

January 28, 2025

KOIAS Workshop: Vibe and Atmosphere on Social Media (SNS)



On January 28, 2025, KOIAS hosted a hybrid workshop titled **“Vibe and Atmosphere on Social Media (SNS)”** at Kobe University. This engaging session explored the question whether social media platforms can shape or produce digital atmospheres through the concept of “vibe.” Participants discussed the cultural and philosophical significance of these aesthetic phenomena and their implications for communication in online spaces.

The event saw the presence of our esteemed researcher guest from Brazil, Manuela Salazar, Research Associate at the University of Sussex (UK). Her work on Instagram aesthetics and the concept of “cosiness” served as a key point of discussion during the workshop, enriching the session with her interdisciplinary insights.

We thank all attendees for their active participation and insightful discussions, whether in-person or online. KOIAS is excited to continue exploring these interdisciplinary intersections in upcoming events. Stay tuned!

