



Affective Methodologies

Research seminar, Autumn 2018

Organized by the Body Politics Research Unit/
Cultural Transformations Research Program
School of Communication and Culture
Aarhus University

Emotions, embodiment and affects are important drivers in the experience economy, in creative industries in general, in global digital forms of communication, in the performative impact of art works, sound, noise and atmospheres, in the manifestation of contemporary social and political movements, and in political communication becoming predominantly populist. The methodological challenges to investigate new materialities and infrastructures, more-than-representational layers and their affective impact have been addressed by a first generation of affective methodology books (cf. Coleman & Ringrose (Eds.) 2013, Knudsen and Stage (Eds.) 2015, Vannini (Ed.) 2015). This seminar's aim is to zoom further in on critical moments in capturing/producing empirical material for the study of affect and emotion – in order to rethink how to “stay with the trouble of affects” without reducing affects to discourses and without opposing a representational thinking with a non-representational thinking and without being satisfied by working on affects as forces that cannot be approached. It is necessary to reconsider all the steps in a research design in order to take the leap into the affective realms and in order to fully embrace the empirical opportunities of affective methodologies research.

Questions and key issues guiding the seminar:

- How to develop an affectively attuned research question? – in relation to wider, theoretically informed conceptual repertoires (charisma, crowd, event, rhythm, contagion, assemblage, networks, flows, hauntings, and so on).
- How to balance analytical needs of definition, delimitation, description with theoretical and/ or empirical openness, in-betweenness, excess, and so on?
- How to construct or capture empirical material for the study of affect or emotion in relation to repertoires of established methods or experimental approaches (e.g. auto-ethnography, creative methods, visual methods or practice-based research).
- How to analyze affects in mediated textualities (e.g. social media), across sensual modalities (audio, visual, tactile etc.) or within milieus configured by rhythms, atmosphere or im/material practice?
- How to read for affects in different types and genres of texts?
- How to work with and through the researcher's own body and bodily responses to the research environment?

Program

Methodology I: What is affect and why is it a challenge to investigate it?

September 19, 13-16. Building 1465, room 215

Guest talk by Anu-Riita Koivunen (Stockholm Univ.) [45 min + 30 min discussion]

The talk will be followed by an experimental workshop for members of the Body Politics Research Unit.

Responsible: Carsten Stage

Methodology II: How to develop an affectively attuned research question?

September 26, 13-16. Building 1465, room 215

Guest talks by Rebecca Coleman (Goldsmith) and Dorthe Staunæs (DPU) [each 45 min + 30 min discussion]

Responsible: Britta Timm Knudsen

Construction/capture of empirical material

October 10, 13-16. Building 1465, room 215

Guest talks by Sophie Hope (Birkbeck) and Martin Trandberg Jensen (AAU) [each 45 min + 30 min discussion]

Responsible: Signe Uldbjerg Mortensen

Analysing affects I: Mediated textualities

October 24, 13-16. Building 1453, room 229

Guest talk by Darren Kelsey (Newcastle Univ.) [45 min. + 30 min. discussion]

The talk will be followed by shorter presentations by members of the Body Politics Research Unit: Stage, Knudsen, Kølvrå

Responsible: Carsten Stage

Analysing affects II: Milieu and im/material practices

October 31, 13-16. Building 1465, room 215

Guest talk by Julian Henriques (Goldsmith) [45 min + 30 min. discussion]

The talk will be followed by an internal workshop with short presentations by members of the Body Politics Research Unit.

Responsible: Mads Krogh

Art and methodology workshop: testing and rehearsing

November 21, 12-18. Langelandsgade 143, building 1585, room "Lille Sal"

Workshops by François Piquet (<http://www.francoispiquet.com>, Guadeloupe) and Jeannette Ehlers (<http://www.jeannetteehlers.dk>, Denmark)

Responsible: Britta Timm Knudsen

Organizing team:

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Readings

Preliminary readings:

- Knudsen, B.T. and Stage, C. (Eds.) (2015). *Affective Methodologies. Developing Cultural research Strategies for the Study of Affect*. New York: Palgrave.
- Knudsen, B.T., Stage, C. (2016). "Affektteori" in Schiermer, B. (ed.) *Kulturteori og Kultursociologi*. København: Hans Reitzels Forlag.
- Vannini, P. (Ed.). (2015). *Non-representational methodologies: Re-envisioning research (Vol. 12)*. Routledge.

Methodology I

- Koivunen, A. (2010): "An Affective Turn? Reimagining the subject of feminist theory". In: Marianne Liljeström & Susanna Paasonen (eds): *Disturbing Differences: Working with Affect in Feminist Readings* (London: Routledge 2010)
- Massumi, Brian (2002): "The Autonomy of Affect" in *Parables for the Virtual*, Durham og London: Duke University Press
- Wetherell, Margaret (2012): "Negotiating Affect" in *Affect and Emotion: A New Social Science Understanding*: London: SAGE Publications Ltd

Methodology II

- Coleman, R. & Ringrose, J. (2013). "Introduction: Deleuze and research methodologies". in *Deleuze and Research Methodologies*. Edinburgh University Press.
- Staunæs, D. & Bjerg, H. (2011): "Self-management through shame: uniting governmentality studies and the affective turn" in *Ephemera: Theory & politics in organization* volume 11(2): 138-156
- Lorimer, J. (2007) "Non-human charisma", *Environment and Planning D: Society and Space*, volume 25, pages 911-932

Construction/capture of empirical material

- Hope, S. (2006): "Bursting paradigms: a colour wheel of practice-research" In *Cultural Trends*, Vol. 25, Iss. 2. Routledge, 74-86
- Hickey-Moody, A. (2013). "Affect as Method: Feelings, Aesthetics and Affective Pedagogy" in Coleman, R & Ringrose, J (eds.) *Deleuze and Research Methodologies*. Edinburgh: Edinburgh University Press.

Analysing affects I: Mediated textualities

- Kelsey, D. (2017): "Why Study Mythology and How is it Affective?" in *Media and Affective Mythologies*. Palgrave
- Paasonen, S. (2016): "Fickle focus: Distraction, affect and the production of value in social media". *First Monday* 21(10).

Analysing affects II: Milleu and im/material practices

- Henriques, J. (2010). "The vibrations of affect and their propagation on a night out on Kingston's dancehall scene". *Body & Society*, 16(1), 57-89.
- Henriques, J., Tiainen, M., & Väliäho, P. (2014). "Rhythm returns: Movement and cultural theory". *Body & Society*, 20(3-4), 3-29.

Art and methodology workshop: testing and rehearsing

- Sarah De Nardi (2014): "Senses of Place, Senses of the Past: Making Experiential Maps as Part of Community Heritage Fieldwork", *Journal of Community Archaeology & Heritage*, 1:1, 5-22
- Fisher, J & Rechitt, H. (2015): "Museums and Affect" *Journal of Curatorial Studies*, Volume 4, Number 3, 1 October 2015, pp. 361-362. Intellect.
- Mignolo, W. (2014): "Decolonial aesthetics/aesthesis has become a connector across the continents". *Contemporary And (C&)*

Additional literature:

- Ahmed, Sara (2004) *The Cultural Politics of Emotion*, Edinburgh: Edinburgh University Press
- Ahmed, Sara (2010) *The Promise of Happiness*, Durham og London: Duke University Press
- Anderson, B. & Harrison, P. (red.) (2010) *Taking-Place: Non-representational theories and geography*. Surrey: Ashgate
- Anderson, B. (2014): *Encountering affect: capacities, apparatuses, conditions*. Ashgate
- Blackman, Lisa (2012) *Immaterial Bodies. Affect, Embodiment, Mediation*, (Kap. 1-2) London: Sage
- Brady, W. J., Wills, J. A., Jost, J. T., Tucker, J. A., & Van Bavel, J. J. (2017). *Emotion shapes the diffusion of moralized content in social networks*. *Proceedings of the National Academy of Sciences*, 114(28), 7313–7318. <https://doi.org/10.1073/pnas.1618923114>
- Brennan, T. (2004) *The Transmission of Affect*, Ithaca: Cornell University Press
- Cho, Grace M. (2008) *Haunting the Korean Diaspora. Shame, Secrecy, and the Forgotten War*, Minneapolis: University of Minnesota Press
- Clough, P.T. (red.) (2007) *The Affective Turn. Theorizing the Social*, Durham: Duke University Press
- Deleuze, Gilles (1985) *L'Image-Temps*, Paris: Minituit
- Deleuze, G. (1988) *Spinoza. Practical Philosophy*. San Francisco: City Light.
- Deleuze, G. (1990) *Expression in Philosophy: Spinoza*. New York: Zone.
- Deleuze, G & Guattari, F. (1996) *Hvad er filosofi?* København: Gyldendal.
- Fox, N. (2015). "Emotions, affects and the production of social life". *The British Journal of Sociology*, 66(2).
- Gibbs, Anna (2008) "Panic! Affect contagion, mimesis and suggestion in the social field" in *Cultural Studies Review*, 14, 130-145
- Goodman, S. (2012). *Sonic warfare: Sound, affect, and the ecology of fear*. MIT Press.
- Hemming, C. (2015). "Affect and feminist methodology, or what does it mean to be moved?" In: Devika, S. and Tygstrup, F., (eds.): *Structures of Feeling: Affectivity and the Study of Culture. Concepts for the Study of Culture (5)*. De Gruyter, 147-158.
- Henriques, J. (2008): "Sonic diaspora, vibrations, and rhythm: thinking through the sounding of the Jamaican dancehall session" in *African and Black Diaspora: An International Journal*, Vo.1(2) 215 - 236
- Henriques, J. (2011). *Sonic Bodies*. Continuum
- Jasen, P. C. (2016) *Low End Theory: Bass, Bodies and the Materiality of Sonic Experience*. Bloomsbury.
- Karatzogianni, A. (2015). "The fourth phase (2010–2014). Digital activism invades mainstream politics". In *Firebrand: Waves of Digital Activism 1994–2014*. Basingstoke: Palgrave Macmillan. 66-120.
- Kuntsman, A. & Karatzogianni, A. (2012). *Digital Cultures and the Politics of Emotion*. New York: Palgrave.
- Lacey, J. (2016). *Sonic rupture: a practice-led approach to urban soundscape design*. Bloomsbury.
- Leys, Ruth (2011) "The Turn to Affect: A Critique" i *Critical Inquiry*, vol. 37, nr. 3 (2011), s. 434-472
- Lury, C., & Wakeford, N. (Eds.). (2012). *Inventive methods: The happening of the social*. Routledge
- Massumi, B. (2008), "Of micropereception and micropolitics", *Inflexions*, 3, 1-20
- Ngai, Sianne (2005) *Ugly Feelings*, Cambridge: Harvard University Press
- Papacharissi, Zizi (2015) *Affective Publics*, Oxford: Oxford University Press
- Salter, C. (2015). *Alien Agency: Experimental encounters with art in the making*. MIT Press.
- Sampson, Tony D. (2011) *Virality: Contagion Theory in the Age of Networks*, Minneapolis: University of Minnesota Press
- Seigworth, G.J & Gregg, M. (2010). *The Affect Theory Reader*. Durham, London: Duke University Press.
- Sundén, Jenny (2013) "Corporeal Anachronisms: Notes on affect, relationality, and power in steapunk", *Somatechnics*, 3:2, 369-386
- Thrift, Nigel (2008) *Non-Representational Theory*, London & New York: Routledge
- Tolia-Kelly, D.V., Waterton, E., Watson, S. (eds.) (2017): *Heritage, Affect and Emotion. Politics, Practices and Infrastructures*. London and New York: Routledge.