



LUND UNIVERSITY

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

Sjöholm, Carina

2018

Document Version:
Förlagets slutgiltiga version

[Link to publication](#)

Citation for published version (APA):

Sjöholm, C. (2018). *Grön livsstil som upplevelseprodukt: förankring, försäljning och förvaltning bland landsbygdens livsstilsföretagare*. Abstract från 34th Nordic Ethnology and Folklore Conference, Uppsala, Sverige.

Total number of authors:
1

General rights

Unless other specific re-use rights are stated the following general rights apply:

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal

Read more about Creative commons licenses: <https://creativecommons.org/licenses/>

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

LUND UNIVERSITY

PO Box 117
221 00 Lund
+46 46-222 00 00



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 Diskussion

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