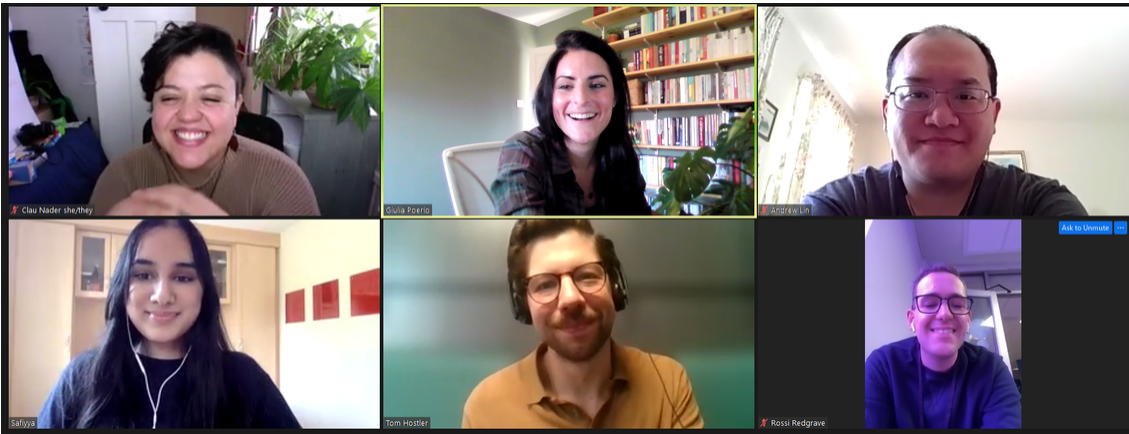


October 2021

## PROJECT UPDATES

Since you last heard from us, we've:

**Met with our newest ASMRNet members.** Andrew, Clau and Safiyya met with us to say hello (see screen shot below)! We have started getting plans together for the Delphi Study (phase 2 of ASMRNet). We've got lots to be getting on with over the coming months to prepare including: obtaining ethical approval, widening our list of potential contributors to invite, and setting up our online surveys.



**Had our website migrated over to a new platform.** This has only just happened because our website designer has had problems migrating over to Hostinger! Tom S has been working really hard to help with the platform change and we're hoping to do a full website debug/test over the next month. We'll be adding content and fixing issues like problems with dark mode and our collaboration board.

## ASMR NEWS

### The ambiguity of technology in ASMR experiences

*Four types of intimacies and struggles in the user comments on YouTube*

Helle Breth Klausen

School of Communication and Culture, Aarhus University, Denmark

**Abstract**

Autonomous sensory meridian response (ASMR) is a tingling, static-like sensation in response to specific triggering audio and visual stimuli. Within recent years, ASMR has mostly been associated with videos on YouTube (technologically mediated ASMR) dedicated to make the users "tingle", relax, and feel at ease. In this article, I explore the ambiguity of technology in relation to the ASMR experience and theoretically investigate how viewer-listeners might struggle to obtain an intimate and parasocial interaction in a technologically mediated ASMR context. The article introduces four types of intimacies as well as theoretical concepts of mediated intimacy, immediacy, and parasocial interaction, and I discuss these intimacies and concepts in relation to illustrative comments by some of the pacesetter power users of ASMR.

**Keywords:** ASMR, YouTube, mediated intimacy, immediacy, parasocial interaction

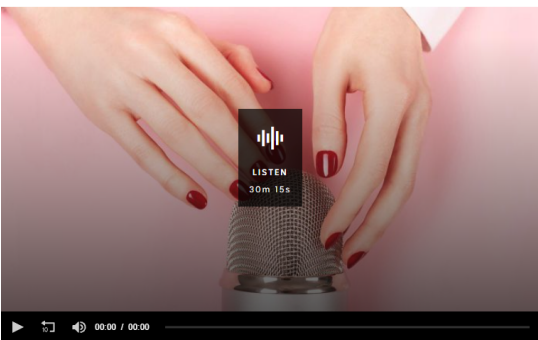
### NEW PAPER!

Congratulations to [Helle Breth Klausen](#), PhD fellow at Aarhus University who has published a paper in Nordicom Review entitled "The ambiguity of technology in ASMR experiences: Four types of intimacies and struggles in the user comments on YouTube".

Read it

The paper is beautifully written and to give you a glimpse of that, Helle ends the paper with this...*"if users are able to go along with the situation, the result is a performative intimacy that can be defined as a form of parasocial interaction in providing effortless and one-way communication, yet managing to establish a soothing, social, and embodied intimacy at a distance. The user feels seen, heard and even touched (emotionally as well as physically) – despite mediation – through empathy, imagination, embodiment, and a willing suspension of disbelief."*

### ASMR on ABC.



All in the Mind's podcast episode: 'Whispers, taps and tingles - what is ASMR?' Featuring [SharonSharesASMR](#) and Giulia.

Listen

