 3 *Karin Sandell*
A real Finnish man
- 4 *Line Grønstad*
The masculinity of male marital name change
- 5 *Katarzyna Herd*
Perceptions of masculinity in football crowds

13:45 - 15:15 Narrating a Climate Changed Future, Lecture Hall XI

Chairs: Camilla Asplund Ingemark, Lone Ree Milkær

- 1 *Lena Marander-Eklund*
"Jag glömmar aldrig åskvädret 1960 tror jag det var" – ovädersberättelser
- 2 *Gösta Arvastson*
Kulturanalyser i superstormarnas tid
- 3 *Helena Hörnfeldt*
The End of the World. Apocalyptic Narratives in Children's Fears

- 4 *Camilla Asplund-Ingemark*
Islands Submerged into the Sea: Aspects of the Cultural Imaginary of Climate Change
- 5 *Sigrun Thorgrimsdottir*
Living with the past, for the future. Stories from radical homemakers in old houses
- 6 *Marit Ruge Bjærke*
Biodiversity loss - a story of climate change?
- 7 *Lone Ree Milkær*
Glocalized narratives of Transition

13:45 - 15:15 Queer History Matters, Sem 4

Chair: Tone Hellesund

- 1 *Karin Lützen*
The history of Lesbisk Bevægelse/The Lesbian Movement in Denmark
- 2 *Iris Ellenberger*
Intersections of sexual orientation and gender among women in the feminist and gay liberation movements in Iceland in the 1980s. The emergence of a lesbian subjectivity in Iceland.
- 3 *Tuula Juvonen*
Lesbian life and communities in Tampere from the 1970s to 1990s. Spatiality, materiality and affectivity.
- 4 *Tone Hellesund*
Sex and intimacy in the lesbian radical-feminist movement in Norway in the 1870s and 1980s

13:45 - 15:15 Senmoderna mobiliteter, platsidentifikation och kulturarvsproduktion, Hall I

Chairs: Paul Agnidakis, Carina Johansson

- 1 *Paul Agnidakis*
Mobila liv i pendlarsamhället
- 2 *Kjell Hansen*
Påtvingad mobilitet och nya berättelser om platslig tillhörighet
- 3 *Svaminatha Ramanathan*
Islands of faith: Dargahs and secularization of everyday work and leisure in Mumbai
- 4 *Carina Johansson*
Second home owners and heritage production

5 Diskussion

**13:45 - 15:15 The Social, Political and Cultural Meaning of Sound and Music 3,
Lecture Hall X
Chairs: Oscar Pripp**

- 1 *Karin Eriksson Aras*
Short introduction
- 2 *Vladislava Vladimirova*
Love for the Rich, Porn for the People: Popular Music in the Balkans
as a Token of Belonging and Social Distinction
- 3 *Dan Lundberg*
Music Archives, Identity and Democracy. The role of archives in new
perspectives
- 4 *Sverker Hyltén-Cavallius*
Musik och den politiska saken: former för politik i sextioalets alterna-
tiva musik.
- 5 *Linnea Helmersson*
Swedish folk dance and folk music as a contested and politized scene
- 6 *Oscar Pripp*
Discussion

15:15 - 15:45 Coffee, First floor

**15:45 - 17:15 Archive Matters 3, Lecture Hall IX
Chairs: Charlotte Hyltén-Cavallius, Susanne Nylund Skog,
Fredrik Skott, Marie Steinrud**

- 1 *Charlotte Hagström*
Forskaren, cykeln och arkivet. Att arbeta med egna och andras fråge-
listor
- 2 *Simon Ekström*
Uppburna, övergivna och omfamnade monument: från excerpt till
cosplay Staging the Archive: from Excerpt to Cosplay.
- 3 *Maria Bäckman*
Gunnar Lundh och statarbilderna
- 4 *Jonas Hedberg*
Dagens banala bild kan imorgon vara unik
- 5 Diskussion

**15:45 - 17:15 Living with fashion, dress and textile, Sem 3
Chair: Marie Riegels Melchior, Mikkel Venborg Pedersen**

- 1 *Marie Riegels Melchior*
Introduction
- 2 *Mikkel Venborg Pedersen*
“Gentlemen around 1900”
- 3 *Tomas Truchlik*
Collective memory vs. facts – using the example of the reconstruction of men’s traditional costume from a north-western Slovak wire village.
- 4 *Jenni Suomela*
I. K. Inha’s textile collection
- 5 *Päivi Salonen*
How to deal with low cost clothes of today? A New Materialist suggestion
- 6 *Marie Riegels Melchior*
Are Fashion History Sustainable? Some Concerns about Engaging the Past in Present Fashion Practices in the Age of the Anthropocene
- 7 Panel discussion

15:45 - 17:15 Men in a Post-Factual World 2, Lecture Hall VIII

Chairs: Gabriella Nilsson & Kasia Herd

- 1 *Kristofer Hansson*
A man in crisis or crisis of men? Masculinity and societal challenge in the 1970s in Sweden.
- 2 *Jakob Löfgren*
Boys will be boys – the construction and safeguarding of boyhood
- 3 *Gabriella Nilsson*
The HIV-man, the Alexandra-man, and the Plastic Surgeon. Named emotions in news narratives of rape.
- 4 Masculinity revisited – joint discussion

15:45 - 17:15 Open panel, Sem 4

Chair: Camilla Asplund Ingemark

- 1 *Marianne Robertsson*
Cyklandets känslolandskap – reflektioner över ett frågelistmaterial
- 2 *Karin Högström*
Handslaget - intränad självklarhet
- 3 *Karin Salomonsson*
”Orkar inte dela med mig idag!” Om lånekultur och delandets imperativ i en kollaborativ ekonomi

15:45 - 17:15 Rethinking Heritage and Why It Still Matters so Much 1, Lecture Hall X

Chair: Lizette Gradén, Tom O'Dell

- 1 *Katarina Saltzman*
Heritage making in the green
- 2 *Torgeir Rinke Bangstad*
Heritage ecologies: material memory and the more-than-human construction of heritage
- 3 *AnnCristin Winroth*
Stories at museums, collected, stored and performed – what is really the new thing about them?
- 4 *Eva Reme*
Bedehus, misjon og kulturarv
- 5 *Lizette Gradén & Tom O'Dell*
Heritage in Action: Curatorial Agency and Commodified Expressions of the Past
- 6 Discussion

15:45 - 17:15 The Humanities as Field of Culture, Lecture Hall IV
Chairs: Helena Pettersson, Eddy Nehls, Katarzyna Wolanik Boström

- 1 Introduction
- 2 *Eddy Nehls*
Complex or complicated, conversation or debate? It matters how one thinks.
- 3 *Anne Leonora Blaakilde*
Does qualitative methodology matter in a world of facts and data?
Auto-ethnographic reflections from the center of a Danish, regional administration.
- 4 *Magdalena Petersson McIntyre*
Gender consultancy and the marketization of feminism
- 5 *Helena Pettersson*
Place, Context, Learning, and Knowledge: Traditions, data, and national and global encounters.
- 6 *Katarzyna Wolanik Boström*
What matters in internationalization of the Humanities? Reflections and practices of Romance languages scholars.
- 7 Discussion and Q & A

THURSDAY 14 JUNE 2018

09:15 - 10:45 Ethnographic Knowledge in Political Decision-Making, Hall I **Chairs: Pia Olsson, Tiina-Riitta Lappi, Karoliina Ojanen**

- 1 *Mircea Paduraru*
Ethnology and Eschatology. The Fear of End and the Discourse of the Contemporary Romanian Ethnology
- 2 *Eda Kalmre*
Who owns our history and place names? Folklorist amidst the administrative reform in Estonia
- 3 *Sara Kohne*
On the experience of urban retail landscape in transition
- 4 *Tiina-Riitta Lappi & Pia Olsson*
Applying ethnographic knowledge in practice-oriented contexts

09:15 - 10:45 Lägerliv och flyktingskap i Norden, Lecture Hall IX **Chairs: Markus Idvall, Fredrik Nilsson**

- 1 *Markus Idvall & Fredrik Nilsson*
Inledning
- 2 *Maryam Adjam*
Flyktingläger som minnesspår
- 3 *Jenny Lönnroth*
Imagined futures: how parents activism toward refugees shape and transform the meaning of home and belonging in Sweden
- 4 *Britta Zetterström Geschwind*
Baltiska gången i Historiska museet – materiella spår av en flykt
- 5 *Markus Idvall*
Brunnshotellet, gymnastiksalen och fabriken: Miljöer för flyktingmottagande och performativt gränsarbete i andra världskrigets Helsingborg
- 6 *Fredrik Nilsson*
Reningsritualer och gränsarbete
- 7 Avslutning och diskussion

09:15 - 10:45 Integrativ etnologi, forskning och samverkan 1, Lecture Hall XI
Chairs: Inger Lövkrona, Lena Martinsson, Birgitta Meurling, Britta Lundgren

- 1 *Pia Karlsson Minganti*
Framing religious criticism in a Swedish secular cultural and legal order: The case of a Secular Governmental Agency versus a Muslim Youth Organization
- 2 *Maria Vallström & Ingela Broström*
FoU i praktiken - samverkan museum och forskare
- 3 *Britta Lundgren*
Impact, genomslag och värdeskapande - på vilka sätt kan etnologiska samverkansprojekt få betydelse för samhällets beredskap och hantering av zoonotiska sjukdomar?
- 4 *Inger Lövkrona & Gabriella Nilsson*
Unga och sexuellt våld. Kunskapsgenererande interaktion mellan humanistisk forskning om sexuellt våld och professionellas praxis.
- 5 Avslutande diskussion

09:15 - 10:45 Rethinking Heritage and Why It Still Matters so Much 2, Lecture Hall X
Chair: Lizette Gradén, Tom O'Dell

- 1 *Valdimar Tr. Hafstein & Áslaug Einarsdóttir*
The Flight of the Condor: A Letter, a Song, and a Couple of Lessons on Intangible Cultural Heritage
- 2 *Stsiapan Stureika*
Heritage Attack: Appropriation of New Heritage in Eastern Europe (end XX - beginning of XXI ct.)
- 3 *Sigrid Kaasik-Kroegerus & Viktorija Čeginskas*
The Solidarity Centre in Gdansk: Why heritage still matters
- 4 Discussion

09:15 - 10:45 Till saken i etnologiska studier av sport och fysisk aktivitet, Sem 3
Chairs: Karin S Lindelöf, Annie Woube

- 1 Inledning
- 2 Kroppen, bevegelsen og kompleks, alvorlig funksjonshemming
- 3 The changing room as a site for transformation
- 4 Kroppen som metodologisk och analytisk ingång i studier av tjejløpp
- 5 Diskussion

09:15 - 10:45 What matters in the research process? On collecting of empirical material, Lecture Hall IV

Chairs: Anneli Palmsköld & Karin Gustavsson

- 1 *Anneli Palmsköld & Karin Gustavsson*
Introduction
- 2 *Marina Rasklinda*
Everyday life of a small ethnic group: types of data
- 3 *Mare Kalda*
On documenting Estonian treasure tales: from folklore collections to ego documents and fiction writing
- 4 *Cecilia Fredriksson*
What I didn't see. On ethnographic illustrations, interpretation and text.
- 5 *Anneli Palmsköld and Karin Gustavsson*
Summary

09:15 - 10:45 Visual Narratives of Sustainability in Today's Global World, Lecture Hall VIII

Chairs: Carina Johansson, Jens Petter Kollhøj, Consuelo Griggio

- 1 *Jens Petter Kollhøj*
Hvordan kan et begrep om «bærekraftig utvikling» være relevant for fotografier i Nasjonalbibliotekets samling?
- 2 *Devrim Umut Aslan*
WHY LOCAL SHOPPING STREETS MATTER?
A visual ethnographic study of shopping activities
- 3 *Consuelo Griggio*
“I guess I usually don't talk about sustainability”. Tour guides and the discovering of narratives of sustainability in ethnographic videos.
- 4 *Carina Johansson & Tommy Söderlund*
Kustliv med fotografi som etnografisk metod
- 5 Diskussion

10:45 - 11:15 Coffee, 1st Floor

11:15 - 12:15 Keynote: Thomas DuBois: “AlterNative Facts and the Ethnographer's Role in a ‘Post Factual’ but Still Thoroughly Racist World”, Lecture Hall X

12:15 - 13:45 Lunch, Göteborgs nation, S:t Larsgatan 7

13:45 - 15:15 Digital ‘objects’ on the move: imported weblore and its use, transformation and domestication in Scandinavian social spaces, Hall I

Chairs: Ida Tolgensbakk, Line Esborg, Inger Christine Årstad

- 1 *Line Esborg*
”Whats in a meme” Tapping into young peoples feed
- 2 *Inger Christine Årstad*
Trump loves Norway because we grow his hair
- 3 *Ida Tolgensbakk*
An international green supremacist visiting Scandinavia
- 4 Discussion

13:45 - 15:15 Gjenstandsskrøner: Å gjøre fakta med ting, Sem 3
Chair: Anne-Sofie Hjemdahl, Bjørn Sverre Hol Haugen, Kristina Skåden

- 1 Inledning
- 2 *Kristina Skåden*
Mapping the Fields: The Geography of Knowledge Production
- 3 *Anne-Sofie Hjemdahl*
Culture that matters
- 4 *Bjørn Sverre Hol Haugen*
The truths about folk dress
- 5 Diskusjon

13:45 - 15:15 Health Matters, Lecture Hall IV

Chairs: Kristofer Hansson, Rachel Irwin, Maria Johansson

- 1 *Kristofer Hansson*
‘Critical places’ as a method to ethnographically study health, body and accessibility
- 2 *Johan Hallqvist*
Digital Health Technologies in Sweden: (new) patient-healthcare professional relationships and (new) discourses on patients and healthcare professionals
- 3 *Anders Gustavsson*
Folk Culture at the Interface between Emerging Public Health Care and Older Forms of Healing in the Nineteenth Century Anders
- 4 *Georg Drakos*
The competence to listen

- 5 *Maria Johansson*
”Vad har tanten på armen?” - Det synliga, dolda och osynliggjorda i sjukdomsberättelser om diabetes typ 1
- 6 *Haris Agic*
Medical Humanities – potent complement or permanent opposition?
- 7 *Rachel Irwin*
From medical humanities to global health humanities: a Swedish case study.

13:45 - 15:15 Beyond tradition: Scholars, prophets, mystics, and activists making knowledge, Sem 4
Chair: Nathan Light

- 1 *Nathan Light*
The historical imagination: of floods and glaciers, Atlantis and Alaska, museums and epic heroes
- 2 *Lina Leparskienė*
Between Propaganda and Science: Exploring Cult of Our Lady of Trakai in Lithuania
- 3 *Anna Kirveennummi*, (Co-Authors: *Nicolas A. Balcom Raleigh, Sari Puustinen*)
Mobility Diaries and Knowledge Production Processes – The Uses of Pasts and Futures Revisited

13:45 - 15:15 Reflexivity and Beyond: Community Based Research and the Insider Position as Means to Enhance the Relevance of Ethnographic Research, Lecture Hall IX
Chairs: Evelina Liliequist, Christine Bylund

- 1 *Evelina Liliequist*
Insider, outsider eller nånstans mittemellan? Skiftande forskningspositioner och föreställda gemenskaper i ett fält som forskaren själv är del av.
- 2 *Johanna Pohtinen*
Doing research in a small community: Feelings of belonging and non-belonging in the kink community
- 3 *Christine Bylund*
Dirty ethnography: Possibilities and limitations of navigating research, desire and dis/ability in the Swedish welfare state with the use of auto-ethnographic writing

- 4 *Carolina Renman*
Autoethnography in Action: Studying Live Action Role-Playing Games with an Insider Perspective
- 5 *Erika Lundell*
The embodied choreography of the in-outside position
- 6 *Eva Jourová*
Respondent and Their Memory as an Important Source of Information in Moravian Viniculture
- 7 Discussion and Q&A

13:45 - 15:15 Rethinking Heritage and Why It Still Matters so Much 3, Lecture Hall X

Chair: Lizette Gradén, Tom O'Dell

- 1 *Jenny Ingridsson*
Why Swedishness Matters in Argentina: Exploring Heritage Through the Concept of Coloniality
- 2 *Sarah Holst Kjaer*
Norwegian-American migration heritage as instrument for regional tourism development in Southern Norway. Between tourism policy and local identity
- 3 *Vilhelmina Jonsdottir*
New townscape, creating pastness and reframing identity
- 4 Discussion

13:45 - 15:15 Stad och land, Lecture Hall VIII

Chairs: Lars-Eric Jönsson, Håkan Jönsson

- 1 *Håkan Jönsson, Lars-Eric Jönsson*
Inledning
- 2 *Susanna Rolfsdotter*
Lägenhet och sommarstuga – mellan stad och land
- 3 *Owe Ronström*
I periferins centrum: avlägsenhet
- 4 *Anna Olovsson Löf*
Local Pride: The politics of belonging of Pride festivals beyond the metropolis in Sweden
- 5 *Carina Sjöholm*
Grön livsstil som upplevelseprodukt: förankring, försäljning och förvaltning bland landsbygdens livsstilsföretagare

6 *Anna Sofia Lundgren*

Rural moral i initiativ för norrländsk landsbygd

7 Avslutande diskussion

15:15 - 15:45 Coffee, 1st Floor

15:45 - 16:45 Diskussion kring framtida nordiska samarbeten Lecture Hall X

**(Discussion of future cooperation between the Nordic countries
– Svenska litteratursällskapet i Finland/Society of Swedish
Literature in Finland),**

18:30 - 23:59 Conference dinner, Norrlands nation, Västra Ågatan 14