



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

	Rooms	
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

	Rooms	
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	<u>Conference registration</u>
14:00-14:45	Grand Hall	<p>Opening Chair: Boris Mance</p> <p>On (re)conceptualisations in communication research: “Never go forward without going back first to check the direction” Slavko Splichal, University of Ljubljana (Slovenia)</p> <p>Jernej Pikalo, Minister for Education, Science and Sport, Government of the Republic of Slovenia</p> <p>Primož Pristovšek, Head of Department of Research Infrastructure and International Cooperation at Slovenian Research Agency and Vice President of COST Committee of Senior Officials</p> <p>Helena Bilandzic, Vice Chair of the COST Action</p>
14:45-16:00	Grand Hall	<p>Keynote session</p> <p>Chair: Cristina Ponte, Universidade Nova de Lisboa (Portugal)</p> <p>Transforming audiences and journalism without journalists Igor Vobič, University of Ljubljana (Slovenia)</p> <p>Never mind the audience? Symbolic annihilations and discursive survival strategies Nico Carpentier, Free University of Brussels VUB (Belgium) & Charles University in Prague (Czech Republic)</p>
16:00-16:30	First floor	Coffee break
	Ground floor	Poster exhibition: Meeting the COST Action Transforming Audiences, Transforming Societies
16:30-17:45		Parallel sessions
	Room 2	<p>Digital and media literacy Chair: Piermarco Aroldi, Università Cattolica del Sacro Cuore (Italy)</p> <p>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)</p> <p>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)</p> <p>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)</p> <p>The future of research on media literacy: Agenda, theory and societal significance Christine W. Trültzsch-Wijnen, University of Vienna (Austria)</p>

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 Kobbarnagel, 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 Vanwysberghe, 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 Linnaa Jensen, Aarhus University (Denmark)

Social negotiation of roles on Twitter: Analysing journalists-politicians conversations before national elections

Igor Vobič, University of Ljubljana (Slovenia)

Alem Maksuti, University of Ljubljana (Slovenia)

Tomaž Deželan, University of Ljubljana (Slovenia)

Explaining influentials and Agenda Setting in the European information diffused through Twitter

Rocío Zamora, University of Murcia (España)

José Manuel Noguera, Catholic University of Murcia (España)

Mar Grandío, Catholic University of Murcia (España)

"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)

Annemie Zonneveld, Utrecht University (Netherlands)

Jeroen Jansz, Erasmus University Rotterdam (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 Cărlan, 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 have 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 Pavlíčková, 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

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 Maesele, 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 Čuvalo, 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 (Finland)

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 2 – WG1 3 – WG2 20 – WG3 21 – WG4	COST Working Group sessions (COST members only)
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)

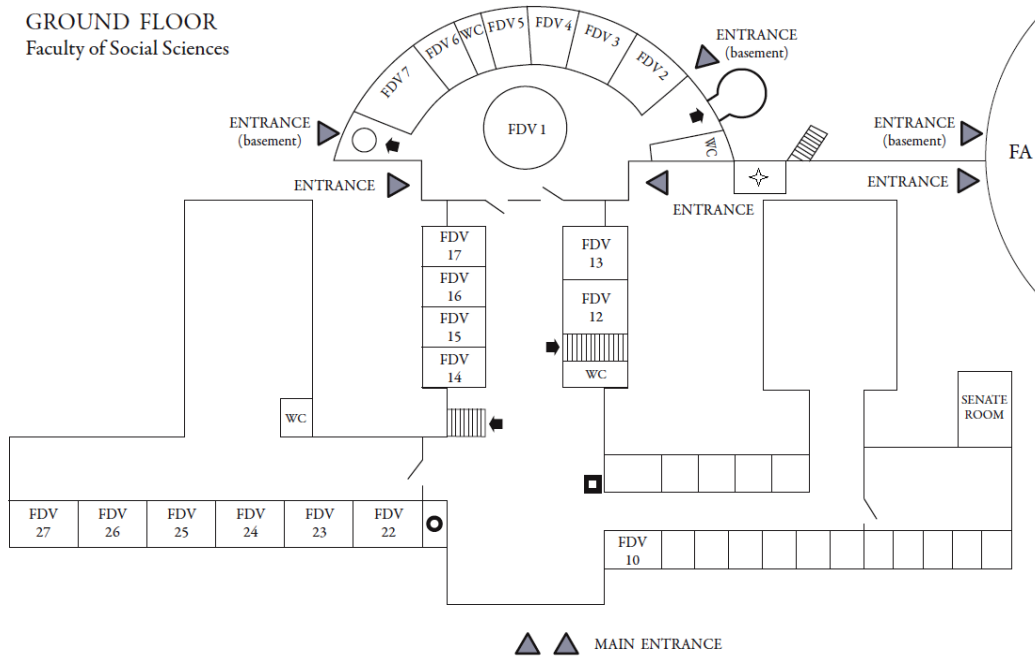
Open Conference of the COST Action IS0906 Transforming Audiences, Transforming Societies

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

Local organising team: Igor Vobič, Boris Mance, Irena Brinar and Irena Jelen

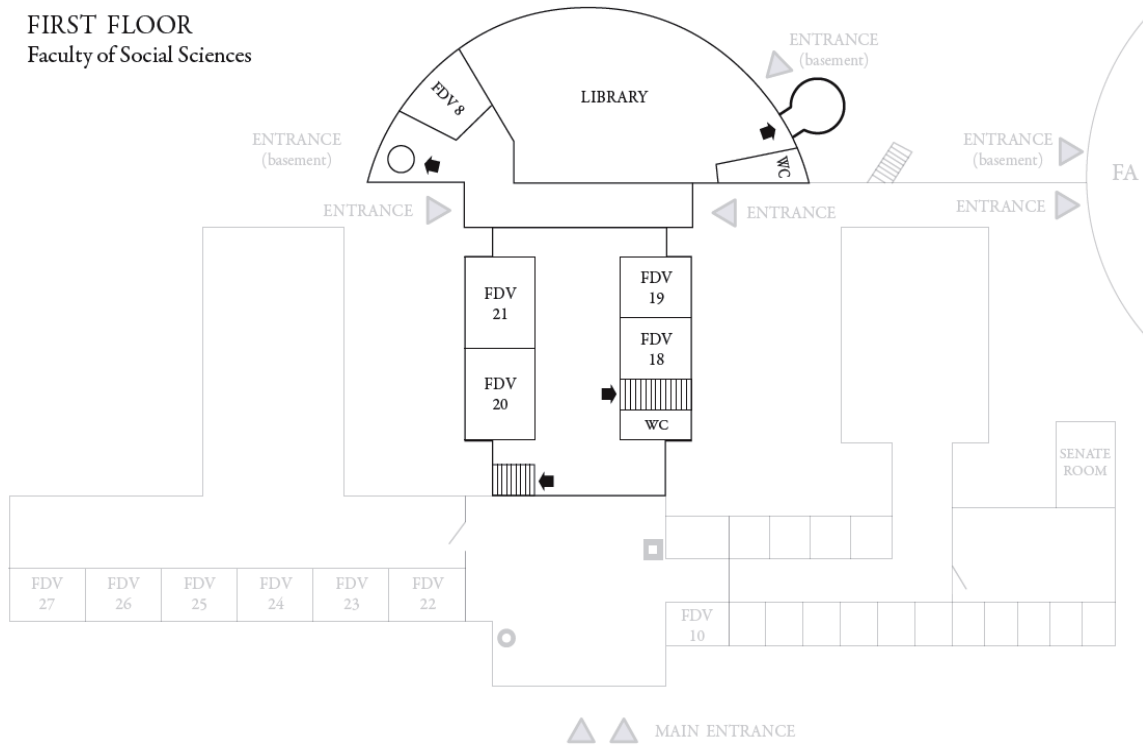
COST organizing team: Geoffroy Patriarche, Helena Bilandzic and the Steering Group of the COST Action

GROUND FLOOR
Faculty of Social Sciences



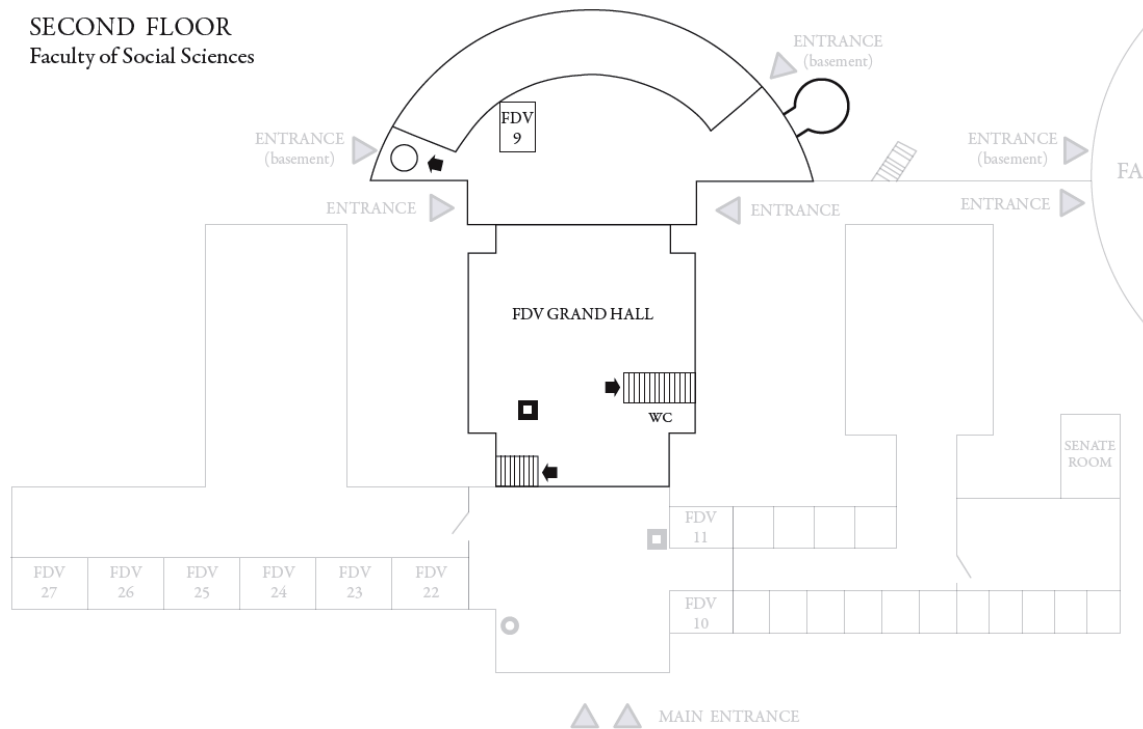
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