Programme for the COST Action IS0 906 Meeting in Tampere
"Creativity and Connectivity in Audience Research"
17-19 April 2013
University of Tampere

April 16 (Tuesday)

The morning of April 16 will start with the Finnish fandom seminar organized by the Finnish fan studies network and COMET research center, open to TATS participants. (More information available here: http://www.uta.fi/cmt/fani/index.html).

Self-organized co-authoring meetings for COST members can also be held on April 16.

COST MEETING - DAY 1: April, 17 (Wednesday)

Time	Activities and rooms
09.00-12.00	**Co-authoring meetings**
12.00-12.45	**Lunch (self-organized)**
12.45-13.45	**Registration and coffee** *Main building, lower hall*
13.45-14.00	**Welcome** *Lecture hall, D10B*
14.00-15.30	**Plenary session 1** *Lecture hall, D10B* *Chair: Kaarina Nikunen* *The New Faces of Audience: Crowdsourcing, Producing, Creativity* (COST launching and end of FANDOM seminar together) Saara L. Taalas *Notes on Mrs. Beeton, War Bonds and IKEA Hackers -* *Post-original production revisited* Jarmo Puskala *Iron Sky - Producing with the audience* (see abstracts and bios in the program)
15.30-16.00	**Coffee-break** *Lower hall*
16.00-19.00	**Book chapters' discussion** *LS A07 - Group A, chaired by Frauke Zeller*: 1) Dhoest; 2) Beyl, Bauwens, Lin; 3) Brites, Mathieu *LS A08 - Group B, chaired by Cristina Ponte* 1) Vittadini, Aroldi; 2) Ridell; 3) Hagen, Jorge; 4) Lemish, Nimrod *LS D13 - Group C, chaired by Brian O´Neill* 1) Hight; 2) Wijnen, Trultzsch, Sibaak; 3) Courtois, Kobbernagel, Schroeder; 4) Vicente, Bjur

19.00 - Suggested meeting place for dinner: Plevna (this is not part of the official programme—Plevna is an excellent restaurant with its own brewery and sausage specialities, located in historical surroundings)

COST MEETING - DAY 2: April 18 (Thursday)

Time	Activities and Rooms
09.00-10.30	**Working Group meetings** (See detailed program at the end of the programme)
10.30-11.00	**Coffee-break** *Lower hall*
11.00-13.00	**Interest group meetings** *LS A08* *Chairs:* Sonia Livingstone & Peter Lunt *If Habermas had a theory of media literacy, what would it include?* *LS E221* *Chairs:* Andra Siibak, Nicoletta Vittadini & Galit Nimrod *Generations and media* *LS E222* Chairs: Miri Gal Ezer & Hillel Nossek *Global protests active audiences' voices and their alternative multimedia*
13.00-14.00	**Lunch** *Lower hall*
14.00-16.00	**Task 5 "Building bridges with social practice":** Discussing reports in WGs *LS A07 - WG1* *LS D14 - WG2* *LS E222 - WG3* *LS E301- WG4*
16.00-16.30	Coffee-break *Lower hall*
16.30-18.30	**Sharing COST TATS' contributions** *LS D10B* Chair: Nico Carpentier Yuwei Lin *Showcasting Transmedia Essays -(Re-)creation of WG2 outputs in Audio/Video Forms* *Lower hall* Poster exhibition of TATS' output, and distribution of recent *special issues*

19.00 - COST social dinner in restaurant **Telakka,** Tullikamarinaukio 3.

COST MEETING - DAY 3: April 19 (Friday)

Time	Activities and Rooms
09.00-10.30	**Plenary session 2** *LSD10B* ***Challenging audience research: towards critical creativity*** Chair: Liina Puustinen José van Dijck *Social media users and the engineering of everyday life* Pertti Alasuutari *The Fourth Generation of Audience Studies: Theoretical and Methodological Challenges* (see abstracts and bios in the next pages)
10.30-10.45	**Plenary session 3** *LSD10B* Emilie Vossen *New COST administrative procedures*
10.45-11.00	Coffee-break *Lower hall*
11.00-12.00	**Working Groups' business meetings** *WG1: LS A07 (Presentation of papers, see last page)* *WG2: LS D14* *WG3: LS E222* *WG4: LS E301*
12.00-12.15	**Farewell**
12.15-13.45	**Lunch** (self-organized)
13.45-17.00	**Cross WG Project** *Media and Audiences* Klaus Bruhn Jensen *LS A07*
13.45-17.00	**Cross WG Project** *Twitter and the public sphere – The European elections in 2014* Pieter Verdegem et al. *LS A08*

PLENARY KEYNOTES and BIOS

Plenary 1

Wednesday 17.4, 14.00-15.30

- **Saara Taalas,** Professor at the School of Business and Economics, University of Linnaeus

Notes on Mrs. Beeton, War Bonds and IKEA Hackers – Post-original production revisited

In the contemporary markets business models building on audience participation are evolving outside traditional media products and transforming production technologies and consumer agencies. This note will visit examples from crowd sourcing, crowd and fan funding, equity crowd funding and fan organisation from two perspectives. First, how the participatory shift in current markets have a much longer history than usually thought. And second, how contemporary participation influence the terms of ownership, labour and consumer relations in the post-industrial markets.

Saara Taalas is IKEA Professor of Innovation in Business Studies at Linnaeus University in Sweden and Chair of Media Business at Turku University in Finland. Her research interests are directed at hybrid organisation connecting business production and innovation activities of active audiences and fans. Her work has been published in journals such as Entrepreneurship and Regional Development, and Management and Organizational History and she has been the responsible leader of over 50 research projects since 2004.

- **Jarmo Puskala,** Screenwriter

Iron Sky - Producing with the audience

Iron Sky is an international film project with a six year long road from an idea to the screen. During that time audience participation was an important part of the production, helping to create the film and to create a fan base years before the premiere. In this talk Puskala introduces the unique process that enabled the making of the award winning film.

Jarmo Puskala is a screenwriter and an inventor of the original idea behind the Iron Sky, an award winning science fiction film. He has been a key figure in organizing the crowdsourcing of the fandom around Iron Sky project that collected one million euro basic funding through "Iron Sky War Bonds" making the film possible. Puskala's previous work includes screenwriting for Star Wreck: In the Pirkinning, another film that was developed within the fan culture and that compellingly challenged the lines between professional and amateur film production. He is currently involved both international marketing of Iron Sky and is a member of the screenwriting group of the next film production of the makers of Iron Sky.

Plenary 2

FRIDAY 19.4, 09.00-10.30

- **José van Dijck,** Professor of Comparative Media Studies, University of Amsterdam

Social media users and the engineering of everyday life

In less than a decade, services like Facebook, YouTube, Twitter and LinkedIn have come to deeply penetrate our daily habits of communication and socializing. While most sites started out as amateur-driven community platforms, half a decade later they have turned into large corporations that do not just facilitate global connections, but have become global data mining companies. This lecture will reflect on how social media have online social activities such as "sharing", "liking", "following" and "trending" have become normalized in everyday life? What are the implications of the fact that large portions of informal communication are increasingly commercialized and engineered through social media? Facebook's and Twitter's algorithms do not simply reflect our behavior and habits, but actively steer and manipulate social activities. At the heart of the social media's industry's surge is a battle over information control between users and platform owners. What power do users have to steer the culture of connectivity?

José van Dijck is a professor of Comparative Media Studies at the University of Amsterdam, where she also served as the Dean of Humanities. Her visiting appointments include Massachussetts Institute of Technology (MIT), UC Santa Cruz, Georgia Insitute of Technology, Concordia University Montreal, and the University of Technology (UTS), Sydney. José van Dijck is the author of six books, three co-edited volumes and some one hundred articles. Her latest book on social media, titled The Culture of Connectivity. A Critical History of Social Media, is published by Oxford University Press (2013). A complete list of publications and short CV can be found at:
http://home.medewerker.uva.nl/j.f.t.m.vandijck/page1.html

- **Pertti Alasuutari,** Academy Professor, University of Tampere

The Fourth Generation of Audience Studies: Theoretical and Methodological Challenges

In the late 1990s I presented a tripartite categorization of reception and qualitative audience studies. According to it, this field has evolved from research inspired by Stuart Hall's encoding-decoding model via the second generation of audience ethnography to a third phase, in which the object of research is our contemporary 'media culture' as it can be seen in the role of the media in everyday life, both as a topic and as an activity structured by and structuring the discourses within which it is discussed. The paper argues that due to many changes in the global media environment, qualitative media and audience research needs to be updated to a fourth generation. For one thing, since television has become increasingly merged with the Internet and smart phones, 'audience' has become an awkward word, often replaced by Internet or media *users*. Second, professional journalism can now be viewed in a new light as an expert position enabled by monopolistic media houses, which are now challenged by the social media. This has made us increasingly aware that, as a whole, mediated communication in its various forms makes acts public and enables public acts.

Pertti Alasuutari is a professor of sociology currently working as the Academy professor at the University of Tampere. His areas of specialization include social and cultural theory, methodology of social research, cultural dimensions of globalization, media reception and audiences, everyday life and identity construction. Alasuutari has published widely in scientific journals and he is the author and editor of over 20 monographs. His works include Social Theory and Human Reality (Sage, 2004) and Rethinking the media Audience (Sage, 1999). A complete list of publications and short CV can be found at: http://people.uta.fi/~pertti.alasuutari/CV_with_hyperlinks.htm

SPECIAL SESSION - Showcasing Transmedia Essays

THURSDAY 18.4, 16.30-17.30

- **Yuwei Lin**, University of Salford, UK.

This is not a normal screening. This is a screening of transmedia essays.

To disseminate the findings and outputs from WG2 to a wider audience, and to experiment an innovative pedagogical approach of teaching the concepts and practices related to media convergence and transmedia, I asked my undergraduate students in the School of Arts and Media at the University of Salford (UK) to work in a team to deliver a transmedia essay, which is a video or an audio transcript of one of the academic papers written by WG2 members and published in CM: Communication Management Quarterly, nr. 21.

Essentially, the assignment was about turning a complex academic paper into an accessible and entertaining short video or audio. To produce this transmedia essay, students needed to read and comprehend the paper, and then transcribe and/or translate it into a 5-minute video or audio article. The project took place on Semester 1 2012-13 (Oct 2012 – Jan 2013) and had engaged 138 Salford students and 26 transmedia essays were submitted. Nico Carpentier visited the University of Salford on 29 November 2012 to give a guest lecture (and a repeated one) to the students, and provided feedback to the students' ongoing work. This session will showcase the top-quality student work resulting from this exercise carefully and collectively chosen by Francesca Pasquali, Nico Carpentier, Greg Foster (my teaching assistant) and myself.

WORKING GROUPS – Programs

Thursday, 18.4

09.00-10.30

Working Group 1
Discussion of two new research activities
LS A07

1. Sonia Livingstone: Organizing a Brussels meeting about *"Media literacy policy and the evidence base: Future directions and challenges"*. Proposal for a meeting, connected to the Bridges task, to be held in Brussels in September 2013 with relevant stakeholders. Members outside WG1 are welcome to participate.

2. Hanna Adoni: *"Patterns of cross media news consumption: a comparative research project"*. Members outside WG1 are welcome to participate.

Working Group 2

Panel 1: The contexts of participation Chair: Nico Carpentier Room: *E221*	Panel 2: Being public in the 21st century Chair: Francesca Pasquali Room: *E222*
Technology as an enabler and means to support reader participation to hyperlocal news making - participant characteristics and factors affecting participation Heli Väätäjä **Journalists and reader-reporters in hyperlocal context** Merja Helle, Maria Ruuska, Hanna Weselius & Kajsa Hytönen **Analyzing youth media participation in a comparative setting** Sirkku Kotilainen & Annikka Suoninen **"The Story is Us, the Media are Us": Critical media practices in changing media cultures** Anne Kaun **Fake news and networked journalism in hard times: "Honest, objective and immoralist news" of Zaytung on social media** D. Beybin Kejanlıoğlu, Oğuzhan Taş, Aydın Çam & A. Sarp Yılmaz	**Theoretical perspectives on emergent publics** Maria Francesca Murru & Peter Lunt **Radio becoming r@dio: convergence, interactivity and broadcasting trends in Portuguese radio** Paula Cordeiro **Taking a closer look to generations online: the Greek case explored** Dimitra Dimitrakopoulou **The Mediatization of society: play as a form of social interaction** Manuel José Damásio & Sara Henriques **Generations and on-line media in Cyprus** Angeliki Gazi

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Working Group 3

Task Force Meetings:

LS D13
TF "Old" & "New" Media: Theoretical and Technological Perspectives
Chairs J. Ignacio Gallego & Brian O'Neill

LS E301
TF New media, new methodological approaches
Chair Pieter Verdegem

LS E350
TF Generations and Mediated Relationships
Chairs Nicoletta Vittadini & Andra Siibak

Working Group 4
LS B4116
Chairs: Sascha Trueltzsch and Alexander Dhoest

The (ir)relevance of age for access to digital information
Eugène Loos

From the Letter to the Communication Break-through:
The Image of the Bulgarian Family and Social Media
Mariyan Tomov

The Young Portuguese journalists and the economic crisis
Liliana Pacheco

Friday 19 April 11.00-12.00:

Working Group 1 Business Meeting – presentation of papers

11.00 – 11.20 Fausto Colombo, *Too easy to say trust*

11.20 – 11.40 Liina Puustinen, *Trust in Economy in Letters to the Editor*

11.40 – 12.00 Riita Perälä & Merja Helle, *Media fragmentation and audience engagement*

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