



Workshop of the COST Action IS0906 *Transforming Audiences,
Transforming Societies*

Audience/Society Transformations
Brussels, Facultés universitaires Saint-Louis (FUSL)
12-13-14 April 2012

Supported by COST,
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Content

Short programme outline: 12, 13, 14 April3

Detailed programme: 12, 13, 14 April5

Short programme outline: 12, 13, 14 April

APRIL 12

8.30-10.00	Building Marais 119 Hall of 1 st floor	Registration and coffee			
10.00-12.30	Building Marais 119 Room 1100	Round table on the liaison between academic and industry researchers Organizers: Uwe Hasebrink and François Heinderyckx			
12.30-14.00	Building Marais 119 Hall of 1 st floor	Lunch			
14.00-16.00	See detailed programme for room plan	WG sessions Parallel sessions in which the Task Forces present and discuss their draft chapters for the <i>Transformations</i> book. See details below			
16.00-16.30	Building Marais 119 Hall of 1 st floor	Coffee break			
16.30-18.00	Building Marais 119 Rooms: 1200, 2200, 1300, 2300	WG1 Business meeting Building Marais 119 Room 1200	WG2 Business meeting Building Marais 119 Room 2200	WG3 Business meeting Building Marais 119 Room 1300	WG4 Business meeting Building Marais 119 Room 2300
19.30	Brasserie Horta	Social event: Dinner at Brasserie Horta, 20 Rue des Sables, 1000 Brussels - For registered participants only -			

APRIL 13 - Morning

9.00-11.00	See detailed programme for room plan	WG sessions: Discussion of draft articles or work in progress for special issues, edited volumes, etc. Presentation of submitted papers See details below
11.00-11.30	Building Marais 119 Hall of 1 st floor	Coffee break
11.30-13.30	Building Marais 119, Room 1100	Keynote panel: Methodological innovation (Chair: Kim C. Schröder)
13.30-13.35	Building Marais 119, Room 1100	Farewell

APRIL 13 – afternoon

13.35-14.30		Self-organized lunch
14.30	Building Botanique 43 Room 7	Project Application Meeting (Anne Kaun) Audiences Across Media – A Comparative Baseline Study (Chair: Klaus Bruhn Jensen)
Afternoon	Self-organized venues	Co-authoring meetings, to be organized by the writing teams

APRIL 14

All day	Self-organized venues	Co-authoring meetings, to be organized by the writing teams
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Detailed programme: 12, 13, 14 April

APRIL 12

12 April, 8.30-10.00

REGISTRATION

Building Marais 119 - Hall of 1st floor

12 April, 10.00-12.30

**ROUND TABLE ON THE LIAISON BETWEEN ACADEMIC
AND INDUSTRY RESEARCHERS**

Building Marais 119 - Room 1100

Chairs: Uwe Hasebrink and François Heinderyckx

The role of audience research within mediatised societies: A dialogue between academic researchers and stakeholders from different societal groups

Beyond its research-related tasks the Action "Transforming Audiences, Transforming Societies" will also reflect on the significance of their research results for civil society, industry and policy players in the field, and provide them with insightful recommendations for their future activities and responsibilities. In order to prepare these recommendations it organises a close dialogue with representatives from academic and non-academic organisations that have a particular expertise in the fruitful collaboration between research on the one hand and media business, and media politics on the other hand. The workshop in Brussels will be an opportunity for this dialogue.

Detailed Roundtable programme

10.00	Welcome and introduction
10.10- 10.30	Keynote: Philip M. Napoli, Fordham University, New York “The role of audience research within mediatised societies”
10.30-10.40	Discussion
10.40-12.30	<p>Panel discussion</p> <p><u>Topics</u></p> <p>1) Improving the exchange between audience research and societal groups with regard to relevant socio-cultural challenges 2) Strengthening the audiences' voice in media regulation 3) Furthering the collaboration between academic and industry-driven audience research</p> <p><u>Participants</u></p> <p>Maja Cappello, AGCOM (Italy), Vice-President of the European Platform of Regulatory Authorities (EPRA)</p> <p>Luc Delany, European Policy Manager, Facebook</p> <p>Jan Malinowski, Council of Europe (to be confirmed)</p> <p>Patricia Manson, Director of the EC Safer Internet Programme (to be confirmed)</p> <p>Vincent Porter, Advisor of European Media Policy, European Alliance of Listeners and Viewers Association (EURALVA)</p>

12 April, 12.30-14.00

LUNCH

Building Marais 119 - Hall of 1st floor

12 April, 14.00-15.00

WG SESSIONS ON TRANSFORMATIONS BOOK (PART 1)

Rooms 1200, 1300, 2200, 2300, P61, 3200 & 3300

In these WG sessions, the draft chapters of the *Transformations* book are presented. Non-presenters are very welcome to attend any of the panels and provide feedback.

Building Marais 119 / Room 1200	WG1	Jakob Bjur, Kim Schröder, Uwe Hasebrink, Hanna Domeyer, Hanna Adoni, Hillel Nossek, Cedric Courtois & Pille Runnel	Cross-Media Use – Unfolding complexities in contemporary audiencehood
Building Marais 119 / Room 1300	WG1	Göran Bolin, Ranjana Das & Jelena Kleut	Textual demands of 'new' genres and new roles for the audience? An overview of recent research
Building Marais 119 / Room 2200	WG2	Nico Carpentier, Peter Dahlgren & Francesca Pasquali	The democratic (media) revolution: A parallel history of political and media participation
Building Marais 119 / Room 2300	WG2	Peter Lunt, Liesbet Van Zoonen, Pille Pruulmann- Vengerfeldt, Birgit Stark & Anne Kaun	The Mediation of Civic Participation: diverse forms of political agency in a multimedia age
Building Prefecture / Room P61	WG3	Brian O'Neill, J. Ignacio Gallego & Frauke Zeller	Social Relationships and new media worlds: the evolution of audience agency
Building Marais 119 / Room 3200	WG4	Marta Cola, Alexander Dhoest, Kaarina Nikunen & Gavan Titley	Audience diversity and inclusion in public and private media
Building Marais 119 / Room 3300	WG4	Ingrid Paus-Hasebrink, Jasmin Kulterer & David Smahel	On the role of media in socially demanding situations

12 April, 15.00-16.00

WG SESSIONS ON TRANSFORMATIONS BOOK (PART 2)

Rooms 1200, 1300, 2200, 2300, P61 & 3300

In these WG sessions, the draft chapters of the *Transformations* book are presented. Non-presenters are very welcome to attend any of the panels and provide feedback.

Building Marais 119 / Room 1200	WG1	Lars Nyre, Jelena Jurisic and Tereza Pavlickova	Social and political transformations of trust
Building Marais 119 / Room 1300	WG1	Sonia Livingstone, Maria del Mar Grandío, Christine Wijnen, Conceição Costa and Tao Papaioannou	Media-savvy or vulnerable audiences in the digital age: critical insights from European media literacy research and policy
Building Marais 119 / Room 2200	WG2	Paula Cordeiro, Manuel Damásio, Guy Starkey, Carla Ganito, Catia Ferreira and Sara Henriques	Interaction and belonging: audiences, networks, cross-media and young people's consumption of mediated content.
Building Marais 119 / Room 2300	WG2	José M. Noguera, Melanie Bourdaa, Mikko Villi, Nora Nyiro & Emiliana de Blasio	The role of the media industry when participation is a product: implications for cross-media strategies and audience involvement
Building Prefecture / Room P61	WG3	Nicoletta Vittadini, Andra Siibak, Helena Bilandzic, Irena Carpentier Reifová	Generations and media: social construction of generational identity and differences
Building Marais 119 / Room 3300	WG4	Sascha Trültzsch, Ragne Kõuts-Klemm, Piermarco Aroldi	Remaining and New Social Divides through Social Web: Examples from Austria, Estonia and Italy

12 April, 16.00-16.30

COFFEE BREAK

Building Marais 119 - Hall of 1st floor

12 April, 16.30-18.00

WG BUSINESS MEETINGS

Rooms: 1200, 2200, 1300, 2300

	Location	Agenda
WG1 Business meeting	Marais 119 / Room 1200	<ul style="list-style-type: none">- Discussion of future plans: conference panels and papers, special issues of journals, co-authored and co-edited books, etc. Please have in mind both future Action meetings (Milan 20-22 September 2012) and established conferences (ICA, IAMCR, ECREA, etc.).- Joint research initiatives in/across TFs.- The 3rd Action Book: Presentation and discussion of suggestions for key themes. For details, see the Call for chapters (separate document)
WG2 Business meeting	Marais 119 / Room 2200	<ul style="list-style-type: none">- Status questionis: Special issues, Conference panels; News letter & Essay publications- New initiatives- An additional LO for politics- Book 3 & the concept of innovation
WG3 Business meeting	Marais 119 / Room 1300	<ul style="list-style-type: none">- Plenary business meeting of WG3: Discussion of current projects, future plans and task forces, joint research initiatives- Research presentation by Seija Ridell, University of Tampere/Finland, on "<i>Audiencing on Facebook: Reconfiguration of situational activities in Web 2.0 environments</i>"- Research presentation by Nacho Gallego Pérez, Universidad Carlos III de Madrid, on "<i>From car to social networks: radio and audio audiences and consumption evolution</i>"- Research presentation by Christian Oggolder, Austrian Academy of Sciences, on "<i>The Social Web and Changing Media Systems</i>"
WG4 Business meeting	Marais 119 / Room 2300	<ul style="list-style-type: none">- Information on ongoing tasks (co-joined presentations, articles, panels...)- Book 3, Revitalising Audience Research - launching and discussion on the concepts of "innovation"; next steps- Discussion on Lines 1, 2 and 3 (Alexander Dhoest, Marta Cola, Piermarco Aroldi, Galit Nimrod, Cristina Ponte + open to other participants)

12 April, 19.30

SOCIAL EVENT

Dinner at Brasserie Horta, 20 Rue des Sables, 1000 Brussels

- For registered participants only -

APRIL 13

13 April, 9.00-11.00

WG SESSIONS

Rooms 510, 511, 610, 1200, 1300, 2200, 2300, 3200 and 7

	Time	Room	Topics / Presentations
WG1	9.00-10.00	-	Journal special issues in WG1: Each special issue to be discussed in a separate room. Participants: Special issue editors, authors and others interested
		Building Marais 109, room 510	- Journal <i>Media Studies</i> : Special issue on Critical insights in European media literacy research and policy.
		Building Marais 109, room 511	- Journal <i>Participations</i> : Special issue on Exploring the methodological synergies of multimethod audience research
	Building Marais 109, room 610	- Journal <i>Communication Management Quarterly</i> : Special issue on Trust and the media	
	10.00-11.00	Building Marais 109, room 610	Research paper presentations 10 minutes + discussion - Ranjana Das & Tereza Pavlickova: Is there an author behind this text: A literary aesthetic driven approach to interactive media. - Craig Hight: Cultural software and the ecology of online video. - Hanna Adoni and Hillel Nossek: Audience research ‘paradigms’ exploring audiences’ cross-media experiences. Cross Media Interchangeability: a key concept in audience behaviour in the multi-channel media environment.

WG2	9.00-10.30	Building Marais 119 Rooms 1200	TF2 meeting Chair: Birgit Stark / Response: Peter Lunt <ul style="list-style-type: none"> - Anne Kaun: Civic Experiences and Public Connection in Estonia - Beybin Kejanlıoğlu, Baris Coban, Berrin Yanikkaya and M. Emre Koksalan: The user as producer in the alternative media? Case of The Independent Communication Network (BIA) - Sara Henriques and Manuel José Damásio: Social practices and mobile internet: access, interaction and social change
		Building Marais 119 Rooms 1300	TF3 meeting Chairs & Response: Paula Cordeiro and Manuel José Damásio <ul style="list-style-type: none"> - Andra Siibak: Enhancing Family Cohesion through Web-Based Communication: Analysis of Online Communication Practices in Estonian Families - Francesca Pasquali: Crossmedia Audiences, the networked self, and small scale group belongings: Downloading, Sharing and Archiving TV Programmes in the Italian social media scenario
		Building Marais 119 Rooms 2200	TF4 meeting Chair: Jose Manuel Noguera Vivo and Francesca Pasquali <ul style="list-style-type: none"> - María del Mar Grandío and Joseba Bonaut Iriarte: Crossmedia Production and Audience Involvement in Two Television Fiction Markets: A Comparative Approach between UK and Spain - Igor Vobič and Ana Milojevic: Societal Roles of Slovenian and Serbian Online Journalists: Self-Perceptions in Relation to the Audience and Print Journalists - Mikko Villi: Audience communities as media curators. Social consumption of professional media content in the networked media ecosystem - Nora Nyiro, Tamás Csordás and Dóra Horváth: Re-written by machine and new technology. Did the Internet kill the Video Star? - Yuwei Lin: Elite Audience and Free/Open Source Media Content – A case study on BBC Backstage - Emiliana de Blasio (TBC): A shared story. Media narration and imaginary between social media and civic engagement
	10.30-11.00	Building Marais 119 Rooms 1200	Report on TF progress to all WG2 members

WG3	9.00-11.00	Building Marais 119, Rooms 2300 and 3200	Working Group 3 meeting: TF meetings (division of rooms to be communicated) Plenary meeting: Discussion of results from TF meetings
WG4	9.00-11.00	Building Botanique 43, Room 7	WG4 Plenary Chair: Marta Cola 09.00-9.30 - Jerzy Tomaszczyk: Linguistic and cultural impact of globalisation: evidence from the media (20 m presentation + debate) 09.30-10.00 - Piermarco Aroldi & Cristina Ponte: Media and Generations Italy-Portugal – conclusions from a comparative analyse on the <i>Boomers</i> (20m presentation + debate) 10.00-10.45 – Ingrid Paus-Hasebrink, Joke Bauwens & Cristina Ponte: Child’s internet competence, parental mediation and parent-child proximity: types of parent-child relationship across EU countries – results from the EU Kids Online survey (20m presentation + debate + perspectives for further research in Europe)

13 April, 11.00-11.30

COFFEE BREAK

Building Marais 119 - Hall of 1st floor

13 April, 11.30-13.30

KEYNOTE PANEL ON METHODOLOGICAL INNOVATION

Building Marais 119 – Room 1100

Chair: Kim C. Schrøder

The Anatomy of Methodological Innovation: From Inception to Reception

1. Being a methodological innovator: the lived experience of inception and consolidation of a methodological innovation

Robert Kozinets: *Inventing netnography*

Mary Kellett: *Inventing Child-led research*

2. Methodological innovation: Uptake, impact and response

Rose Wiles, *The nature, origin(ality), dissemination and impact of methodological innovation. Report from an exploratory analysis.*

13 April, 13.30-13.35

FAREWELL

Building Marais 119 – Room 1100

There is no organised lunch on April 13. Participants can find ample lunch opportunities in the neighbourhood.

13 April, 14.30-17.00

PROJECT APPLICATION MEETING

Building Botanique 43 – Room 7

Audiences Across Media – A Comparative Baseline Study

Organised by Anne Kaun & chaired by Klaus Bruhn Jensen

13 April, afternoon

CO-AUTHORING MEETINGS

Self-organised venues

APRIL 14

14 April, entire day

CO-AUTHORING MEETINGS

Self-organised venues