

HYPE STUDIES CONFERENCE

Don't believe the hype!? | 10-12th of September | Barcelona

PRELIMINARY SCHEDULE

Day 1 | 10.09.2025

8.30 - 9:00: Registration

9:00 - 10:00: Welcome and program presentation

10:00 - 10:30: Coffee break

10:30 - 12:30: **Panel session 1**

1. AI Hype: Between Power and Resistance
2. Energy Hype: Green Futures and Controversies
3. Commodification, Libido and Emotions in Hype
4. Hype, Entrepreneurship, Venture Capital, and Emerging Technologies
5. Hype in Science and its Histories

12.30 - 14:00: Lunch

14:00 -15:30: **Workshop session 1**

- A. Speculative Hype Village™ (Online)
- B. Shitpublishing Workshop
- C. Role of Metaphors and visualization in AI (Online)
- D. A Quantum of Hope
- E. *Arts Exhibition Room*

15:30 -16:00: Coffee break

16.00 -17.30: Keynote | Gemma Milne: Hype and the Age of Badness

Day 2 | 11.09.2025

9:00 - 11:00: **Panel session 2**

6. Socio-Ethical Dilemmas and Health Hype
7. Political Communication and Disinformation
8. Decoding Scripts and Rituals of Hype
9. Hype, Emotions and Panics
10. What Hype Obscures: Hidden Labour and Environmental Impacts

11:00 - 11:30: Coffee break

11:30 - 13:30: **Panel session 3**

11. Materiality and Infrastructure of Hype
12. Awards, Fashions, and Social Dynamics
13. Hype, Culture & Identity
14. Music, Aesthetics and Theatre
15. Governing through hype: Politics & Legitimacy

13.30 - 15:00: Lunch

15:00 -16:30: **Workshop session 2**

- A. Fishbowl on Qualitative Digital Methods
- B. Humbling Tech Hype: Assessing Change and Continuity
- C. Creating a Cartography of Hype
- D. Investigating Datasets - The underbelly of the AI Hype
- E. Hype Was Here: Tracing the ghosts of collective excitement
- F. *Arts Exhibition Room*

16:30 - 17.00: Coffee break

17:00 - 19.00: Panel discussion: Panelists to be announced!

20:00 - Whoop: Party!

Day 3 | 12.09.2025

10:00 - 12:00: **Panel session 4**

- 16. AI in Daily Life: Affective and Everyday Interventions
- 17. Hype, Education, and Public Communication
- 18. Intervening with the AI Hype
- 19. Hype and Resistance: Alternative Futures
- 20. Towards New Theorizations of Hype

12:15 - 13:00: Video screening

13.30 - 15.00: Lunch

15:00 -16:30: **Workshop session C**

- A. Queering Hype
- B. When Hype breaks the City
- C. Detectives of Hype
- D. Caring Trickster
- E. *Arts Exhibition Room*

16:30 -17:00: Coffee break

17:00 - 18:00: Closing of the conference