This month you'll discover news about our latest publications, presentations, and theory building around XR technologies and their roles in society. The Annenberg Virtual Reality ColLABorative hosts an array of events – see below for more information about the first event on September 12th.

**Event 1:**

**Title:** Why does a platform die? Diagnosing platform death at Friendster's end

**Speakers:** Frances Corry, Deborah Lupton, Laurence van der Haak, and Rachel Davis

**Date:** September 12th, 12:15-1:30pm EST

**Location:** Room 223, Annenberg School

**Description:** This event explores the discursive negotiation of the end of Friendster, a platform that achieved global prominence before its premature death. The speakers present an array of historic examples, including interviews with 13 former Friendster employees to explore the discursive negotiation of this platform's end.

**Discussion:**

1. How do platforms die?
2. What are the common factors that contribute to platform death?
3. What can we learn from the death of Friendster about platform sustainability?

**Further Information:** [Upcoming registration link here.](#)

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**Event 2:**

**Title:** Pandemic Archiving: Creating Chaos Online

**Speakers:** Rita Kates, Lucila Rozas, Woori Han, and Andrew Lane

**Date:** September 15th, 3:30-5:00pm EST

**Location:** Online

**Description:** This event examines the role of digital platforms in the pandemic era, focusing on TikTok, digital blackface, and the entanglement with neoliberal developmentalism and digital technologies. The speakers discuss the work of TikTok sounds femininity/masculinity in the (post)MeToo era, and the China workshop in Bonn, Germany. Yang is also a panelist, presenting work titled "New Cultural Industry: The Quest for Authenticity on The Influencer Industry: The Quest for Authenticity on Twitter.

**Discussion:**

1. How have digital platforms changed the landscape of entertainment and media?
2. What role do digital platforms play in shaping cultural and social norms?
3. How does the rise of digital platforms impact the global economy?

**Further Information:** [Upcoming registration link here.](#)

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**Event 3:**

**Title:** The rise of the Media Influencer: The Quest for Authenticity on TikTok

**Speakers:** Andrew Lane and Jeffrey Lane

**Date:** September 20th, 12:15-1:15pm EST

**Location:** Room 223, Annenberg School

**Description:** This event explores the rise of media influencers on TikTok and their role in shaping cultural and social norms. The speakers discuss the work of TikTok sounds femininity/masculinity in the (post)MeToo era, and the China workshop in Bonn, Germany. Yang is also a panelist, presenting work titled "New Cultural Industry: The Quest for Authenticity on The Influencer Industry: The Quest for Authenticity on Twitter.

**Discussion:**

1. How have media influencers evolved over time?
2. What role do media influencers play in shaping cultural and social norms?
3. How does the rise of media influencers impact the global economy?

**Further Information:** [Upcoming registration link here.](#)