



INTERNATIONAL CONFERENCE (NEW) AUDIENCE PRACTICES

Research line “Media, Technology, Contexts”

CECC|FCH – Catholic University of Portugal - Lisbon

3 and 4 April 2014

The International conference ‘(New) Audience Practices’ is organized by the research line “Media, Technology, Contexts” of the Research Center for Communication and Culture (CECC), at the Faculty of Human Sciences of the Catholic University of Portugal, in collaboration with the COST (European Cooperation in Science and Technology) Action IS0906 ‘Transforming Audiences, Transforming Societies’ and with the worldwide market research organization GfK.

This international conference seeks to assert itself as a multidisciplinary event, looking for contributions from all areas of audience research and different disciplinary and methodological traditions. Theoretical and critical audience studies regarding practices and applications that encompass the market and the industry are especially welcome. The bridging of the research developed within the academia with the know-how of market research representatives is valuable to better understand contemporary audience’s dynamics.

The conference intends to be a space for discussing audience’s uses and practices, audience research methods and the adaptation of procedures in audience research in order to also include new media usage. Original and high quality submissions are expected, from both the academic community and the market stakeholders. The diversity of approaches is also welcome; papers may address both the transformations and permanencies inherent to audience’s practices.

Papers and panel proposals are welcome on the topics listed below, amongst others:

- Measuring (new) audience;
- Generational media practices;
- Second-screens;
- Recording habits;
- Multi-tasking audience;
- Interactive audience;
- Creativity and *produsage*;
- Audience methodologies.

Submission of proposals should be done via EasyChair – <https://www.easychair.org/conferences/?conf=nap2014>. Paper proposals, please submit a 250-word abstract (references not included), as well as a brief biographical note (100 words). Panel proposals should include a 200-word abstract and a brief biographical note for each presentation, plus a 250-word panel presentation. All proposals should be submitted by January 15, 2014. The conference official language is English.

All proposals will undergo a double blind peer review process.

Notification of acceptance will be sent to authors by February 15, 2014.

SCIENTIFIC COMMITTEE

Rita Figueiras

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MARKET STAKEHOLDERS COMMITTEE

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REGISTRATION FEE

Early Bird (until March 1, 2014)

Students (BA/ MA/PhD) and COST members: €50

Standard: €100

Regular (from March 1 until the conference day)

Students (BA/MA/PhD) and COST members: €90

Standard: €140

Registration is free for CECC members.

FURTHER INFORMATION

All suggestions and comments are welcome. Please contact the Conference Committee through the e-mail: audiencepractices@gmail.com. You can also visit the conference website at <http://audiencepractices.wix.com/cecc>. The information on how to register is provided on the website.