The scarce research on narrative genres as social practices on social media has so far documented the importance of breaking news and sharing practices (Georgakopoulou 2012, 2013; Page 2012). Both these cases present a multi-faceted remediation of communication practices. But in terms of time & space/place inter-relationships, which are key-constituents of narrativity, they introduce two notable and non-canonical elements to longstanding treatments of narrative: the collapse/proximity of narrative time and telling time and the proliferation of spaces for narrative tellings through circulation. These two key differences alone render quite a lot of our received vocabulary and tools for studying narrative time & space inadequate. In this presentation, we build on Georgakopoulou’s recent work that has been extending small stories research, a paradigm for narrative & identities analysis originally developed for conversational stories, to narrative practices on social media. We argue that time and space relationships should be studied on the intersection of: narrative mode affordances – social media engineering affordances – ‘vernacular’ creativity & performance affordances. This intersection should also be premised on the two-tier scrutiny of time, sites and tellers both vis-à-vis the world of telling and the world of tale (Georgakopoulou 2007, 2012, 2013). We will illustrate these claims and draw up an analytical template by examining cases of YouTube videos of viral stories, in particular fake videos (remixes) and related videos.

Keywords: time-space, social media, small stories.