



STOCKHOLM INTERNATIONAL
PEACE RESEARCH INSTITUTE

On the occasion of the launch of the SIPRI publication *Assessing Meaning Construction on Social Media: A Case about Normalizing Militarism*, you are cordially invited to a conversation event on:

Militarization of social media: strategies and challenges

Social media has become one of the world's most influential tools for promotion and branding regardless of industry and audiences. This event aims to assess the militarization of social media by focusing discussion on the online mechanisms, strategies and tools employed by the arms and military services and military videogames industries.

What factors and mechanisms are involved in the promotion of militarism via social media platforms? How is social media contributing to the reification of the military as a normal part of international relations?

Wednesday, 25 October 2017, 10.00–11.30 at SIPRI, Signalistgatan 9, Solna

Programme: *Coffee will be served at 09.30 and discussion will begin at 10.00.*



Panellists

Dr Susan Jackson, Researcher at the Department of Economic History, Stockholm University, and Associate Senior Researcher, SIPRI



Dr Nick Robinson, Associate Professor in Politics, University of Leeds



Dr Andrea Schneiker, Junior Professor, University of Siegen



Moderator

Dan Smith, Director of SIPRI

Please confirm your participation by **Monday, 23 October** to *Ms Alexandra Manolache*, Communications Officer, Tel: 0722 035 830, Email: alexandra.manolache@sipri.org.