

EPIGRAPHIC NARRATIVE ON INSTAGRAM: the case of @epigraphy_photo account

The analysis of the relationship between Instagram and science popularisation of Greek and Latin epigraphy in the digital age.

AUTHOR

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AFFILIATION

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INTRODUCTION

It is a fact that digital humanities have marked a turning point in the study of epigraphic studies. In the aftermath of Covid-19, we have seen how the change in the transmission of knowledge and the way it is expressed has accelerated. Thus, during the pandemic, social networks became a virtual repository of epigraphic material, where photographs, news and multimedia narrative content were shared.



OBJECTIVE

Our project: the creation of a profile on the Instagram platform to spread epigraphy through photography.

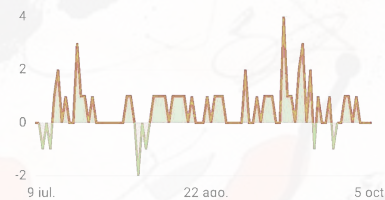
 @epigraphy_photo

DISSEMINATION METHOD

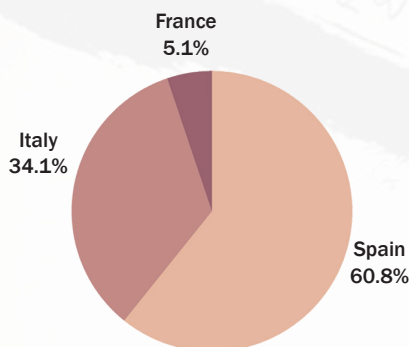
This account is supported by the author's photographs and epigraphic videos and they are accompanied by an explanatory texts, in English, Italian and Spanish, which provides the basic details of the inscriptions, as well as the transcriptions and references necessary to identify them.

RESULTS

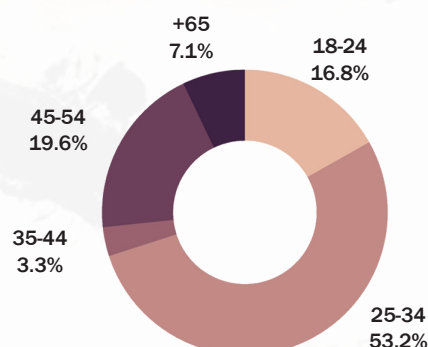
Followers: 233
Accounts reached: 3.360
Interaction with content: 130



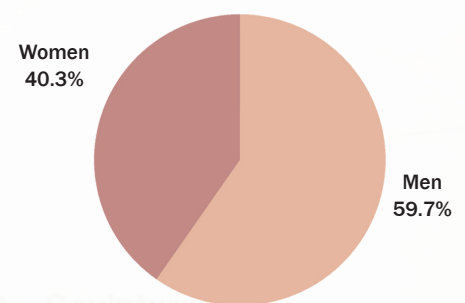
Follower fluctuation from June to October 2021



Countries reached



Age group statistics



Gender indicators

CONCLUSION

- The content shared on this network, focused on the image and supported by text, means that the data reaches the public in a more direct, visual and simple way and that the impact is greater.
 - Great potential for dissemination, both in terms of the number of users and the age group.
- We consider that the study of social networks should be further explored for their application among museums, archeological sites and research groups in order to promote their popularisation among the general public.