



Open Conference of the COST Action IS0906

Transforming Audiences, Transforming Societies:

The future of audience research: Agenda, theory and societal significance

Presented in collaboration with ECREA (Audience and Reception Studies Section), IAMCR (Audience Section) and ICA (Communication and Technology Division & Mass Communication Division)

-- University of Ljubljana, Slovenia, February 5-7, 2014 --

Wednesday 5 February 2014

16:30-17:45

Parallel sessions

Digital and media literacy

Chair: Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

Research for empowerment: Technology, media literacy and regulation

Birgit Stark, University of Mainz (Germany)

Pascal Jürgens, University of Mainz (Germany)

Melanie Magin, University of Mainz (Germany)

Audience research provides an increasingly crucial service to society by making visible and reflecting the growing impact of cultural, political and technological transformations. Just as rising complexity and privatization of communication in times of the Internet make these transformations harder to observe, our methods and theories have to expand in order to keep up. We argue for increased attention to two core determinants of change: (a) the active role of users and media literacy as key factors influencing information behavior and (b) the intentional shaping and design of user behavior through algorithms by ICT companies.

Strategies for approaching these challenges are discussed with reference to an innovative interdisciplinary multi-method study on search engines. The study combines perspectives from mass communication, law and media literacy research with both traditional qualitative and quantitative methods as well as designs from computational social science. The results reveal that despite pronounced fears about their privacy, users are still inept in their use of search engines and naive with regard to the politics and economics of information seeking on the net.

Building upon its evaluation of the complex interaction between users and technology, a review of the legal framework identifies possible approaches to regulation of search engines, particularly neutrality of search results, transparency of ranking criteria and the empowerment of media literacy.

Based on these results, we argue for expanding the ambition of audience research. It must aim to reach beyond its traditional set of questions and methods in order to understand and evaluate the transformation of both audiences and societies. Ultimately, it is the discipline best equipped to critically rethink this era of societal change through communication.

Digital socialization among children: The public, the private and the intimate in the era of social media
Cristina Ponte, Universidade Nova de Lisboa (Portugal)
Lidia Marôpo, Universidade Autónoma de Lisboa (Portugal)

What defines children and adolescents nowadays as social beings is happening more and more often in the virtual spaces of the social network sites (boyd and Ellison, 2007; Kupiainen, Suoninen and Nikunen, 2012). In this digital environment, children express concerns with peer pressing, abusive images, privacy violation, and nasty comments on themselves publicly disseminated and perpetually accessible for all (Livingstone, Kirwil, Ponte & Staksrud, 2013). In this sense, the precocious digital socialization points to concerns about the blurring boundaries among public, private and intimate experiences and how children manage them in the virtual world.

Van Manen (2010: 1024) alerts that privacy, secrecy, and innerness in young people's lives play a critical role in the development of self-identity, autonomy, intimacy, and the ability of learning to negotiate closeness and distance in social relations. In this light, what does it mean to experience a pronouncedly and profoundly public private life for children and young people in the era of social media?

Considering the intertwined children's relations involving the public, the private and the intimate spaces in these digital platforms, with attention to children's communicative rights established by the UN Convention in 1989, the paper looks at four dimensions identified in empirical research (information disclosure, corporate surveillance, collapsed contexts and management of the self) and suggests remarks for a research agenda on children's digital socialisation.

Digital literacies and civic literacies: Theoretical issues, research questions and methodological approaches
Giovanna Mascheroni, Università Cattolica del Sacro Cuore (Italy)
Maria Francesca Murru, Università Cattolica del Sacro Cuore (Italy)

Whether seen from a "minimalist" or a "maximalist" model of democratic participation, the issue of the role of the internet in facilitating citizens' participation in the public sphere has acquired a permanent place in the academic and public debate. Particular attention has been devoted to young people and their engagement with the internet and digital media. While a consistent body of writing has focused on assessing the efficacy of online participation in mobilising young people and promoting new citizenship models, a different approach has addressed the issue from the perspective of media literacy, investigating the links between digital and civic literacies. This second strand of research is rooted in, while at the same time originating, the shift from media literacy to digital citizenship operated at a policy and public level. However, the very concept of media literacy is a contested one, as it is stretching so as to include civic competencies. On these premises, the present paper aims to provide a critical review of the current debate on media and digital literacies framed as social practices, and to investigate the relationship between digital and civic literacies on a theoretical and methodological level, in order to identify which dimensions of both digital and civic literacy should be empirically studied, and how.

The future of research on media literacy: Agenda, theory and societal significance
Christine W. Trültzsch-Wijnen, University of Vienna (Austria)

Inevitably researching audiences also leads to questions of media literacy. In the discussions of TF4/WG1 it turned out that media literacy is still difficult to research and to define. Therefore the paper will discuss media literacy from three perspectives:

- 1) Theory: Various definitions and theories on media literacy (e.g. digital literacy) exist but under the rise of transforming audiences they have to be evaluated and questioned if they are still suitable for explaining literacy in new media environments. The question is what theoretical developments based on audience theory as well as on neighbouring disciplines are needed for further development of the concept of media literacy.
- 2) Agenda: Regarding social changes and new media developments the current focus of audience and media literacy research has to be questioned. The paper will discuss aspects that are still unaddressed and try to make some proposals to move the field forward.
- 3) Societal significance: Media literacy is significant for stakeholders outside the academic field. So finally suitable knowledge transfer to stakeholders and into public discourse as well as how experience from stakeholders and practitioners can be useful for future media literacy and audience research will also be discussed.

Mobile media and mobile users

Chair: Mikko Villi, University of Helsinki (Finland)

Smartphones in everyday life: A mixed-methods approach

Anne Mette Thorhauge, University of Copenhagen (Denmark)

Stine Lomborg, University of Copenhagen (Denmark)

Smartphones represent a remarkable tool for data collection. Their built-in GPS, accelerometers etc. (Lane et al., 2010) allow for an extensive and unobtrusive logging of users' activities, and the availability of apps covering virtually every aspect of everyday life involves a potential integration and documentation of these aspects into media use. Recent research has focused on these opportunities from a largely computer-scientific and quantitative point of view (Eagle, et al., 2009; Miluzzo et al., 2008; Shepard, et al., 2011), calling for a "computational social science" (Lazer et al., 2009) where the unintentional and "uninterpreted" character of data is in focus. It is implied that data collected irrespective of users' knowledge and interaction is more objective. However, this point of view has been contested (Boyd & Crawford, 2012). Against this background, we propose and discuss an alternative, mixed-methods approach to studying smartphone use in everyday life. Emphasising the integration of mobile technologies into everyday routines, we combine automatic logging of users' whereabouts during the course of the day with users' screen dumps of actual usage. The log data and screen dumps serve as prompts for qualitative interviews where users explain the actions and routines their smartphone use is part of. This approach has several advantages. It grounds data about smartphone usage firmly in its everyday settings, thereby establishing an alternative "validation measure" as opposed to statistical measures. Furthermore, it allows for the study of smartphone use as an aspect of everyday routines, and in a broader network of communication technologies.

Conceptualising the spatial dimension of 'the culture of everyday life' in light of the growing mobile use of connected media

Ike Picone, Vrije University Brussel (Belgium)

Cédric Courtois, Ghent University (Belgium)

This paper reevaluates and elaborates on the (changing) notion of 'context' in the study of media audiences. In light of the ethnographic turn in audience research, the focus historically dispersed from mere textual analysis to a socially and spatially embedded understanding of media reception (Livingstone, 2003). For instance, researchers have paid attention to the 'moral economy' of media use (Silverstone and Haddon, 1996) and the socio-cultural factors impacting the way people – are able to – give meaning to the media they use. Recently however, changing media use practices enabled by the affordances of new digital and mobile technologies have come to challenge our understanding of this idea of context. Especially "the spatial dimensions of social and cultural processes" (Dahlgren, 2009, p. 151) are gaining increased attention within social sciences. Media practices that once were bound to take place at shared domestic spaces are experienced beyond, increasingly complicating the obscuring boundaries between what is considered public and private. Hence, the spatial dimension involves more than simple geography; it readily becomes a theoretic dimension in a world where 'space' can be constituted by communication processes that may be quite different to 'place'. In this paper, we aim to further investigate the theoretical challenges of this evolution for audience research. This implies striving for a conceptualization of audiences that takes into account their mobility. From a methodological point of view, we raise questions as to how our current methodologies require adaptation to grasp the user as he moves from one socio-spatial context to the other.

Changes in audiences' behavior: From consumption to co-production

Manuel José Damásio, Universidade Lusófona (Portugal)

Inês Teixeira-Botelho, Universidade Lusófona (Portugal)

Patrícia Dias, Universidade Lusófona (Portugal)

Sara Henriques, Universidade Lusófona (Portugal)

Our work explores the role of audience's collaboration and participation in the context of mobile apps diffusion.

Drawing on concepts such as mass-self communication (Castells, 2009) mediatization (Lundby, 2009; Hepp, 2012) and individualization (Wellmann & Rainie, 2012), this study describes a set of changes in audiences' behaviors as producers and consumers of information and technologies in the context of a new mobile service

deployment. Results highlight the fact that individuals have become more active in choosing what they consume, share and create if they perceive themselves as part of the development and diffusion stages of a new innovation, in this particular case a mobile app targeted at college students. The studied audience was from the beginning involved in the overall development and implementation process, as they contributed to the development of a more user-friendly product, one more targeted at their specific needs.

Research results from two complementary qualitative and quantitative studies with college students that were both audience and testers concerning the development of mobile app for an academic community will be discussed and data confronted with the above mentioned hypothesis. Our work promotes a discussion about the changes audiences are undergoing in particular on what concerns their involvement with the industry in the context of new innovations development and deployment. Particular attention will be paid to the discussion on how a mediated society reinforces such processes and transformations.

'Urbanising' audience studies: A non-media-centric perspective on everyday living in mediated cities
Zlatan Krajina, University of Zagreb (Croatia)

There is a growing awareness that people are audiences in an increasing array of situations and spaces. Despite the significance of the ethnographic turn, which emphasised the central importance of context and interdisciplinarity for an understanding of media consumption, many issues facing audience research in contemporary contexts consistently remain under-explored. One such area of investigation concerns everyday living in the so-called 'media cities', where people are invited to communicate with a variety of public display screens (outdoor news and advertisements) without the power to operate a control switch (as familiar from personal, home or workspace screen cultures). Drawing on my own recent research on interactions with public screens, in this paper I call for a long delayed conversation between audience studies and urban studies. My research suggests encounters with public screens are inseparable from practices like walking or waiting, whereby people routinely develop a host of 'ethnomethods' for resisting the invitation to communication, and even 'domesticate' screens as largely invisible signs of familiarity and safety. Such empirical situations rendered some conventional assumptions in audience studies overly 'media-centric'. Where I assumed respondents would be reading 'texts', they engaged in navigating urban 'textures', developing 'situational uses' (glancing at a display as an imaginary escape from a busy or intimidating site) as well as devising a sophisticated system of switching between different modes of attention, such as pleasurable viewing or *flâneuring* (as conceptualised by Walter Benjamin), defensive indifference or *blasé* (following Georg Simmel) and tactically manoeuvring (Michel de Certeau). I conclude that future audience studies will require what David Morley termed a strategic 'de-centring' of media from research framework, so as to better understand different, unanticipated ways in which contemporary social life is mediated.

COST Panel: Revisiting 'old' questions of reception with 'new' methodological tools?

Chair: Craig Hight, University of Waikato (New Zealand)

This panel reports findings from a large scale, cross-national collaborative study of audience prefigurations and receptions of *The Hobbit: An Unexpected Journey*. This project has adopted a 'new' mixed-methods approach combining online Q-sorting with a conventional questionnaire and content analysis of qualitative comments in order to critically re-engage with some 'old' but nonetheless important questions regarding the complex nexus between texts, audiences, and contexts of viewing. Specifically, the project aims to shed light on the following questions: What are the significant patterns in audience receptions of *The Hobbit* as a spectacular blockbuster event film, and in what ways are these related to prefigurative expectations and aspects of identity/socio-cultural location, including nationality, gender, age, education, class, media literacy, and pre-existing fan affiliations? In this panel session, five of the scholars participating in Phase 1 of the international *Hobbit* Audience Project will present local and global findings from an online English-language prefiguration survey of 1,000 respondents from 59 countries conducted in late 2012, and a larger scale multi-lingual survey with responses from nearly 3,000 viewers from over 80 different countries conducted in 2013. We will consider the significance of our findings to date, both in theoretical terms and in light of key transformations in media technologies and audience practices. Our research, we contend, illustrates the potential value of methodological approaches that can identify and describe patterns of audience response whilst also characterizing their qualitative dimensions, and demonstrates the heightened relevance and potential contribution of reception research in a radically changing and increasingly fragmented media environment.

Divergent responses to a global 'blockbuster': Audience segmentation and modes of reception for *The Hobbit: An unexpected journey*

Craig Hight, University of Waikato (New Zealand)
Carolyn Michelle, University of Waikato (New Zealand)
Charles H. Davis, Ryerson University (Canada)
Ann Hardy, University of Waikato (New Zealand)

Drawing on nearly 3,000 responses to seven online multi-lingual surveys, this paper identifies, describes, and offers a theoretical interpretation of nine distinct segments among *The Hobbit's* global audience. By far the most commonly articulated perspective was shared by Enchanted Middle-earth Returnees, who expressed a very high degree of suspension of disbelief, narrative transportation, and pleasurable immersion in the fictional world of Middle-earth. But other significant audience segments also emerged, including Disengaged Film Critics, whose ability to immerse themselves was disrupted by *The Hobbit's* intensive incorporation of technological innovations such as CGI and HRF 3D, provoking distance and aesthetic critique, and Aggrieved Tolkien Purists who lamented the film's numerous diversions from the original novel in tone and emphasis, and considered the film an essentially flawed adaptation of J.R.R. Tolkien's cherished work. In analysing these audience segments we note their stark parallels with previously theorised categories of response, and highlight correlations between modes of reception, identity and socio-cultural location. Thus, this paper showcases the potential value of incorporating Q methodology within a mixed-methods approach, particularly in terms of providing a rigorous and robust foundation from which to critically re-engage with the specific nature, form and structuration of audience engagement and response, whilst simultaneously addressing many of the inherent difficulties posed by cross-national comparative, multi-lingual audience research.

Banal cosmopolitanism and global media audiences: Exploring national, social, and other sources of difference in receptions of *The Hobbit*

Charles H. Davis, Ryerson University (Canada)
Carolyn Michelle, University of Waikato (New Zealand)
Craig Hight, University of Waikato (New Zealand)
Ann Hardy, University of Waikato (New Zealand)

In their analysis of global audience receptions of *The Return of the King*, the final episode in Jackson's *Lord of the Rings* film trilogy, Kuipers and de Kloet (2009) find little support for the claim that national cultural differences are significant factors in reception of global media texts. Their analysis points instead "to viewing position ... as the central variable in the explanation of variations in the reception of this movie" (p. 113). Their operationalization of 'viewing position' involved performing a cluster analysis on a data set using three variables. This yielded a solution with two clusters, one with highly involved viewers predominantly from Anglophone countries, and the other with less involved viewers from non English-speaking countries.

Our mixed-methodology approach to audience research, using Q methodology along with conventional descriptive statistical analysis in online audience surveys, identifies instead a broader variety of 'viewing positions' (in general concordance with Michelle's [2007] composite model of media reception) which often have identifiable social locations (Michelle, Davis, & Vladica, 2011; Davis, Michelle, Hardy, and Hight, 2013). Following on the presentation of the major and minor viewing positions of global *Hobbit* audiences to be presented at this panel by Hight et al (2014), it is here proposed to present and interpret results of tests of difference in responses *by viewing position* according to language, age, gender, involvement in Tolkien consumption, income, occupation, degree of education, political orientation, favorite character, and other social and economic variables, deepening our understandings of the contours of cosmopolitanism in cultural consumption.

Pleasure, disaffection, conversion and defection: Theorising the relationship between pre- and post-viewing responses to *The Hobbit: An unexpected journey*

Carolyn Michelle, University of Waikato (New Zealand)

Charles H. Davis, Ryerson University (Canada)

Ann Hardy, University of Waikato (New Zealand)

Craig Hight, University of Waikato (New Zealand)

While audiences undoubtedly encounter film adaptations and sequels with a host of prior expectations, desires, concerns and anxieties, less clear is the extent to which prefigurative engagements shape the nature of subsequent audience responses, how, and why. In a recent study, we compared the responses of 263 viewers of *The Hobbit: An Unexpected Journey* to identify continuities and disjunctures in their pre- versus post-viewing perspectives. Our results suggest that for most viewers, prior expectations defined and delimited the foci of attention, and seemingly encouraged the adoption of 'prefigured' modes of reception. Those who were positively predisposed toward this film typically found their expectations were met or surpassed, while the worst fears of many of those who expressed serious reservations were likewise confirmed. Nonetheless, our findings show that even the most highly anticipated films retain the capacity to surprise, amaze, frustrate and disappoint in ways that at times radically disrupt prefigurative imaginings. In this paper, we apply the Composite Model of modes of reception (Michelle, 2007) to describe both typical and anomalous audience responses to *The Hobbit: An Unexpected Journey*, and offer a theoretical understanding of factors that contributed to audience satisfaction as opposed to disenchantment, conversion versus defection. The findings of this study suggest that by exploring 'old' questions with 'new' methodologies, researchers can gain a clearer appreciation of the nature, form and diversity of audience responses to media whilst significantly refining our understanding of the complex interactions between texts, audiences, and contexts of viewing.

Extending the scope of Q-methodology: An alternative Q-analysis of Danes' experience of *The Hobbit*

Christian Kobbervag, Roskilde University (Denmark)

Kim C. Schrøder, Roskilde University (Denmark)

Using Q methodology in data collection and analyses of peoples' media experiences is based on the assumption that people construe the object from a subjective perspective. Whereas this is supported and goes well in hand with the methodological paradigm of qualitative approaches, Q methodology often faces critique from researchers practicing quantitative research. One point of critique departs from the fact that results in Q, e.g. viewpoints interpreted from factors, cannot say anything about how many people adopt these viewpoints, because the analytical inference is based on Q sampling, i.e. sampling of statements from a domain, and not person sampling. This paper takes up some elements of this discussion and presents an alternative analysis, which embraces the logics of quantitative inference. Results from the Danish reception study of *The Hobbit* are used to exemplify how such an alternative analysis offers supplementary insights to the conventional Q analysis, and it is discussed how this alternative method of combining Q methodology with the traditional quantitative R factor analysis produces supplementary knowledge about the audience reception of *The Hobbit* film. Preliminary findings show that four dimensions of user experience emerge from Danish *Hobbit* viewers, which we tentatively label "Spectacularity", "Emotionality", "Disbelief or suspension thereof", and "Acceptance or non-acceptance of adaptation". These dimensions can be used to characterize groups by demographic or background information, and thus add to the understanding of Danes' experience of the film.

Thursday 6 February 2014

9:00-10:15

Parallel sessions

Audience research methods and audience construction

Chair: Jakob Bjur, TNS Sifo & University of Gothenburg (Sweden)

Desperately seeking the audience (redux): A comparative study of audience targeting strategies among European media institutions

Brian O'Neill, Dublin Institute of Technology (Ireland)

Ignacio J. Gallego, Universidad Carlos III de Madrid (Spain)

Revisiting a classic account of the construction of institutional knowledge about the audience (Ang, 1991), this paper discusses how contemporary European media institutions draw on vastly transformed processes of data collection in attempting to reach audiences. Audience data analytics and metrics have been characterized as powerful tools for redefining how media industries relate to their audiences (Napoli, 2011). But what impact have such tools had on institutional knowledge about audiences and what are the implications for editorial strategy? We draw on expert interviews with media leaders in five European countries (Ireland, Spain, Slovenia, Poland and Finland) in the key sectors of press, radio and television to explore audience targeting strategies in a comparative context.

The paper examines both so-called 'highbrow media' with its emphasis on journalistic quality and so-called 'lowbrow media' with a corresponding emphasis on the business side of the media enterprise. Two main issues are considered: the extent to which new audience tracking techniques inform industry's view of the audience and the kinds of strategies adopted by industry to foster new forms of audience engagement. The assumption here is that while both sections of the industry have access to similar techniques of audience data collection, there are different drivers or market pressures on their respective operations leading potentially to a differing emphasis and conceptualisation of their target audience groups. Seeking - as Ang did previously - to build bridges between academic and industry discourses, we then assess the competing reasons *why* different kinds of media attempt to reach their audience.

"Television content is king, discussion is queen": Investigating the productive circularity(ies) between conversational practices and content strategies in social TV

Simone Carlo, Università Cattolica del Sacro Cuore (Italy)

Fausto Colombo, Università Cattolica del Sacro Cuore (Italy)

Andrea Davide Cuman, Università Cattolica del Sacro Cuore (Italy)

Maria Francesca Murru, Università Cattolica del Sacro Cuore (Italy)

The contribution discusses the findings of an empirical research on social media and television production. The research has been structured in two main strands: (1) a Delphi with academics and professional experts about the main strategies that European broadcasters have adopted in relation to social media; (2) an online ethnography on television audience commenting television programs and events on social media (more specifically, we focused on social media conversations about Italian political talk-shows during national elections and "Festival di Sanremo 2013", a popular singing competition in Italy).

As for broadcasters, findings show that their strategies are oriented towards two main directions: on the one hand the struggle with other subjects on the web, especially in relation to copyright issues, through the development of proprietary content delivery platforms, on the other hand the attempt to exploit users' productivity by using their contributions to add value to their content (and eventually monitoring their activity for the same purpose). As for audiences, users reveal a strong awareness of visibility and popularity mechanisms. They aim at professionalizing their knowledge and critical competences/skills in order to gain recognition by newspapers and broadcasters. The discussion of the findings will be focused on the circular interdependence between affordances of socialization and opinion formation offered by the socio-technical frame of the social media platform and the richness of users' behavior.

Professional audience measurement: Representing, manipulating or constituting the audience? An Actor-Network theory perspective

Jérôme Bourdon, Tel Aviv University (Israel)

Cécile Méadel, CNRS-Ecole des Mines de Paris (France)

This paper will discuss the way academic audience research has dealt with professional television audience measurements so far, and propose new ways of incorporating those tools into academic work, beyond the two dominant approaches: the professional/positivist one, which sees audience measurement as representing audiences (and doing this in a better, more precise, more “scientific” way than previous forms of representation), and the neomarxist/critical one, which sees it as a form of manipulation of the audience turned into a commodity. Following Actor Network Theory, it will analyse professional measurement as a way of constituting the audience, to be neither dismissed nor fetishized. Figures should not be seen (or not only been seen) as commercial tools, but as part of a wider phenomenon, a major change in the way of considering the public. The media audience always/already has to be mediated by specific social arrangements (including Academic work). Based on thorough empirical investigation of television audience measurement in France (archives, interviews with all major actors, press analysis), this paper will “unpack” the technological, statistical and organisational procedures which allow to produce audience figures, in order to understand how they can be trusted by a vast number of actors: professional measurement constitutes the public not only for professionals, but also for a large number of cultural, political, media actors, and, reflexively, for the public itself, to which it offers a specific mirror. Its validity can only be appreciated within this wider context.

A critical reflection on methodological challenges and innovations in audience research

Tao Papaioannou, University of Nicosia (Cyprus)

This paper aims to analyze recent changes and innovations in research approaches and methodologies for audience studies. The advent of web 2.0 technologies has transformed the landscape of media and communication as such that audience research today must adapt to constant technological developments and their complex socio-cultural consequences. Increased media convergence and hybridized content have resulted in audiences engaging in different content, often across a range of old and new media and in new formats and genres, growingly less classifiable and more fluid. In addition to new patterns in media consumption, digitalization has made it possible for audiences to generate and distribute media content for multiple purposes, thus requiring changes in traditional analysis of the roles of the producer and audience in business practices and models and in regulatory philosophy and objectives. It is argued that the need to understand the communication processes underlying these emerging practices has demanded research approaches characterized as pluralistic, network-based and multi-media, and implementations of these strategies in empirical research have instigated reconfiguring and redeveloping conventional research methods. This paper examines the growing practices of triangulating quantitative and qualitative methods, adopting methods capable of studying network interaction such as social network analysis and adapting methods and techniques to the changing media environment as in the examples of multimodal discourse analysis, visual methods, internet-based surveys, opt-in online panels and online ethnography. The benefits and challenges of applying these methods in the research process are analyzed with an emphasis on issues including data selection criteria, quality of online data, levels of sample bias, levels of control in implementing research procedures, effects of the online communication medium, standards of comparative research and ethical considerations. Furthermore, the pervasiveness of online communication and the rise of locative media also present significant opportunities for new sources/forms of data and new methods of collecting data. This paper briefly outlines those methodological innovations and discusses their implications for introducing new conceptual developments and understanding the role of audience research in mediatized society, particularly in the context of cultural production and decision making.

Audio-audiences

Chair: Guy Starkey, University of Sunderland (United Kingdom)

Questioning radio audiences. Should we think about the listener, the user or rather talk about a hybrid concept of e-listener?

Paula Cordeiro, University of Lissabon (Portugal)

I will concentrate on the transformations of audience practices considering radio listeners, focusing on participation, convergence and (social) networks, as well making a theoretical approach to user, in the sense of radio listener. Spotify, Pandora or Last FM, are three examples of innovative ways to deliver music and audio content. Along with Soundcloud or Mixcloud, they allow us to listen to music without human intervention, relating users between them in a virtual community of music lovers. These represent new distribution platforms for radio content as well, ways for radio presenters to thrive their popularity and introduce podcasters.

Baring in mind the need of conceptual developments needed in audience research to better understand contemporary audience practices, my perspective concerns demographics (as a targeted audience), technology and use factors. The computer mediated communication processes can focus both on a quantitative and qualitative approach, based in socio-demographic features and experience with technology (sex, age, income and education) to evaluate consumption and attitudes pertaining to online media in different levels of technology experience (length, frequency and intensity of Internet usage). Radio content is consumed online, live and time-shifted, streamed and non-streamed, consolidating the anytime, anywhere media consumption paradigm. Since the most important feature on radio station websites is the player, followed by other multimedia features as videos or even blogs, we propose, for now, the concept of e-listener to characterize the contemporary radio listener, who can also be seen as a heavy Internet user, experienced with technology.

Radio and new media uses in everyday life

Stanislaw Jedrzejewski, Kozminski University (Poland)

The paper is based on comparative research carried out in 8 European countries. The point of start of the project are fundamental changes of the communicative practices of audiences across media – one-to-one, one-to-many, and many-to-many. Who communicates with whom, to what extent, across what media, in which flows and networks? With such baseline information, research will be better equipped to answer additional questions of consequences and implications.

Listening to the radio with combination of new media using are activities deeply rooted in everyday routines and organization. Thus, if we want to understand the factors that intervene in the formation of public opinion and the new meanings of citizenship in media culture and society, we cannot isolate them from the context in which they emerge and develop: everyday life.

The paper relying on various theoretical frameworks tries to interpret and explain the social uses of radio and other media, specifically new media and new services. Also, the paper explains whether and how the radio listeners use a across media and genres in highly complex ways.

The goal of the paper is to develop and refine analytical categories regarding the interrelations between different media from the users' perspective, specifically their characteristic and combinatorial uses of radio communication practices in everyday life.

Amplifon: designing a live, locative, two-way journalistic sound medium

Lars Nyre, University of Bergen (Norway)

"Amplifon" is a research project in the genre of medium design. The objective is to create a live, locative, two-way journalistic sound medium for the mobile phone, in the belief that such a medium would improve the methods of public debate, creating a better communication morale and strengthening local democracy. The new medium draws on local journalism in print and radio, but adds a locative dimension first made possible with GPS on mobile phones.

Medium design has a normative bias towards "social engineering". The Amplifon assumes that communication in sound alone is particularly beneficial to "soft" emotions of solidarity and dialogue, and one consequence of sustaining such emotions is a more *trustful* collective behaviour. Sound requires everyone to rely on the speaking voice, on music and the practical situation of listening to it. These factors invariably have an emotional

dimension that can be modified presuming careful preparation of interfaces and content. We will recruit test users to evaluate our paradigmatic productions. Microphones, locations, the speech patterns of journalists, recorded music and citizen involvements; these are all “actants” that can be used in a scheme to improve the communicative quality of the media public – for example in Western Norway.

The concrete content of the new medium will be determined during an experimental process, but we start with these presumptions: 1) there must be a hyperlocal editorial grid; 2) there must be live programming only; 3) conversational and other verbal skills must be cultivated by journalists, 4) layperson participation is essential, and 5) people should preferably listen to the programmes in a collective situation. The research team will investigate these five principles for the Amplifon in a series of experiments and evaluations over the years to come. The results will be of great interest to stakeholders such as radio stations, audiobook producers, music services, and civil society institutions in general. In the best case the Amplifon can be launched as a real medium out there in society.

Youth and new media environments

Chair: Kirsten Drotner, University of Southern Denmark (Denmark)

Looking for active audiences among young gamers: Children as producers

Pilar Lacasa, University of Alcalá (Spain)

Sara Cortés, University of Alcalá (Spain)

María Ruth García Pernía, University of Alcalá (Spain)

This work approaches the audience as a sector of the population who buys video games and plays on several platforms. We focus on people situated in front of new media, adopting the concept of literacy (Gee, 2013; Jenkins, *et al.*, 2009) as a way of engaging young people with specific discourses (Livingstone, 2008; Butsch & Livingstone, 2013). We look at three theoretical concepts. First, *participation* in the context of a convergent culture, where people are recipients and also producers of information (Jenkins, Ford, & Green, 2013). Second, *the specificity of the media*, understood from the concept of multimodality (Rowell, 2013 #5374). Third, we understand that active audiences arise through a *grasp of consciousness of discourses* present in media, involving the reconstruction of meaning through guided participation processes (Gee, 1991; Rogoff, 2003).

We adopt an *ethnographic, action research and discourse analysis* point of view (Brennen, 2013). We analyze the practices, conversations and multimedia productions generated in a multimedia workshop oriented to generate awareness of the discourses students use when they play and create machinima productions about commercial video games. The presentation of *the results* will be done through various examples taken from the workshop conversations and student productions. These examples include written texts, images, and audiovisual creations.

The discussion will focus on the idea that approaching audiences of new media as cultural creations requires education. Reconstructing their messages consciously is a possible way to educate active people towards cultural discourses. These reconstructions are performed in social and historical contexts where participants learn through their practices involved in guided participation processes.

Young peoples’ sharing on cultural participation on social media: A fruitful venue for research on colliding online social and cultural capital?

Cédric Courtois, Ghent University (Belgium)

Hadewijch Vanwynsberghe, Ghent University (Belgium)

Pieter Verdegem, Ghent University (Belgium)

As amply demonstrated, social media play an important role in building and maintaining social capital. Moreover, they support flows of socially embedded and novel information within their networked structures, not in the least on taste performances, potentially supporting the grass roots acquisition of cultural capital. In this presentation, we however focus on the prerequisite of young peoples’ online sharing of attending cultural events, exploring the explanatory potential of both socio-ethnic and economic background and psychological factors. This is important given the ample evidence of class attributes as distinctive in the access to and awareness of cultural consumption. Our presentation is supported by the results of a large survey, indicating young people from disadvantaged background to share more text messages, photos, and videos on their

cultural consumption. Moreover, these activities seem both incited by clear intentions, next to habitual behaviour and social norm.

The important prerequisite of sharing, confirmed in this study, however leads to ample subsequent questions. Our presentation has the aim to contribute to the research agenda by inciting further research on the extent to which the presence of such information from informal sources entices the activation of socially disadvantaged youth to build cultural capital by actively learn about and acquire new, not easily accessible tastes that might enhance social inclusion. As such, social media – reflecting structural social capital and containing cognitive social capital – might be considered emancipatory devices, or stepping stones, eventually supporting social change by constant encounters of otherwise unlikely obtained novel information, in line with Papacharissi and Easton's (2013) habitus of the new.

Living media life: Articulations of cross-media habits in everyday life of youth
Antonija Čuvalo, University of Zagreb (Croatia)

Relying on the media practice theory (Couldry, 2012; Postil, 2010) this study aims to analyze what young people actually do and say in relation to media, in a variety of situations and contexts of contemporary everyday media life (Deuze, 2012). Application of media practice theory on the empirical study of cross-media habits of youth is considered as useful for analysing complexities of media use in a contemporary increasingly ubiquitous, individualized, mobile and differentiated 'multimedia environments' (Krotz, 2007) and will help us to understand how media habits are situated as a part of 'daily manoeuvring' between media use and 'other practices in the social organization of time and space' (Halkier and Jensen, 2011). The findings are based on an in-depth qualitative study, which comprises several self-reports (time use diaries and auto-ethnographic essays) gathered from a strategically selected group (intensity sampling) of graduate students of journalism of the Faculty of Political Science, University in Zagreb, Croatia.

10:45-12:00

Parallel sessions

COST Panel: Agenda Setting in a Networked Public Sphere

Chair: Evelien D'heer, University of Ghent (Belgium) and Jakob Linaa Jensen, Aarhus University (Denmark)

The rise of networked media has inspired a return to Habermas' concept of the public sphere (Dahlgren, 2001). Where mass media traditionally functioned as intermediary system between political institutions and society, social media complicate the relationships between political elites, traditional media and citizens. Looking ahead, the impact of the increasingly complex environment is acknowledged as a major challenge for the agenda-setting framework (see: Johnson, 2014).

Agenda setting studies traditionally concentrate on the effects of political elites on the mass media, and from the latter on public opinion, thus suggesting "*a causal connection between the various issue agendas*" (McQuail, 2010, p. 513; McCombs, 2004). The networked media constellation however, requires a multi-directional understanding of the notion of effect. In addition, the constitution of the respective agendas needs to account for the fragmentation of the audience as well as changing nature of the relationship with the media. This panel brings together theoretical work and on-going research on new media and the public sphere, focusing specifically on the renewed attention of agenda setting theory in social media studies. All presenters are actively involved in the joint research project 'Twitter and the public sphere – The European elections in 2014', which has been set up within the COST Action 'Transforming Audiences, Transforming Societies'.

Social negotiation of roles on Twitter: Analysing journalists-politicians conversations before national elections
Igor Vobič, University of Ljubljana (Slovenia)
Alem Maksuti, University of Ljubljana (Slovenia)
Tomaž Deželan, University of Ljubljana (Slovenia)

The relationship between journalists and politicians is one between conflict and cooperation shaping citizens' linkage to political life in specific political, economic, cultural and technological contexts, indicate studies dealing with various research branches – from public sphere debates, explorations of media systems, investigations of societal roles of media and journalism, to news making processes. The latter branch has most thoroughly investigated the journalists-politicians relationship, labelling it for instance as an “ambivalent relationship” (Kumar), “spiral of cynicism” (Brats et al.) or “exercise in powerplay” (Ross). Negotiating the agenda-setting of news does not suggest that information is linearly transmitted from information sources to journalists and then to the citizens, but is rather a complex set of processes importantly shaped by roles, power and interaction. In terms of socially prescribed behaviour of a position holder and in accordance with counter-position holder study identify interplay of journalists' roles with those of politicians – being “reflexively related” (Fishman) or appearing through “divergent (though overlapping) purposes” (Blumler and Gurevitch). Additionally, with social media and micro-blogging gaining relevance it appears that the journalists-politicians relationship gained additional complexity as more direct engagement of politicians with citizens is at least potentially facilitated online and as journalists are having trouble of distinguishing themselves from the “people formerly known as the audience” (Rosen 2012). “Ambient” communication namely introduces broad and always-on platforms creating various kinds of interactions of different social actors around and within the news. Except in rare accounts dealing with structural interconnectedness of journalists' and politicians' Twitter networks, articulations of journalists-politicians relationship on social media have been explored only superficially. Therefore, this paper attempts to fill this research gap and investigate some unexplored questions. How have journalists-politicians relationships transformed with the rise of social media? How have articulations of their social roles and power shifted? How have these dynamics reshaped agenda-setting? By focusing on dynamics between open and often fragmented communication with decentralized dynamics and institutionalized communication practices of news institutions and political parties the study investigates social negotiation of roles among Slovenian journalists and politicians through insights from quantitative analysis of Twitter conversations between journalists and politicians in a month before the parliamentary elections in 2011 and in-depth interviews with journalists, prolific party members and campaign team leaders that engaged in direct communication on Twitter.

Explaining influentials and Agenda Setting in the european information diffused through Twitter
Rocío Zamora, University of Murcia (Espagna)
José Manuel Noguera, Catholic University of Murcia (Espagna)
Mar Grandío, Catholic University of Murcia (Espagna)

The purpose of this study offers a theoretical reflection of the concept of new opinion leaders in social media (specifically on Twitter), defined as *influencers* in many studies and as *influentials* in this one. The idea of new influentials on political communication in the new media ecosystem (Dang-Xuan et al, 2013) as some studies found, can offer empirical pursuit of the suggested ‘two-step flow model’ as applied to the agenda-setting process (Weimann et al., 2007).

Thus, in the context of European information, we suggest and test a two-step flow model in which certain individuals, the influentials, identify emerging issues in the mass media and then diffuse these issues to others via their personal networks. This study highlights the social profiles and roles that certain individuals play in the emergence of the public agenda, as well as a deeper review on the different attitudes and data analyzed in the research about influence on Twitter – which it needs a required stop about the concept of influence itself.

Individual-level predictions of the kind of users which will generate influence are unreliable (Bakshy et al, 2011), but our work helps both researchers and politicians to better understand the nature of influentials in the context of European political communication, their relations with the media and how diffusion of information on Twitter works.

"Would you like to set the agenda?": Investigating the motivations of Danish Twitter users during the European Parliament election 2014

Jacob Ørmen, University of Copenhagen (Denmark)

Even though the amount of media outlets that produce and distribute political news is greater and more varied than ever before the share of the population who consume political news is declining (Prior, 2007). This has led some to suggest that the population in Western countries (especially the US) is increasingly split between so-called "news seekers", who digest as much news as possible through the various media, and "news avoiders", who utilize the increasing freedom of choice to steer clear of news altogether (Ksiazek, Malthouse, & Webster, 2010). At the same time, the popular adoption of social network sites offers users unprecedented opportunities to be exposed to and to participate in the distribution of news. It remains an empirical question – with relevance to the agenda-setting theory – how the polarization of news users and non-users is tied to the popularity of social network sites.

In this presentation I suggest that one way to deal with this challenge is to focus on the motivations of various types of users to consume and distribute political news. Here I present a framework to study a small sample of Danish Twitter users consisting of "news seekers" and "news avoiders" during the European Parliament election 2014. The framework builds on new methods to log social media usage combined with qualitative interviewing. Inspired by the Experience Sampling Method (Larson & Csikszentmihalyi, 1983) the purpose is to use log data in the interviews to prompt thoughts about respondents' willingness to engage with political news on Twitter.

Approaches to studying cross-media agenda setting: Lessons from an ongoing project

Anders Olof Larsson, University of Oslo (Sweden)

Hallvard Moe, University of Bergen (Norway)

Bente Kalsnes, University of Oslo (Norway)

Our understanding of agenda setting needs to be revisited in light of the increasing complex communication environment associated with social media services. Political elites, traditional media and citizens have constituted the corner stones of agenda setting studies, based on the notion that mass media are the principal connection between events in the world (Lippman, 1922). While it has been supported numerous times in studies that the salience of the news agenda is highly correlated to the voter's agenda, social media complicates the picture. New communication platforms such as Facebook and Twitter allow for more multi-directional communication or "permanent exchange" (Broesma and Graham, 2012) to take place. Social media services are potentially eliminating media gatekeepers and allow political elites to communicate directly with citizens and vice versa. Likewise, journalists use social media to tap into information and news from "ordinary" users as well as the influential and famous. Our study focuses on how cross-media agenda setting takes place in three different countries (Norway, Sweden, USA). By studying the use of the microblogging service Twitter as a journalistic beat and source by political journalists, we aim to address the different ways cross-media agenda setting occurs and what characterizes stories that rise from social media to the political news agenda of mainstream media.

The young and the old – media use of generations

Chair: Francesca Pasquali, Università degli Studi di Bergamo (Italy)

Generational patterns in use of news media

Signe Opermann, Södertörn University (Sweden)

The paper explores, through the lens of generation theory (Mannheim [1928] 1952), the ongoing transformations in the relations between news audiences and media development over the past ten years, focusing more carefully on the interplay between social categories, such as generation, age and life course and, moreover, societal and media change, with the purpose to understand the consequences of their implications for people's media use. One of the main questions within this study specifically addresses the issues of how people belonging to different generations create their 'news repertoires' (Hasebrink and Popp 2006, Schrøder and Kobbervagel 2010) by seeking access to various types of media and expressing certain preferences about topics covered in news outlets. This paper adopts a cultural approach (Vittadini et al. 2014, in press) according to what generations are constituted in accordance with shared (media) experience. Data from two

representative repeated cross-sectional surveys – ‘Variable Media Landscapes’ and ‘Me. The World. The Media’ – conducted during the years 2002–2012 among members of the Estonian population aged 15–80 (n = approx. 1500 in each data collection), are used to constitute the clusters of news media users with similar repertoires. Already the preliminary analysis shows notable and multifaceted differences between five groups representing particular generations of news users. The paper aims to discuss which features of media usage likely indicate age- or life-course-related effects and which characteristics can be attributed to the changes in the Estonian media landscape, or furthermore, to some cultural changes that tend to happen between generations.

New media and the growing senior audience: Refining the research agenda
Galit Nimrod, Ben-Gurion University of the Negev (Israel)

The twenty-first century is characterized by a rapid aging of the population as a result of better health services and improved quality of life in most developed nations. This demographic trend is pervasive, enduring and has no parallel in human history. Moreover, forecasts suggest that the twenty-first century will witness even more rapid aging than did the previous century. Such forecasts pose a variety of social and economic challenges related to health and quality of life throughout the life course. The digital revolution has not bypassed the older population. Yet, in most studies of new media audiences, information about this group is often negligible. In addition, studies focusing on older adults mainly explored three issues only: the age-related ‘digital divide’, the utilities of the Internet for older adults, and the impact of Internet use on seniors’ well-being. Other topics (e.g., seniors as ‘prosumers’) were hardly explored. Furthermore, existing research revealed four considerable weaknesses. First, many studies on the role of Internet use in promoting well-being in later life referred to Internet use as a single activity, without differentiating between various functions and activities. Second, most studies have focused on psychological well-being, and overlooked possible physical effects. Third, although the Internet may be accessed through various technological platforms, most studies focused on computer use only. Fourth, most studies examined seniors as a homogeneous group, without differentiating between various users. This article aims at highlighting these shortcomings and underscoring the importance of refining the research agenda regarding the rapidly growing senior audience.

Making sense of exergaming by an older audience
Eugène Loos, Utrecht University and University of Amsterdam (Netherlands)
Annemiek Zonneveld, Utrecht University (Netherlands)
Jeroen Jansz, Erasmus University Rotterdam (Netherlands)
Annerieke Heuvelink, TNO (Netherlands)

Many countries are aging at a rapid pace and digitalization is an important trend. As people age, they are at greater risk of developing health problems. In recent years, the potential of so-called silver games as a health-promotion instrument has drawn considerable attention (Jäger & Weiniger, 2010; Göbel et al. 2011). Especially exergames could be used to promote vitality (Papastergiou, 2009; Peng et al., 2012b), as they consist of making movements with immediate performance feedback being provided to the players (Limperos & Smierbach, 2012). First, a literature review will be presented on the motivation of seniors (not) to play exergames and the impact of this activity on their physical and social well-being (e.g., Papastergiou, 2009; Jansz et al., 2010; de Schutter, 2011; Hall et al. 2012; Peng et al. 2012b). Then, the Self Determination Theory (SDT) (Deci & Ryan, 1985; Ryan & Deci 2000b; Peng et al., 2012a) and the Cognitive Evaluation Theory (CET) (Deci & Ryan, 1985; Ryan & Deci, 2000a) will be presented. Finally, the three psychological needs (autonomy, competence and relatedness) from this theoretical framework will be used for the analysis of a recent explorative case study conducted among 15 older Dutch participants who were interviewed after having played the Xbox Kinect exergame *Fitness Evolved* (Zonneveld, 2013). How did this older audience make sense of silver gaming for their everyday life and to which extent were the needs autonomy, competence and relatedness really satisfied?

13:00-14:15

Parallel sessions

Media use in national, international and transnational contexts

Chair: Irena Reifová, Charles University Prague (Czech Republic)

Audience as agency in media systems: Post-socialist Europe in comparative perspective

Zrinjka Peruško, University of Zagreb (Croatia)

Dina Vozab, University of Zagreb (Croatia)

Antonija Čuvalo, University of Zagreb (Croatia)

All the most important theoretical models developed for comparing media systems stress the aspect of structure in defining the main dimensions that shape the media field. In this text we focus on audience behavior in media systems as the aspect of agency, understood in sociological terms as part of the structuration process. In this we expand the boundaries of audience research to include the macro view of the media system. We employ a cluster analysis on structural variables of media systems and on audience practices in terms of media use in order to find out how similar or different media structures and practices in different European countries are in relation to the theoretical model of media systems (Hallin and Mancini, 2004).

The study finds that European audience practices show a clear North/South and not the expected East/West differentiation. The expectation that all post-socialist European countries belong into the same model is also not supported in relation to structural media variables; some post-socialist countries are in the structural aspects more similar to countries in the other two models of media systems. The study interestingly re-groups European countries into three distinctive structural models which differ somewhat from the original Hallin and Mancini (2004) classification.

(R)Evolution of Turkish audience in the digital age

Cigdem Erdal, Marmara University, Turkey

This paper aims to reveal how new media technologies changed television viewing habits of Turkish audience. In this digital world, the audience is slowly being transformed into something different than we ever knew or predicted. They become users, they become producers, they become critics, they become fans or they become all. Through observing digital fan communities of popular television serials, this paper will try to give insight to the concept of 'new audience'.

Using popular culture and ideological views, this paper tries to investigate new audience ethnographically through socio-economic status, education, life conditions, etc. All these aspects establish the whole 'viewing environment' for television audience, and have impact on their viewing habits. To investigate digital fans/digital audience in the right way, we need to build a bridge between qualitative and quantitative methods. Internet ethnography seems to build such a bridge since it is possible to observe quantity of FB updates, tweets, Instagram sharings, blog updates and so on; on the other hand it is possible to do textual analysis on each of those updates and messages. In-depth interviews will also help to see clearly how user/audience create their own viewing environment through the Internet.

Here we also need to investigate 'fandom' culture as it becomes more and more obvious in the digital era. Fandom and creativity will possibly boost up a new era for television that can be called 'the era of quality TV'. Traditional television viewing seems to be in a process of transformation towards a complex mechanism.

'Trans-Audiences' – Conceptualizations of audiences beyond the global and the local

Miriam Stehling, University of Bremen (Germany)

Whereas the term 'trans-audiences' is most often used to describe audiences that transcend their status as 'ordinary' audience members and become participants and so called 'producers' (Carpentier 2010), I suggest using the term to characterize audiences of global television formats as 'trans-audiences' in the sense that audience reception here transcends cultural and national borders. With the use of the concept of 'trans-audiences' I want to put forward an approach that goes beyond binary audience conceptions as 'global' or 'local' and which is particularly fruitful to better conceptualize and understand audiences of global television formats.

I will use a comparative study of focus groups with female viewers of the *Top Model* format in Germany and the USA to illustrate that audiences from different cultural contexts share similar patterns of decoding. It is found that multiple proximities in terms of genre, values and topics (Straubhaar 2007) exist in the audience readings of the *Top Model* format.

It is concluded that audience readings of global TV formats can be seen as transcultural and that such audiences can be conceptualized as 'trans-audiences' in a way that they do not appropriate the format within a global/local framework, but rather negotiate it along multiple proximities that are shared across contexts.

National audiences in transnational social fields: Insights from transnationalism studies

Mălina Ciocea, National University of Political Studies and Public Administration (Romania)

Alexandru Cărlan, National University of Political Studies and Public Administration (Romania)

Irina Diana Mădroane, West University of Timișoara (Romania)

The role of transnational media, both old and new, in the formation and engagement of audiences across various borders and intersecting networks has been addressed in an already burgeoning literature. Our point of departure in this study is, however, not the migrant audiences in host countries or the ways in which they use media (the general context of research on transnational communication). We propose a return to what can be labeled "national audiences", with the important caveat that we interpret them as located within transnational social fields, and hence connected to transnational imaginaries and dynamics. How do national media, at a time when nation-states are redefining themselves so as to attract transnational flows of capital, mediate the imagined worlds of migrants and non-migrants? How do they transform national audiences into publics that may become involved in diasporic projects, such as transnational communities, and assume diasporic "stances" (Brubaker 2005)? What new identities are forged through such processes of mediation and how do journalists position themselves within transnational frames?

Our project looks both at a media corpus consisting of a wide range of genres, and at the results of six focus groups with members of Romanian audiences, average consumers of media, with and without relatives among the new intra-EU diaspora. Starting from the media engagement of national audiences into symbolic boundary remaking in transnational social fields, our paper dwells upon the contributions of a transnational optic to audience research, combining thus an empirical orientation with theoretical concerns.

Networked media (use)

Chair: Tao Papaioannou, University of Nicosia (Cyprus)

Theater of struggle 2.0? The text-context relationship at the age of social media

David Mathieu, Roskilde University (Denmark)

In order to study the relationship between media and society, researchers often turn to audience, and this move was originally translated into reception analysis, the empirical study of the text-context nexus.

Today the text has become technological. Hall (1973/1980) referred to the text as encoding; nowadays it is made of algorithmic code. Eco (1979) saw the text as containing its own reading instructions; now social media platforms are said to "engineer sociality" (van Dijck, 2013). Iser (1980) suggested an implied reader; actual research is concerned with default settings. van Dijck (2013) depicts users as they resist, fight back or surrender in face of the control Facebook exerts over their privacy and data, which is not without recalling the "struggle" metaphors at the basis of Hall's model, couched in evocative titles such as "Living Rooms Wars" (Ang, 1996).

Has the ideological text been replaced by the technological text? Are users once again passive? Are empirical uses of media even considered in this new research? Is meaning once again a site of resistance (Fiske, 1990)? This paper will consider and question the usefulness of reception analysis to the study of social media and participatory media culture. Is the ideological-semiotic framework (Schrøder, 2000) developed by Hall still relevant today? Is it the occasion to reconsider reception analysis? And to adapt it to the realities of user-generated content, produsage and circulation?

Challenges to user-generated content and civic agency: Corporate surveillance in social media
Julie Uldam, Copenhagen Business School (Denmark)

The internet has become an arena for mediated practices that potentially grant visibility and facilitate civic agency (Cammaerts, 2012; Hintz, 2012). This has spurred hopes that civil society's actors' production of user-generated content can hold states and business corporations to account for their operations (Bennett, 2003). On closer inspection, however, such possibilities are significantly impeded by surveillance, and sometimes censoring, of criticism in online media (Cammaerts, 2013; Mansell, 2010; Pickerill, 2003). While state-based surveillance has been well documented in both scholarly research and the media, corporate surveillance remains under-researched (Earl, 2004; Lubbers, 2012; Pickerill, 2003), and particularly corporate surveillance in online media.

Against this backdrop, this paper sets out to explore in more depth such challenges to the use of online media by civil society. Theoretically, the paper draws on notions of discursive power (Carpentier, 2010; Mouffe, 2005), corporate power (Fleming, 2012) and online civic media practices (Dahlgren, 2009). Empirically, it draws on insider participant observation (Uldam and McCurdy, 2013) in the climate justice movement and oil companies' internal files relating to their surveillance practices in social media obtained by climate justice activists under the Data protection Act. On the basis of the specifics of corporate surveillance practices in social media, the paper points to key implications for civic agency in and beyond social media.

Social support as a key factor in digital inequalities: The necessity of including social networks in the inequalities research agenda

Cédric Courtois, Ghent University (Belgium)
Pieter Verdegem, Ghent University (Belgium)

This presentation draws on the results of a large-scale study on the composition and socio-economic background of social support networks and their moderating role in explaining digital inequalities. This study, issued and funded by a local government, based on van Dijk's multiple access model, acknowledges motivational, material, skills and usage divides, while focusing on the under-researched issue of social support. Drawing upon the concept of homophily in social networks, the results indicate a link between offline and online exclusion, perpetuating digital inequalities.

Although the Internet is commonplace in today's contemporary society, and most of us have gained considerable experience in using it, it is clear we still tend to seek support from our social networks. However, these networks appear unequal in the ability to offer support, or at least to lift motivation and skills (and hence the attained outcomes) to an equal level. Research into digital inequalities, especially their social substrates, hence remains a focal point of attention for Internet researchers, especially considering their far-reaching consequences.

In our presentation, we focus on contemplating implications in terms of research agenda and policy recommendations, especially elaborating their interface and the tensions that possibly go along. In doing so, we especially encourage going beyond individualized accounts of support seeking by analysing these social networks and identifying and supporting so-called warm experts, their skills levels and ways of offering support, which allows understanding and possibly intervening in its social dynamics.

Inter-document frames in digital media networks

Axel Maireder, University of Vienna (Austria)
Stephan Schloegl, University of Vienna (Austria)

In the last years, hyperlinks to media content set from within online social networks (Facebook, Twitter) have become increasingly relevant for the (re)allocation of audience attention, and the dynamics of public discourse (cf. Hermida, 2012; Webster, 2011). Very often, people do not simply 'share' or 're-share' articles, posts, or videos, but comment on it, and thus pre-frame the perception of the content for those users who follow the link. This is not only the case for online social network links, but hyperlinks in general: They are not neutral pointers, but vectors of relevance that carry meaning about the target media object (Miles, 2002), thus shaping the construction of meaning by media consumers in their interaction with the content.

Our presentation proposes a concept to study the transfer of meaning between linked media objects on a macro-sociological level: Building upon hyperlink network analyses (Halavais, 2008; or DeMaeyer, 2012, for a critical review), we seek to identify online social network posts (Shares and Re-Shares, Tweets and Retweets)

that link to a defined set of objects (articles, blog posts, videos), and map the respective link network, followed by a qualitative analyses of the inter-document frames between the most important objects (in terms of network degree). We do not want to discuss respective methodical challenges at the conference, but connected theoretical and methodological questions: How can we grasp the 'transfer' of meaning between digital media objects, and what can it tell us about the way people perceive and make sense of media content?

16:15-17:30

Parallel sessions

COST Panel: Four National Case Studies of a Comparative Project: Media and Grassroots Movements for Social-Political Change

Chair: Miri Gal-Ezer, Kinneret College (Israel)

This panel proposes a comparative project of theoretical and empirical endeavour focused on five interrelated axes of media and current social-political civic and grassroots movements, within democratic and authoritarian states; mainly resulting from global neo-liberal political-economy crises and forced austerity policies administered by governments. These processes have complex interdependency among groups, audiences and mainstream, new and alternative media, which can only be studied through comparative study.

The first axis analysis aims at the state's specific political regime, economy, society and culture. The second seeks the media's unique institutional values and models' interrelations with journalists, society, culture, and media technologies, constructing its national media map. The third axis searches global-local-glocal diffusion and interrelations between ideology, audiences, finance and trade, media and more. The fourth focuses on social-political mobilisations and modes by which diverse media cover, advance, support, produce, restrain or inhibit social-political change. The fifth is time continuity: phases by which these five interdependent domains/processes are changing; for instance – activists' agency in new and alternative media produsage, followed by mainstream media coverage, which facilitate audience mobilisation for protests, and so on.

This proposal is based on a combined theoretical framework of agency, activism, media and political-social change movements in addition to theories of political field agenda setting; mainstream, new and alternative media; and dynamic transformations of activists' nuclei, groups, movements, audiences, and organisations embedded within social-political changes.

Of some ten national case studies of this ongoing comparative project, four are presented at the proposed panel: Bulgaria, Croatia, Israel and Turkey.

Bulgaria Case Study: The challenges of the audience transformation to the contemporary media mix

Mariyan Tomov, The St. Kliment Okhridski Sofia University (Bulgaria)

Lilia Raycheva, The St. Kliment Okhridski Sofia University (Bulgaria)

The contemporary technologically determined information and communication environment is not only facilitating users' participation in the process of generation and dissemination of content, but is also creating new opportunities for democratic citizenship. A variety of texts on new communication characteristics (Carpentier, Castells, Deuze, Fidler, Friedman, Jakubowicz, Jensen, Lash, Patriarche, Todorov, etc.) offer multiplex approaches to this phenomenon, elucidating the interrelations between the audiences, the traditional and the social media. The proposed text will discuss some major political and social implications of the new roles of the audiences viewed through the prism of the media activism in Bulgaria. It is based on comparison of two case-studies, focused on recent social events in the country that had significant political effects. The first one, triggered by the high electricity bills, is connected with disapproval of the living standards. Although it resulted in resignation of the acting government in February 2013, the cost of electricity has not changed. The second one has moral purpose – for sustaining the democratic standards. On June 14, about 10,000 people summoned spontaneously via the social networks to protest against the Parliament for the non-transparent appointment of a controversial media mogul as a head of the State Agency of National Security. Although the Parliament withdrew the appointment immediately, since then (nearly three months) hundreds of activists are every day out in the streets protesting against other controversial measures of the new government. Both events enjoyed extensive mainstream media coverage.

The aim of the proposed research is to answer the question in what ways the ongoing audience transformations challenge the contemporary media mix in Bulgaria.

Croatia Case Study: Digital activism in Croatia: The protest that would not have happened without Facebook
Viktorija Car, University of Zagreb (Croatia)

This presentation focuses on protest of high-school students in Croatia against the Ministry of Science and Education "national school-leaving examination" – the first and the most successful case of digital activism in the country. On April 2008 third-year high-school students, unified on national level, were protesting against the NSL examination they were to take the following year. As the examination was not properly announced on time, there were no official written regulations, and the procedure was unclear and disorganized.

At the time, there were only about 30,000 Facebook users in Croatia. Students recognized its potential and they opened the Facebook group where they post 15 key points "against the NSL examination", and announced they would organize a protest in small town of Virovitica.

The impact was massive. In only five days, thousands of students mobilised and organised protests at the same day and time in almost all cities in the country. The mainstream media continuously reported about it.

On the same day of the protest the Minister of Science and Education admitted that his Ministry was not ready for the "NSL examination" and he postponed it for another year.

This case shows that digital media (in this case social media) was the most important tool to form and direct the inner connections and to mobilise the activists (students), while the mainstream media was important for getting the general public support and to raise the public pressure on the government and the Minister himself. It resulted with democratic reaction, with political decision that fulfilled protestors' requirements.

Israel Case Study: Israel "Social Justice" protests: From offline and online activists' agency to mainstream media's support for civic protests

Miri Gal-Ezer, Kinneret College (Israel)

Hillel Nossek, College of Management Academic Studies (Israel)

This paper focuses on complex interactions involving offline and online activists, new and mainstream media audiences, during the Israeli "Social Justice" peaceful protests ("July 14th"- October 2011); based, amongst others, on theoretical frameworks as social agency (Bourdieu, 1998), media political economy (Couldry, 2010; Mosco, 2009), new media and social change (Downing, 2001; Castells, 2012). Following numerous workers' union strikes in 2011, Israeli citizens desperate of welfare state deterioration, began comprehending the harsh neo-liberal economy mechanisms, and became very angry. On June 14th 2011, *ynet* (a popular online news-media) continuously covered a Facebook call by young orthodox Itzik Alrov, to boycott cottage cheese, a popular basic food, and Facebook quickly gained 100,000 followers (Levin, 2012), who also monitored supermarket prices. A month later, the young film editor, Daphni Leef, opened a Facebook call for her friends to join a tent protest in Tel-Aviv on "14th July", an initiative that spread throughout Israel with even families and elderly people joining demonstrations, marches and gatherings. Some 800,000 protestors – 10% of the Israeli population (nearly 8 million) – comparatively the highest number, even internationally, participated in civilian demonstrations (Shechter, 2012). Public support was 91% (July 2011 Peace Index). Israeli mainstream media – printed, online and electronic – supported the protests, opening live studios on main TV channels (participant observation; Schechter, 2012). Research questions seek the modes and reciprocal relationships between activists, journalists, new and mainstream media audiences; through a combined methodology: offline and online ethnography and netnography; in-depth interviews with activists and journalists; and quantitative and qualitative text analyses.

Turkey Case Study: Occupy Gezi! Analysing Social Media youth activists and public protests in Turkey
Sirin Dilli, Giresun University (Turkey)

This presentation focuses on Istanbul's *Occupy Gezi* protests that started on May 28 2013 and spread via *Facebook*, *Twitter*, *Friendfeed* etc. The purpose of this research is to find out how and to what extent social media activism is changing the role of social actors – online and offline – . Some of the research questions to be answered are:

- Are communities more active because of the opportunities offered by digital tools?
- Have community engagement and participation improved because of digital transformation?
- What cultural and media practices of communities affected by digital transformation?
- Who are leading on increasing the use of digital tools in communities?

The protest which started on May 28, 2013 in Istanbul was against the destruction of *Gezi Parki*, the only big green park left in the centre of Istanbul, and construction of a shopping mall instead. Protesters spread the word by using social media; starting *Facebook*, *Twitter* and *Friendfeed* and using the following hashtags: #ayagakalk #geziparki #occupygezi. In short time the protest became an international news issue. Within hours their page was liked by hundreds of thousands of people and by the end of the day, *Occupy Gezi Park* became world news. Nevertheless, the coverage of the Taksim Square protests will not be remembered as a moment of glory for a number of Turkish mainstream media. While demonstrators were being tear-gassed and beaten by police, *CNN Türk* was airing a documentary on penguins and *Habertürk* had a debate on mental illness.

Users' beliefs and evaluations of media and their producers

Chair: Cédric Courtois, Ghent University (Belgium)

Thinking about media: Laypeople's media theories and their consequences in the context of contemporary mass media content co-production

Philipp Müller, Ludwigs-Maximilian University Munich (Germany)

Thorsten Naab, University of Augsburg (Germany)

Mass media in postmodern information society are permeating all dimensions of public and private life and increasingly involve the ordinary recipient as a co-producer of media content. While media professionals can revert to their education and their professional experience with regard to questions of quality standards, media ethics, and media's (social) functions, most recipients do not share this professional background. They rather develop their own assumptions about mass media, how they function, and what can be expected from them. Although the share of user produced mass media content has increased over the past twenty years, the theoretical and empirical elaboration of laymen's theories about media and media effects is rather sparse. This seems surprising as most researchers refer to such lay theories e.g. when surveying user motives, inquiring assumptions about audience behavior or assumed media effects. In fact, lay theories about media implicitly play a role in many different media reception and effects processes.

Therefore, in the present contribution, we propose a comprehensive theoretical conceptualization that understands lay theories as clusters of schemata that cognitively map an argumentative context. These clusters enable laymen to describe, explain and predict their media environment by theory application and cognitive simulation. Based on this conceptualization, we discuss the implications for the current theoretical and empirical approaches that aim to explain the audience's role as a co-producer of mass media content, and their modes of engagement with/through contemporary media content. Finally, we outline possible empirical strategies to assess laypeople's theories about media within established approaches.

Trust in the author: Identity, expertise and reputation

Tereza Pavlíčková, Charles University (Czech Republic)

This paper is concerned with the question of trust as an issue that is important for discussing the transforming agenda of audience research. Audiences' trust in media is an old concern, yet often is dealt with as one concept rather than focusing on its multidimensionality and context. Here, the debate on trust in the author is motivated by the transformation and broadening diversity of sources available to media users. Focusing on the online environment, the paper asks what interpretative strategies are employed by audiences to establish whether a particular source is trustworthy or not. Building on Luhmann's theoretical concept of familiarity as a necessary pre-condition of trust, the study draws on qualitative interviews with media users in their mid-twenties on their cross media consumption; the analysis reveals that the respondents, as media users, establish an imagined author as part of the process of interpretation. The concept of the imagined author is developed theoretically using Genette's concept of paratext. It is thus the reader's realisation of the author that belongs to the text as a paratextual feature, and is clearly formed of three qualities perceived by the audience: the author's identity, expertise and reputation. The ability to establish these qualities in the author helps the users to place the imagined author within a broader context of previous experiences, establish familiarity with the text and therefore decide whether they will place trust in the text or not. Despite the meaning-making being an interplay between the text and the reader, the author should not be neglected as it forms the context of the interpretation.

“I really don’t like them!” – Exploring audience media criticism
Anne Kaun, Södertörn University (Sweden)

The mediatisation process has led to a growing importance of the question of access to media and communication tools as well as the understanding of media content and the possibility to participate in knowledge and information production for the individual citizen. This is reflected in a number of political initiatives that aim at engaging audiences critically in questions of media content and production, often labelled as media literacy. One aspect of media literacy is to develop a critical understanding of media. Instead of regulating media directly there is a tendency, especially in the context of neoliberal politics, to educate and train the individual citizen in developing a critical understanding of content, production and institution related aspects of the media (O’Neill, 2010; Silverstone, 2004; Teurlings, 2010).

This presentation proposes an analysis of media criticism from an audience perspective that is based on material conducted for a study on civic and media experiences (Author 2012a, 2012b), namely how young Estonians experience themselves in their role as citizens. While investigating civic and media experiences of young Estonians, their media criticism was exceptionally prominent. These young citizens were especially critical of mainstream news journalism. Hence it is investigated how young Estonian audience members formulate their media criticism and what consequences this criticism implies for their civic practices. Based on solicited, open-ended online diaries as well as in-depth interviews with young citizens the presentation proposes an inductive approach to media criticism while paying attention to the specific context in which the media criticism arises.

From persuasion and selection to self-expression: A systematization of audience research from an attitude perspective

Denise Sommer, University of Leipzig (Germany)

The paper argues that the social psychological concept of attitudes as *basic human evaluative tendencies* has great *integrative potential* for conceptualizing audiences in different media environments and reception contexts. Attitudes organise our worldviews and help positioning ourselves. They are substantial for learning, political participation, consumer and health behaviour but may also trigger social conflicts. Attitudes may be aggregated into meaningful categories on the meso-level (e.g. milieus and life-styles) and macro-level (e.g. public opinion, values).

Three *fundamental research questions* can be identified based on the attitude concept:

1. The *persuasion* perspective asks how attitudes are *influenced* by media. Such questions, rooted in traditional audience conceptions, are still highly relevant and applicable in many fields.
2. The *selection* perspective examines how (active) recipients *choose* media offers and *interpret* texts according to their attitudes. This perspective gains importance with the growing variety of the media.
3. The *self-expression* perspective explores how recipients *express* and *share* their attitudes via the media and form their identities by connecting with like-minded others. This aspect has evolved with the growing interactivity of media and the manifold opportunities for users to generate media content.

The theoretical and empirical validity of these three branches is exemplified in the context of *media and migration*, indicating that all three apply to modern audiences at the same time. Thus, attitudes as a basic key concept allow for a meaningful bridge between classical and new reception phenomena and their systematization in a complex and dynamic model of social communication.

Users’ activity in social actions, conversations and feedbacks

Chair: Barbara Lewandowska-Tomaszczyk, University of Lodz (Poland)

Integrating the perspectives of social action and structure: A theoretical approach for researching SNS use

Sascha Trültzsch-Wijnen, University of Salzburg (Austria)

Discussion in WG4 showed different perspectives on young people’s SNS use: While methodologies are often similar, different theoretical approaches occur, that make it hard to compare results. Especially regarding self-presentation and self-disclosure a combination of theoretical approaches could help defining a common ground and improve future audience research. The paper outlines current theoretical perspectives and

sketches an integrative approach to future research. Particularly regarding privacy issues two theoretical traditions can be identified, which need to be combined for the benefit of further research. One tradition is action based and therefore makes use of theoretical approaches such as impression management going back to Goffman (e.g. Krämer/Winter 2008), uses and gratification approach (Katz et al. 1973; McQuail 2010: 423-430), Bourdieu's (1986) notion of social capital or social economy of the household (Silverstone/Haddon 1996). Another tradition is societal or structure based (e.g. referring to Habermas 1962/1989; including Fraser's 1990 critique) seeing privacy as opposite to public. While the first tradition doesn't consider societal and cultural structures, the second has a blind spot for individuals including their behaviour and values. For future research the gap between both must be overcome and lead to a theoretical framework taking into account the lifeworld of users as a part of societal structures (first steps see Trültzsch/Köuts-Klemm/Aroldi 2013). This paper elaborates an integrative theoretical approach based on works by Silverstone/Haddon (1996), Berger/Luckmann (1966) and diverse discourse (and dispositive) theories (e.g. Bourdieu, Foucault, Habermas etc.). The benefits of this integrative theoretical approach for further research will be illustrated by data of an ongoing research project.

"The art of conversation". Notes toward a conversational approach to social network sites
Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

The paper proposes a conversational approach to SNSs on the basis of a historical overview on the status of the conversation as a form of sociability.

Following Tarde (1901) and Simmel (1911), and in the light of the historical analysis of Elias (1969), Burke (1993) and Craveri (2001), the conversation may be understood – within the boundaries of modern Western tradition – as a special case of act, event or genre of discourse characterized by the principle of cooperation, equal distribution of the right to speak in turns, spontaneity, informality and a non-utilitarian tone.

At the same time, this form of sociability reveals to be a *dispositif* capable of expressing and/or generating a certain social order, closely related to the structure and the ideal representation of the society in which it is acted. It is a form of dialogue strongly regulated according to general and peculiar values; equidistant from both the public meeting and the family intimacy; variously formalized and ritualized in order to reduce opportunities for conflict; having an end in itself as a source of pleasure between peers; based on mutual recognition; characterized by a playful combination of ethical and aesthetical dimensions.

The result is an approach to social networks as technological platforms that enable practices of conversation between users, in which interfaces and affordances contribute significantly to shaping such practices; while affirming a (relative) insignificance of the content of the conversation, there is clearly a strong relational dimension that helps to frame the SNSs as practice of *togetherness* (Bakardjeva, 2003; Amin, 2010, Sennett, 2012) in form of conversation.

Rethinking user-generated content: Differences and similarities between online user comments on news websites and traditional interpersonal conversations about the news

Marc Ziegele, University of Mainz (Germany)

Oliver Quiring, University of Mainz (Germany)

Interpersonal communication about the news is a prominent part of peoples' everyday social interactions (e.g., Katz & Lazarsfeld, 1964; Kim, Wyatt, & Katz, 1999). In recent years, these offline activities have reached the online sphere, and an increasing amount of online users publicly comments on news items on news websites (e.g., Reich, 2011; Weber, 2013). However, researchers have separated the spheres by dominantly using online-specific terms such as user-generated content or participatory journalism to describe user comments on news websites (e.g., Ruiz et al., 2011; Singer et al., 2011). Contrary to this line of research, we argue that there is a similar social phenomenon behind offline and online news discussions and therefore suggest "media-stimulated interpersonal communication (MSIC)" as a common term to describe these activities. User comments on news websites then can be conceptualized as a specific subcategory of online MSIC.

Based on a comprehensive literature review, we analyze similarities and differences between offline MSIC and user comments from three perspectives: a) their individual functions (why do individuals conduct MSIC offline and online?), b) their journalistic functions (which significance do journalists assign to offline and online MSIC in the process of mass communication?), and c) their democratic functions (to which extent can offline and online MSIC foster the process of deliberation?). We can show, for example, that offline media consumers and online users discuss news items to 'bridge' their personal experiences with "the larger societal world outside [their]

experiences" (Weaver, Zhu, & Willnat, 1992, p. 860). However, regarding the social reference groups of offline and online MSIC, online news discussions primarily occur within communities of common identity while a major part of offline MSIC takes place in communities of common bonds (Ren, Kraut, & Kiesler, 2007). In sum, we conclude that by considering 'traditional' research about traditional MSIC in online research, we can put forward the online research agenda, get a better understanding of why media consumers engage with news items online, and can to some extent overcome the still existing dichotomy between offline and online communication.

Euro crisis and trust in economy in readers' letters

Liina Puustinen, University of Helsinki (Finland)

Since the shift of the millennium various crises have affected the economy of the European Union. This has been a hot topic in newspapers, also in the letters to the editor section. This evokes questions: What kind of trust do citizens afford to their national and European economy? And how is it related to their personal economic situation? This is a comparative study about the construction of people's trust in economic institutions in the letters to the editor, in two newspapers in Finland and United Kingdom. The data covers both print and online versions of the Finnish national newspaper *Helsingin Sanomat* and British *The Guardian* from 2010 to 2012. The approach draws from the sociological theories of trust and recent studies on media and participation. The method is qualitative close reading informed by discourse theoretical analysis. In the readers' letters the issue of personal economy merges with the issues of national economies, power, politics and democracy.

Friday 7 February 2014

9:30-10:45

Parallel sessions

COST Panel: Audiences across media - a comparative agenda for future research on media audiences

Chair: Klaus Bruhn Jensen, University of Copenhagen (Denmark)

The COST Action 'Transforming audiences, transforming societies' has presented a unique opportunity to undertake comparative research. The premise of the Action is that fundamental changes are currently witnessed globally in the communicative practices of audiences across media – one-to-one, one-to-many, and many-to-many. Compared to Lasswell's (1948) classic paradigm of who says what, in which channel, to whom, and with what effects, the research question can be restated as: Who communicates with whom, across what media, in which flows and networks? (Jensen & Helles, 2011). An examination of these questions holds significant potential for the future agenda of audience studies and of media and communication research as such.

Seizing this opportunity, scholars from nine European countries have joined forces in a Task Force conducting a quantitative baseline study of how people use different media in a wide variety of everyday and institutional contexts – as audiences and as communicators. One distinctive feature of the study is that it addresses not just 'new' social media, but the continued and central place of traditional mass media in the current media environment as well as the constitutive role of face-to-face communication in society and culture. The panel presents the key empirical findings, discusses some of their theoretical and policy implications, and outlines an agenda for more comparative research in the future.

Audiences across media – a baseline study of European audiences in a changing media environment

Klaus Bruhn Jensen, University of Copenhagen (Denmark)

Jacob Ørmen, University of Copenhagen (Denmark)

Rasmus Helles, University of Copenhagen (Denmark)

Casper Radil, University of Copenhagen (Denmark)

This paper presents a comparative analysis of media use patterns across all the countries participating in the study, and discusses variations in the influence of socio-demographic factors on media use patterns across countries. The paper employs a segmentation model based on the combined survey results from the participating countries. The purpose of the analysis is to develop a fine-grained typology of media users, spanning all categories of mediated communication covered in the survey, as measured by media type and use intensity. Developing a 'global' typology in this way allows for several important analytical comparisons. First, the typology allows for a basic comparison of the countries, based on each country's specific typological profile, which emerges when national respondents are assigned to the global segmentation model. The typology further enables both an identification of regional patterns and a profile-based re-grouping of the individual countries. Rather than comparing basic metrics of media ownership and use, this cross-national comparison will facilitate a more detailed and specific comparison of actual media use patterns. Second, the typology allows for a comparison of the relative influence of socio-demographic characteristics on the predicted membership of respondents in different segments in each country, so that an assessment of the differential effect of standard socio-demographic factors across countries can be made. Taken together, these two levels of the analysis produce a new level of nuance regarding patterns of intra-national and cross-national media use.

Mass media and self media: Interconnections and differences in European media audiences

Manuel José Damásio, Universidade Lusófona (Portugal)

Sara Henriques, Universidade Lusófona (Portugal)

Marisa Torres da Silva, New University of Lisbon (Portugal)

Maria José Brites, Universidade Lusófona (Portugal)

Liliana Pacheco, Instituto Universitário de Lisboa (Portugal)

Stanislaw Jedrzejewski, Kozminski University (Poland)

Pieter Maesele, University of Antwerp (Belgium)

Hilde Van den Bulck, University of Antwerp (Belgium)

Prior research in communication sciences has approached the study of mass-media and individual-media consumption as two separate fields. Few studies have addressed the equally important interconnectedness between mass and individual media use within the same field, as integrated media and as potential forms of cultural production and new hybrid media use practices. The main idea of this presentation is to examine the diversity of media usage across Europe (old and new media, mass and individual media) focusing 1) on transforming habits of media consumption and patterns of use, 2) on the emergence of media profiles, and finally, 3) on complementarity and substitution processes, mostly considering age, education, gender, economic status, and place of media usage variables. Two central problems will be discussed: firstly, whether the consumption of mass and individual media, old and new media, varies in accordance with the variables mentioned above and, if so, whether it is possible to generate profiles of different types of media usage, and secondly, whether we are witnessing processes of complementarity or substitution when referring to actual media consumption. The presentation will mostly explore the usage of different media and discuss the interconnectedness of new/old and mass/individual media across Europe, analyzing the value of the internet as an integrative platform (Jensen & Helles, 2011), not only for mass media, but also for personal media. The discussion will be grounded in a social-constructivist perspective focusing mainly on users and their activities and on the potential of media to produce shared cultural meanings.

Digital mediascapes and audience practices

Zrinjka Peruško, University of Zagreb (Croatia)

Dina Vozab, University of Zagreb (Croatia)

Antonija Čuvalo, University of Zagreb (Croatia)

All the most important theoretical models developed for comparing media systems stress the structural aspects defining the main dimensions of the media field. In this paper, we focus on audience behaviour in media systems as an aspect of agency, understood in sociological terms as part of the structuration process, and we expand the boundaries of media systems theory by including phenomena related to media use. We apply cluster analysis to structural variables of media systems and to audience practices in order to establish how similar or different these structures and practices are in different European countries, building on Hallin and Mancini's (2004) theoretical model of media systems. In previous research exploring post-socialist media systems in a comparative European perspective (Peruško, Čuvalo, & Vozab, 2013), we found a North/South, rather than the expected East/West, differentiation of media practices. Here, we apply the same methodological and theoretical framework to the comparative data of the present joint project, focusing on variables of media use across platforms. As one of the points of critique of Hallin and Mancini's media systems theory highlights the neglect of new media in distinguishing media systems models (Norris, 2009), the online practices of media audiences will be especially emphasized. The findings show how media system characteristics relate to patterns of media use across traditional, new media, and multimedia platforms, thereby expanding media systems theory by introducing audiences as agents (cf. Peruško, Čuvalo, & Vozab, 2013) into the digital mediascape and its transformative practices.

Future audiences: Toward longitudinal studies of European media audiences

Uwe Hasebrink, Hans Bredow Institute Hamburg (Germany)

Sascha Hölig, Hans Bredow Institute Hamburg (Germany)

Klaus Bruhn Jensen, University of Copenhagen (Denmark)

One of the core objectives of this study of European audiences is to provide a basis for long-term observations of audience behaviours. Taking up this objective, this paper deals with three questions:

- a) To what extent do the findings from the 2013 survey allow for conclusions regarding long-term developments? Changes in media environments, e.g., internet penetration, do not occur at exactly the same time in all European countries. According to specific indicators, some countries are 'pioneers' of the development, others might be regarded as 'lagging behind.' Thus, comparisons of audience behaviours in these countries can also be analysed in terms of changes over time.
 - b) How can long-term changes of audience behaviours in different cultural contexts be conceptualised and analysed? We will discuss indicators on the country level as well as on the individual level that might lead to international differences regarding long-term changes of audience behaviours. The discussion results in proposals concerning the design of follow-up studies in a comparative perspective.
 - c) How can comparative research on long-term changes of audience behaviours be organised in a sustainable way? We will discuss some options to realise comparative research on long-term changes of audiences, referring to different ways of organising research networks and to potential funders and cooperation partners.
- In sum, this paper provides the basis for a thorough follow-up discussion on how to proceed after the first pilot survey of the E-Audiences project.

Meaning making and media use

Chair: Seija Ridell, University of Tampere (Finland)

Memory over the dislocation: How the audiences of the propagandist television serials in the socialist Czechoslovakia remember their meaning-making activity stimulated by the serials

Irena Reifová, Charles University Prague (Czech Republic)

This paper presents the outcome of the research into historical dimensions of television audiences in the 70s and 80s in former socialist Czechoslovakia. It illuminates how the television viewers understood the socialist television serials, the Czechoslovak cult television of the period, which packaged ideological credos of the Communist Party as popular television narratives.

Firstly, the paper examines narrator's memories of their political readings of the socialist serials in the past. The research was grounded in focus group interviews with 40 respondents in seven groups controlled for age and declared relationship to the socialist establishment in the socialist Czechoslovakia. The main finding was the narrator's firm denial of any cognitive engagement in watching the propagandist serials.

Secondly the paper differentiates between actual historical meaning making processes and the retrospective reconstruction of these processes. It assumes that viewers' memory of how they understood propagandist television in the socialist past is massively affected by the drive to re-evaluate the past in post-socialist collective memory. Memory is always reconstructive and this paper shows that intensity of reconstructive tendency is moreover crucially connected to dis/continuity of memory. Memory that stretches back over the social and political rupture (e.g. the switchover in former communist countries in 1989) – so called “memory over the dislocation”– is necessarily even more reconstructive. The category of cognitive denial is therefore very likely to be shaped by a retrospective re-evaluation of the past and compliancy to the new neoliberal hegemony which takes reprobation of the socialist past as one of its defining characteristics.

Looking into historical audiences to understand the present: Gender, hegemony and women's memories of mid-twentieth century media

Maria Silveirinha, University of Coimbra (Portugal)

Our paper focuses what we consider to be underdeveloped questions in historical audiences research in what concerns the intersection of gender, hegemony, memory and media uses. We argue that to grasp a nuanced understanding of the role of contemporary media in everyday life and how they shape our identities, it will be valuable to look into past audiences and to the interception of these issues.

Through ethnographically-informed methods, we approach media reception as a social practice among other social practices (Coudry, 2004; Moores, 1998). We look at women's experiences of media use within a Portuguese historical period when broadcast reception turned from a marginal activity into an emergent practice, trying to understand its cultural dimensions. We are interested in women's viewing practices and media uses bearing in mind the historical coincidence of patriarchal official ideology and people's new experiences with media of symbolic communication (Hoskins, 2009; Stacey, 1994).

The relevance of the concept of media uses lies in the idea that there is always some form of action that people engage into, which is a necessary condition for them to become audiences. This is a valuable insight, as it opens the way to study the ways in which practices are specific to historical contexts, and changeable according to social and cultural frameworks (Bourdon & Kligler-Vilenchik, 2011). We can map historical audience activities in terms of individual use, family settings, collective gatherings, as well as in terms of private and public spaces, in articulation with other activities. It is obvious, though, that these meanings are not retrievable from the past, and can only be reworked through memory, and that memory involves a reconstruction which is made by subjects in present positions, bearing redefined identities. Hence, the approach to reception as a set of meaningful social practices asks for an articulation with the study of memory and the constitution of gender identities (Halbwachs, 1992; Summerfield, 2004; Stacey, 1994).

This is a key point of past audience research which we believe is still very valuable for current research on new media landscapes. As Elizabeth Bird has argued (2008: 91), it is this kind of approaches that “start to paint a picture of everyday media practices as having continuity over time, rather than implying that the past is indeed ‘another country’ altogether”.

Media landscapes and media engagement

Riitta Perälä, Aalto University (Finland)

Merja Helle, Aalto University (Finland)

Interest in crossmedia research and media portfolios or media repertoires has increased as the fragmentation of media has increased. Media companies and academic audience researchers are keen to know the importance of media and content. (Hasebrink & Domeyer, 2012; Schröder, 2011)

Even though audiences' meaning making is emphasised many audience studies are researcher-led: the focus is on predefined media, genres or media titles, e.g. news or television. We suggest that the starting point in researching everyday media life and engaging with media should be the users. This way they can themselves decide which media and titles they prefer and what kind of media experiences they appreciate.

In this paper we focus on a multi-method qualitative study that was conducted with five participant groups of different ages from 18 to 70 year-old. All participants in each group wrote online media diaries about their

media routines and experiences. Afterwards Q-sorting interviews were conducted to map the whole scope of media use – the personal media landscapes. In order to provide more reflection between the individual media titles and purposes of use we modified the process of Q-sorting by using over 200 titles that were mentioned in the diaries.

The results show the wide media landscapes of over hundred titles in the adults' groups, and illustrate various forms of media engagement, e.g. the social aspects of choosing media. We have also supplemented the data with reading aloud interviews to be able to get a deeper understanding of media engagement.

Public pedagogy as a relevant concept in audience research

Leena Ripatti-Torniainen, University of Helsinki (Finland)

The paper discusses the conceptual relevance of *public pedagogy* in audience research. The paper argues the concept of public pedagogy clarifies the processes, through which an audience is transformed into *the public*, the public understood as a politically capable and public-oriented collective body of agents.

Public pedagogy refers to the pedagogically relevant processes that occur between a human being and the public world. The concept illuminates that the public world surrounds an individual everywhere: in language, art, culturally mediated social relations and spaces, in the media, the public sphere, and the structures and practices of the state (Sandlin et al 2011).

The paper argues the concept of public pedagogy reveals the variety of processes and modes of engagement that precede the forming of the political public. Processes of socialization and learning precede the most relevant process for the public formation: the most demanding pedagogical process, that of self-formation, which in educational sciences is known by the German concept *Bildung*. In this self-formative process, a human being considers her or his relationship and responsibility to other persons and to the common world (Bauer 2003). The concept of public pedagogy thus highlights that the transformation of an audience into the public is realized in the complex network of several cultural and individual processes.

With origins in educational sciences, the concept of public pedagogy is an example of how other fields and disciplines can feed the conceptual and theoretical reflections in audience research.

11:00-12:15

Parallel sessions

COST PANEL: Developing theoretical thought on media and generations: Cross working group "media and generations"

Chair: Nicoletta Vittadini, Università Cattolica del Sacro Cuore (Italy)

In contemporary societies and in contemporary digital and traditional audiences different generations coexist. In studying contemporary audiences we have to take into account that there are three (and more including the "silver surfers") different generations engaged in using the same media technologies. The coexistence of different generations (and not only age groups) is, then, a core issue of the contemporary digital audiences.

A cultural analysis of generations and of the differences among generations is crucial to illustrate which values and meaning each generation attributes to media. Each generation – at the cultural level – is characterized by a so called generational identity which includes historical, cultural and media shared experience. Then we can say that the above mentioned generations are also "media generations" which are constructed as "collectively produced, shared and processed responses to the availability or pervasiveness of particular technology, which becomes an element of generational identity". (Vittadini et al. 2013). We can argue, that each generation uses media to their habits (or habitus, according to Bourdieu...), in accordance to the image of the media landscape that they developed during their formative years, and the technologies and the rituals of the everyday-life which characterized them. The panel aims to deepen the discussion of the concept of generations and the relevance of this kind of social group related to some crucial issues of contemporary debate. For example, parental mediation; migratory background of audiences and the privacy issue related to digital technology's use.

Theoretical challenges for generation theory: The inter-relations between age, generation, life-phase and the media

Göran Bolin, Södertörn University (Sweden)

Generational theory has traditionally not been a prominent feature in media research, barring a few examples, whereas in sociology the interest in generational theory has been a vivid theme since it was introduced by Karl Mannheim and José Ortega y Gasset in the 1920s. Since the generation theory in the wake of their generational theories have emphasised the role of experience the generation identity, it is somewhat surprising that the prominence of media experiences of media use and reception during the last century seems to have gone unnoticed from the sociological parts of the generation theory.

Lately, however, we have seen a growing interest in generational themes as part of media and audience research. However, as we have only seen the start of this debate the concept is still insufficiently theorized, and how the concept of generation relates to other temporal features such as age, ageing and life-phase is still under-developed. This paper aims, firstly, to map out the theoretical terrain of the concepts of age, generation and life-phase, in order to, secondly, discuss these against an empiric material from focus group interviews with Swedish media users, in order to, third, formulate some building blocks of a theory of generation and the media.

Parental mediation and generational belonging

Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

The paper proposes a reflection about the possibility of a generational approach to a typical intergenerational topic such as parental mediation of media technologies and contents.

In studying the relevance of parental mediation, in fact, “children” and “parents” are often represented as two ahistorical counterparts, defined only by their mutual (and sometime conflicting) relationship. At the same time, in studying the relevance of generational belonging in shaping the media uses, “generations” are often isolated from each other alongside the family chain, just as the result of their formative past.

The paper aims to show that adopting a generational approach to parental mediation could be useful both for a better contextualization of the parents/children negotiation, and for a richer understanding of the generational theory for media studies: on the one side, different typologies of parental mediation can thus be connected to parents’ generational belonging, values and media habits; on the other side, generational belonging can be considered not only in a static way, but as being part of a social group formed by people who are coming of age in a changing media landscape, and who are, more or less, facing the same phase of their life course and occupying the same position in the family chain of intergenerational relations.

In the paper such kind of complexity is examined both by a theoretical point of view, and with some empirical examples from qualitative and quantitative Italian audience research.

Theoretical approach to generational belonging between media use and migratory background

Marta Cola, Università della Svizzera italiana (Switzerland)

Generations and the belonging to generations can be defined in different ways. Scholars as Mannheim, Ortega y Gasset, Kertzer as well as many others dedicated considerable attention to the theoretical reflection on the concept of generation, in sociological term.

Starting from this background, this paper aims at developing theoretical thought on generation and generation belongings in relation to media and migration.

In fact, we can consider generations (belonging) defined by media use. As argued by Aroldi and Colombo (2007), generational belonging may well constitute a sort of “subculture” defining media diets, frames of interpretation of media texts and predispositions to the domestication of communication technologies.

We can also consider generations defined by migration process. In this sense people are part of a generation no matter of their age but based on “when” they migrated or if they (or their families) have a migratory background. The categorization of generations in migratory context has a decisive impact on individuals: as argued by Rumbaut (2004) differences in age and life stage at arrival are criteria used to distinguish between generational cohorts and this criteria affect significantly the modes of acculturation of adults and children in immigrant families.

Considering these two approaches to generations, this paper examines the possibility of intersection between the idea of “being part of a migrant generation” (first, second, third) and “belong to a media generation”, in other words the use of media in generational terms.

Is there a relationship between being part of a generation of migrant and the media use?

In order to give answer to these questions, the paper explores the possibility of intersection and combination of the theoretical approaches on generation mentioned above, and aims at developing new theoretical perspective on the way in which we can define generational belonging in relation to the media use and the migratory background which is, nowadays, an relevant trait in our society.

Social networking sites and generations: The privacy issue

Nicoletta Vittadini, Università Cattolica del Sacro Cuore (Italy)

The paper will present a discussion on the cultural dimension and relevance of the concept of "generation". The discussion will focus on the role of generation in defining different attitudes and behaviours regarding one of the most relevant issues of contemporary social media: privacy. At the same time the discussion will take into account how attitudes and behaviours related to privacy issues contribute in defining a generational "we sense".

In different European countries SNSs users belong to different generations: young users share the social network space with adults and the so-called “silver surfers”. Rules and strategies characterizing the behavior of SNSs users often vary according also to culture and generational belonging of users’.

The balance between privacy and disclosure of personal information is one of the most relevant issues raised by SNS. boyd (2010) highlighted that SNS are characterized by the blurring of public and private. Papacharissi (2010) described SNS as places privately public and publicly private.

People belonging to different generations of SNSs users manage their privacy according with their “privacy culture”: values and norms related to privacy management that characterize their generational identity.

At the same time – according to Corsten (1999) – (mediated) collective rituals and experience contribute in building, the so-called “we sense” of generations. The management of disclosure and revelation of personal information acquire, in SNS the status of a collective ritual, especially at the level of expressive and social (co-managed with other people) privacy. Then it represents a practice through which their generational identity is revealed.

Media and Civic Participation

Chair: Peter Dahlgren, Lund University (Sweden)

Disaffected citizens in Croatia: Analysis of socio-demographic and media use influences on political participation in Croatia

Dina Vozab, University of Zagreb (Croatia)

Political scientists have noted rising popular indifference to political institutions, which are indicated by trends such as declining voter turnout and rising voter volatility in advanced democracies (Mair, 2006). Similar trends emerged in the radically changing „high choice“ media environments. Studies in political communication (Blekesaune, Elvestad and Aalberg, 2012; Prior, 2007; Stromback and Shehata, 2012) have shown that in these media environments audiences are „tuning out“ of the news and current affairs programs and the gap between the politically active and not active is deepening.

The aim of this paper is to analyse those who abstain from political participation in Croatia in terms of socio-demographic characteristics and media use. National media systems are important factors in explaining differences in news consumption and political knowledge between countries. Research in Croatia will serve as a case study of how a changing media environment interacts with political participation in a post-socialist political culture. Drawing primarily on the research made by Blekesaune, Elvestad and Aalberg (2012) in their article “Tuning out the World of News and Current Affairs – An Empirical Study of Europe’s Disconnected Citizens”, I will describe the abstainers and show what socio-demographic and media use factors are influential in predicting political participation in Croatia.

In the analysis binary logistic regression will be used on the data from the online survey on media use in Croatia conducted by the Centre for Media and Communication Research (at the Faculty of Political Science, University of Zagreb) as a part of the COST comparative research project „European media audiences“.

Adolescents' differential sources and means for mediated civic participation: A multi-dimensional conceptual and empirical exploration

Cédric Courtois, Ghent University (Belgium)

Bastiaan Baccarne, Ghent University (Belgium)

Pieter Verdegem, Ghent University (Belgium)

While formal civic engagement – especially in younger generations – is declining, e.g. by taking part in organizations or public manifestations, there is a seeming increase of using various online media to have one's voice heard. In the current debate on the supposed decline of formal civic participation, the role of media constitutes an important element. Media offer opportunities to access and to fuel various domains of associational interaction (i.e. public spheres), which are considered a precondition to actively develop the necessary literacies to exercise civic agency (Dahlgren, 2006). Still, despite scholarly attention for the topic, it has been empirically under-researched: *'the decades-long debate on media and the public sphere has primarily been normative, rather than empirical in character. We especially lack empirical research detailing how the mediated public sphere is enacted (if it is) in everyday life.'* (Couldry, Livingstone & Markham, 2009, p. 28).

In our presentation, we present a fluid multi-dimensional framework, helping to further research in this field. More specifically, we elaborate the following key oppositions: (a) online versus offline environments, (b) consumption versus participation practices, (c) individual versus collective action, and (d) instigation action versus following existing initiative. This framework is demonstrated by means of a large-scale study on adolescents from different social milieus, in which these aspects of (non)-mediated acts of civic participation interface. More specifically, we analyse the moderating role of participation means on the relations between intrinsic (civic duty) and extrinsic motivations (social connection), mediated by degree of interpersonal communication and participation self-efficacy (Zaff, Boyd, Li, Lerner & Lerner, 2010).

Information repertoires and users' evaluation of their repertoires' contribution to the conditions of civic participation in Indonesia

Vitania Yulia, University of Hamburg (Germany)

The return of freedom of expression to Indonesian society and the infringement of the market economy on media development are the two main elements that have influenced media in Indonesia since *reformasi* (reform) May 1998 (Lim, 2011). This condition has led to media oligopoly and the concentration of ownership which endangered citizens' rights to get the diversity and trustworthiness of information. Meanwhile, the advancement of digital technologies and converged platforms are making media more ubiquitous. They also offer tremendous opportunities to re-shape the media landscape, especially in the political and cultural spheres.

The objective of this study is to reveal and map the cross-media repertoires (Hasebrink & Pop, 2006) in getting information in today's multi-media environment, and examine the users' evaluation of various types of repertoires in enabling them to exercise their contribution to participate in public issues.

The main research questions to be empirically examined in this study are: What is the pattern of cross-media consumption repertoires in Indonesia society? How individuals with different cross media repertoires evaluate their news consumption in terms of its relation to the public participation? How level of education, age, gender, and religiosities affect the choice of cross-media repertoires and the evaluation of the potential of news consumption to develop democratic skills and contribute to public participation?

Open Conference of the COST Action IS0906 Transforming Audiences, Transforming Societies

» The future of audience research: Agenda, theory and societal significance «

Local organising team: Igor Vobič, Boris Mance, Irena Brinar and Irena Jelen

COST organizing team: Geoffroy Patriarche, Helena Bilandzic and the Steering Group of the COST Action