

(NEW) AUDIENCE PRACTICES NAP 2014



3 rd April					
09h00	10h00	Registration		09h00	10h00
		Opening Session			
10h00	10h15	Catarina Burnay, Member of the Board of FCH Peter Hanenberg, CECC/UCP Rita Figueiras, CECC/UCP		10h00	10h15
		Room Exposições			
		Keynote Speaker			
10h15	11h15	Annette Hill, Lund University		10h15	11h15
		Reality TV: History and Audiences			
		Chair: Catarina Burnay CECC/UCP			
		Room Exposições			
11h15	11h30	Coffee-break		11h15	11h30
		Parallel Sessions			
11h30	13h00	Generational practices	Media Practices	Methodologies	
		Session 1 Cross-generational practices	Session 1 Creativity and produsage	Session 1 Audience methodologies	11h30 13h00
		Chair: Nuno Conde, CECC/UCP	Chair: Carla Ganito, CECC/UCP	Chair: Margarida Ferreira, CECC/UCP	
		Room Exposições	Room Sony	Room Timor	
		Trends in media use among five generations in Estonia: a quantitative analysis of news media consumption during 2002-2012 Signe Opermann, Södertörn University	The diversity of European media audiences. Mass and self-media, old and new media Manuel Damásio, Sara Henriques, Marisa Torres da Silva, Liliana Pacheco & Maria José Brites, Lusophone University of Humanities and Technologies, New University of Lisbon and ISCTE - University Institute of Lisbon	Measuring 'over-the-top' audiences: On the potential of alternative measurement techniques Kristin Van Damme, Cédric Courtois & Lieven De Marez, Ghent University	

	<p>The mediatization of everyday music listening in Germany: Discovery and interpretation of audio media generation units in the age of digitalization Steffen Lepa & Anne-Kathrin Hoklas, Technical University of Berlin</p> <p>Technology and changing in the household Constança Andrade, ISCTE – University Institute of Lisbon</p> <p>Social web generational publics: reflexivity, identity, memory and space re-configurations in peer-to-peer and cross-generational uses Diana Salzano & Antonella Napoli, University of Salerno</p>	<p>From Passive Viewer to Active User: The Viewing Culture of Television and the Changing Status of the Viewer Birgül Taşdelen & Mehmet Kesim, Anadolu University</p> <p>Fan and Fun: Turkish Audience and Transformation of Viewing Experience Cigdem Erdal & Bahar Tugen, Marmara University</p> <p>The strength of social networks: a new paradigm for the participation of audiences in television news Sónia Sá Pires, University of Beira Interior</p>	<p>Journalistic interview as a methodology in social science research: the case of children and news Juliana Doretto, New University of Lisbon</p> <p>Media objects, peer group and pre-teens' expressions of identities Conceição Costa, Lusophone University of Humanities and Technologies</p> <p>Content Audiences: A Global vision Isabel Estêvão & José Manuel Oliveira, Marktest</p>			
13h00	14h15	Lunch			13h00	14h15
		Round Table: Media players' perspectives on audience research				
14h15	15h45	<p>António Casanova, CAEM, Unilever-Jerónimo Martins Pedro Mota Carmo, Sport TV Rui Almeida, Havas Media</p> <p>Chair: Carlos Rodrigues, Cofina</p> <p>Room Exposições</p>			14h15	15h45
15h45	16h00	Coffee-break			15h45	16h00
		Parallel Sessions				
16h00	17h30	<p>Producers and audience</p> <p>Session 1 Interactive narratives</p> <p>Chair: Eduardo Cintra Torres, CECC/UCP</p> <p>Room Exposições</p>	<p>Generational practices</p> <p>Session 2 Youth media practices</p> <p>Chair: Sónia Pereira, CECC/UCP</p> <p>Room Sony</p>	<p>Media Practices</p> <p>Session 2 Mobile practices</p> <p>Chair: Catarina Burnay, CECC/UCP</p> <p>Room Timor</p>	16h00	17h30
		<p>Whatever Happened to the First Screen? Fernando Ilharco & Patrícia Dias, Catholic University of Portugal</p>	<p>Young people's perception of online risks in cross-cultural comparison: in between media representations, parental concerns and peer cultures Ana Jorge, Giovanna Mascheroni & Lorleen Farrugia. New University of Lisbon, Catholic University of Milan & University of Malta</p>	<p>Mobile Media Practices: The Transforming Role of the Smartphone in Everyday Shopping Contexts Katja Kaufmann & Carsten Winter, Austrian Academy of Sciences & Hanover University of Music, Drama and Media</p>		
		<p>The faces of health information on the morning newscasts Luciana Fernandes & Felisbela Lopes, University of Minho</p>	<p>US TV show viewing among college students in Spain: potential implications for broadcasters and ESL teachers Carlos Menéndez-Otero, University of Oviedo</p>	<p>Creative practices of mobile music listening Lionel Detry, Catholic University of Louvain</p>		

20h00

From systematic analysis to participation
strategies: online radio for the
empowerment of young audiences | Maria
José Brites, Sílvio Correia dos Santos, Ana
Jorge, Daniel Catalão & Catarina Navio,
Lusophone University of Humanities and
Technologies, University of Coimbra & New
University of Lisbon
Conference Dinner

Connected readership: How mobile devices
are transforming reading habits | Carla
Ganito & Cátia Ferreira, Catholic University
of Portugal

20h00

4th April

		Keynote Speaker				
09h45	11h15	Nick Couldry, London School of Economics and Political Science The Bright Future of "Audience" Research (seen through the Prism of Practice) Chair: Rita Figueiras, CECC/UCP Room Exposições			09h45	11h15
		Room Exposições				
11h15	11h30	Coffee-break			11h15	11h30
		Parallel Sessions				
11h30	13h00	Methodologies Session 2 Index of Internet Communication Aggressiveness Chair: Fernando Ilharco, CECC/UCP Room Exposições	Producers and audience Session 2 Engaging Audience Chair: Mariana Victorino, CECC/UCP Room Timor	Generational practices Session 3 Youth and media Chair: Nelson Ribeiro, CECC/UCP Room Sony	11h30	13h00
		Catching opinion: opinion leaders as promoters of verbal aggressiveness in internet communication Ruta Siliņa, Riga Stradiņš University	The video-essay as an "advanced" audience practice Tiago Baptista, Catholic University of Portugal	Audiovisual teen and peer group consumption in 2011: a case from Gipuzkoa Amaia Pavón-Arrizabalaga, Aitor Zuberogoitia & Patxi Juaristi, University of Mondragón & University of the Basque Country		
		Audience aggressiveness and the content of Internet news portals: participants, gate keepers, power Anda Rožukalne, Riga Stradiņš university	Multi-methodological approach to study media engagement Riitta Perälä & Merja Helle, Aalto University	Acts of distinction in digital everyday life Stina Bengtsson, Södertörn University		
		Metaphors of Rage: Aggressive Meaning Transferences in the Everyday Speech in Internet Comments Ilva Skulte, Riga Stradiņš university	Broadcast television flow scheduling and the viewers' zapping: conflicting practices Eduardo Cintra Torres, Catholic University of Portugal	The children and youth as news audience: mapping the state of the art and pointing research challenges Lidia Marôpo, Autonomous University of Lisbon		
		Lunch				
13h00	14H15				13h00	14H15
		Parallel Sessions				
14h15	15h45	Media Practices Session 3 Uses and consumption Chair: Tiago Baptista, CECC/UCP Room Timor	Methodologies Session 3 Measuring (new) audience Chair: Patrícia Dias, CECC/UCP Room Descobrimentos	Producers and audience Session 3 Scheduling audiences Chair: Rogério Santos, CECC/UCP Room Exposições	14h15	15h45

	<p>The Audience of the Professional TV Series Silvia Branea, University of Bucharest</p> <p>Libraries and the Rise of eBooks: New audiences, new practices? Carla Ganito, Catholic University of Portugal</p> <p>The mobile media platforms and the PSM challenges in the media convergence era Ivo Neto & Felisbela Lopes, University of Minho</p>	<p>Tailored to fit? Implicit and explicit user evaluations of algorithm-based mobile news Cédric Courtois, Kristin Van Damme, Kris Vanhecke, Lieven De Marez & Luc Martens, Ghent University</p> <p>“Digital Rights: A password for the future” - a study on practices and digital media consumption of Portuguese students Paula Lopes, Bruno Reis, Célia Quintas, Inês Amaral & Lídia Marôpo, Autonomous University of Lisbon</p>	<p>Premieres of Fiction in Spain. The Case of the Series of Own Production María Josefa Formoso, University of A Coruña</p> <p>Scheduling telenovelas in Portugal, 1993-2012: A View from the Ratings Eduardo Cintra Torres & Catarina Duff Burnay, Catholic University of Portugal</p>		
15h45	16h00	Coffee-break		15h45	16h00
		Plenary Session - GfK International			
		TAM GfK Portugal - Digital Natives - Born Dig.it.al Joelma Garcia			
		New audience practices – New Media Data Sources Andreas Thaller			
16h00	17h30	Measuring TV audience and beyond: invitation on a viewer journey Dominique Vancraeynest		16h00	17h30
		Chair: Cátia Ferreira, CECC/UCP			
		Room Exposições			
		Closing session			
17h30	18h00	Room Exposições		17h30	18h00