Abstracts

The Replika Monologue

The „Replika Monologue" of the current issue is based on an interview made with one of the previous editors, Gábor Kelemen. During the mid-nineties Kelemen created and looked after the popular E-columns section of the journal that, from very early on, tried to evaluate the changes brought about by the spread of computers and the internet in social science research. Important papers, book reviews, translations were published here in relation to the social study of the digital world. The monologue he shares includes the story of the Replika evolving into an innovative publication platform during the first period of the journal, along with details of his own life events. Thus one can read an interesting account of the era when the internet arrived to Hungary, and a story of a man with a background in engineering and sociology developing an interest for computers, and eventually becoming involved with every important developments of those early years (interactive multimedia, online journals, and media portals).

Phenomenology of Late Modernity

Domonkos Sik: Introduction: Phenomenology of Late Modernity

In the introductory section an attempt is made to shortly outline the common theoretical reference points of the papers to provide a modernization theory context for them.

Imola Koncz : Traveling and Late Modern Identity Construction: The Backpackers' Experience

Backpacking travel is becoming a more and more popular way of travelling among Hungarian people. Based on Anthony Giddens' late modernity theory this article examines backpackers' motivations and experiences. This article aims on the one hand to define life situations which impel people to travel around the world as a backpacker, and on the other to

empirically confirm whether backpacking could help fix a weakened ontological security and self-identity. The analysis of two semi-structured life history interviews reveals that on the one part backpacker travel can have a deep, positive effect on an insecure life situation and identity, and on the other part backpacker travel can also be an enriching leisure activity necessary to the welfare of an individual who has a more stable ontological security and identity.

Csaba Schuller: Sports-Based Identity Construction in the Late Modernity

In the absence of the traditional structures and authority, the actor of late modernity desperately tries to find guidance in order to orientate him/herself in the world. Because of its relativity, the actor has to withdraw into something more stable – his/her own body. Physical performance and one's body can become the gauge of success. This ontological search for security can turn easily into an addictive and pathological coping strategy. The aim of this paper is to show and discuss the social reasons and the personal consequences of doing sports in the era of late modernity.

Annamária Sebestyén: Civic Activists and Exiters: Late Modern Motivations of Public Participation Among Hungarian Secondary School Students

Recent years have brought a fundamental change in coping with community life, as well as in civic action. This shift made us rethink our original theories on communal and public participation. Today the individual is no longer a subordinate member of any given community. The relation to a community has become much more individualistic than before. A hift can be noticed in the motivations of individual action. Action is shaped more by the balance between communal and individual motivations rather than the shere predominance of the communal motivations. In parallel with this shift, the traditional motivations for communal participation are replaced by a much wider spectrum of motivations, that have not or have only partially existed previously. All of these changes can be interpreted as a response to the specific challenges fuelled by late modernity. Naturally, all members of the society face these challenges, however, young people are undoubtedly more exposed to the pressure of modernization. Thus not surprisingly, they are the primary drivers of change. This article, within the context of late modernity theories, tracks the new motivations behind action and civic action. How these characteristics manifest themselves among Hungarian youth is proved in the analysis of semi-structured interviews carried out with two groups of secondary school students. Eventually the phenomena discussed in the analysis are summarized and interpreted.

Domonkos Sik : Phenomenology of Reification

The article aims at analysing the late modern forms of reification. Firstly, the history of the concept is overviewed based on Marx's, Lukács's, Habermas' and Honneth's relevant works. It is argued that reification can be understood as a consequence of several factors (class position, formal rationalization, differentiation of systems, lack of recognition), which are constituting a complex sphere of potentials in late modernity. Therefore, the social suffering caused by reification can be explained as the result of various patterns of causes. In order to illustrate how reification affects late modern agents, a narrative interview is analysed in this article.

Flóra Takács: The Answers of a Psychiatric Institute to the Challenges of Late Modernity

In the form of a case study, the present article aims to outline the specific theoretical frameworks and scientific methods that may be applied in order to make sense scientifically of the functioning of an institution in the context of the challenges generated by late modernity. This article also seeks to typify the different strategies of adaptation and modes of functioning as well as the pathological or dysfunctional outcomes as a result of maladaptation. The research also intends to explore the role of historical motives and the key actors in shaping the modus operandi of such institutions as the primary research site of the this empirical study, the Home for Psychiatric Patients in Szentgotthárd.

Digital Anthropology

Tibor Mester: Digital Anthropology – Origins, Approaches, Methodology

This introductory text locates ethnographic research on internet and digital media within the wider context of investigating the consequences of new communication and media technologies. We briefly characterize the diverse and multidisciplinary field of Cyber Studies, among them the first program of ethnographic inquiry into the internet (Cyberanthropology), and summarize the results and the problems of early attempts doing ethnographic research online. Next, we give an account of three apparent strategies for research through representative examples. Media ethnography studies the media use in different local settings, virtual ethnography emphasizes the mediatization of the "field" in research, digital ethnography sets out to explore new research designs, research and presentation tools. Finally, we argue for a unified field of digital anthropology that could be imagined in many forms (as a degrees program, a distinguished research area, or new a discipline).

Christine Hine: Internet Research as Emergent Practice

The paper explores the emergence of research designs and techniques in the face of the recent development and growth in social significance of the Internet. While covering a number of different research traditions, it focuses particularly on the applications of ethnography to the Internet. I first describe the establishment of Internet research as a distinctive field of inquiry before exploring some ways in which the perceived novelty of the Internet has provided the occasion for new research practices to emerge. Various ways in which researchers have adapted their methods to accommodate the social phenomena that they experience on the Internet are described; ultimately, however, most methodological solutions are strongly in dialogue with conventional approaches. The paper thus concludes with an assessment of the extent to which Internet research methods can appropriately be characterized as innovative.

Daniel Miller: Social Networking Sites

This paper discusses the particular significance of Social Network Sites (SNS) for anthropology. SNS have turned out to be something much closer to older traditions of anthropologi-

cal study of social relations such as kinship studies. The critical points made by Postill and Miller and Slater followed evidence that internet networks tended to be specialist and partial associated with specific interests. From this evidence we may construct a larger argument. Instead of focusing on SNS as the vanguard of the new, their main impact is to redress some of the isolating and individualizing impacts of other new technologies and allow people to return to certain kinds of intense and interwoven forms of social relationship that they otherwise feared were being lost. SNS have then an extraordinary ability to return the world back to the kinds of sociality that were the topic of traditional anthropological concern and as such are hugely important to contemporary anthropology and the future of the discipline.

Tom Boellstorff: Rethinking Digital Anthropology

My analogical goal is the highly consequential project of rethinking the digital with regard to digital anthropology is. In the first part of this text, I begin by addressing an issue with foundational implications for what we take digital anthropology to mean: the relationship between the virtual and the actual. This relation has pivotal ontological, epistemological and political consequences: it determines what we take the virtual to be, what we take knowledge about the virtual to entail and what we understand as the stakes of the virtual for social justice. I focus on the greatest negative ramification of an undertheorized notion of the digital: the mistaken belief that the virtual and the actual are fusing into a single domain. In the second part I engage in the classic anthropological practice of close ethnographic analysis, through case studies drawn from two early days of my research in the virtual world Second Life. In the third part, I link the theoretical discussion of the first part of the text with the ethnographic discussion of the second – another classical anthropological practice.

Replika Dispute: Digital Diaspores

Zsolt Szijártó: New Challenges For the Study of Urban Ethnic Communities: Digitalization and Collaboration

The paper tries to rearticulate a classic theme in social research, the study of ethnic communities in metropolitan cities, in the light of social, political, medial and cultural developments of the last decades. Two major problem areas are dealt in detail: How can we prepare for the challenges brought about by digitalization and participatory culture while studying a particular metropolitan ethnic group. We discuss how the everyday life of this group (and other groups) relates to certain points in urban history, focusing on the questions of media use at two different, but related sites: public spaces used by these groups, and online platforms that were created by these groups; both of them being equally important to our research. The paper lays out a potential experimental framework using the basic principles and methodology of digital anthropology and cultural mapping.

Jenő Bódi: Café and Marketplace. Online Genres of the Hungarians in Berlin

The study compares the two online places used by Hungarians living in Berlin: the „Berlini Magyarok –csevegés" topic was started in 2004 on MagyarOnline.net, and was active in the years before the social media boom; and the „Berlini Magyarok" Facebook group was created in March 2014. By analyzing the two online platforms, the author tries to clarify whether the migration of user-generated content can be observed when switching from one platform to another, or perhaps different contents of diaspora are generated on different platforms? The research applies the concept of 'genre', suggested by Daniel Miller's work on digital anthropology as a notion that is particularly suitable for capturing online and offline communication and offline contents of online places. The first part of the study presents the digital anthropological interpretation of this concept, while also dealing with similar media ethnographic researches investigating media usage of Diasporas. Subsequently, the empirical part of the study, partly based on content analysis, presents the previously mentioned online sites of the Hungarian diaspora in Berlin in terms of communication genres that characterize them: the forum of MagyarOnline.net is described as the "café" and the Facebook group of the „Berlini Magyarok" as a "marketplace".

Globalism, Histora and the Hungarian Feminist Movement

Emília Barna, Gergely Csányi, Ágnes Gagyi and Tamás Gerőcs: The Hungarian Feminist Movement After the Regime Change from a Global and Historical Perspective

In this article, we understand the emergence of post-regime-change Eastern European – and within that, Hungarian – feminism as part of the global unequal historical development. Central to our approach is the idea that the social phenomena of a given era – thus the experience of femininity and feminist movements – are to be analysed not in themselves, but in the context of the broader system of relations which they form part of. The context in which we set out to analyse the possibilities of these movements is the increasingly closely integrated system of capitalistic commodity production and division of labour emerging during the "long 16th century" and spreading to the entire globe – in other words, the capitalist world-system. We will look at how the relation between the feminisms of the western core and the East has developed throughout the recent world economic integration of Eastern-European countries, primarily Hungary, which we date from the 1970s. First, we present our theoretical framework regarding how femininity can be understood as a structural position. Second, we outline Western-European and North-American gender relations and feminisms, partly during the prospering era of North-American hegemony emerging after the Second World War, but we place greater emphasis on the period of crisis of the international political and cultural hegemony present from the 1970s, parallel to which the slow reintegration of Eastern-European countries into the capitalist world economy also

began. Third, we present Hungarian feminism following the regime change in the context of the formal reintegration of the Eastern European semi-periphery into the capitalist world economy. Finally, we present the changes that Hungarian feminism has undergone following the social and intra-movement rearrangement after the 2008 world economic crisis.

Syrius

Sara Wagner: Demand in Socialism, Supply in Capitalism: Accesing to Documents of Syrius (1970–1973)

Syrius was a Hungarian jazz-rock band playing between 1970 and 1973, spent almost a year in Australia. Its marginalized position in the popular music field and its media presence ever since reveals some crucial aspects of both socialist and capitalist cultural policies before and after 1990. The paper examines the meaning of the concept 'underground' via historical and current documents, also the DIY practices of the band's audience. The method leans on current papers of popular music studies, focusing on DIY preservation and cultural heritage. By presenting the documentation, which relates the story of the band, the problematic usage of terms describing musical styles as well as the ambivalent nature of socialist and capitalist cultural policies, both affecting the narrative of Hungarian popular music, might be shown.

Farewell to Anthropology

Claude Karnoouh: Farewell to Anthropology. Some Remarks on the Disappearance of Radical Alterity

Nowadays, at the very moment of a general and total triumph of the so-called globalization, an honest anthropologist has to ask himself one more question about his competence. What has become of the world of primitive cultures? That question is cardinal and crucial. It is far more than an empty rhetorical sentence which opens many university seminars, it is a question which is in fact directly related to the origins of modern anthropology. In this paper, the origins of anthropology are revisited: when Europeans and most precisely the Spanish started to conquer a big part of America they were amazed by the "Indians" of America both those of urban culture and those of primitive tribes in the jungle or desert. If at a first step they massacred them, very quickly monks, and especially Dominicans and Franciscans, and later Jesuits, were all astonished by their cultures. This astonishment led to a change in the anthropological knowledge: it become apparent that they are to be considered as "primitive" not as animals, but still, the question remained why they behaved in such very strange ways for a European who, at that time, had already gathered some knowledge on some of the African costal tribes and kingdoms. That world has progressively vanished through the following centuries due to the violence of modernity, and more precisely because primitive tribes and kingdoms were confronted with capitalism and transformed into proletarians what

forced them to change their customs and give up their religious beliefs. This short paper tries to assess whether there is a possibility of a renewed way of thinking for anthropology while maintaining its fundamental questions. If this is not possible, should anthropology be reduced to a kind of archeology of knowledge or should it be completely transformed into one sociological approach of modernity amongst the many?

Reviews

Tamás Dunai: Delayed Milestone. Információs Társadalom 2018/1

The new issue of Információs Társadalom is dedicated to the video game and esport research. The first papers about video games were published in Hungary about a decade ago, so it was long overdue. This doublesized issue has a great disciplinary variety, it contains papers from the fields of media studies, sociology, psychology, and informatics. The issue is an important milestone in the research of Hungarian video gamers, and video game industry (especially esport). There are two papers about games, too, but the main topics are gamification, gamer typology, gamer psychology, and esport.

Imre Mátyus: The Fragility of Current Political Movements. Review: Zeynep Tufekci Twitter and Tear Gas

Infocommunication technologies became inherent in current political activities. Mobile communication and the internet play a fundamental part in the organization and communication of new protest movements. Zeynep Tufekci's book Twitter and Tear Gas introduces key organizational and operational features of these new 'networked protests'. The author focuses on how reliance on technological context may aid and obstruct reaching the goals of these movements. According to Tufekci, ICTs make collective action faster and more efficient, they enhance communication and recruitment, but at the same time they seem to have little impact on the improvement of the electoral potential of protests.

Péter Perhócs: Review: Tamás Tófalvy: "Beyond the Subculture and Back. Popular Music Scenes, Genres and the Internet" (Túl a szubkultúrán, és vissza. Populáris zenei színterek, műfajok és az internet)

While from the '60's the academic investigation of popular culture has gradually gained credit in the North American, Australian and British sociological fields, in Hungary the examination of popular music scenes occupies a marginal position. By exploring the sociocultural practises contributing to convert specific popular musical products into styles and genres within the overlapping networks of culture, media and technology, Tófalvy's book entitled Beyond the Subculture and Back. Popular Music Scenes, Genres and the Internet ("Túl a szubkultúrán, és vissza. Populáris zenei színterek, műfajok és az internet") makes an effort to fill this gap.

Adrián Bene: Sociology of Knowledge, Aesthetics of Music, History of Philosophy

The review outlines the way how Demeter tackles in his book the correspondence between a so called sociological tradition (from positivism to post-Marxism) in Hungarian philosophy and aesthetics of music. In this theoretical framework Georg Lukács' and Karl Mannheim's early sociology of knowledge plays a constitutive role. For both of them, Geistgeschichte was more inspirative than Hyppolite Taine's positivism, in their effort of reconstructing a rather collective than individual world-view behind artworks. The latter. though, massively influenced the sociological tradition of the Hungarian musicology, primarily Antal Molnár's work, being in the focus of Demeter's argumentation. The reviewer draws the attention to the fact that in the field of literary criticism a similar tendency can be shown pertaining the reception of French 'sociological' tradition represented by Alfred Fouillée, Jean-Marie Guyau, Émile Hennequin. The author's other remarks refer to the book's structural problems, and the lack of recent musical narratology in the theoretical horizon of the chapter addressing such musicological questions as the conceptual potential of music.

Barbara Kisdi: Metamorphosis of the Eco-conscious Way of Life

The eco-village as a social phenomenon is a marginal topic in the scene of the social sciences, because it seems to be a social practice involving few people. Therefore, Judit Farkas's investigations have a great importance, because it is clear from the papers included in the volume that the questions and answers of the founders and maintainers of eco-villages go far beyond the eco-village concept and focus on issues that put the eco-village discourse in a very broad context. Farkas Judit's book offers this multifaceted study: it demonstrates the problems of consumer society, globalization, centralization, alienation and the environmental-economic-ethical crisis through various alternative world views.

Miklós Merényi M.: From Critique to Politics Kiss Viktor (2018) Ideológia, kritika, posztmarxizmus: a baloldal új korszaka felé [Ideology, Critique, Post-Marxism: Toward the New Era of the Left]

Political scientist and post-Marxist thinker, Viktor Kiss's book is the first comprehensive study in Hungarian to assess the intellectual background and the political-theoretical consequences of the post-Marxist discourse. Kiss's work develops guidelines for the reception of post-Marxism in Hungarian critical social and political theory in accordance with his earlier contributions in ideology theory. The main thread, around which the discussion of relevant issues and authors are woven, is post-Marxism's novel ideology-critical sensitivity, confronted with an all-pervasive critical ideology, that speaks in the name of a superior reality, elevating it above politics. Critical ideology that, according to Kiss, is the general mode of politicization of the progressive thought, rejects everyday representations and imageries as being false consciousness, instead of embracing them as encapsulations of vital new political logics. These logics are alternative approaches toward social reality, that identify and criticize the ultimate obstacles to freedom from domination. This post-Marxist turn urged by the author is challenging the existing conditions of post-modern global capitalism, and contributes to the reflection on the new politics of the Left.