

”Since I am Danish ...”: National identity used to create ties to the phenomenon ‘hygge’ in vlogs on YouTube

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This article introduces to Membership Categorization Analysis (MCA) in Danish and argues that MCA offers a promising approach to investigating identity in digitally mediated interaction that involves complex possibilities for participation. As an exemplary case, three YouTube videos on the topic ‘hygge’ produced by Danish vloggers are analysed. The analysis shows that the three vloggers all self-identify as Danes and use nationality to claim rights to informing the potentially global YouTube audience about ‘hygge’. Further it is shown that the membership category ‘Dane’ is built as part of three different types of collections of categories by the three vloggers, namely as part of a pair of categories (‘Danes’ vs. ‘non-Danes’), as a category in a collection of nationalities (‘Danes’, ‘Germans’, ‘Americans’ etc.) and as a category that can be graduated (more or less ‘Dane’). Analyses of user comments show how the specific ways that categories and actions are linked by the vloggers are picked up on by the audience when they display their understanding of and attachment to ‘hygge’ in comments to the videos. It is shown that users align with, modify, negotiate, and reject categories that have been introduced by the vloggers.

KEYWORDS: membership categorization analysis; identity construction; Danish nationality; vlogs; hygge