



# INTRODUCING ALLEGRA (BY SAVAGE MINDS)!

Allegra  
January, 2014



Although we have particularly in the '[About](#)' section of Allegra introduced what we are all about, a few words of elaboration never hurt. Nicely an opportunity for this was provided today by [Savage Minds](#) - by most accounts the Nr 1 blog in anthropology (yet - beware of a challenger approaching fast...). SM run today a virtual discussion with your humble Allegra moderators [Julie Billaud](#) and [Miia Halme-Tuomisaari](#), in which we discuss both Allegra's operational logic, our approach to the social media and its relationship to more traditional scholarly work as well as our GRAND plans for Allegra 2.0. We will, of course, follow-up on these plans very soon on our very own dear website!

Our full discussion with Savage Minds is available [here](#). However, for the rushed reader let us summarise its main content through the following 'key slogans':



\*Deadly Serious

\*Tongue-in-Cheek

\*Sexy/Ugly/Boring

\*DEAD SPACE

\*Flow

I think that enlightened Allegra readers will recognise their beloved website from this nicely 'punched-up' version! Thanks [Savage Minds](#) for this invitation to consider our efforts & we look forward to reversing the exchange soon!