

VIS_BIO – VISUAL BIOGRAPHIES IN A CONNECTED LEWORLD**PROJECT INFORMATION**

The project VIS_BIO researches the different ways in which biographies emerge in social media (i.e. Facebook, Instagram, Snapchat). New forms of communication are becoming more and more visual. Do they alter the ways in which we present ourselves and perceive each other? Do 'old' forms of visual construction of biographies, such as in photo albums, extend onto social media, or can we observe a fundamental transition in these practices? Which relation exists between visual and verbal self-presentation? These are the questions addressed in our research.

Starting point of the analysis are Facebook profiles, biographical interviews and brief observations of media usage, online as well as offline. The aim of our research is to grasp changes in communication practices through social media and the ways in which these impact the formation of biographies. Data such as images, interviews, screenshots etc., which are made available to us by research participants, will be recorded and saved. In anonymized form it will be used for scientific purposes, for example in publications in scientific journals, at conferences, in teaching, etc.

The project team consists of Roswitha Breckner, Maria Schreiber, Elisabeth Mayer und Anna Weisser and is located at the Department of Sociology at the University of Vienna. The project is funded by the Anniversary Fund of the City of Vienna for the Austrian Academy of Sciences (OEAW) from October 2017 until December 2018.

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