More Russian through Social Media?
Social Media Usage Patterns and National Identity of Young Ethnic Russians from Kazakhstan

von
Marina Zhir-Lebed

The Ukrainian crisis has clearly demonstrated that the national and ethnical identity building in the post-Soviet space is still in an active phase. Considering the growing role of digital technologies and user-generated content it becomes evident that national identity construction needs to be studied from a new technological viewpoint. Based on the qualitative content analysis of 22 semi-structured interviews with young ethnic Russians from Kazakhstan and quantitative content analysis of Instagram pages, my research throws a light on the role played by social media usage patterns in the process of ethnic and civic national identity construction of ethnic Russians both in Kazakhstan and in Russia.

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Ort: Invalidenstraße 118, R 507
Zeit: Mittwoch, 7 November, 18 Uhr c.t.

Gäste sind herzlich willkommen!