

**newsletter
WG2**

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COST MEETING TAMPERE

PUBLICATIONS

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NEW CALLS

TAMPERE POSTER SESSION



CONFERENCE AT UNIVERSITY OF TAMPERE, FINLAND: “CREATIVITY AND CONNECTIVITY IN AUDIENCE RESEARCH” [17-19 April 2013]

WG2 PANEL 1 REPORT: The contexts of participation

Chair: Nico Carpentier

Reporters: Igor Vobič and Ana Milojević

Technology as an enabler and means to support reader participation to hyperlocal news making - participant characteristics and factors affecting participation

Heli Väättäjä, Tampere University of Technology

During the last three years, Väättäjä studied the readers' motivations and experiences to send photo content to hyperlocal news published in Helsinki metropolitan area. She addressed the factors affecting participation, the motivations to submit photo content generally and trialed with a hyperlocal news publisher new collaboration processes. This presentation provided an overview of the findings giving insights into what affects participation in crowdsourcing processes in news making. She specifically addressed the characteristics and participation preferences of different participant groups and their relation to motivations and used technology. Two types of participation styles emerge: planned, and opportunistic. Most of those, who carry out planned activity, also participate with opportunistic topics as they happen to come across relevant issues

to report, therefore carrying out combined styles. Those who plan and search for topics, interweave their activity with their other daily activities, calling for technology support for planning their activity. Offering multiple channels of participation enables diverse groups independent of their background to collaborate in news making, ensuring democratic participation and possibility to voice their views. Motivations of participation vary from influencing, informing others of local issues to hoping for monetary compensation for the participation. Väättäjä argued, to succeed in reader participation, news publishers need solutions for understanding the characteristics of participants and patterns of participation.

Journalists and reader-reporters in hyperlocal context

*Merja Helle, Maria Ruuska, Hanna Weselius,
Kajsa Hytönen*

Aalto University Helsinki

Hyperlocal news content has been criticized as trivial and irrelevant. Merja Helle, Maria Ruuska, Hanna Weselius, Kajsa Hytönen studied the emergence of hyperlocal content in web and print in SanomaNews City Newspapers in Finland since 2010. The first text messages and mobile photos from the readers were published in web and print in 2005. Last year the website omakaupunki.fi received 35 000 photos from its readers. The media company has been trying upgrade both the amount and quality of the stories and pictures sent by readers. For this purpose the development of the website teejuttu.fi for user-generated content (UGC)

was published in September 2012. The authors followed the planning of the project. Strong resistance emerged in the newsroom against increasing UGC content as the diminishing role of professional journalists in content creation became apparent. They analysed the content sent by the readers in 2012 - both stories and pictures - and what kind of UGC content interests the readers. The themes of the articles written by the reader-reporters in the fall of 2012 were divided into nine categories. The biggest category (30 %) contained articles dealing with hobbies and public events. 23 % of the pictures concerned infrastructure. We also categorized the hypothetical motivation behind the sent of stories. The biggest category was observation (33 %) of one's surroundings and reporting it. Other motives seemed to be highlighting problems or grievances (24 %) and reporting events (19 %). The most clicked and commented photos (60 %) taken by the reader-reporters in dealt with transportation and parking. The most popular subtopic was illegal parking.

Analyzing Youth Media Participation in a Comparative Setting

Sirkku Kotilainen and Annikka Suoninen

Media participation is much explored from the perspectives of media companies and production. The presentation reflected Nico Carpentier's model from the perspective of active audiences. How is it working in dialogue with comparative analysis of empirical data of young audiences? The presentation reflects this question based on the Comparative Research on Youth

Media Participation (2009-2011) which has explored audience activities aged 11-18 through questionnaires, interviews and media diaries in Argentina, Egypt, Finland and in India, partly also in Kenya. The paper was based on the analyses of the statistical material (N= 4300). The results show, for example, the inequality in access to media in different continents and, inside the Southern countries urban - rural, as "non-access at home", "access at home" and "personal access at home" which identify the participatory subject positions of the young.

"The Story is Us, the Media are Us" - Critical media practices in changing media cultures

Anne Kaun, Södertörn University

"The Story is Us, the Media are Us" - Critical media practices in changing media cultures

Discourses on how the changing nature of media culture has impacted on political and civic engagement are ubiquitous. Twitter and Facebook revolutions, MoveOn effect and netroots (instead of grassroots) are some examples of current buzzwords circulating in the discussion on how a changing media environment enables or constraints political and civic practices as well as experiences. The paper took media practices as starting point to discuss the dialectical relationship between changes in media and civic culture while drawing on empirical research on the occupy movement in the European periphery (namely Stockholm, Tallinn and Riga). It specified the kind of media practices that

will be investigated here as critical media practices (also media criticism). To specify the notion of critical media practices, the project drew on Castells' communication power that is exercised "by means of coercion (...) and/or by the construction of meaning on the basis of the discourses through which social actors guide their action" (Castells 2009, p. 10). Critical media practices are hence guided by the implicit attempt to influence the public discourse that is still largely mediated by the mainstream media (Scholz 2008). The paper mapped out the critical media practices of Occupy Stockholm, Tallinn and Riga, while also paying attention to the stories they tell in order to accumulate communicative power and change public discourse. The paper finally suggested that media practices are concrete, empirical entry points to develop an understanding of how media and civic culture are interrelated and change over time.

Fake News and Networked Journalism in Hard Times:

"Honest, Objective and Immoralist News" of Zaytung on Social Media

D. Beybin Kejanlioğlu, Oğuzhan Taş, Aydın Çam & A. Sarp Yılmaz

Fake news is an act of inversion in which the constituents of news discourse are challenged in a way that reveals the absurdity of the objective and accurate reporting at a time when Turkey is undergoing a total eclipse of reason that is characterised by the undemocratic implementations of AKP government and diminishing public trust to

news media. Zaytung (Turkish pronunciation of *zeitung*/newspaper in German), a daily updated website, and the circulation of its fake news on social media are held as a case here. Inspired by the famous American fake news site, The Onion, Zaytung was founded in late 2009, having six editors, 1500 registered authors among whom 50-60 write in regular basis and had approximately 50.000 daily users in early 2011. It is a remarkable instance of fake news production mixing satire, parody and irony. Maybe even more, it can be considered a carnivalesque resistance to hegemonic power dominates domains of both politics and the media. Zaytung produces dozens of fake news and breaking news headlines closely related to news agenda as well as magazine covers, streaming news, photo news, horoscopes, pool results which are all fake. In current political and cultural climate of Turkey, this blend of humorous discourse and its widespread dissemination by the networked public have a capacity to expose the nonsense of routinized truth claims of hegemonic power by strategically ironize their own way of communicating. The engagement of multiple publics with welcoming and crafting new forms of journalism such as fake news against the business of journalism can lead to an opportunity for a more direct and pluralistic form of democratic expression. This presentation will analyse instances of Zaytung news that are shared and being commented on by news publics on social network platforms to highlight such an opportunity though it is still in the making and may not alter the power structure.

WG2 PANEL 2 REPORT: Being public in the 21st century

Chair and reporter: Francesca Pasquali

Unveiling visibility: citizenship in the lifeworld

Maria Francesca Murru, Università Cattolica di Milano

Peter Lunt, University of Leicester

The presentation was aimed at sharing the main findings of the research activity carried out during the short scientific mission that Maria Francesca Murru had accomplished at University of Leicester, under the supervision of Peter Lunt. The contribution proposes a theoretical discussion on visibility as a pivotal concept of a culture-oriented model of online public spheres. Within a research perspective focused on socio-cultural preconditions of democratic practices, visibility emerges as a notion able to grasp some of the constraints and opportunities within which political agency deploys itself in contemporary digital media landscape. It constitutes not only the essential feature of intersubjectivity on which citizenship is grounded but also one of the breach of contingency where “mediation” works, inserting new thresholds across which identity and belongings of citizens are moving and being translated.

Radio becoming r@dio: convergence, interactivity and broadcasting trends in Portuguese radio

Paula Cordeiro, Universidade do Algarve

Radio has always been part of our lives. It has also been a profitable business since the

early days of broadcasting. Today, immersive media, convergent media, interactive media and all sorts of digital devices have created a ‘self-media’ environment that resituates radio, in the face of new challenges. The author focused on changes occurring in broadcasting by analysing radio station websites, platforms of broadcasting and streaming, to characterise the transformation of radio, in terms of distribution. By using desk research and key examples from Portuguese radio broadcasting industry, the author presented a new concept of streamed audio content, to understand radio as r@dio, presenting proposals that aim to situate radio broadcasting in a context of severe competition for people’s attention among all available audio contents. Even if we may still have remnants of a mass audience, the convergent media landscape is in process of redefinition towards a demassified composition: individuals use increasing digital platforms and gadgets to communicate and/or entertain, seduced by their level of individualisation, multimedia features and interactivity.

The mediatization of society: play as a form of social interaction

Manuel José Damasio, Universidade Lusófona

Sara Henriques, Universidade Lusófona

When talking of the mediatization of society, two issues become central: one concerns the power of the media to, via their structures, assure local identities, and the other one concerns an opposite facet that assumes network media are used to dissemble communication of its local

contexts. These are conflicting trends that point to consequences at the individual and institutional levels. From a historical perspective, media’s ability to create a common horizon of experience across institutions has mainly acted to dissolve local cultures in favour of shared national realms of experience. The authors discussed a particular aspect of this tension, the case of direct mediatization processes that result in technologies being used for purposes different from the ones they were conceived for (i.e. digital interactive television for film sharing). The paper considered one major context of play, a “hybrid space”, where the physical and social face-to-face aspects of outdoor play are combined with the more common elements of media-based play, such as the use of interactive devices and real-time connectivity. Innovative socio-technical solutions are aligned with the post-desktop paradigm of ubiquitous or pervasive computing, in which computers are incorporated in users’ activities, objects and spaces in daily-life. Such spaces of play configure both indirect and direct effects of mediatization still not fully understood and in need of further discussion.

Taking a closer look to generations online: the Greek & Cypriot case explored

Angeliki Gazi, Cyprus University of Technology

Dimitra Dimitrakopoulou, Aristotle University of Thessaloniki

We can assume that contemporary society is a networked society where media, culture and audience are global, developing a digital experience and identity within different generations. The authors argued that

generations have a role in the field of cultural production and consumption. Generations have different consumption practices and relate differently with on-line media, with relevant consequences in the development of media and cultural industries. Radio formats are today developed based on marketing segmentation combined with other codifications and multidimensional categories related to generations. This research was an in-depth analysis about on-line media and Greek and Cypriot audience, theorizing social interactions and communication, studying the relation between generations and radio. The paper figured new conditions of online media consumption and the integration of social networks into our daily lives, analysing its impact in perceptions and usage of online media, also the changes it may portray in identity and cultural practices. The authors discussed the internet influence in the relation that people have with radio, using online radio and music as an example to explore the generational differences in consumption and identity conception in reference to the user’s experience and gratifications in the use of online radio, music and social networks

SPECIAL SESSION REPORT: Showcasing Transmedia Essays

Yuwei Lin, University of Salford, UK.

This was not a normal screening. This was a screening of transmedia essays. To disseminate the findings and outputs from Working Group 2: Audience Interactivity and Participation to a wider audience, and to experiment an innovative pedagogical approach of teaching the concepts and

practices related to media convergence and transmedia, Yuwei Lin asked 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. 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 2012/2013 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 showcased the top-quality student work resulting from this exercise carefully and collectively chosen by Francesca Pasquali, Nico Carpentier, Greg Foster and Yuwei Lin.

POSTER EXHIBITION REPORT: Poster exhibition of TATS' recent and future output

During the Tampere Conference members of Working Group 2 prepared a poster exhibition of TATS' recent and future output, where 12 posters were presented:

- Alternative media and participation: Essays and Interviews (Beybin Kejanlioglu and Salvatore Scifo)
- Audience Transformations: Shifting Audience Positions in Late Modernity (Nico Carpentier, Kim Schröder and Lawrie Hallett)
- Participatory Journalism: Possibilities and Constraints of Audience Participation (Igor Vobič)
- Interrogating Audiences: Theoretical Horizons of Participation (Nico Carpentier and Peter Dahlgren)
- Public Voice and Mediated Participation (Birgit Stark and Peter Lunt)
- Thematic Issue of International Journal of Media Management
- Transforming Audiences and Transforming Media Management (Nory Nyiró and Mihály Gálik)
- Policy Implications of Academic Research on Mediated Participation (Maria Francesca Murru and Nico Carpentier)
- Networked Belonging and Networks of Belonging (Manuel José Damásio and Paula Cordeiro)
- Working Group 2 Interview Essays (Mélanie Bourdaa, Igor Vobič and Manuel José Damásio; Birgit Stark; José Manuel Noguera; Ana Milojević and Lucia Vesnić-Alujević)
- Audience Involvement and New Production - Paradigms (Francesca Pasquali, Mélanie Bourdaa and José Manuel Noguera)
- New Media, Audience and Emotional Connectivity (Hada M. S. Gonzales)

RECENT PUBLICATIONS BY WG2 MEMBERS

[October 2012-May 2013]

Barker, M. (2013). Finding Audiences for Our Research: Rethinking the Issue of Ethical Challenges. *The Communication Review*, 16(1-2), 70-80.

Buckingham, D. (2013). Representing Audiences: Audience Research, Public Knowledge, and Policy. *The Communication Review*, 16(1-2), 51-60.

Carpentier, N., Krista Lepik (2013). Articulating the visitor in public knowledge institutions. *Critical Discourse Studies*, 10(2), 136-153.

Carpentier, N. (2013). The participatory organization: Alternative models for organizational structure and leadership. Tobias Olsson (Ed.). *Producing the Internet: Critical perspectives of social media*, 63-82 Göteborg: Nordicom.

Dahlgren, P. (2013) 'Online journalism and civic cosmopolitanism: Professional participatory ideals'. *Journalism Studies* 14 (2): 156-171.

Dahlgren, P. (2013) 'Tracking the civic subject in the media landscape: versions of the democratic ideal'. *Television and New Media*, 14 (1): 71-88.

Finnemann, N., Brügger, N. (2013). The Web and Digital Humanities: *Journal of Broadcasting & Electronic Media*, 57(1), 66-80.

Kaun, A., forthcoming (2013). *Being a Young Citizen in Estonia: An Exploration of Young People's Civic and Media Experiences*. Tartu: University of Tartu Press.

Lundby, K. (2013). Theoretical frameworks for approaching religion and new media. Campbell, Heidi A. (Ed.). *Digital Religion. Understanding Religious Practice in New Media Worlds*, 225-237 London: Routledge.

Milojevic, A., Vesnic-Alujevic, L. (2013). Interview Essays with/on journalists and politicians. .

Noguera Vivo, J. (2013). How open are journalists on Twitter? Trends towards end-user journalism. *Communication and Society*, 26(1), 93-114.

Patriarche, G., Dufrasne, M. (2013). Faire parler les réseaux: Ce que les catégories d'audience, de public et de communauté ne disent pas sur les pratiques médiatiques. Accords, désaccords et malentendus: le sociologue comme médiateur dans l'espace public. Delchambre, J.P. (Ed.). Brussels: Publications de l'Université Saint-Louis - Bruxelles.

Pavlickova, T. (2013). Bringing the Author Back Into the Audience Research: A Hermeneutical Perspective on the Audience's Understanding of the Author. *The Communication Review*, 16(1-2), 31-39.

Raycheva, L., Jalali C., Seeber G. U. H., Negrine R., Berganza R., Roka J., Dobek-Ostrowska B., Nord L., Balzer M.,

& Baumli M. (2013). Campaigning Against Europe? The Role of Euroskeptic Fringe and Mainstream Parties in the 2009 European Parliament Election. *Journal of Political Marketing*, 12(1), 77-99.

SanchezGonzales, H. (2013). "Newmedia, audience and emotional connectivity". *Sociedad de la Información*.

Sanchez Gonzales, H. (2013). Nuevos medios, nuevos perfiles y conectividad emocional con la audiencia: los periodistas en la praxis profesional. *CIC Cuadernos de Información y Comunicación*.

Siibak, A., Oolo, E. (2013). Performing for one's imagined audience: main online privacy strategies of Estonian teens. *Cyberpsychology*, 7(1).

Siibak, A., Oolo E. (2013). Performing for one's imagined audience: main online privacy strategies of Estonian teens. *Cyberpsychology*, 7(1).

Sorice, M. (2013). *Sociology of Popular Culture and the Mass Media*. Runehov, A.; Oviedo, L. (Eds.). *Encyclopedia of Sciences and Religions*. New York: Springer.

Stark, B. (2013). *The Many Faces of Interactivity in Convergent Media Environments. Assessing Uses and Effects of Interactivity from a User and Producer Perspective..* Karmasin, Matthias; Diehl, Sandra (Eds.). *Media and Convergence Management*, 301-317. Berlin: Springer.

Oblak, T., Vobič, I. (2013)

Converging practices and discourses : obstacles in production culture for interactivity in Slovenian online newspapers. *Convergence*, 2013, 17.

Toepfl, F. (2013). Making Sense of the News in a Hybrid Regime: How Young Russians Decode State TV and an Oppositional Blog. *Journal of Communication* (Forthcoming), .

OTHER FUTURE ACTIVITIES FOR NL

1- Several WG2 special issues are in production, as is explained more in detail in this news letter. The special issue on Transforming Audiences and Transforming Media Management, edited by Mihály Gálík and Nóra Nyirő will be published in the *Budapest Management Review*. Secondly, there is the special issue on New Media, Audience and Emotional Connectivity, to be published in *Sociedad de la Información*. This special issues' guest editor is Hada M. Sánchez Gonzales from the Universidad de Sevilla, España. The third special issue in production is on Participatory Journalism: Possibilities and Constraints for Audience Participation, edited by Igor Vobič, to be published in *Medijska istraživanja/Media Research*. Finally, the most recent addition to this list is the special issue on Histories of Media(ted) Participation, edited by Peter Dahlgren and Nico Carpentier, to be published in *CM*.

2- The work on Task 5 - focussing on the recommendations and implications of the Action - will continue. The presentations by the four WG2 Task Forces, partially based on the analysis of the 26 individual reports generated by WG2 members, are now being translated into four short articles, to be published in a special section of *Comunicazioni Sociali*, entitled Policy Implications of Academic Research on Mediated Participation. This special section is edited by Maria Francesca Murru and Nico Carpentier.

3- After the successful publication of the four planned interview essay collections (see <http://www.cost-transforming-audiences.eu/node/303>), one of WG2's vice-chairs, Manuel José Damásio has integrated them into one publication. The collection of essays was published in a special section of the e-journal *Publications* (volume 10, issue 1), which can be found here: <http://www.participations.org/Volume%2010/Issue%201/contents.htm>. Moreover, two additional essay collections are in preparation. The first essay collection on Alternative Media and Participation will be edited by Beybin Kejanlioglu and Salvatore Scifo. The second essay collection, based on a series of interviews with media practitioners by 3rd year Bachelor students at Saint-Louis University, Brussels, will be edited by Marie Dufrasne and Geoffroy Patriarche.

4- The Action-wide publication *Audience Transformations. Shifting Audience Positions in Late Modernity* is in production. The expected publication date is 31 July 2013. More information can be found here: <http://www.routledge.com/books/details/9780415827362/>. WG2 is contributing to this book with four chapters: 1/The Democratic (Media) Revolution: A Parallel Genealogy of Political and Media Participation, by Nico Carpentier, Peter Dahlgren and Francesca Pasquali; 2/The Mediation of Civic Participation: Diverse Forms of Political Agency in a Multimedia Age, by Peter Lunt, Anne Kaun, Pille Pruulmann-Vengerfeldt, Birgit Stark and Liesbet Van Zoonen; 3/Networks of Belonging: Interaction, Participation and Consumption

of Mediatized Content, by Paula Cordeiro, Manuel Damásio, Guy Starkey, Inês Botelho, Patrícia Dias, Carla Ganito, Catia Ferreira and Sara Henriques; 4/The Role of the Media Industry When Participation is a Product, by José M. Noguera, Mikko Villi, Nora Nyirő, Emiliana de Blasio and Mélanie Bourdaa.

5- After Tampere, WG2 will meet in Belgrade on 18-20 September 2013. Here, the Action's work on the recommendations and implications will be continued, with a WG2 roundtable on building bridges with stakeholders, and a more general panel with WG2 paper presentations.

6- The conference New Media and Participation, affiliated with WG2, will be held at Bahcesehir University (BAU), Istanbul, Turkey, on 22-23 November, 2013. The local organiser is Beybin Kejanlioglu, with the support of Haluk Gorgen, Burce Celik, Tolga Hepdinciler and Salvatore Scifo. Instead of focusing only on the dark side of the new structuration, the conference aims at looking at both the dark and the bright sides of audience involvement and citizen engagement with media and politics. More specifically, theoretical and methodological discussions on media and participation, new political subjectivities, networked journalism and public involvement, cross-media production and 'producers', private and public spheres, and civic engagement, research on citizenship, civil society and participation constitute the main subjects of the conference.

7- Preparations for the Action Final Conference, to be held at the University of Ljubljana, Slovenia, on 5-7 February 2013 have also already started. Local organisers are Igor Vobič, Boris Mance and Irena Brinar. More information about this conference will follow.

8- WG2 liaison officer Igor Vobič is one of the organisers of the PhD workshop Fieldwork in Contemporary Audience Studies, to be held in Ljubljana on February 8, 2014, on the day after the Action Final Conference. The workshop will address issues in doing fieldwork - especially methodological questions but also practical challenges (e.g. how to plan and finance a project). It aims at providing young researchers with the opportunity to share about their experience of fieldwork and to address problems they have/had to face. They will benefit from the experiences and support of their peers and of established scholars. A further aim of the workshop is to optimize exchange and networking between PhD students, early career scholars and experts in the respective fields of research. The workshop will be co-organised with YECREA and the Audience and Reception Studies section of ECREA, with Julia Hünninger serving as lead organiser.

CALL FOR ESSAYS FROM CIVIL SOCIETIES ORGANISATIONS

The Working Group 2 of the COST action *Transforming audiences, Transforming societies* is inviting members from Civil Society Organisations to produce short essays on media, audiences and participation. These essays will be published on its official website: <http://www.cost-transforming-audiences.eu/>.

WG2 focuses explicitly on "Audience interactivity and participation". It aims at looking at the possibilities and constraints of mediated public participation, the roles that new and old media institutions and professionals play in facilitating public participation and in building citizenship; the interlocking of mainstream media and non-mainstream media and their production of new hybrid organizational structures and audience participation.

As one of the Working Groups of the *Transforming audiences, Transforming societies* Cost Action, we are keen on establishing a dialogue with members of civil society organisations (CSOs). The goal of this call for essays is to listen to the voice of CSOs on audience participation and interactivity.

We particularly look for contributions dealing with (but not limited to):

Audience feedbacks and participation.

Introduction of interactivity in communication strategies.

Importance of community networks and social media (twitter, facebook,...).

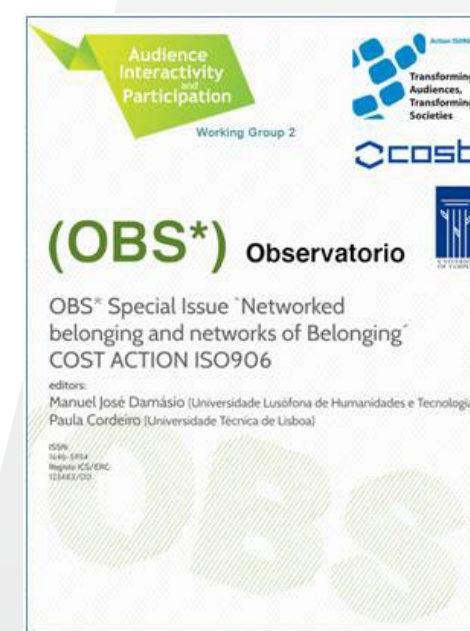
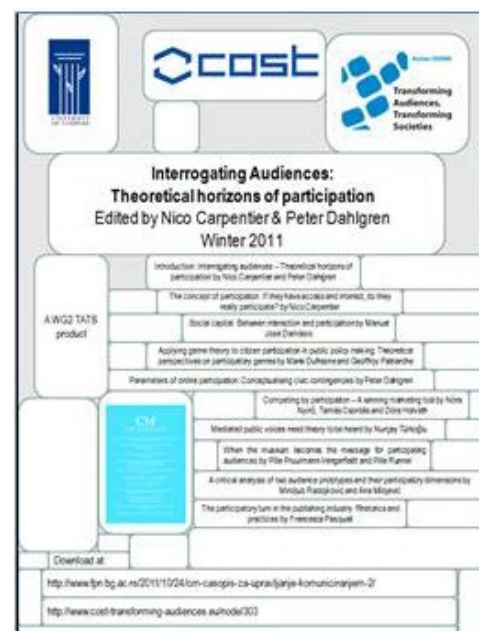
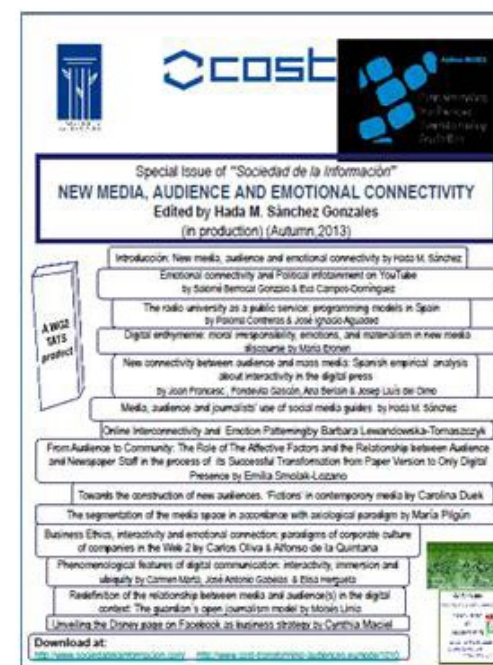
The mutations of communication with new technologies.

The mutations of audience practices.

We welcome essays of no more than three pages (references included). If you are interested, please contact our Civil Society Liaison Officer, Melanie Bourdaa (melaniebourdaa@yahoo.fr). The deadline is 1 September 2011.



TAMPERE POSTER SESSION



Policy implications of academic research on mediated participation
 Edited by
 Maria Francesca Murru & Nico Carpentier
 January 2014

The social relevance of participatory theory
 Nico Carpentier & Peter Dahlgren

Social implications of the work on Public voice and mediated participation
 Birgit Stark & Peter Lunt

Social implications of the work on Networked belonging and networks of belonging
 Manuel José Damásio & Paula Cordeiro

Digital audiences and implications of participation
 Francesca Pasquati, José-Manuel Higuera & Mélanie Bourdau

AWG2 TAI's product

**Present the Special Issue on:
 Transforming audiences and transforming media management...**

The general trends of audience transformation are influencing the management and economics of media companies and it has to be understood and part of the academic research as well. The special issue wants to give room for audience focused studies connected to media management literature. The first and wider aim is to have a general focus on audience transformation and media management, besides providing place and time to studies and articles with more targeted focus on audience participation and its effect on media management issues: the changing role of audiences influencing the management of media companies; media uses, appropriations that are challenging cross media production processes; trends of audience fragmentation and disappearing audience.

- 9 abstracts from 7 countries
- Areas covered by the abstracts:
 - as value creation on web with participating audiences
 - managerial implications on audiences as fans
 - audience production role in managerial issue
 - new audiences and marketing challenges of managers
 - changing media consumption patterns and its managerial consequences
- 8 out of the 9 abstracts were invited to submit a full paper

The expected publication time is Autumn 2013.
 Guest editors: Nora Nyiró, Mihály Gálík



International journal of media management
 Vol 14, No 2 (2012)

A journal issue, affiliated to WG2 of the Action

Articles

Measuring Media Use Across Platforms: Evolving Audience Information Systems
 Harsh Taneja, Utsav Mahotra

Audience Behavior in the Multi-Screen "Video-Versa"
 Patricia F. Phalen, Richard V. Ducoy

Capturing "Human Bandwidth": A Multidimensional Model for Measuring Attention on Web Sites
 Nan Zheng, Hsuehling Chyi, Kelly Kaufhold

Invited Essay

Audience Evolution and the Future of Audience Research
 Philip M. Napoli

Current Trends in U.S. Media Measurement Methods
 David Gunczler

The Branding of Television Networks: Lessons From Branding Strategies in the U.S. Market
 Horst Siepp

JMM

**Working Group 2
 Audience Interactivity and Participation**

"Public Voice and Mediated Participation" - Special Issue of Communications - The European Journal of Communication Research

edited by
 Birgit Stark and Peter Lunt

A WG2 TAI's product

The special issue of this journal is devoted to the study of the relationship between the individual and the media. It is a special issue of the journal "Communications - The European Journal of Communication Research". The special issue is edited by Birgit Stark and Peter Lunt. The special issue is devoted to the study of the relationship between the individual and the media. It is a special issue of the journal "Communications - The European Journal of Communication Research". The special issue is edited by Birgit Stark and Peter Lunt.

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