

# COST

European  
Cooperation  
in Science  
and  
Technology

[Cost Action ISO906]

## Transforming audiences, transforming societies

[Conference]

## From Audiences to Users and Beyond

Otaniemi, 6.–7.6.2011

[Funded by Media Factory]

[Cost Action ISO906]

## “Transforming audiences, transforming societies”

is an EU funded network that coordinates research and assembles researchers from European universities. The collaborative interest in **audiences, media experiences and everyday media practices** are discussed in both national and international conferences.

**Four working groups** focus on different aspects of audiences:

- > WG1: “New Media Genres, Media Literacy, and Trust in the Media”
- > WG2: “Audience interactivity and participation”
- > WG3: “The role of media and ICT use for evolving social relationships”
- > WG4: “Audience transformations and social integration”

**School of Art and Design representatives** in the Action:

- > **Maija Töyry**, professor (WG2, management committee)
- > **Merja Helle**, MCRG head of research (WG1)
- > **Riitta Perälä**, doctoral student (WG1)

[Conference]

## Why and in what ways do people use different media? How are experiences and meanings in the daily uses of media evolving? Do individual media users add up to collective subjects called audiences?

These and several other audience related questions were discussed in June in From Audience to Users and Beyond conference, which was organized by COST Finnish Action members.

The two-day conference keynote speakers addressed different viewpoints on audiences: user experience, evolving audience, European audience research and ubiquitous audiencing.

- > **Prof. Marc Hassenzahl**  
(Folkwang University, User Experience and Ergonomics in Design, Germany):  
Shaping experiences
- > **Prof. Philip M. Napoli**  
(Fordham University, U.S.):  
Audience evolution and the future of audience research
- > **Dr. Geoffroy Patriarche**  
(Facultés universitaires Saint-Louis, Belgium, Chair of the COST Action Transforming Audiences, Transforming Societies):  
European audience research: reflections and directions

- > **Prof. Seija Ridell**  
(University of Tampere, School of Communication, Media and Theatre):  
Ubiquitous audiencing:  
Media reception and use  
in the age of portable domesticity

Conference program included also two panel discussions with the keynote speakers and Finnish audience researchers.

In seven parallel sessions were presented 21 papers that dealt with methods in audience research, media experiences, audience participation and usage of media.

[Conference program]

### Monday 6.6.2011

- 10.00 Welcome
- 10.15 Philip M. Napoli: Audience Evolution and the Future of Audience Research
- 11.30 Short break
- 11.45 Seija Ridell: Ubiquitous audiencing. Media reception and use in the age of portable domesticity
- 12.30 Lunch
- 14.00 Panel: Finnish Perspectives on Media Use (ideas for new research openings)  
Kaarina Nikunen, Tiina Onikki-Rantajääskö, Irma Hirsjärvi, Niklas Ravaja & Maija Töyry
- 15.30 Refreshments
- 16.00 Parallel sessions
- 19.00 Get-together dinner

### Tuesday 7.6.2011

- 10.00 Opening words
- 10.15 Marc Hassenzahl: Shaping experiences
- 11.30 Short break
- 11.45 Geoffroy Patriarche: European audience research: reflections and directions
- 12.30 Lunch
- 14.00 Panel: Issues in building new research openings in national and EU-context.  
Merja Helle, Geoffroy Patriarche, Heikki Heikkilä & Sirkku Kotilainen
- 15.30 Refreshments
- 16.00 Parallel sessions

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## More information

on Transforming audiences, transforming societies:

- > [www.uta.fi/cmt/cost](http://www.uta.fi/cmt/cost) (in Finnish)
- > [www.cost-transforming-audiences.eu](http://www.cost-transforming-audiences.eu) (in English)

[Conference]

## More information & Keynote speeches and panel discussions

From Audience to Users and Beyond:

- > [www.uta.fi/cmt/cost/tapahtumia/tulossa/II\\_FI\\_Cost\\_CFP/keynotes.html](http://www.uta.fi/cmt/cost/tapahtumia/tulossa/II_FI_Cost_CFP/keynotes.html)