**Proposal for a panel at the EuroSEAS Conference, Amsterdam, 23-25 July 2024**

https://www.euroseas.org/panels/

**(1) Title:**

**Platformisation in Southeast Asia**

**(2) Convenors:**

- Prof. Dr. Wolfram Schaffar, University of Passau

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- Prof. Dr. Naruemon Thabchumpon, Chulalongkorn University

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**(4) Description**

Digitalisation has reached an unprecedented level in Southeast Asia. Especially in post-pandemic times, the penetration of social media has reached a level which renders Southeast Asian societies global leaders. Moreover, online shopping portals, delivery platforms, but also digital labour platforms are shaping local, national and transnational economic activities.

Against this background, the concept of platformisation has proven to be a powerful tool to analyse the integration of different social domains, such as economic activities, social development and political processes. It allows us to explore how digital platforms and their algorithmic power transform not only labour processes, but also political communication and subjectivities through novel ways of the circulating of information, guiding discourses, and mobilising emotions along with the organization of work.

**(3)**

The panel has an exploratory character and invites papers addressing topics including, but not restricted to:

- the political economy of platforms,

- contested processes of restructuring and reorganising economic sectors,

- new forms of platform-based income generation, such as content-creation, click-farming, etc.

- political mobilisations connected to the above-mentioned processes,

- platform-based pop cultures, such as *Hallyu*/K-pop

- social and cultural developments, connected to the mass consumption of platform-based communication

- the impact of platform-based organisational patterns on political organising, such as the rise of fandom-based parties and political movements.

The format of a panel is chosen to provide young researchers – especially PhD candidates – a forum to present their work to an international audience. We also hope to receive proposals from academic institutions in Europe and Southeast Asia and get to know and network with scholars working in this novel field using the concept of platformisation.

**(5) Single session**

Suggested papers:

Wolfram Schaffar, Praphakorn Lippert and Amelie Wasmayr (University of Passau):

*Idols, Fandoms, and Skinship: The K-Pop-ization of Politics in Thailand*

Lieke Fröberg (University of Hamburg), Min Htin Kyaw Lat (University of Passau):

*Donating Time as a Political Act - Click Farms and Contentious Politics*