



Vortrag

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.

Marina Zhir-Lebed is currently a PhD-Student in Internet sociology at the University of Bamberg. She obtained her BA in political science at Kazakh-German University, Almaty, Kazakhstan and MA in sociology at University of Bamberg, Germany. Her research interests center around the role of digital technologies and new media formats in the process of shaping and maintaining of national identity of ethnic minorities and migrants, especially in post-socialist societies.

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Gäste sind herzlich willkommen!