Open Conference of the COST Action IS0906

Transforming Audiences, Transforming Societies:

The future of audience research: Agenda, theory and societal significance

Presented in collaboration with ECREA (Audience and Reception Studies Section), IAMCR (Audience Section) and ICA (Communication and Technology Division & Mass Communication Division)

-- University of Ljubljana, Slovenia, February 5-7, 2014 --

Tuesday 4 February 2014

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<th>Time</th>
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| 16:00-19:00 | Room 20 | COST project meeting: The consumption of news as democratic resources: Q-sorting methodology workshop  
Coord.: Hanna Adoni, Hillel Nossek and Kim C. Schröder |
| 17:00-20:00 | Room 21 | COST project meeting: Global Protests: Active Audience Voices and their Alternative Multimedia  
Coord.: Miri Gal-Ezer and Hillel Nossek |

Wednesday 5 February 2014

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<tr>
<th>Time</th>
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| 9:00-12:00 | Room 2 | CEDAR: Kick off meeting for a Consortium on Emerging Directions in Audience Research  
Coord.: Ranjana Das |
| 9:00-12:00 | Room 19 | COST project meeting: Future planning of the project 'E-Audiences - a comparative study of European media audiences'  
Coord.: Klaus Bruhn Jensen |
| 9:00-12:00 | Room 20 | COST project meeting: The consumption of news as democratic resources - project program discussion  
Coord.: Hanna Adoni, Hillel Nossek and Kim C. Schröder |
| 10:00-13:45 | Room 21 | COST project meeting: Global Protests: Active Audience Voices and their Alternative Multimedia  
Coord. Miri Gal-Ezer and Hillel Nossek |
12:30-14:00  Lobby  Conference registration

14:00-14:45  Grand Hall  Opening
Chair: Boris Mance

On (re)conceptualisations in communication research: “Never go forward without going back first to check the direction”
Slavko Splichal, University of Ljubljana (Slovenia)

Jernej Pikalo, Minister for Education, Science and Sport, Government of the Republic of Slovenia

Primož Pristovšek, Head of Department of Research Infrastructure and International Cooperation at Slovenian Research Agency and Vice President of COST Committee of Senior Officials

Helena Bilandzic, Vice Chair of the COST Action

14:45-16:00  Grand Hall  Keynote session
Chair: Cristina Ponte, Universidade Nova de Lisboa (Portugal)

Transforming audiences and journalism without journalists
Igor Vobič, University of Ljubljana (Slovenia)

Never mind the audience? Symbolic annihilations and discursive survival strategies
Nico Carpentier, Free University of Brussels VUB (Belgium) & Charles University in Prague (Czech Republic)

16:00-16:30  First floor  Coffee break

16:30-17:45  Room 2  Parallel sessions
Digital and media literacy
Chair: Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

Research for empowerment: Technology, media literacy and regulation
Birgit Stark, University of Mainz (Germany)
Pascal Jürgens, University of Mainz (Germany)
Melanie Magin, University of Mainz (Germany)

Digital socialization among children: The public, the private and the intimate in the era of social media
Cristina Ponte, Universidade Nova de Lisboa (Portugal)
Lidia Marôpo, Universidade Autónoma de Lisboa (Portugal)

Digital literacies and civic literacies: Theoretical issues, research questions and methodological approaches
Giovanna Mascheroni, Università Cattolica del Sacro Cuore (Italy)
Maria Francesca Murru, Università Cattolica del Sacro Cuore (Italy)

The future of research on media literacy: Agenda, theory and societal significance
Christine W. Trültzsch-Wijnen, University of Vienna (Austria)
Room 3  Mobile media and mobile users
Chair: Mikko Villi, University of Helsinki (Finland)

- Smartphones in everyday life: A mixed-methods approach
  Anne Mette Thorhauge, University of Copenhagen (Denmark)
  Stine Lomborg, University of Copenhagen (Denmark)

- Conceptualising the spatial dimension of ‘the culture of everyday life’ in light of
  the growing mobile use of connected media
  Ike Picone, Vrije University Brussel (Belgium)
  Cédric Courtois, Ghent University (Belgium)

- Changes in audiences’ behavior: From consumption to co-production
  Manuel José Damásio, Universidade Lusófona (Portugal)
  Inês Teixeira-Botelho, Universidade Lusófona (Portugal)
  Patrícia Dias, Universidade Lusófona (Portugal)
  Sara Henriques, Universidade Lusófona (Portugal)

- ‘Urbanising’ audience studies: A non-media-centric perspective on everyday living in
  mediated cities
  Zlatan Krajina, University of Zagreb (Croatia)

Room 20  Revisiting 'old' questions of reception with 'new' methodological tools?
Chair: Craig Hight, University of Waikato (New Zealand)

- Divergent responses to a global ‘blockbuster’: Audience segmentation and modes of
  reception for The Hobbit: An unexpected journey
  Craig Hight, University of Waikato (New Zealand)
  Carolyn Michelle, University of Waikato (New Zealand)
  Charles H. Davis, Ryerson University (Canada)
  Ann Hardy, University of Waikato (New Zealand)

- Banal cosmopolitanism and global media audiences: Exploring national, social, and
  other sources of difference in receptions of The Hobbit
  Charles H. Davis, Ryerson University (Canada)
  Carolyn Michelle, University of Waikato (New Zealand)
  Craig Hight, University of Waikato (New Zealand)
  Ann Hardy, University of Waikato (New Zealand)

- Pleasure, disaffection, conversion and defection: Theorising the relationship between
  pre- and post-viewing responses to The Hobbit: An unexpected journey
  Carolyn Michelle, University of Waikato (New Zealand)
  Charles H. Davis, Ryerson University (Canada)
  Ann Hardy, University of Waikato (New Zealand)
  Craig Hight, University of Waikato (New Zealand)

- Extending the scope of Q-methodology: An alternative Q-analysis of Danes’
  experience of The Hobbit
  Christian Kobbennagel, Roskilde University (Denmark)
  Kim C. Schröder, Roskilde University (Denmark)

17:45  Lobby  Get together
Thursday 6 February 2014

8:00-9:00  Lobby  Registration

9:00-10:15  Parallel sessions

Room 2  Audience research methods and audience construction
Chair: Jakob Bjur, TNS Sifo & University of Gothenburg (Sweden)

Desperately seeking the audience (redux): A comparative study of audience targeting strategies among European media institutions
Brian O’Neill, Dublin Institute of Technology (Ireland)
Ignacio J. Gallego, Universidad Carlos III de Madrid (Spain)

“Television content is king, discussion is queen”: Investigating the productive circularity(ies) between conversational practices and content strategies in social TV
Simone Carlo, Università Cattolica del Sacro Cuore (Italy)
Fausto Colombo, Università Cattolica del Sacro Cuore (Italy)
Andrea Davide Cuman, Università Cattolica del Sacro Cuore (Italy)
Maria Francesca Murru, Università Cattolica del Sacro Cuore (Italy)

Professional audience measurement: Representing, manipulating or constituting the audience? An Actor-Network theory perspective
Jérôme Bourdon, Tel Aviv University (Israel)
Cécile Méadel, CNRS-Ecole des Mines de Paris (France)

A critical reflection on methodological challenges and innovations in audience research
Tao Papaioannou, University of Nicosia (Cyprus)

Room 3  Audio-audiences
Chair: Guy Starkey, University of Sunderland (United Kingdom)

Questioning radio audiences. Should we think about the listener, the user or rather talk about a hybrid concept of e-listener?
Paula Cordeiro, University of Lissabon (Portugal)

Radio and new media uses in everyday life
Stanislaw Jedrzejewski, Kozminski University (Poland)

Amplifon: designing a live, locative, two-way journalistic sound medium
Lars Nyre, University of Bergen (Norway)

Room 20  Youth and new media environments
Chair: Kirsten Drotner, University of Southern Denmark (Denmark)

Looking for active audiences among young gamers: Children as producers
Pilar Lacasa, University of Alcalá (Spain)
Sara Cortés, University of Alcalá (Spain)
María Ruth García Pernía, University of Alcalá (Spain)

Young peoples’ sharing on cultural participation on social media: A fruitful venue for research on colliding online social and cultural capital?
Cédric Courtois, Ghent University (Belgium)
Hadewijch Vanwynsberghe, Ghent University (Belgium)
Pieter Verdegem, Ghent University (Belgium)

Living media life: Articulations of cross-media habits in everyday life of youth
Antonija Čuvalo, University of Zagreb (Croatia)

10:15-10:45 First floor Coffee break

Ground floor Poster exhibition: Meeting the COST Action Transforming Audiences, Transforming Societies

10:45-12:00 Parallel sessions

Room 2 COST Panel: Agenda Setting in a Networked Public Sphere
Chair: Evelien D'heer, University of Ghent (Belgium) and Jakob Linaa Jensen, Aarhus University (Denmark)

Social negotiation of roles on Twitter: Analyzing journalists-politicians conversations before national elections
Igor Vobič, University of Ljubljana (Slovenia)
Aleš Makstuti, University of Ljubljana (Slovenia)
Tomaž Deželan, University of Ljubljana (Slovenia)

Explaining influencers and Agenda Setting in the European information diffused through Twitter
Rocio Zamora, University of Murcia (Espagna)
José Manuel Noguera, Catholic University of Murcia (Espagna)
Mar Grandío, Catholic University of Murcia (Espagna)

"Would you like to set the agenda?": Investigating the motivations of Danish Twitter users during the European Parliament election 2014
Jacob Ørmen, University of Copenhagen (Denmark)

Approaches to studying cross-media agenda setting: Lessons from an ongoing project
Anders Olof Larsson, University of Oslo (Sweden)
Hallvard Moe, University of Bergen (Norway)
Bente Kalsnes, University of Oslo (Norway)

Room 3 The young and the old – media use of generations
Chair: Francesca Pasquali, Università degli Studi di Bergamo (Italy)

Generational patterns in use of news media
Signe Opermann, Södertörn University (Sweden)

New media and the growing senior audience: Refining the research agenda
Galit Nimrod, Ben-Gurion University of the Negev (Israel)

Making sense of exergaming by an older audience
Eugène Loos, Utrecht University and University of Amsterdam (Netherlands)
Annerieke Heuvelink, TNO (Netherlands)
12:00-13:00  
Lunch

13:00-14:15  
Parallel sessions

Room 2  
Media use in national, international and transnational contexts  
Chair: Irena Reifová, Charles University Prague (Czech Republic)

Audience as agency in media systems: Post-socialist Europe in comparative perspective  
Zrinjka Peruško, University of Zagreb (Croatia)  
Dina Vozab, University of Zagreb (Croatia)  
Antonija Čuvalo, University of Zagreb (Croatia)

(R)Evolution of turkish audience in the digital age  
Cigdem Erdal, Marmara University, Turkey

‘Trans-Audiences’— Conceptualizations of audiences beyond the global and the local  
Miriam Stehling, University of Bremen (Germany)

National audiences in transnational social fields: Insights from transnationalism studies  
Mălina Ciocea, National University of Political Studies and Public Administration (Romania)  
Alexandru Cârlan, National University of Political Studies and Public Administration (Romania)  
Irina Diana Mădroane, West University of Timișoara (Romania)

Room 3  
Networked media (use)  
Chair: Tao Papaioannou, University of Nicosia (Cyprus)

Theater of struggle 2.0? The text-context relationship at the age of social media  
David Mathieu, Roskilde University (Denmark)

Challenges to user-generated content and civic agency: Corporate surveillance in social media  
Julie Uldam, Copenhagen Business School (Denmark)

Social support as a key factor in digital inequalities: The necessity of including social networks in the inequalities research agenda  
Cédric Courtois, Ghent University (Belgium)  
Pieter Verdegem, Ghent University (Belgium)

Inter-document frames in digital media networks  
Axel Maireder, University of Vienna (Austria)  
Stephan Schloegl, University of Vienna (Austria)

14:30-15:45  
Grand Hall  
Keynote session: Researcher-stakeholder relationships in audience research  
Chair: Helena Bilandzic, Augsburg University (Germany)

Who cares about audiences? Reflections on the public, practical and policy uses of research  
Sonia Livingstone, London School of Economics and Political Science (United Kingdom)
Whose side are we on? The return of a conundrum
Martin Barker, Aberystwyth University and University of East Anglia
(United Kingdom)

15:45-16:15 First floor  Coffee break

Ground floor  Poster exhibition: Meeting the COST Action Transforming Audiences,
Transforming Societies

16:15-17:30  Parallel sessions

Room 2  COST Panel: Four National Case Studies of a Comparative Project: Media and Grassroots Movements for Social-Political Change
Chair: Miri Gal-Ezer, Kinneret College (Israel)

Bulgaria Case Study: The challenges of the audience transformation to the contemporary media mix
Mariyan Tomov, The St. Kliment Okhridski Sofia University (Bulgaria)
Lilia Raycheva, The St. Kliment Okhridski Sofia University (Bulgaria)

Croatia Case Study: Digital activism in Croatia: The protest that would not happened without Facebook
Viktorija Car, University of Zagreb (Croatia)

Israel Case Study: Israel "Social Justice" protests: From offline and online activists’ agency to mainstream media’s support for civic protests
Miri Gal-Ezer, Kinneret College (Israel)
Hillel Nossek, College of Management Academic Studies (Israel)

Turkey Case Study: Occupy Gezi! Analysing Social Media youth activists and public protests in Turkey
Sirin Dilli, Giresun University (Turkey)

Room 3  Users’ beliefs and evaluations of media and their producers
Chair: Cédric Courtois, Ghent University (Belgium)

Thinking about media: Laypeople’s media theories and their consequences in the context of contemporary mass media content co-production
Philipp Müller, Ludwigs-Maximilian University Munich (Germany)
Thorsten Naab, University of Augsburg (Germany)

Trust in the author: Identity, expertise and reputation
Tereza Pavlčková, Charles University (Czech Republic)

“I really don’t like them!” – Exploring audience media criticism
Anne Kaun, Södertörn University (Sweden)

From persuasion and selection to self-expression: A systematization of audience research from an attitude perspective
Denise Sommer, University of Leipzig (Germany)
Room 20  Users’ activity in social actions, conversations and feedbacks  
Chair: Barbara Lewandowska-Tomaszczyk, University of Lodz (Poland)

Integrating the perspectives of social action and structure: A theoretical approach for researching SNS use  
Sascha Trültzsch-Wijnen, University of Salzburg (Austria)

“The art of conversation”. Notes toward a conversational approach to social network sites  
Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

Rethinking user-generated content: Differences and similarities between online user comments on news websites and traditional interpersonal conversations about the news  
Marc Ziegele, University of Mainz (Germany)  
Oliver Quiring, University of Mainz (Germany)

Euro crisis and trust in economy in readers’ letters  
Liina Puustinen, University of Helsinki (Finland)

17:30-20:00  Room 2  COST project meeting: Public Policies in Media and Information Literacy  
(follow-up to Paris event)  
Coord.: Divina Frau-Meigs

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Friday 7 February 2014

8:30-9:30  Lobby  Registration

9:30-10:45  Parallel sessions

Room 2  COST Panel: Audiences across media - a comparative agenda for future research on media audiences  
Chair: Klaus Bruhn Jensen, University of Copenhagen (Denmark)

Audiences across media – a baseline study of European audiences in a changing media environment  
Klaus Bruhn Jensen, University of Copenhagen (Denmark)  
Jacob Ørmen, University of Copenhagen (Denmark)  
Rasmus Helles, University of Copenhagen (Denmark)  
Casper Radil, University of Copenhagen (Denmark)

Mass media and self media: Interconnections and differences in European media audiences  
Manuel José Damásio, Universidade Lusófona (Portugal)  
Sara Henriques, Universidade Lusófona (Portugal)  
Marisa Torres da Silva, New University of Lisbon (Portugal)  
Maria José Brites, Universidade Lusófona (Portugal)  
Liliana Pacheco, Instituto Universitário de Lisboa (Portugal)  
Stanislaw Jedrzejewski, Kozminski University (Poland)  
Pieter Maeseele, University of Antwerp (Belgium)  
Hilde Van den Bulck, University of Antwerp (Belgium)
Digital mediascapes and audience practices
Zrinjka Peruško, University of Zagreb (Croatia)
Dina Vozab, University of Zagreb (Croatia)
Antonija Ćuvalo, University of Zagreb (Croatia)

Future audiences: Toward longitudinal studies of European media audiences
Uwe Hasebrink, Hans Bredow Institute Hamburg (Germany)
Sascha Hölig, Hans Bredow Institute Hamburg (Germany)
Klaus Bruhn Jensen, University of Copenhagen (Denmark)

Room 3  Meaning making and media use
Chair: Seija Ridell, University of Tampere (Finnland)

Memory over the dislocation: How the audiences of the propagandist television serials in the socialist Czechoslovakia remember their meaning-making activity stimulated by the serials
Irena Reifová, Charles University Prague (Czech Republic)

Looking into historical audiences to understand the present: Gender, hegemony and women’s memories of mid-twentieth century media
Maria Silveirinha, University of Coimbra (Portugal)

Media landscapes and media engagement
Riitta Perälä, Aalto University (Finland)
Merja Helle, Aalto University (Finland)

Public pedagogy as a relevant concept in audience research
Leena Ripatti-Torniainen, University of Helsinki (Finland)

11:00-12:15
Parallel sessions

Room 2  COST PANEL: Developing theoretical thought on media and generations: Cross working group “media and generations”
Chair: Nicoletta Vittadini, Università Cattolica del Sacro Cuore (Italy)

Theoretical challenges for generation theory: The inter-relations between age, generation, life-phase and the media
Göran Bolin, Södertörn University (Sweden)

Parental mediation and generational belonging
Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)

Theoretical approach to generational belonging between media use and migratory background
Marta Cola, Università della Svizzera italiana (Switzerland)

Social networking sites and generations: The privacy issue
Nicoletta Vittadini, Università Cattolica del Sacro Cuore (Italy)

Room 3  Media and Civic Participation
Chair: Peter Dahlgren, Lund University (Sweden)

Disaffected citizens in Croatia: Analysis of socio-demographic and media use influences on political participation in Croatia
Dina Vozab, University of Zagreb (Croatia)
Adolescents’ differential sources and means for mediated civic participation: A multi-dimensional conceptual and empirical exploration
Cédric Courtois, Ghent University (Belgium)
Bastiaan Baccarne, Ghent University (Belgium)
Pieter Verdegem, Ghent University (Belgium)

Information repertoires and users’ evaluation of their repertoires’ contribution to the conditions of civic participation in Indonesia
Vitania Yulia, University of Hamburg (Germany)

12:15-13:15 Lunch
13:15-14:30 Grand Hall Keynote session
Chair: Geoffroy Patriarche, Saint-Louis University (Belgium)

An appropriate inheritance. On being, and not being – an audience researcher
Ranjana Das, University of Leicester (United Kingdom)

Pathways to understanding audiences. Contours of a research agenda
Kim C. Schröder, Roskilde University (Denmark)

14:30-14:45 Grand Hall Closing session for the conference
Geoffroy Patriarche, Chair of the COST Action

14:45-15:45 Rooms COST Working Group sessions (COST members only)
2 – WG1
3 – WG2
20 – WG3
21 – WG4

15:45-16:15 First floor Coffee break

16:15-17:45 Grand Hall COST Final Evaluation Panel
(COST members only)

19:00 Social dinner and party (all participants)

Open Conference of the COST Action IS0906 Transforming Audiences, Transforming Societies
The future of audience research: Agenda, theory and societal significance
Local organising team: Igor Vobič, Boris Mance, Irena Brinar and Irena Jelen
COST organizing team: Geoffroy Patriarche, Helena Bilandzic and the Steering Group of the COST Action
FIRST FLOOR
Faculty of Social Sciences

SECOND FLOOR
Faculty of Social Sciences