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## Theorising ambiguity: telling deliberately equivocal viral stories

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# **Theorizing Ambiguity - Telling Deliberately Equivocal Viral Stories**

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<b>1. VIRAL REALITY MARKETING .....</b>	<b>5</b>
1.1 FIELDWORK AND THE FIELD .....	9
1.1.1 <i>Boundaries</i> .....	9
1.2 PREVIOUS STUDIES AND CONTRIBUTIONS .....	17
1.2.1 .....	17
1.2.2 <i>Related themes and empirical motivations for looking in new directions</i> .....	26
1.2.3 <i>Change as methodological challenge</i> .....	40
1.3 OUTLINE OF CHAPTERS.....	48
<b>2. USERS, INNOVATION, AND DRIVING FORCES.....</b>	<b>51</b>
2.1 VIRAL REALITY MARKETING – AN EXAMPLE .....	51
2.2. THE ROLE OF USERS IN USER-DRIVEN INNOVATION.....	54
2.2.1 <i>Users as a resource for innovators</i> .....	55
2.2.2 <i>Users as the source of innovations</i> .....	60
2.2.3 <i>Summing up</i> .....	63
2.3 DIFFUSION VERSUS TRANSLATION.....	64
2.3.1 <i>Diffusion</i> .....	64
2.3.2 <i>Translation</i> .....	68
2.3.4 <i>New ways of approaching users, innovations and driving forces</i> .....	83
<b>3. VIRAL: GENRES AND TECHNOLOGIES .....</b>	<b>85</b>
3.1 2008 - 2021 .....	85
3.1.1 <i>The potential of something big</i> .....	85
3.1.2 <i>Embracing ambiguity</i> .....	87
3.1.3 <i>Navigating in ambiguous territory</i> .....	90
3.1.4 <i>The field as a temporal reconfiguration</i> .....	92
3.2 GENRES .....	99
3.2.1 <i>Multiple cross references - a genre made from a repertoire of “classics”</i> .....	100
3.2.2 <i>Nonhierarchical networks, democratization, algorithms</i> .....	104
3.3 ORDERING AND BOUNDARY-MAKING IN VIRAL STORIES.....	109
3.3.1 <i>Time, temporality, and its challenges</i> .....	124
<b>4. TEMPORALITY .....</b>	<b>126</b>
4.1 NON-HUMAN ACTORS FACILITATE COOPERATION WITH AND WITHOUT ALIGNED INTERESTS.....	126
4.1.1 <i>Hashtags fulfilling several interests simultaneously</i> .....	126
4.1.2 <i>Hashtags facilitating conflicts</i> .....	128
4.2 VIRAL REALITY MARKETING .....	129
4.2.1 <i>Library of Svendborg</i> .....	131
4.2.2 <i>Speedbandits</i> .....	135
4.2.3 <i>Danish Holiday Baby, Karen26, Danish Mother Seeking, and VisitDenmark</i> .....	143
4.3 ISSUES AND CHALLENGES .....	163
4.3.1 <i>Temporarily and loosely connected, multiple agendas, ambiguous content, and potentials</i> .....	164
4.3.2 <i>Ambiguity and the shifting positions in time and space</i> .....	166
4.3.3 <i>The shifting position of the researcher</i> .....	168

<b>5. MAKING BOUNDARIES, TELLING STORIES, SHAPING WORLDS .....</b>	<b>171</b>
5.1 AN EXERCISE IN ORDERING.....	171
5.1.1 <i>New questions arise</i> .....	171
5.2 TEMPORALITY AND POTENTIALITY.....	173
5.2.1 <i>Actor-network theory - orientation towards presents</i> .....	173
5.2.2 <i>Expectation studies - future orientation</i> .....	174
5.2.1 <i>Modes of ordering are entwined and nonlinear</i> .....	178
5.2.2 <i>Ordering in the field</i> .....	179
5.2.3 <i>Ordering through writing</i> .....	179
5.3 POSITIONING .....	181
5.3.1 <i>Different orderings: "as it happens" as opposed to "after"</i> .....	181
5.3.2 <i>How to order things before they come into being</i> .....	184
5.3.3 <i>Ordering what is potentially connected</i> .....	185
5.4 SPATIALITY .....	187
5.4.1 <i>Boundary objects</i> .....	187
5.4.2 <i>Fluid objects</i> .....	191
5.4.3 <i>Fire objects and spatialities</i> .....	194
5.5 REPRESENTATION .....	197
5.5.1 <i>Narrative infrastructures</i> .....	197
5.5.2 <i>Modes of ordering in retrospective accounts</i> .....	199
5.6 FROM OBJECTS TO PRACTICES.....	199
5.6.1 <i>Turning mess into disciplined lack of clarity</i> .....	200
<b>6. TEMPORALITY, POTENTIALITY, AND AMBIGUITY .....</b>	<b>204</b>
6.1 NEW ACHIEVEMENTS.....	205
6.1.1 <i>Temporality</i> .....	206
6.1.2 <i>Potentiality</i> .....	207
6.1.3 <i>Ambiguity</i> .....	209
6.2 FUTURE WORK - APPROACHING THE FIELD FROM ELSEWHERE .....	211
<b>BIBLIOGRAPHY .....</b>	<b>215</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>230</b>
<b>CURRICULUM VITAE .....</b>	<b>232</b>
<b>APPENDIX .....</b>	<b>233</b>