**Task Force 1: "Old" & "New" Media: Theoretical and Technological Perspectives**

Task force leaders: Frauke Zeller, Ilmenau University of Technology, Germany, frauke.zeller@tu-ilmenau.de
with Aleksandar Vranjes, University of Banja Luka, Bosnia and Herzegovina, sasa.vranjes@gmail.com

This task force takes as point of departure a socio-centric approach and focuses on theoretical as well as technological perspectives upon both so called "old" and "new" media. It integrates social relationships of any kind as its leitmotiv combined with the notion that any media is social - hence not only the new applications that come under the concept Web 2.0.

Directions of this task force may head towards theoretical reflections upon the role of technology and different appropriations to be expected, found and developed by its users as well as content providers; questions as to how social relationships and forms of agency change and/or evolve (or not) throughout media usage in everyday life, cultural activity, political participation, etc.; the need for a critical "ICT literacy" in order to be able to develop "media literacy"; media convergence and the Internet as the technological environment also for evolving new concepts of mass media communication; and finally more broader reflections upon concepts such as interactivity.

**Task Force 2: New media, new methodological approaches**

Methodological horizons of social relationships and ICT

Task force leader: Jakob Linaa Jensen, University of Aarhus, Denmark, linaa@imv.au.dk
with Klaus Bredl, University of Augsburg, Germany, bredl@phil.uni-augsburg.de

New (digital media) have come to dominate social interaction and everyday life. Where the first decade of the 21$^{st}$ century was still centred on web sites, the second decade seems to be all about social interactions, social networking and its importance in everyday life practices. However, this development raises interesting questions concerning research strategies. The character of online social relationships and reconfigurations seem to be even more dynamic and liquid than mere websites of the Web 1.0 area, mainly based on somehow stable and textual characteristics. Researchers are faced with multiple challenges when studying these new media dynamics compared to traditional audience research heavily based on mass media.

This task force addresses overall framework issues for studying new media, not at least what has been often termed "social media". For instance social network sites raise ethical and sociological questions, from the point of the participant as well as from the point of the researcher: how does friendship evolve, what about privacy and what about the wider consequences for social life.

Further, this task force is dedicated to evaluating and discussing methods for studying and analysing social interactions facilitated by new media, often inherent in new media themselves. There is a tremendous amount of various technical tools (often available for free online) by which one can analyse new media phenomena. However, there seems to be a lack of a general overview in a

European context by which researchers can take their point of departure. There is also a need for learning how to use these technologies, not only for new Ph.D. students but also for established scholars. For instance: how can one extract and generate data from social network sites and how can the profile texts, network relationships and on-going social interactions be analysed? This task force intends to establish a concerted European research agenda on these issues, possibly building bridges to similar initiatives in the US and Australia.

**Task Force 3: Generations and Mediated Relationships**

Task force leaders: Andra Siibak, University of Tartu, Estonia, andra.siibak@ut.ee
With Nicoletta Vittadini, Catholic University of Milan, Italy, nicoletta.vittadini@unicatt.it

The main objective of Task Force 3 is to study the traditional and new media usage practices among different generations and to analyse the role of (computer) mediated relations in the process of building a "generational we sense" (intra-generational social relations) and in socialisation and connection among different generations

We aim to analyse the mediation practices used by different generations (children, young people, their peers and siblings, parents, grandparents, teachers) in the mediatised world.

We are also interested in analysing the similarities and differences of generations as media audience and their media consumption/produsage (Bruns 2006) practices.

Furthermore, we would also like to concentrate our research on the question if there are new topologies evolving like the usage of activity streams which can be found in actual Social Media applications. To which implications will lead the ubiquitous and pervasive stream of mediated interaction?