

New challenges and methodological innovations  
in European media audience research

First conference of the COST Action IS0906: Transforming Audiences, Transforming Societies  
([www.cost-transforming-audiences.eu](http://www.cost-transforming-audiences.eu))  
in partnership with ECREA, IAMCR and ICA  
University of Zagreb, 7-9 April 2011

PROGRAM

Thursday, April 7, 2011

*Location: Croatian Studies: Campus Borongaj, Borongajska cesta 83D.*

14:00-15:30  
*Lecture hall  
Zagreb*

Registration

15:30  
*Lecture hall  
Zagreb*

Welcome

15:30-17:00  
*Lecture hall  
Zagreb*

**Roundtable 1 with non-academic groups**  
**Media literacy: ambitions, policies and measures**

**Chair**

Sonia Livingstone, Professor, London School of Economics and Political Science

**Participants:**

Paolo Celot, Secretary General, EAVI – European Association for Viewers' Interests

Susanne Ding, European Commission, Directorate General "Education and Culture"

Kirsten Drotner, Professor, University of Southern Denmark and DREAM (Respondent)

Jane Rumble, Head of Media Research, Media Literacy Group, Ofcom

17:00 - 17:30

Coffee break

17:30 - 19:00  
*Lecture hall  
Zagreb*

**Roundtable 2 with non-academic groups**  
**Audience research: academic and non-academic approaches and cooperation possibilities**

**Chair**

Guy Starkey, Sunderland University

**Participants:**

Maya Götz, Head International Central Institute for Youth and Educational Television

Andrzej Olszewski, Chairman TNS Poland

Wouter Quartier, Flamish VRT Research Department

Simona Sbarbaro, Head of Research - MTV International

19:15

Dinner (*Student restaurant Borongaj, on campus*)

**Friday, April 8, 2011**

*Location: Croatian Studies: Campus Borongaj, Borongajska cesta 83D.*

08:00 - 09:00  
*Lecture hall  
Zagreb*

Registration

09:00 - 09:45  
*Lecture Hall  
Zagreb*

Opening

09:45 - 10:30  
*Lecture Hall  
Zagreb*

**Keynote: New challenges and methodological innovations in research on media audiences and patterns of usage**

Uwe Hasebrink, Hans Bredow Institut

10:30 - 11:00

Coffee break

11.15 - 12:30

Parallel sessions

11:15-12:30  
*Conference  
Room  
Šibenik*

**Media literacy: ambitions, policies and measures**

**Chair**

Sonia Livingstone, London School of Economics and Political Science

**Participants**

Media literacy, everybody's darling or who does have the power to set the agenda for media education?

Ben Bachmair, Universität Kassel

Digital media literacy and the use of Facebook among high school students in Cyprus

Tao Papaioannou, University of Nicosia

Children and "branded" media literacy

Conceição Costa, CICANT-UHLT

Domains of digital literacy learning: beyond easy oppositions

Kirsten Drotner, University of Southern Denmark and DREAM

Media literacy for all? On the intellectual and political challenges of implementing media literacy policy

Sonia Livingstone, London School of Economics and Political Science

11:15-12:30  
*Conference  
Room  
Krapina*

**Web 2.0 technologies as research objects and research tools**

**Chair**

Nicoletta Vittadini, Catholic University of Milan

**Participants**

Digging the web: Examples, promises and challenges of using Web 2.0 tools for audience research

Matthias R. Hastall, University of Augsburg

Freya Sukalla, University of Augsburg

Using Application Programming Interfaces for Web 2.0 user research: The case of networked public expectancies and feedback preferences on YouTube

Cedric Courtois, Ghent University

Peter Mechant, Ghent University

New ways of audience research via Twitter  
Christine Ketzer, University of Augsburg  
Julia Hünninger, University of Augsburg  
Klaus Bredl, University of Augsburg  
Jane Fleischer, University of Augsburg

Old theories, new methodologies: Investigating the political economy of Web 2.0  
Eran Fisher, Ben Gurion University

12.30-14:00

Lunch (*Student restaurant Borongaj, on campus*)

|                              |
|------------------------------|
| <b>Friday, April 8, 2011</b> |
|------------------------------|

14:00-15:15

Parallel sessions

14:00-15:15

*Conference  
Room  
Šibenik*

**Audiences in convergent and globalized media environments**

**Chair**

Pille Runnel, University of Tartu / Estonian National Museum

**Participants**

Audience research in multi-platform environments

Göran Bolin, Södertörn University

Cross-roads of audience research and re-division of media users' territories

Kristina Juraite, Vytautas Magnus University

Why and how should we measure digital media literacy?

Hadewijch Vanwynsberghe, Ghent University

Steve Paulussen, Ghent University

Cédric Courtois, Ghent University

Pieter Verdegem, Ghent University

14:00-15:15

*Conference  
Room  
Krapina*

**Methodological challenges in research on media, citizenship and ethnic diversity**

**Chair**

Alexander Dhoest, Universiteit Antwerpen

**Participants**

Immigrants as audience: Sampling strategies, definition of ethnic groups and selection of variables

Marta Cola, University of Lugano

Manuel Mauri Brusa, University of Lugano

On studying the role of media in the lives of minority children: Challenges, methodological explorations and some insights

Dafna Lemish, Tel Aviv University

Immigration and prejudice: A case study among Spanish university students

José Carlos Sendín Gutiérrez, Universidad Rey Juan Carlos

Imagined communities of television viewers: Conceptual challenges in reception research on ethnic minority audiences

Alexander Dhoest, Universiteit Antwerpen

Ethnicity and integration: two language-based media spaces in Estonia

Ragne Kõuts, University of Tartu

15:15-15:45

Coffee break

15:45-17:00

Parallel sessions

15:45-17:00

*Conference*

*Room*

*Šibenik*

**From traditional to new media transition process and audience evolution**

**Chair**

Stanislaw Jedrzejewski, University of Minho

**Participants**

Dynamic interactions in blogs and the Usenet

Barbara Lewandowska-Tomaszczyk, University of Lodz

The challenges of new media and renewal in the traditional medium of radio: the benefits of passivity

Guy Starkey, University of Sunderland

A useful methodological synergy, or more of a give and take nature?

Frauke Zeller, Ilmenau University of Technology

15:45-17:00

*Conference*

*Room*

*Krapina*

**Challenges for applied audience research**

**Chair**

Jakob Bjur, Gothenburg University

**Participants**

TV audience and reception studies: adapting research methods to the new digital landscape

Miguel Vicente-Mariño, University of Valladolid

R@dio web surveys: the secret to know listener wishes and desires. The case of "Ouvinte + RFM" and audience research reconceptualization

Paula Cordeiro, Instituto Superior de Ciências Sociais e Políticas

Changing media and methodological challenges of monopolistic audience measurement business

Marko Ala-Fossi, University of Tampere

|   |   |
|---|---|
| 17:15-18:30   | Parallel sessions   |
| 17:15-18:30<br><i>Conference</i><br><i>Room</i><br><i>Šibenik</i> | <b>Trust in Media. Definitions, empirical studies and theoretical explorations</b><br><br><b>Chair</b><br>Lars Nyre, University of Bergen<br><br><b>Participants</b><br>The image of trust. Readers' view of the trustworthiness of news photographs<br>Liina Puustinen, University of Tampere<br>Janne Seppänen University of Tampere<br><br>Trust in the media as a dimension of institutional trust in the post-socialist context (Croatia)<br>Antonija Čuvalo, University of Zagreb<br><br>Representation, regulation and democracy: new challenges for audiences in the diverging, convergent multi-platform environment<br>Guy Starkey, University of Sunderland<br><br>Trust and power. A Foucaultian perspective on trust and interactive media<br>Fausto Colombo, Catholic University of Milan |
| 17:15-18:30<br><i>Conference</i><br><i>Room</i><br><i>Krapina</i> | <b>Networked belonging and networks of belonging</b><br><br><b>Chair</b><br>Manuel José Damásio, Universidade Lusófona<br><br><b>Participants</b><br>Relationships matter: social capital theory and audiences research<br>Manuel José Damásio, Universidade Lusófona<br>Sara Henriques, Universidade Lusófona<br><br>Media and commercial culture in Facebook: the design of everyday life<br>Francesca Pasquali, Università Degli Studi di Bergamo<br><br>Online/offline patterns of belonging: learning from religion<br>Knut Lundby, University of Oslo<br><br>Hello facebookers! Radio broadcasting seen through Facebook pages. How do radio stations, presenters and listeners engage through social networks?<br>Paula Cordeiro, Instituto Superior de Ciências Sociais e Políticas             |
| 17:15-18:30<br><i>Conference</i><br><i>Room</i><br><i>Pula</i>    | <b>Meeting of the COST interest group "Cognition and Cultural Studies"</b><br><br><b>Chair</b><br>David Mathieu, Roskilde University<br><br><b>Participants</b><br>Helena Bilandzic, University of Augsburg<br>Olle Findahl, World Internet Institute<br>Sonia Livingstone, London School of Economics and Political Science<br>Kim Schrøder, Roskilde University   |
| 20:00   | Dinner (Restoran Radicchio, Hotel Arcotel Allegra, Branimirova 29)  |

**Saturday, April 9, 2011**

*Location: Croatian Studies: Campus Borongaj, Borongajska cesta 83D.*

08:00 - 09:00  
*Lecture hall  
Zagreb*

Registration

09:00 - 09:45  
*Lecture Hall  
Zagreb*

**Keynote: Online participation. Conceptualising modes of civic interaction and experience**

Peter Dahlgren, Lund University

10:15 - 11:30

Parallel sessions

10:15 - 11:30  
*Conference  
Room  
Gospić*

**Public voice and mediated participation**

**Chair**

Peter Lunt, Brunel University

**Participants**

“We’re no playground for maniacs”: Local newspapers and users’ participatory practices

Tobias Olsson, Jönköping University

Johanna Borgström, Jönköping University

Therese Öberg, Jönköping University

Mediated public voice: Easy on the ear?

Nurcay Turkoglu, Marmara University

Moral interrogation and the politics of recognition in the talk show

Peter Lunt, Brunel University

Deliberation or self-presentation? Politically engaged teenagers’ approaches to social media

Tanja Storsul, University of Oslo

10:15 - 11:30  
*Conference  
Room  
Osijek*

**Frameworks for studying online social networks**

**Chair**

Jakob Linaa Jensen, Aarhus University

**Participants**

A framework for the study of social media networks: Facebook as a case

Jakob Linaa Jensen, Aarhus University

Virtual shadowing and social networking studies

Nicoletta Vittadini, Catholic University of Milan

Francesca Pasquali, Università Degli Studi di Bergamo

Visualizing typical Facebook users: Estonian teen sketches

Andra Siibak, University of Tartu

**Saturday, April 9**

10:15 - 11:30

Conference

Room

Pula

**Context and social groups in audience research**

**Chair**

Fausto Colombo, Catholic University of Milan

**Participants**

Participatory methods as innovative approaches for research on the relevance, sense and integration of social web on the daily lives of young people

Christine Wijnen, University of Vienna

Sascha Trültzsch, University of Salzburg

The analysis of media dispositifs by means of narrative interviews - praxeological considerations

Steffen Lepa, Technical University of Berlin

Alexander Geimer, Free University of Berlin

A peek into the black box? Audiences and the study of empirical contexts

David Mathieu, Roskilde University

11:30-12:00

Coffee break

12:00-13:15

Parallel sessions

12:00-13:15

Conference

Room

Gospic

**Transforming families, transforming societies: Methods, challenges and innovations in family and media research**

**Chair**

Katia Mihailova, University of National and World Economy

**Participants**

Changing concepts of privacy? Privacy and Social Network Sites

Sascha Trültzsch, University of Salzburg

Researching media use in families – an integrative approach

Ingrid Paus-Hasebrink, University of Salzburg

Training young researchers to study families' media uses. Notes from Digital Inclusion and Participation project

Cristina Ponte, Universidade Nova de Lisboa

José Alberto Simões, FCSH – Universidade Nova de Lisboa

The family on the digital divide: some notes on the nature of family transformation, based on the different models of media use

Katia Mihailova, University of National and World Economy

Mihail Mirchev, University of National and World Economy

Families facing media: investigating moral economies and generational belongings

Piermarco Aroldi, Catholic University of Milan

Nicoletta Vittadini, Catholic University of Milan

12:00-13:15  
Conference  
Room  
Osijek

**Audience research in new media environments**

**Chair**

Geoffroy Patriarche, Facultés Universitaires Saint-Louis

**Participants**

Gendering Audiences: A more complex account of gender media practices  
Carla Ganito, Catholic University of Portugal

Uses and Gratifications of Facebook among Croatian Students: preliminary research  
Tena Čačić, University of Zagreb

The interview as an interpretative bridge  
Ranjana Das, London School of Economics and Political Science  
Max Hanska-Ahy, London School of Economics and Political Science

Predicted, constructed, and actual reader  
Maija Töyry, Aalto University  
Merja Helle, Aalto University  
Minna Jaakola, Helsinki University

12:00-13:15  
Conference  
Room  
Pula

**Multimethod designs and triangulation**

**Chair**

Helena Bilandzic, University of Augsburg

**Participants**

Challenges of comparative research on youth media participation  
Sirrku Kotilainen, University of Tampere  
Irma Hirsjärvi, University of Jyväskylä

Measuring film appreciation online  
Anja Kalch, University of Augsburg  
Anne Bartsch, University of Augsburg

Triangulation as a way to validate and deepen the knowledge about user behaviour. A comparison between questionnaires, diaries and traffic measurements.  
Olle Findahl, World Internet Institute  
Christina Lagerstedt, Acreo AB  
Andreas Aurelius, Acreo AB

13.15-14:30

Lunch (*Student restaurant Borongaj, on campus*)



14:30-15:45

Parallel sessions

14:30-15:45

*Conference*

*Room*

*Gospić*

**Cross-media challenge - an impetus to methodological innovation**

**Chair**

Jakob Bjur, Gothenburg University

**Participants**

Convergence culture: Theoretical and methodological challenges for audience studies  
Lothar Mikos, Hochschule für Film und Fernsehen "Konrad Wolf"

Approaching cross-media usage anthropologically

Pille Runnel, University of Tartu / Estonian National Museum

Communication modes as key elements of converging media environments

Sascha Hölig, Hamburg University

Uwe Hasebrink, Hans Bredow Institut

Thickening behavioural data: Toward an increased meaningfulness in behavioural data

Jakob Bjur, Gothenburg University

Comparative audience research: Measuring patterns of media consumption and other cultural behaviors in cross-cultural context

Hanna Adoni, Sammy Ofer School of Communications, Interdisciplinary Center

Hillel Nosseck, College of Management Academic Studies

14:30-15:45

*Conference*

*Room*

*Osijek*

**Ethnographic approaches**

**Chair**

Alexander Dhoest, Universiteit Antwerpen

**Participants**

Public relations and new media audience research

Renata Demeterffy Lančić, University of Zagreb

Using netnography for studying "pure" cyber-cultures

Galit Nimrod, Ben Gurion University of the Negev

Transforming newswork, transforming audiences: Call for newsroom ethnography in contemporary audience research

Igor Vobič, University of Ljubljana

**Saturday, April 9, 2011**

14:30-15:45  
*Conference  
Room  
Pula*

**Conceptualizing media use and audience (inter)activity**

**Chair**

Piermarco Aroldi, Catholic University of Milan

**Participants**

Mode of action perspective on engagements with social media  
Seija Ridell, University of Tampere

Studying audiovisual media consumption in the age of convergence  
Cédric Courtois, Ghent University

Radio and audiences research: towards an understanding of new modes of listening  
and of cyberlisteners' profile  
Stanislaw Jedrzejewski, University of Minho

The challenges of interactivity for audience research  
Jelena Kleut, University of Novi Sad  
Ana Milojević, University of Belgrade  
Danka Ninković, University of Belgrade

15:45-16:15

Coffee break

16:15-17:30

Parallel sessions

16:15-17:30  
*Conference  
Room  
Gospic*

**Technical issues when studying social media**

**Chair**

Cedric Courtois, Ghent University

**Participants**

Lost, found, and made: Qualitative data in the study of three-step flows of  
communication  
Klaus Bruhn Jensen, University of Copenhagen

An evaluation of the potential of Web 2.0 API's for social research  
Cedric Courtois, Ghent University  
Peter Mechant, Ghent University

Back and forward: new approaches of old methods to study social media  
Paula Cordeiro, Instituto Superior de Ciências Sociais e Políticas

## Saturday, April 9, 2011

|  |   |
|--|---|
| 16:15-17:30<br><i>Conference<br/>Room<br/>Osijek</i> | <b>Interrogating audiences: theoretical horizons of participation</b><br><br><b>Chair</b><br>Nico Carpentier, Vrije Universiteit of Brussels<br><br><b>Participants</b><br>Audiences research and social capital theory: a possible research agenda<br>Manuel José Damásio, Universidade Lusófona<br><br>When museum becomes a message for participating audiences<br>Pille Vengerfeldt, University of Tartu<br><br>Mediated public voice needs theory to be heard<br>Nurcay Turkoglu, Marmara University<br><br>Participating audiences, authorship and the digitalization of the publishing industry<br>Francesca Pasquali, Università Degli Studi di Bergamo<br><br>Participating audiences creating marketing (business) value<br>Nora Nyiro, Corvinus University of Budapest |
| 17:45-18:15<br><i>Lecture hall<br/>Zagreb</i>        | Closing session   |
| 20:00  | Dinner (Restoran Radicchio, Hotel Arcotel Allegra, Branimirova 29)  |

## Sunday, April 10

### Workshops for COST Action members

*Location: Department for Political Science, Lepušićeva 6.*

- WG 1: Room C (2nd floor)
- WG 2: Room D (2nd floor)
- WG 3: Seminar I - 3rd floor
- WG 4: Seminar II - 3rd floor)

|                              |                                       |
|------------------------------|---------------------------------------|
| 08:00-09:00<br><i>Room A</i> | Registration                          |
| 09:00 - 11:00                | COST WG workshops                     |
| 11:00-11:30                  | Coffee break                          |
| 11:30-12:45                  | COST WG workshops                     |
| 12.45-13:00<br><i>Room A</i> | Closing session for COST WG workshops |

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#### Locations:

- Department for Political Science (Fakultet političkih znanosti): Lepušićeva 6, 10000 Zagreb.
- Croatian Studies (Hrvatski studiji): Campus Borongaj, Borongajska cesta 83D, 10000 Zagreb.

Organizers: Helena Bilandzic, University of Augsburg and Jelena Jurisic, University of Zagreb.

For more information about the conference and the Action, see <http://www.cost-transforming-audiences.eu/>.