

SHARING (INSTAWORTHY) LIFE-IN-THE-MOMENT: ON THE SOCIAL MEDIA APPS' CO-OPTING OF 'MY'/'YOUR' STORY

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Plan



- Context: Stories as media-designed & metricized activities
- The need for a co-examination
- Analysis
- Metrics & Stories on Snapchat & Instagram: 3 directives

www.ego-media.org [ERC Advanced Grant, 2014-2019]

'Life-writing of the moment: The sharing & updating self on social media' (PI: Alex Georgakopoulou)

- Sharing the moment: A social media directive ----- a call for sharing small stories
- How do users take up, harness &/or counter-act media affordances & the algorithmic design for sharing their lives-in-the-moment?
- How do story facilities for sharing the moment evolve and remediate?

Small stories on social media Methods

Online conversation
analysis, corpus-
assisted discourse,
social-semiotic
analysis

Genealogical, STS
& platform studies
of social media

Digital ethnography
& tracking

Designed stories through the lens of metrics

- **Metricization on social media**

- Continuous measurements of user interaction and behaviour through various forms of visible and invisible counting, scoring and tracking (Marres 2017).

- **Cf. Dataification**

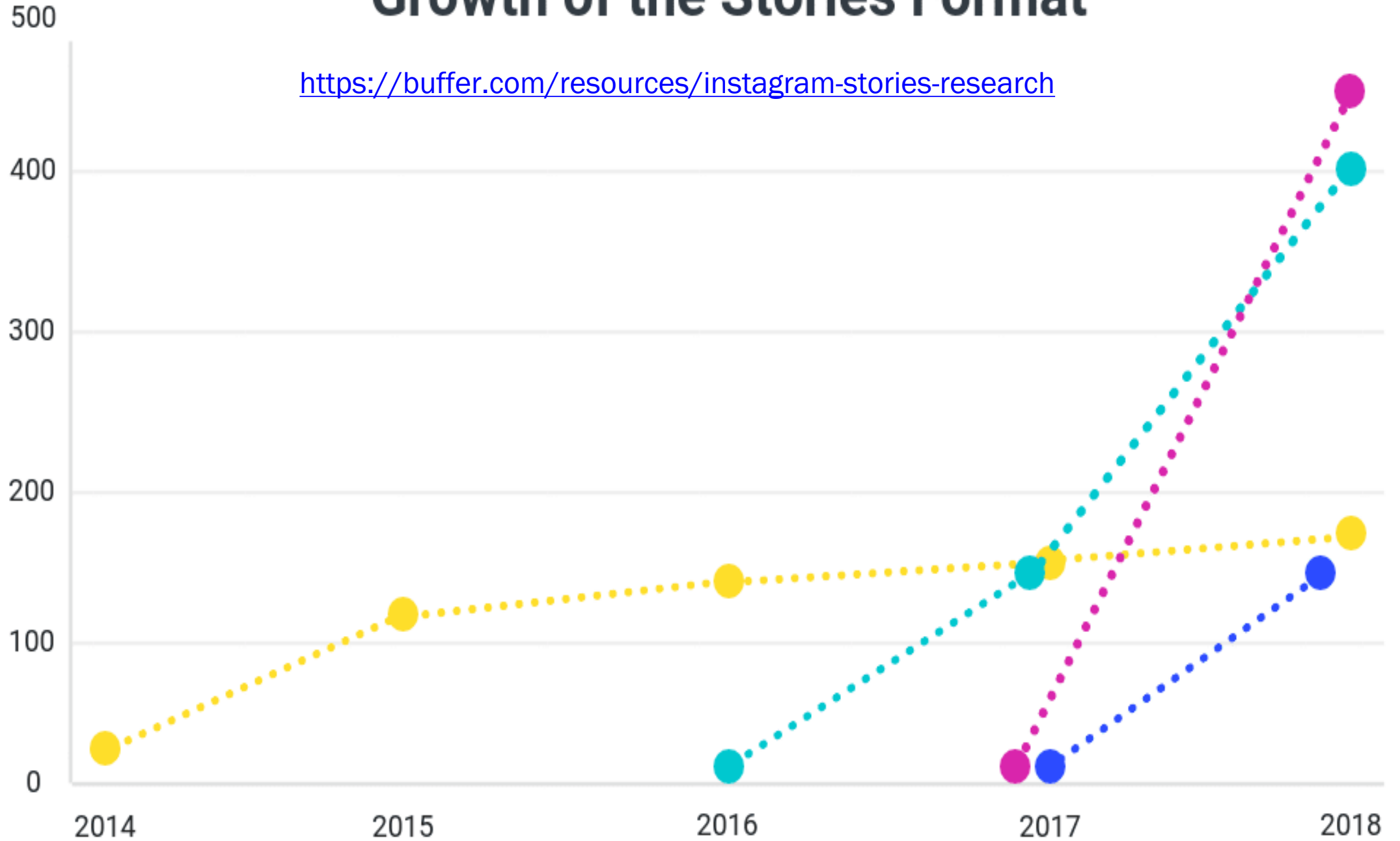
- A platform as ‘a programmable digital architecture designed to organize interactions between users – not just end users but also corporate entities and public bodies. **It is geared toward the systematic collection, algorithmic processing, circulation, and monetization of user data”**

- van Dijck, Poell, and Waal 2018: 4

Growth of the Stories Format

<https://buffer.com/resources/instagram-stories-research>

Daily
Active
Users
(Millions)





TREND 1 Rebuilding trust

Brands get human as the circle of trust on social media tightens



TREND 2 Storifying social

Content teams adapt as Stories offer new formats for sharing



TREND 3 Closing the ads gap

More competition on paid social forces marketers to up their game



TREND 4 Cracking the commerce code

Improved social shopping technologies (finally) fuel sales



TREND 5 Messaging eats the world

Customers demand better 1:1 social experiences

<https://conversologie.com/hootsuite-top-5-social-media-trends-2019-trust-intimacy/>

10/15 second collections of snaps (& video, live streaming)

24 hours

Archives

Highlights

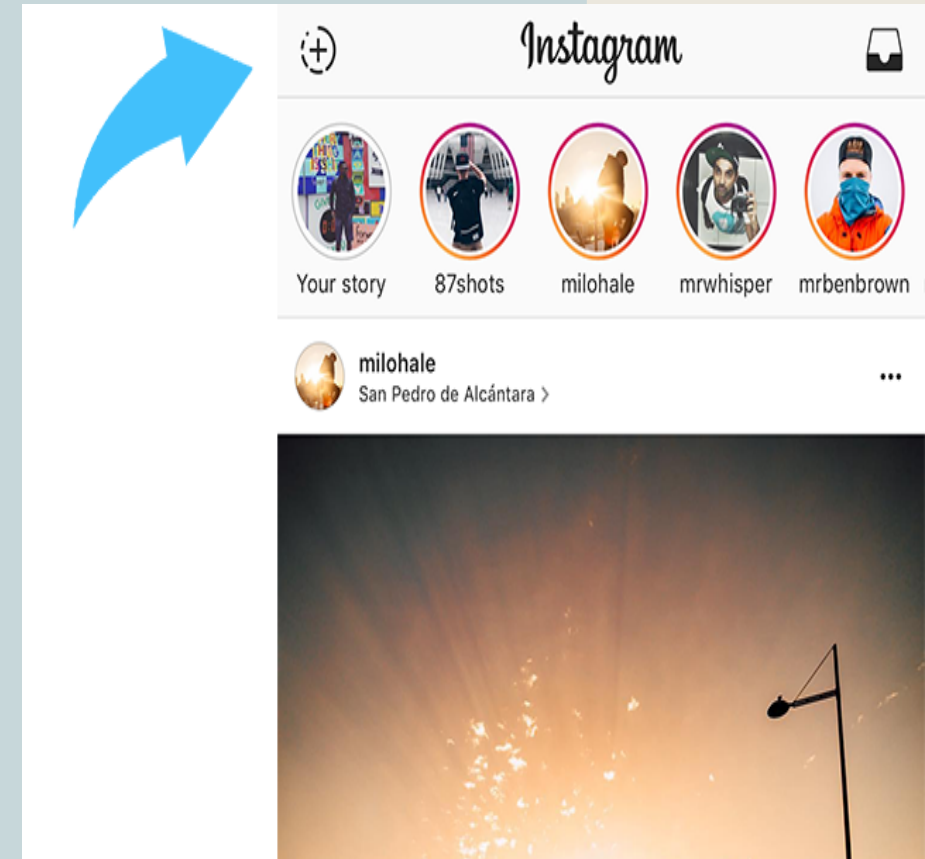
(Re) & (pre)posts to feed

Tags/Mentions, Links

Stickers (e.g. location, hashtag)

Featured (Instagram Explore Page)

Replies [Comments]









Almost done !!!



✈️✈️✈️ **MILANO**

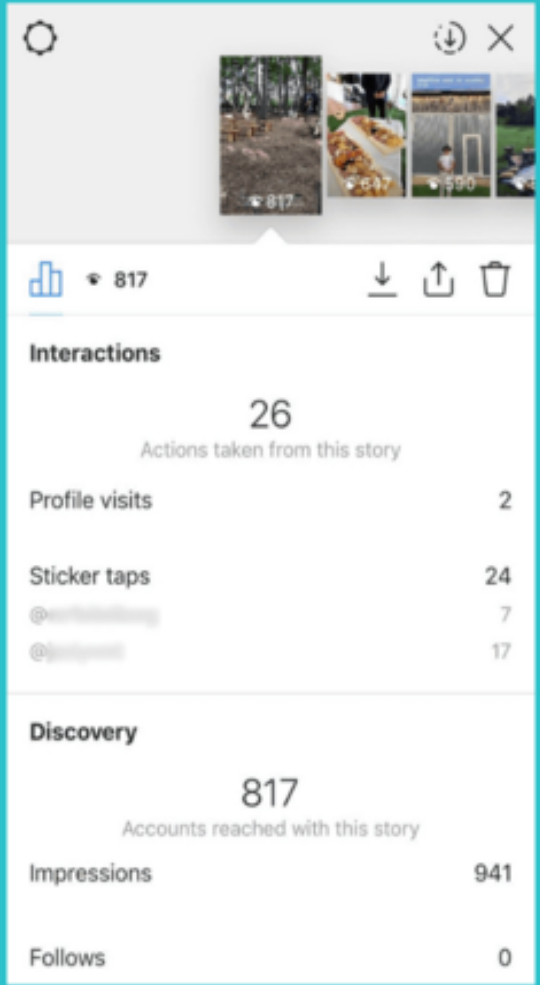


Why is she screaming





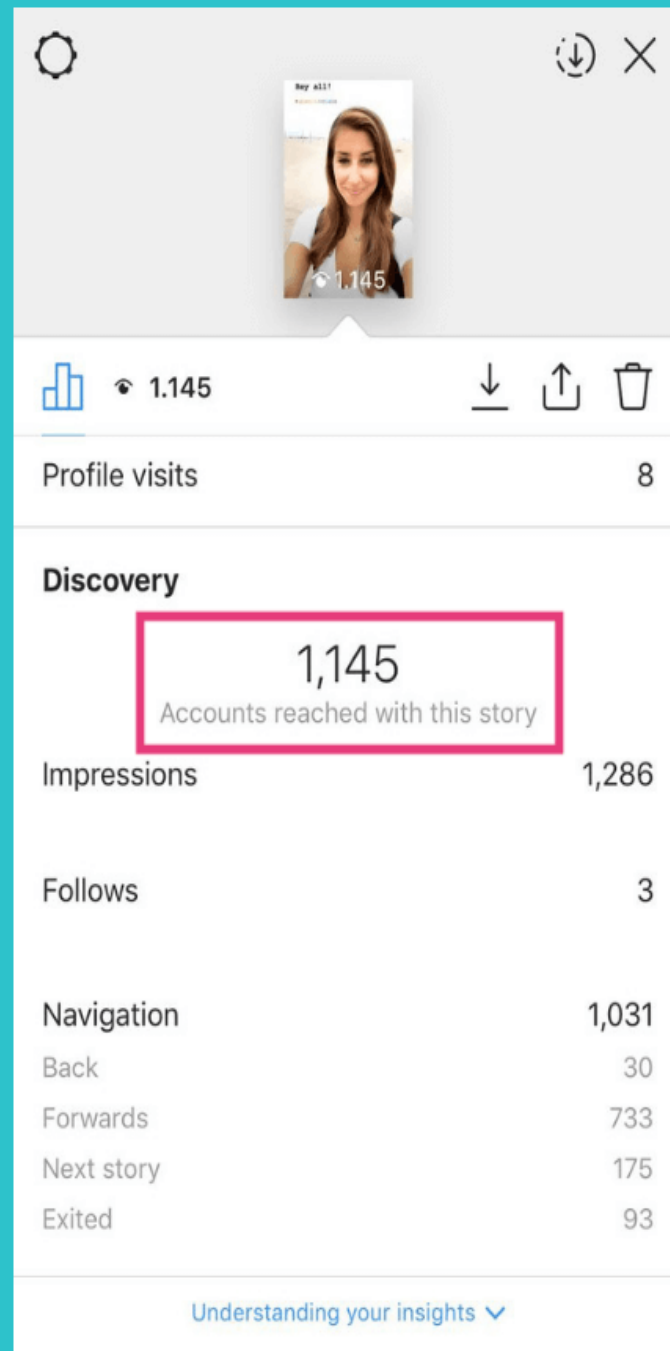
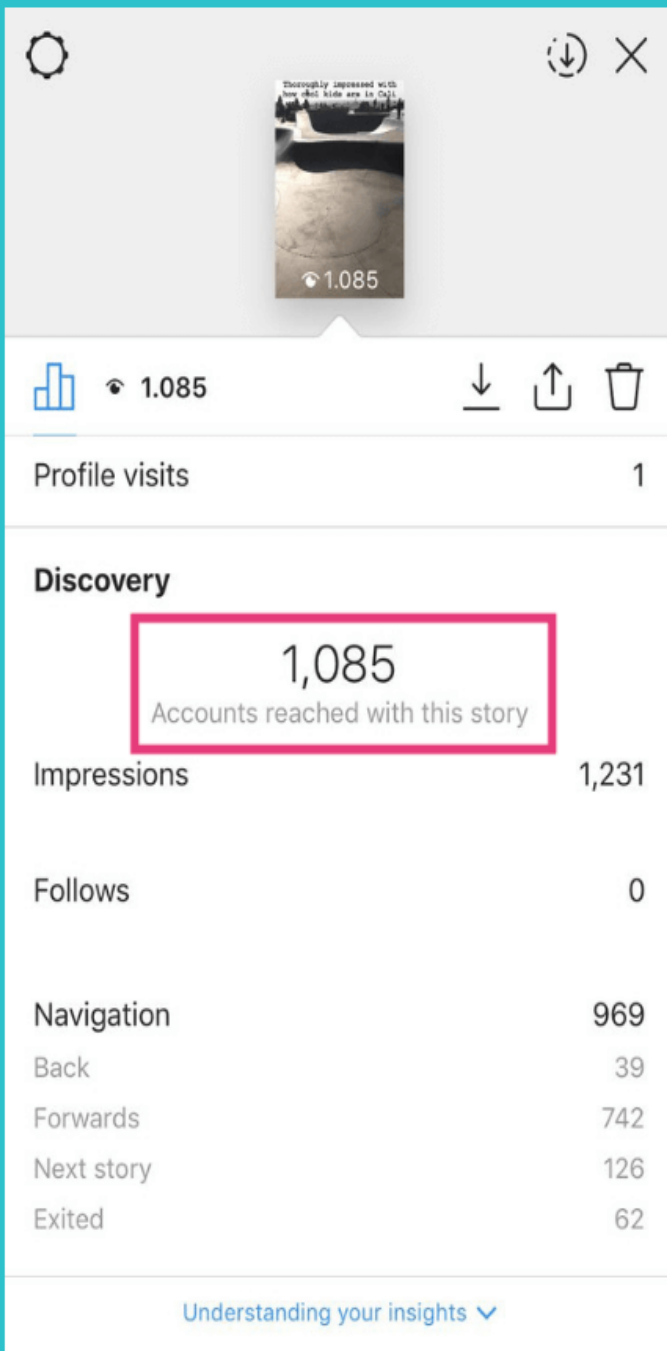
Ouch !!!!! Behind the scenes of my last picture



■ From the interface to the content

■ Integrating metrics into Stories as *tools*

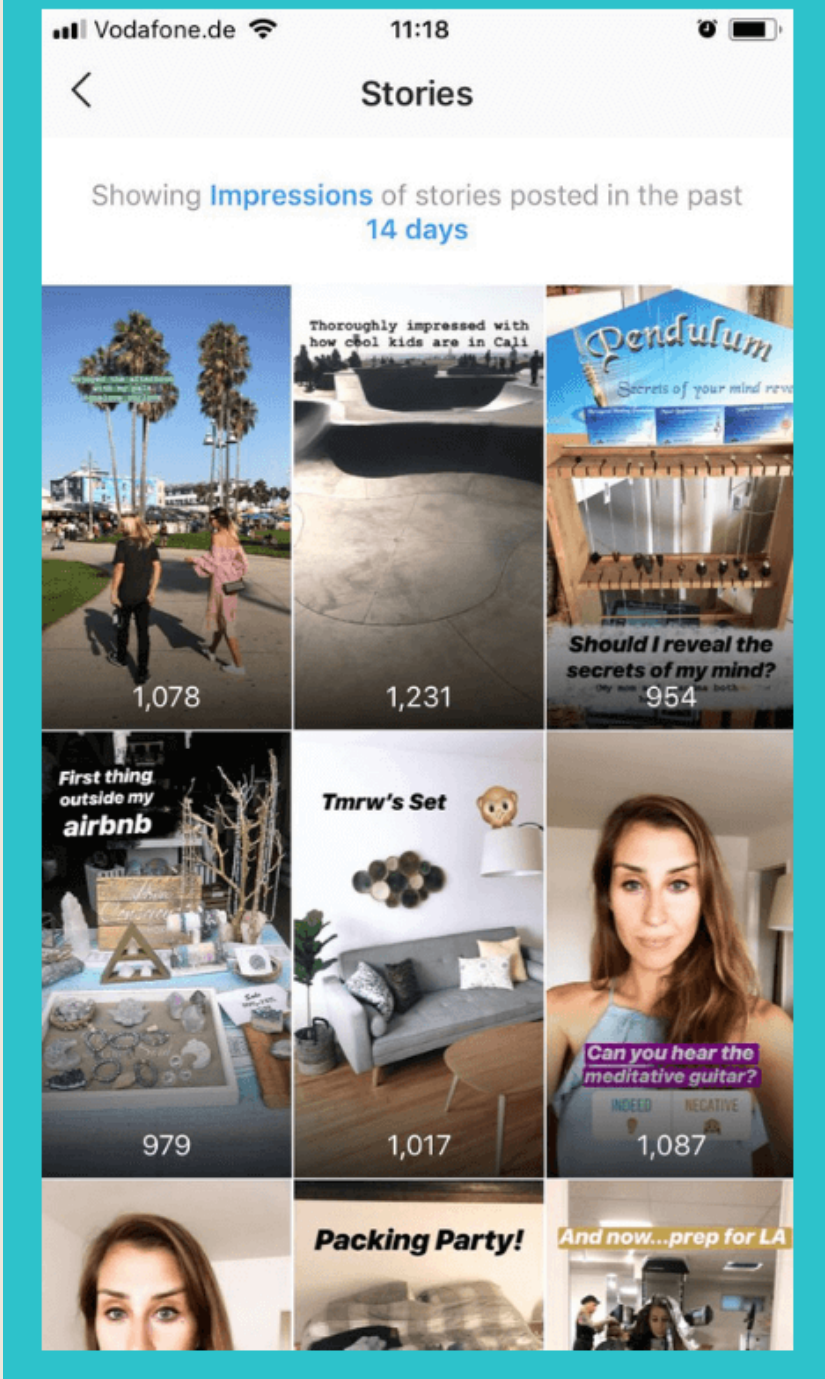
■ Georgakopoulou, A., Iversen, S. & Stage, C. (forthcoming) *Quantified Stories: A narrative analysis of metrics and algorithms on social media*. London: Palgrave.



(Key-) Interface Story metrics

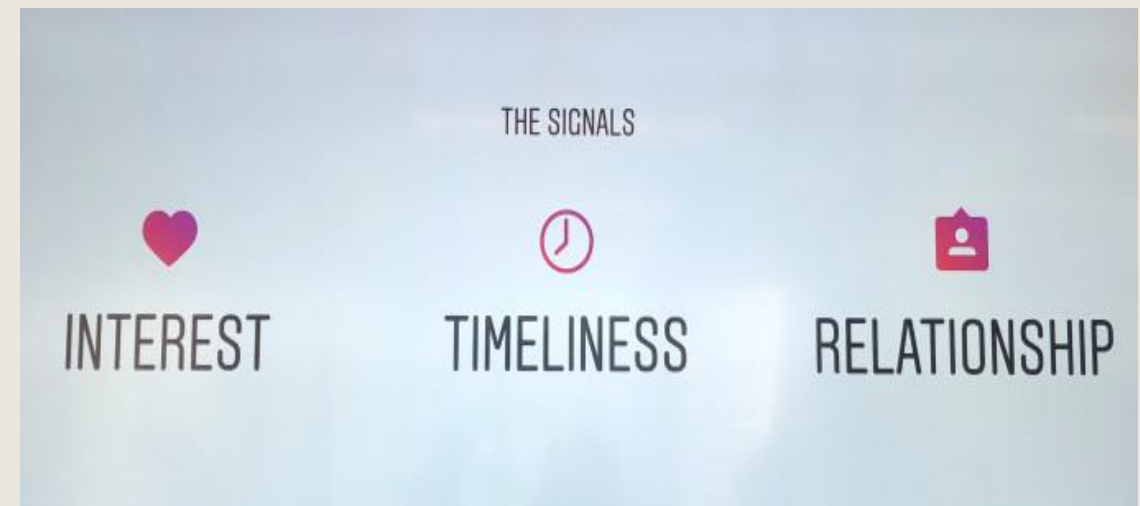
Beyond the 'Like Economy'

(Gerlitz & Helmond 2013)



Complicating (in)visibility

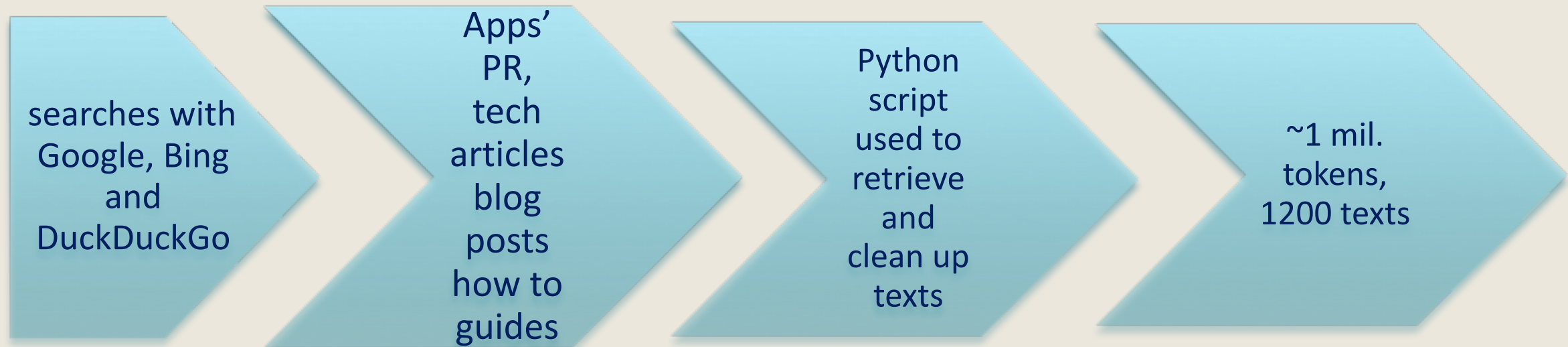
Who can see what & for how long ...



Studying stories & metrics (I)

Affordances & apps' discourses

(Georgakopoulou with Drasovean 2018; forthcoming)



Compiling the EgoMediaStories Corpus

Corpus analysis methodology

Corpus exploration & summarisation

- key-semantic domains
- keyword and key bigram analysis

Targeted queries

- collocation & concordance analysis (“stories”, “moment” etc.)
- comparative* word sketches
- Thesaurus (Sketch Engine)

*reference corpora: EnTenTen15, British National Corpus, TED_En

Instagram Unveils Stories: Photos That Disappear After 24 Hours

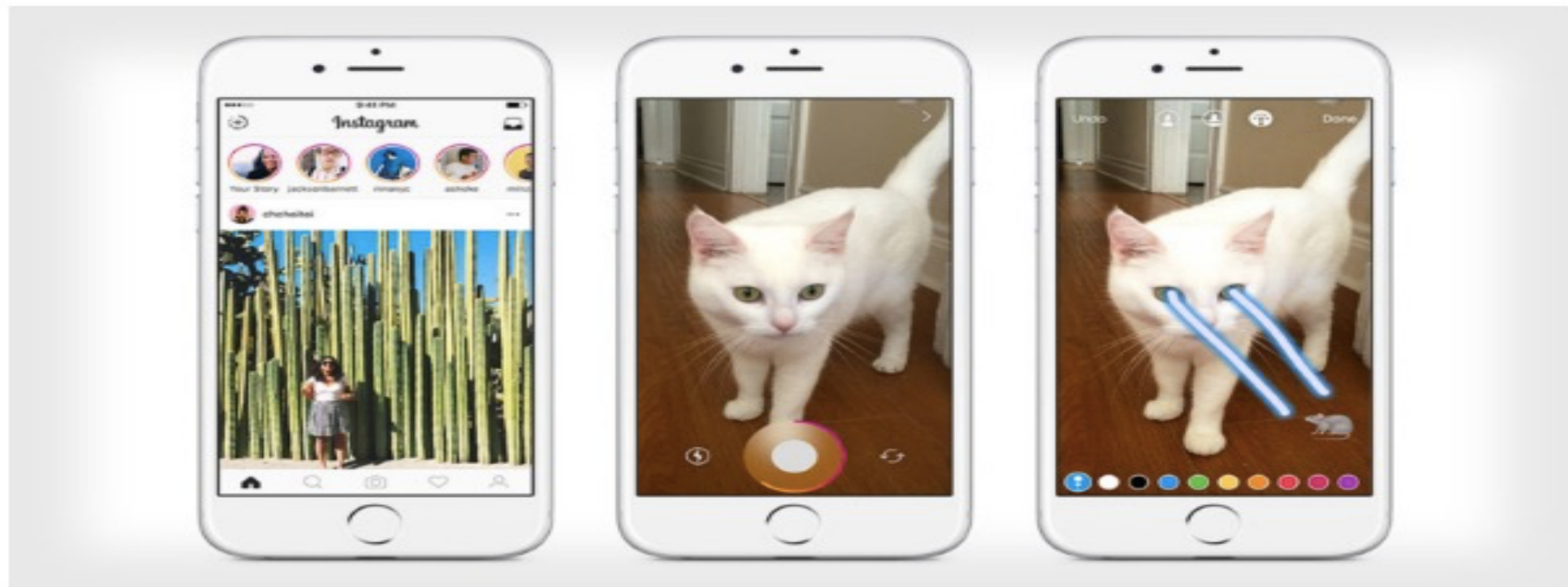
AUG 02, 2016

MICHAEL ZHANG

Share 259

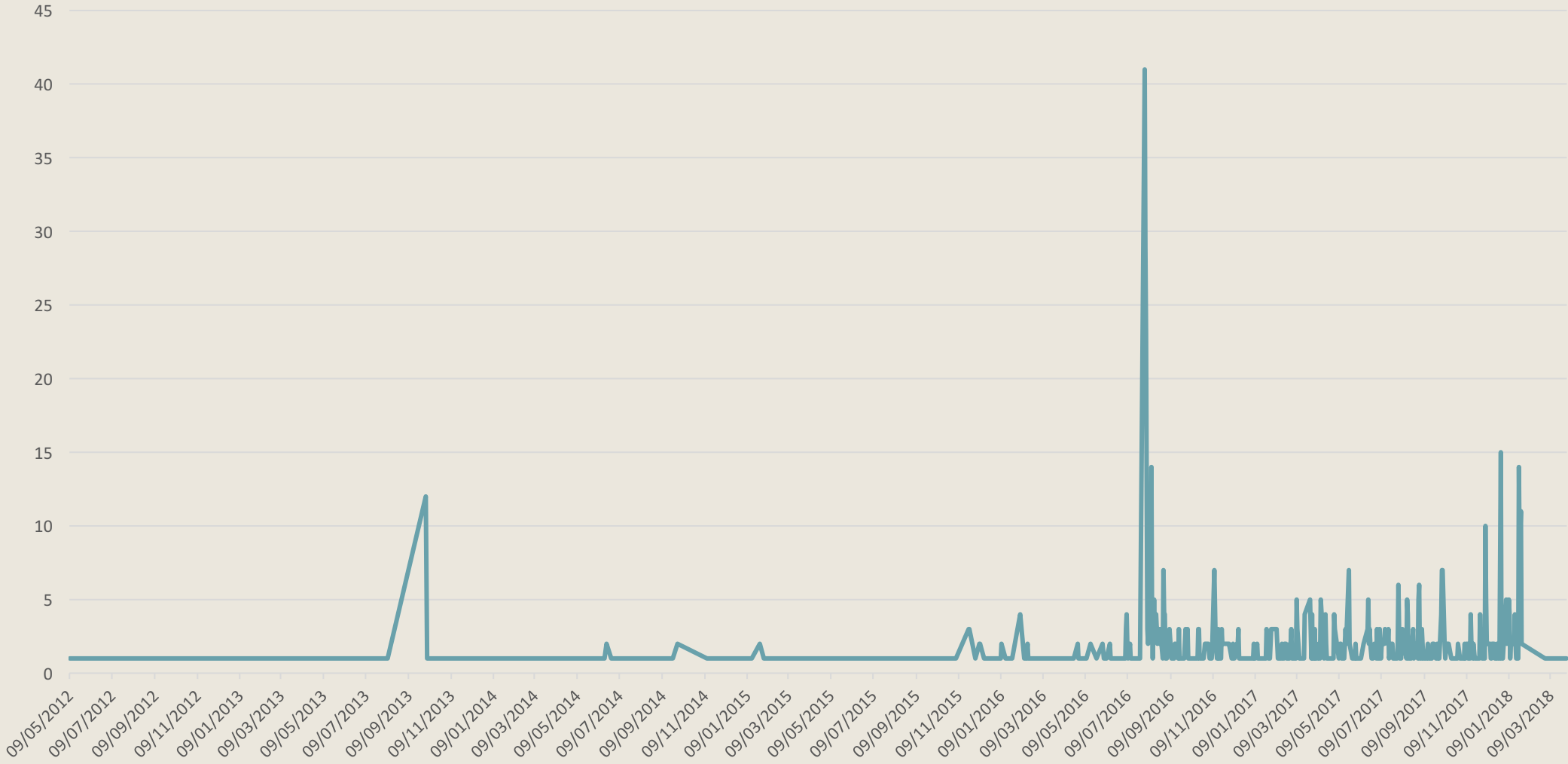
Tweet

18 COMMENTS



Instagram just took a page from Snapchat's book by [announcing](#) Instagram Stories, a new feature that lets you share temporary slideshows with multiple photos and videos.

Corpus texts frequency



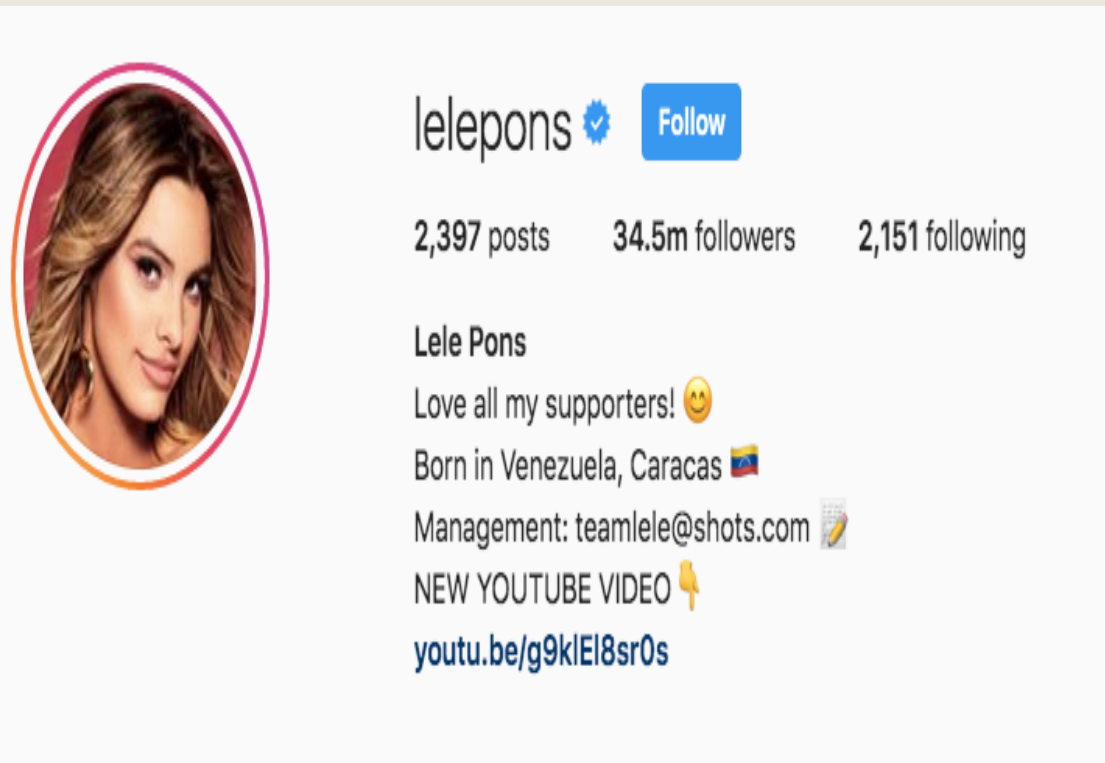
Studying stories & metrics (II)

Focus on practices (Georgakopoulou & Drasovean, 2019)

■ Phase 1 (20 days, 01/2019), Python & Instaloader

■ 406 stories (Lelepons)

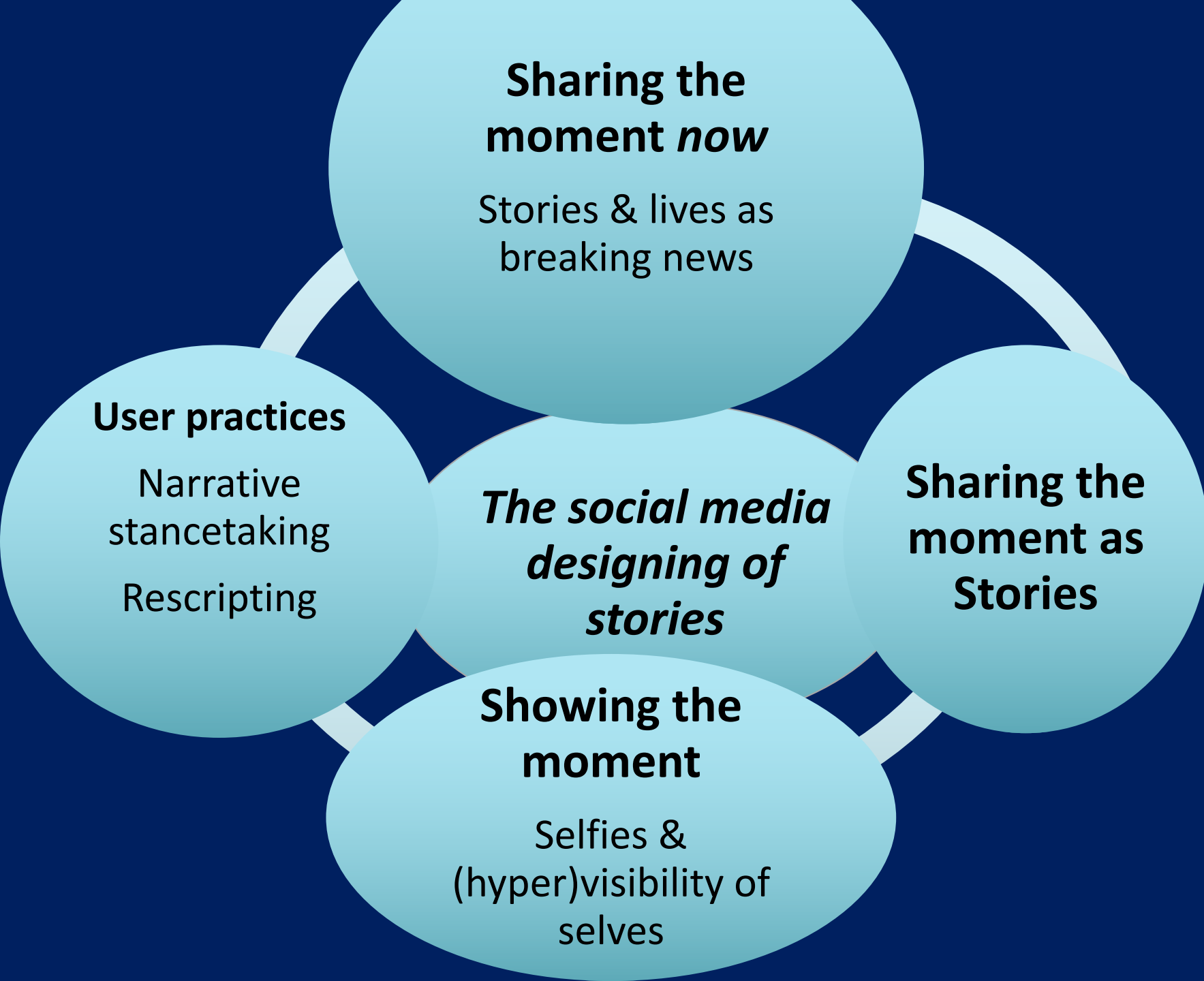
■ 599 stories (Kim Kardashian)



Instagram profile for **lelepons**. The profile picture is a circular portrait of a woman with long, wavy brown hair. The name "lelepons" is displayed with a verified badge and a blue "Follow" button. Below the name, the statistics are: 2,397 posts, 34.5m followers, and 2,151 following. The bio reads: "Lele Pons", "Love all my supporters! 😊", "Born in Venezuela, Caracas 🇻🇪", "Management: teamlele@shots.com 📧", "NEW YOUTUBE VIDEO 📺", and a link "youtu.be/g9kIEI8sr0s".



Instagram stories from **KIMKARDASHIAN**. The profile picture is a circular portrait of Kim Kardashian. The header shows "KIMKARDASHIAN INSTAGRAM STORIES" with icons for a grid, globe, and video. Below the header, the statistics are: 6k stories, 140.1m followers, 109 following, and 5 stars. The name "Kim Kardashian West" is listed. Three story thumbnails are visible: the first shows a woman in a white dress with "MEMORIAL WEEKEND SALE" and "UP TO 40% OFF" text, and "SWIPE UP!" at the bottom; the second shows a sign that says "PSALM"; the third shows a large arrangement of white flowers.



Studying stories & metrics (III):

Tracking affordances

[Georgakopoulou 2015; 2016; 2017a,b]

Analysis

3 Directives for Stories

- Sharing-life-in-the-moment
- Audience engagement as quantified viewing
- Authenticity in tellers' self-presentation



Directives in story-'curation'

- Pretextuality/pre-texting

(Blommaert & Maryns 2001;
Jones 2018)

Pre-positioning

(Georgakopoulou 2019)

Pre-allocated roles (CA)

The stakes

The threat of invisibility

(Bucher 2012)

Popularity as 'acceptance'

Strategies

Updates & feedback loops
Co-opts of 'resistances'

Mismatches:

Rhetoric – Affordances
(Georgakopoulou 2019)

Model-setting

Influencers, amplification

DIRECTIVE I

Sharing-life-in-the-moment

Sharing and capturing instants of one's day and doing things/living/being "in the moment"



Top 20 collocates for keyword 'moment'

Rank	Collocate	Freq.	logDice Score
1	share	271	11.415
2	day	121	10.619
3	Twitter	67	10.014
4	capture	46	9.9
5	all	104	9.83
6	sharing	53	9.787
7	life	50	9.749
8	lets	39	9.549
9	those	47	9.523
10	not	79	9.422
11	remember	31	9.374
12	in	224	9.339
13	their	100	9.238
14	from	90	9.149
15	everyday	25	9.145
16	throughout	26	9.131
17	capturing	24	9.113
18	of	316	9.11
19	the	575	9.075
20	that	172	8.956

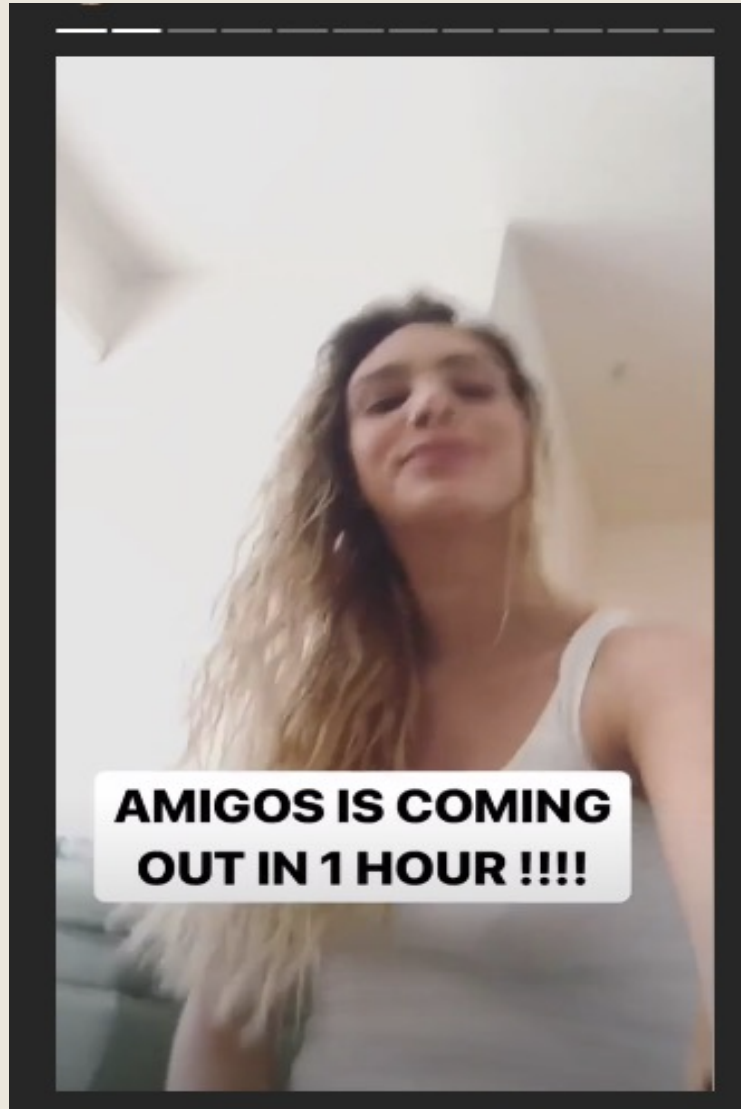
‘Moments’ in the corpus

- Semantic categories for modifiers for *moment*:

- everyday, little, casual, daily

- fleeting, brief

Multiple postings (strategies)



Microsoft Visual Studio Code interface showing a project structure and a live video feed.

Nodes

Name	Files	References
@lelepons	25	25
Caption	0	0
with caption	365	365
without caption	40	40
FileType	0	0
picture	263	263
video	278	278
from followers	9	9
interactive	21	21
live stories	0	0
Theme	0	0
Friends&family	113	113
Good morning-good night	17	17
misc	94	96
humour	25	25
On the go	56	56
Promotions	138	150
endorsements	72	72
self-promotion	76	76

Drag selection here to code to a new node

workspace: story_28-01-2019_22-40-39 | story_08-01-2019_13-16-14 | story_08-01-2019_13-18-14 (2) | story_09-01-2019_11-04-18 (2) | story_09-01-2019_11-04-18 | from followers | On the go

Click to edit

Region	Content
--------	---------

Code At: humour (Nodes)\Theme\misc

Small story genres for sharing life-in-the-moment

Directive II: Audience engagement as (quantified) viewing

Ego Media Stories		BNC		English Web 2015		TED_en	
Collocate	Score	Collocate	Score	Collocate	Score	Collocate	Score
view	11.45	tell	10.29	tell	11.34	tell	10.62
watch	10.87	hear	7.67	read	9.11	hear	8.15
tell	10.84	read	7.59	share	9.03	write	8.12
create	10.79	write	7.57	hear	8.19	share	8
see	10.26	recount	7.39	write	7.79	cut	7.99
post	10.06	believe	7.37	recount	7.06	remember	7.31
hide	9.86	invent	6.77	publish	6.97	know	6.52
save	9.55	cut	6.77	retell	6.95	start	6.2
share	9.38	relate	6.71	narrate	6.83	be	6.15
bring	9	finish	6.62	know	6.62	make	5.84
make	8.88	know	6.59	love	6.46	become	5.67
have	8.53	retell	6.45	relate	6.3		
open	8.17	publish	6.39	be	6.29		
delete	8.15	continue	6.08	move	6.28		
select	8.11	begin	6.02	cover	6.21		
be	7.98	illustrate	6.02	break	6.19		
add	7.97	remember	5.97	remember	6.05		
tap	7.81	print	5.95	feature	6.03		
download	7.8	narrate	5.91	run	5.97		
screenshotted	7.54	move	5.85	follow	5.94		

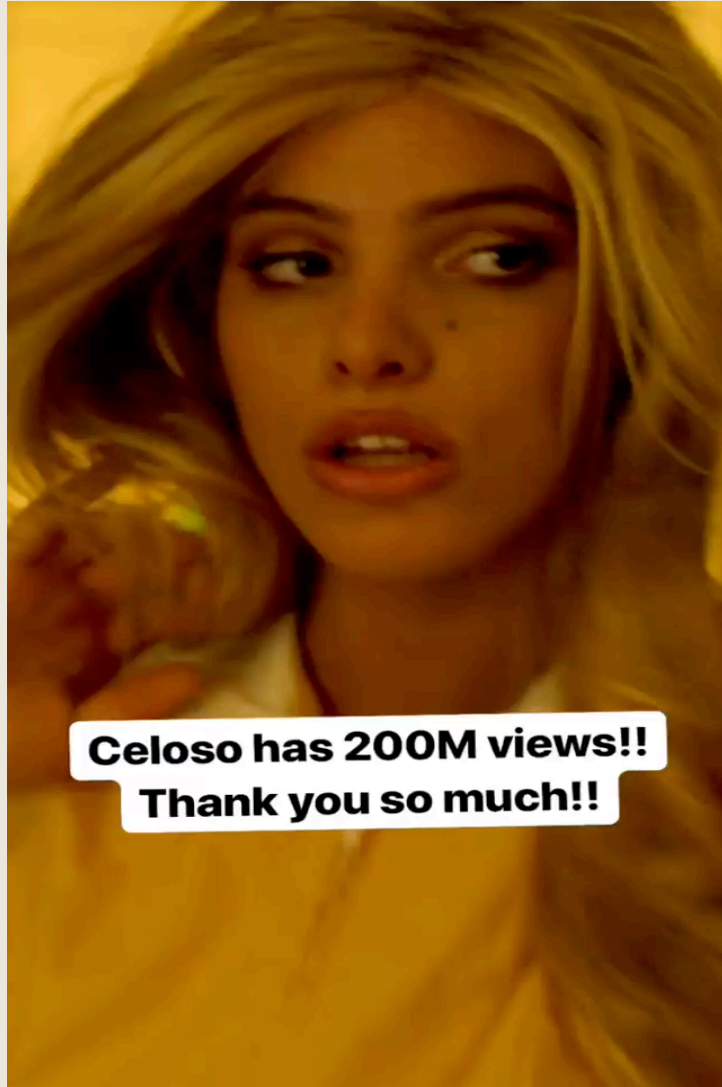
Quantified Viewing: n-grams

1 well, anyone can choose to to follow you. To see who has been **viewing** the snaps on your story, go to the Stories screen as
2 rates. Yes, you are able to take a look at how many people **viewed** your story on Instagram, however, you can't see how
3 away views from stories. Generally, I receive about 100 **views** if the first two or three minutes after I post a story. Today
4 how many times an Instagram video or image in their feed was **viewed** more generally, according to the number of "likes" it
5 , this is probably a great way to up its numbers and get more **views** to more stories, but the costs (to people's time?) might be
6 you to see how many times your video was viewed and who **watched** it. Marketers can get a better idea of their interacting by
7 before they disappear completely. Also, whenever you **watch** a friend's story it notifies them that you've seen it.. Well
8 story has been seen. This is a good way to see if people are **watching** your story multiple times , which may mean that they are
9 there (read: 1762) is the total number of people who have **watched** your stories so far. While you're watching InstaSnap (I
10 Instagram feed, if you fancy. Can I see how many people have **watched** it? Again, yes. When watching your own story, at the

Key-Word	Collocates/collocations
followers	get followers, attract followers, engage followers, gain followers, more followers, new followers, many followers, follower count, follower base, follower growth
engagement	high engagement, more engagement, track engagement; engagement rate, engagement metric, engagement numbers
users	[Instagram Stories has officially reached more than] 500 million daily active users
audience	target audience, larger audience, wider audience; reach audience, grow audience, engage audience, build audience
post	(as verb) post regularly, post frequently, post consistently, post as much as; posting x times

Semantic field of 'engagement' as word cloud





**Celoso has 200M views!!
Thank you so much!!**

- Quantification, positive feedback loops & (self)-tracking

Directive III: 'Authentic' tellers



Instagram launches "Stories," a Snapchatty feature for imperfect sharing

Josh Constine @joshconstine / 3 years ago

Comment

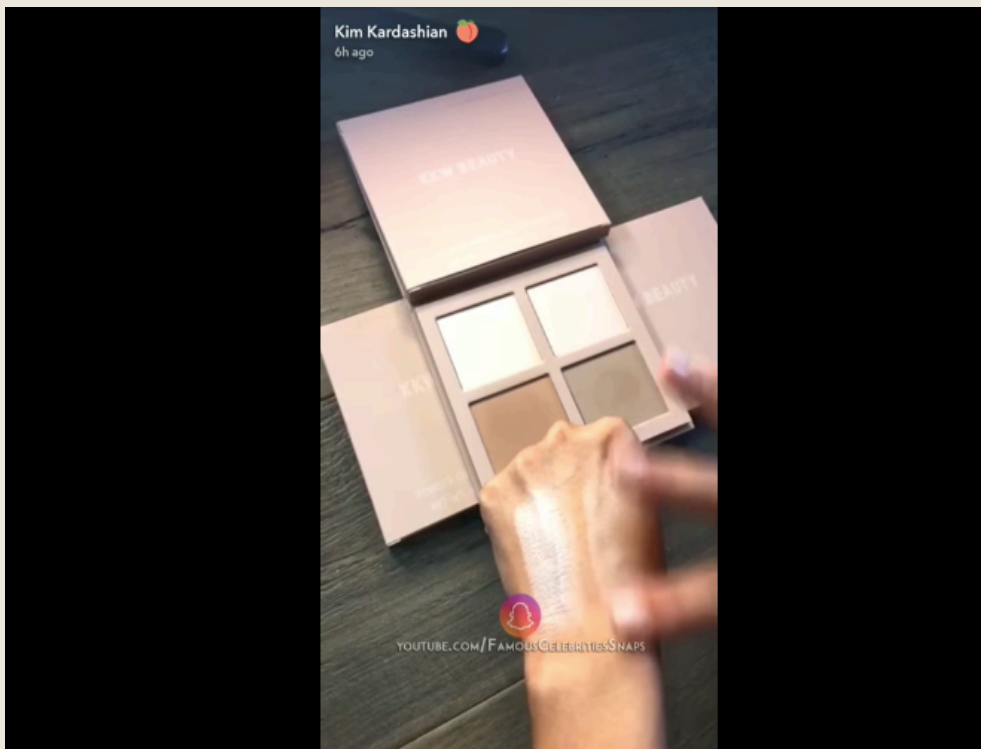


Top collocates of 'authentic'

Rank	Collocate	Freq.	logDice Score
1	Being	3	9.299
2	spontaneous	3	9.254
3	raw	3	9.133
4	tell	8	9.011
5	feel	7	8.784
6	rather	4	8.687
7	nature	3	8.654
8	storytelling	3	8.613
9	brand	12	8.362
10	visual	3	8.346



Kim Kardashian Instagram Stories | August 2017



Blurring the boundaries

[Georgakopoulou 2018]

Promotions, behind the scenes, tutorials ...

The ordinary me

“I kinda feel like, I dunno, selfies are kind of a few years ago.” (October 2017)

‘This revised edition features previously unpublished images of her children and immediate family’



From ‘Selfish’ to Snapchat & Instagram Stories

Managing the backlash of selfies
<http://www.ego-media.org/keeping-kardashian-decade/>

Authenticity & the algorithmic 'relationship'

Ritual appreciation (Georgakopoulou 2016)

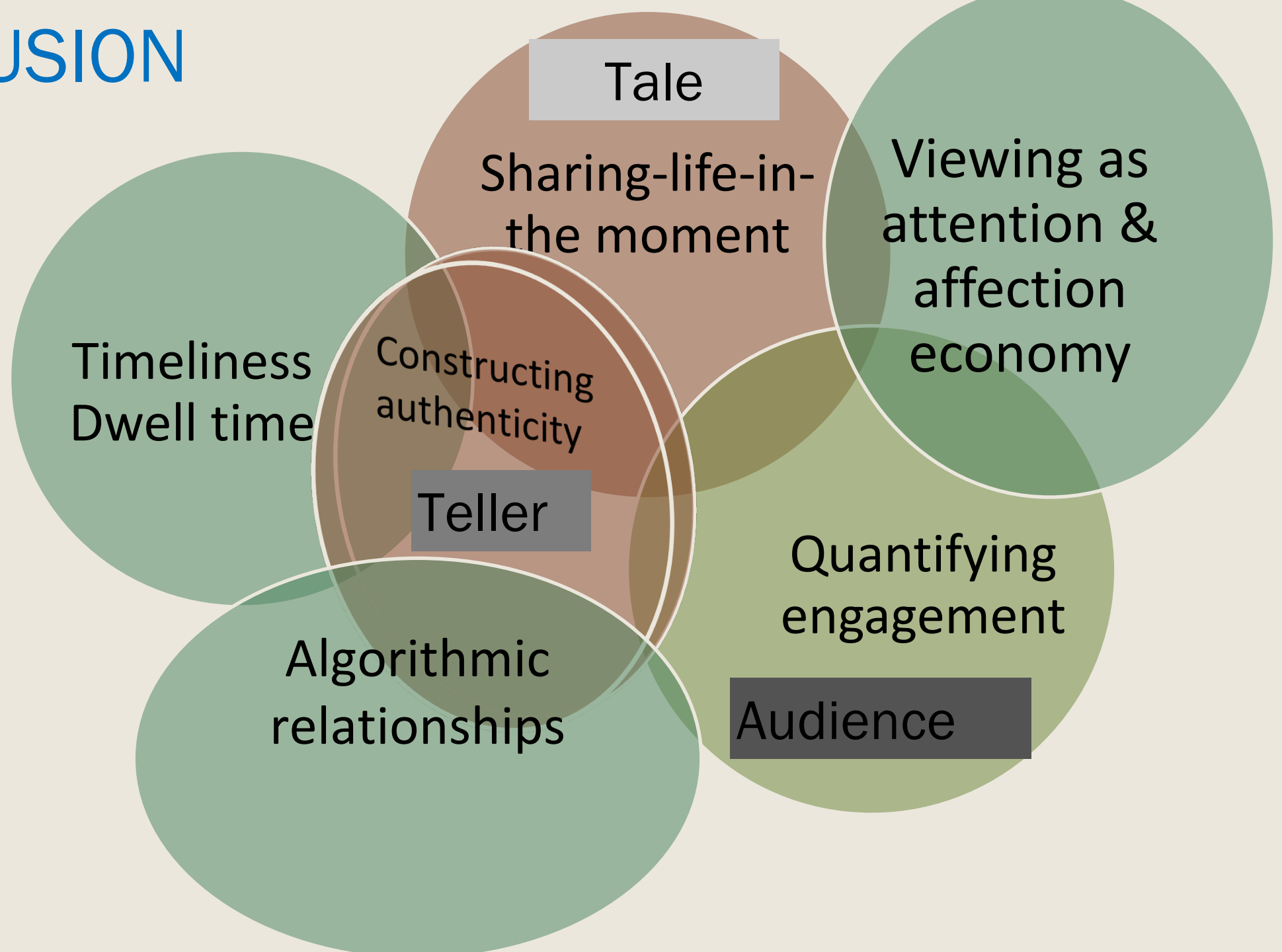


Lelers!!!



I love you guys so much!! Thank you for always supporting me!!! Surprises are coming for you ! You guys are my life !

CONCLUSION



Implications

Exploring stories on social media

- The socio-technicity & technography of stories
 - ‘Values in design’
 - Tools for valuation
 - Visibilities of tellers-tales-audiences

- Georgakopoulou, A., Iversen, S. & Stage, C. (forthcoming) *Quantified Stories: A narrative analysis of metrics and algorithms on social media*. London: Palgrave.
- Georgakopoulou, A. (2019) Designing stories on social media: A critical small stories perspective on the mismatches of story-curation. *Linguistics & Education*.
- Georgakopoulou, A. (2017) Sharing the moment as small stories: The interplay between practices & affordances in the social media-curation of lives. *Special Issue. Storytelling in the digital age. Narrative Inquiry* 27: 311-333.
- Georgakopoulou, A. (2016a). From writing the self to posting self(ies): A small stories approach to selfies. *Special Issue. Personal narrative online. Open Linguistics* 2:300–317.
- Georgakopoulou, A. (2016b) Friendly comments: Interactional displays of alignment on Facebook and YouTube. In Leppänen, S., Kytölä, S. & Westinen, E. (eds.) *Discourse and identification: diversity and heterogeneity in social media practices*. London: Routledge. 178-207.
- Georgakopoulou, A. & Giaxoglou, K. (2018) Emplotment in the social mediatization of the economy: the poly-storying of economist Yanis Varoufakis. *Language@Internet* 16, article 6.
<https://www.languageatinternet.org/articles/2018si/georgakopoulou.giaxaglou>