

**newsletter
WG2**

chair

Nico Carpentier [nico.carpentier@vub.ac.be]

vice-chairs

Manuel Damásio [mjdamasio@ulusofona.pt]

Miroljub Radojkovic [miroljub.radojkovic@fpn.bg.ac.rs]

liaison officers

Bozena Mierzejewska [bozena.mierzejewska@unisg.ch]

Igor Vobic [igor.vobic@fdv.uni-lj.si]

Jose Manuel Noguera Vivo [jmnoguera@gmail.com]

Melanie Bourdaa [melaniebourdaa@yahoo.fr]

Lucia Vesnic-Alujevic [lucy.vessal@gmail.com]

Ana Milojevic [ana.milojevic@fpn.bg.ac.rs]

A WORD OF WELCOME

BELGRADE MEETING 2013

SPECIAL ISSUES IN PRODUCTION: EDITORS' PROGRESS REPORTS

NEW PHD

RECENT PUBLICATIONS BY WG2 MEMBERS



A WORD OF WELCOME

The TATS COST Action is slowly coming to an end. In the past months we have been working hard on the last task of our Action, Task 5, which is focussing on the **recommendations and implications** of the Action. This work resulted in a wonderful roundtable debate at the Belgrade meeting, fed by four texts that were produced by the Task Force leaders of WG2. After this meeting, Igor Vobič has written up a report on that debate, which concludes the WG2 activities on this task. Again, we have reason to be pleased with the outcome.

But at the same time, our **publication work** continues. A last cluster of WG2 special issues is still in production.

- 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.

- The special issue on Histories of Media(ted) Participation, edited by Peter Dahlgren and Nico Carpentier, will be published in CM.

- Fifthly, the four articles that came out of the Task 5 project will be published in a special section of Comunicazioni Sociali, entitled Policy Implications of Academic Research on Mediated Participation. This special section, embedded within a special issue on The responsibility of knowledge. The values of critique and social relevance in research on media and communication, is edited by Maria Francesca Murru and Nico Carpentier.

- And finally, there is still one essay collection in preparation on Alternative Media and Participation, edited by Beybin Kejanlioglu and Salvatore Scifo.

As we have produced an impressive collection of publications, we need to do more to make them known to the outside world. Here, we still need to step up our **promotional activities**, and all members of WG2 are invited to help on this matter. For the Audience Transformations book (which includes several chapters authored by WG2 members) a Facebook experiment was initiated, and a book page was opened (see <https://www.facebook.com/AudienceTransformations>). In the period of 13-19 September, the interest for this page peaked, with a reach of more than 4000 (unique viewers of page content) and almost 260 persons talking about the content on FB. Especially the WG2 article by Peter Lunt, Anne Kaun, Pille Pruulmann-Vengerfeldt, Birgit Stark and Liesbet Van Zoonen (“The mediation

of civic participation: Diverse forms of political agency in a multimedia age”) was a popular topic of discussion.

Another indicator is that the Action is not over yet, is that we will still have a series of meetings:

- 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 Gurgen, Burce Celik, Tolga Hepdinciler and Salvatore Scifo.

- Preparations for the Action Final Conference, to be held at the University of Ljubljana, Slovenia, on 5-7 February 2013 have progressed well. Local organisers are Igor Vobič, Boris Mance and Irena Brinar.

- WG2 liaison officer Igor Vobič is also 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).

Finally, there is the question of life after the Action. There are many new initiatives being developed, mostly within the interest groups and the cross-working group initiatives, on topics that are closely related to the remit of WG2. In Ljubljana, we should also discuss whether there

is an interest in continuing the work on Audience, interaction and participation.

We hope to see many of you in Istanbul and Ljubljana.

Nico Carpentier

Chair of Working Group 2 “Audience interactivity and participation”

Cost Action “Transforming Audiences, Transforming Societies”

<http://www.cost-transforming-audiences.eu/>

BELGRADE MEETING 2013

Action meeting and Management Committee meeting, 18-20 September 2013

[18-20 September 2013]

Opening: When stakeholders say what they do: getting in touch with the real needs of audiences

Reporter: José-Manuel Noguera Vivo

The plenary session **Bringing the outside in: the significance of stakeholders’ activities for academic audience research**, was an attempt to build a dialogue with various stakeholders, such as BBC Media Action (UK), the Association of Consumers of Audiovisual Media in Catalonia (Spain) and the Conseil Supérieur de l’Audiovisuel (Belgium).

Sara Elias, research manager at the BBC Media Action, pointed out the three main purposes of the institution: to inform of audience needs, to provide evaluation and guarantee of integrity in projects, and to produce research innovation around the role of media. They have more than 40,000 respondents in eleven countries and five nationally representative surveys.

Regarding their survey, Elias highlighted the fact that “we want to make our data available”. Open data is a trend for the future, she said. And Strategic relationships with academia will be driven by both theory and practice.

Within challenges, Elias underlined several key points like data ownership, the tensions between publication requirements, funding

commitments and bridging theory and practice, among others. On the other side, she focused on opportunities around applied research, in-country researchers and comparable data across regions and countries.

Further, **Andreea Costache**, Association of Consumers of Audiovisual Media in Catalonia, explained how their main goal is centred on creating an opinion of consumers about what a quality TV is. From their website (taconline.net), they want to be a bridge between media owners and consumers. In addition, they offer applied research in education. “We develop a different questionnaire for the needs of each educational institution,” she explained. CONTRASTE is an app in Apple Store and Android offered by this association to the consumers, “a guide for the critic viewer to check, share, and inform with just one click”.

Muriel Hanot, Conseil Supérieur de l’Audiovisuel, asked about how people can be better connected. To sum up, her institution is focused on all the studies that allow a better understanding of media in terms of uses, practices and audiences. Especially, these studies could be identified according topics such as convergence (old/new media), protection (child), and diversity (representations and audiences). “We are evolving to new forms of regulation,” Hanot said.

Previously, the opening was held by researchers Đorđe Pavićević and Miroljub Radojković, as well as by Biljana Stojanović, the COST Serbian coordinator, who underlined the important role of this

institution in creating the European Research Area (ERA). Stojanović invited everyone to submit short proposals within the continuous open call of COST.

Panel: Histories and Participation

Chairs: Nico Carpentier and Peter Dahlgren

Reporter: Manuel J. Damásio

During the COST TATS meeting in Belgrade WG2 organized a panel preparing its next special issue on the “history of participation”. The different authors presented discussed their papers with the audience and interacted in a lively manner on different issues surrounding the core topic of this special issue.

Francesca Pasquali presented her paper on the “genealogy of online participatory literary writing: hypertext fiction as a crossroad between social informatics and post-structuralism” and explored the relation between the genealogy of hypertext fiction in the past and today’s need to explore consumption as an interactive process. The author discussed how Participation as connectivity founds its roots in the theoretical framing of the 80’ and its approach to post-structuralism. Some of the core questions arising from the discussion pointed to the need to further investigate if today’s forms of consumption are actually original forms of participation?

Fausto Colombo brought us a Social-historical analysis of the connection between media and political participation in two periods of Italian history on his work “wrong turns

towards revolution? Grassroots media and political participation in Italy (1967-2012)”. The main focus of analysis was the concept of media appropriation and the discussion revolved around examples of cinema and radio appropriation by young generations in the sixties and seventies in Italy as new forms of representation and consumption and the comparison between this process and today’s appropriation of the web. The author found differences in the forms of media appropriation in the two periods. In the first case there was a clear distinction between production and consumption while in the second period consumption rules. On what concerns participation the author considered that in the first period individuals regarded themselves as part of the system and aim at completing it while in the second phase the individuals mostly seek to overcome the system in a different and eventually less relevant form of participation.

Kristina Juraite presented her work on “The politics of memory and public accounts of the soviet TV in Lithuania”. The authors affirmed that democratic participation is only possible by developing critical reflections towards the past and different impacts propaganda has on societal participation mold that process. The core theme discussed was the way citizens’ memories shape citizens’ engagement and media practices have a relevant role in molding those memories. The work focused on soviet tv and how it created a tension between a passive consumer shaped via censorship and control, and alternative media practices that aroused in the period precisely because of that. Research tried to find a linkage between today’s democratic attitudes and experiences

of mediated participation in the past namely in relation with Tv. Phenomenological and critical approaches were used at the theoretical level seeking to understand the politics of memory and their relation with individual and collective levels. Additional contribution came from a psycho-analytical conception and its potential for the study of the subjective dimensions of individual and collective memories.

Key to the study was the concept of politics of memory and the principle that collective identity is being constructed via memory. Politics of memory deal not only with institutional memories but also with the multiple discourses reflected in monuments of the media. The media are an essential aspect of the discursive formation of those memories. Outcomes of the research show signs of nostalgia while at the same time features of soviet Tv contributed to a lack of critical thinking that results in today’s politics of memory.

The last speaker was **Dennis Beckers** that presented his work on “Digital cities in Amsterdam: 17 years of experience with local based social media.” And discussed how digital cities were in many cases built having in mind two core goals: to reinforce social cohesion and political participation but rarely fulfilling such goals, namely in the case of Amsterdam.

The author argued that ICT can apparently provide the conditions for the reinforcement of social cohesion and of the public sphere and digital cities materialize some of those possibilities. The paper analyses the case of three versions of Amsterdam as a “digital

city”, all of which are now closed. The study shows that although technology has evolved interpretation of the technology and its use is stable, more relevant impacts on social cohesion and digital public sphere were very limited. The study tried to disguise the reasons for the failures of these different projects namely on what concerns social cohesion.

Rounde Table Session: Building Bridges on Media, Participation and Interaction

Chair: Nico Carpentier

Reporter: Igor Vobič

The round table session with governmental, civil society and community media sector representatives was focused on the issue of how important is the academia as a critical and semi-autonomous field for the development of ideas on media and participation in different fields. What roles do you see academics take in particular fields? How are tensions between different actors and agents within particular fields played out? How can academic research help to deal better with these tensions? How can the audience/citizens, as stakeholder, become more involved in particular societal arenas?

Panelists’ sound-bites on the importance of academia

Francesco Diasio, General Secretary AMARC-Europe: “*The community radio is a very diverse movement and the level of consciousness and dialog between*

community broadcasters and academics is very different in Europe. We have some particular cases where there is dialogue - for instance, media literacy which is one of the topics that is very important for us. But in other cases I would say that this dialogue is almost non-existent, also because we talk about experience on the grass-roots level and activism where sometimes people are more focus on doing things rather than reflecting on a wider concept of what they are doing."

Stefan Lazarević, State Secretary for Communication, Information Society within the Serbian Ministry for Telecommunications: "It is very important to have a dialog with academia. /.../ This year I will try hard to establish such a dialogue. When I ask them to help me in the short-term projects, they really help me. It is a good help. But I would like to have a long-term help - to help me shape the future and to establish paths for future state secretaries and ministers that will come and deal with similar issues. I have a lot of questions for them, but I do not get the questions I am looking for."

Gabriela Velics, Board Member of Community Media Forum Europe and Communication, Media and Journalism Teacher at the University of West Hungary: "Academic viewpoints are detailed and analytical, focused on processes in community media. /.../ For instance, practitioners at community television stations who are focused on their tasks are often surprised that their job is interesting for research by highly academic people. /.../ When they are presented with results they are happy and proud by

the process, by being part of it. They also use the results for focusing and pushing the strengths of their operation and for adjusting and correcting the weaknesses. So they feel that academic research is useful. And the keyword here is usefulness."

Julie Uldam, Assistant Professor at Copenhagen Business School and Chair Network on Civic Engagement: "I am an academic, but today I am here mostly as an activist. It is, however, difficult to divorce both identities. /.../ Academia helps to shed light on nuances and show that activist are not always villains. Academia can ask questions what kind of democracy we are defending and what kind of democracy we are envisioning."

More detailed report will be published in a common COST Action IS0906 document combining Task Force Reports and Working Groups' Dialogue Reports in early January 2014.

Cross-WG Interest Group: Twitter and the Public Sphere Project
Chair: Pieter Verdegem

Reporter: Lucia Vesnic-Alujevic

During the meeting it has been agreed that the final theoretical approach still needs to be precisely defined. There is a need for the online collaboration of members through Dropbox, Google groups, etc. so that all the participants have the oversight of the exchanged emails and communication since

the beginning of the idea for the project. Maurice Vergeer said he will further explore the possibilities of Google groups.

Each of the present project participants presented their ideas regarding the most important research questions, data collection tools and methods of analysis. They will be sent to all participants in order to understand better different approaches and choose the best one. So far, there will be contributions from 15 countries.

The initial research questions should be further refined. This project brings the possibility for cross-comparative and cross-national research. The bottom-up approach should be used for issues interesting to participants. Through the project, the public debate, stakeholders in the EP elections, interaction between politicians, media and citizens should be mapped.

There are different approaches in data collection, among others hashtags that might be problematic (see article published in Information and Communication Society). Some of the methods for data collection are Twapper Keeper and similar tools; own customized script and digital methods initiative. Time frame for the data collection is divided into four periods: pre-electoral period, prior week, election day and post-election. Regarding data analysis, there are more quantitative or more qualitative approaches, content and network analysis etc. More extensive analysis will be done later if possible.

The following meeting will be held at

Ljubljana University, during the next COST meeting. This will be the final meeting before the beginning of the data collection where the necessary strategies for managing the project will be defined. At the Ljubljana conference, there will be a panel about this project. There are several other panel possibilities for main communication and political science conferences in 2014. A plan for joint publications will be made in the forthcoming months.

SPECIAL ISSUES IN PRODUCTION: EDITORS' PROGRESS REPORTS

Reporter: Ana Milojević

Several WG2 special issues are in production. The special issue on **Transforming Audiences and Transforming Media Management**, edited by Mihály Gálík and Nóra Nyirő which will be published in the Budapest Management Review aims to give room for audience focused studies connected to media management literature. Initially 9 abstracts from 7 countries were submitted for the special issue, covering several topics, including:

- value creation on the 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

Finally 6 out of the 9 abstracts were selected for publication as full papers. Accepted papers are currently under proof reading. Based on the chief editor's input and the planned processes, the editors expect the special issue to be out at the end of November 2013.

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. This special issue aims to reflect on one specific aspect, namely the emotional / affective dimensions of the reconfigured relationship between audiences and journalists. One of the consequences of the new media configuration is that audience members have become "media watchdogs" and are intensifying their impact on traditional media. Moreover, journalism has not remained immune to the innovations brought about by Web 2.0, and more specifically by social media. This special issue focuses on two sub-topics: Connections between the audience and the journalist; and New media, entrepreneurial experiences, and audience. This special issue gather 10 items with different approaches that together, provide a very interesting approach on the subject in question: "Emotional connectivity and Political infotainment on YouTube", "Digital enthymeme: moral irresponsibility, emotions, and materialism in new media discourse", "The radio university as a public service: programming models in Spain", "Online Interconnectivity and Emotion Patterning", "New connectivity between audience and mass media: Spanish empirical analysis about interactivity in the digital press", "From Audience to Community: The Role of The Affective Factors and the Relationship between Audience and Newspaper Staff in the process of its Successful Transformation from Paper Version to Only Digital Presence", "Phenomenological features

of digital communication: interactivity, immersion and ubiquity", "Redefinition of the relationship between media and audience(s) in the digital context: The guardian's open journalism model", "The segmentation of the media space in accordance with axiological paradigm" and "Towards the construction of new audiences "Fictions" in contemporary media".

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. The special issue deals with inclusivist and also exclusivist principles and practices of interactive and participatory news making. On the one hand, different modes of audience participation in journalism have in some cases done away with some traditional ideals in journalism, such as truthiness, principle of objectivity, and disinterest in shaping of political life, and have replaced them with alternatives, such as deliberation, multiperspectivity, and participation in political life. On the other hand, traditional media organizations have developed models of audience engagement that do not involve non-professionals on equal footing as they enable professional journalists to retain control in news making. Authors included in this special issue of Medijska istraživanja/Media Research will consider these questions as the basis of their theoretical and empirical examinations. The articles considered for publication have gone through the second stage of the review process. Still in consideration are one theoretical article

on participatory journalism and five case studies from five countries that analyse particular participatory dynamics in audience-journalism relationship, provide original theoretically-informed research study, and elaborate it in a larger context of transformations in audience participation. Special issue is to be published in December 2013.

For the fourth special issue on **Histories of Media(ted) Participation**, edited by Peter Dahlgren and Nico Carpentier, seven articles are currently being considered for inclusion in the special issue of CM Communication Management Quarterly. Unfortunately, contact with the author of the eight article has been lost, despite several attempts of the editors. First drafts of these seven articles were submitted to the special issue editors, Nico Carpentier and Peter Dahlgren, early September, and made available to working group 2 for feedback. During the TATS Cost Action meeting on 18 September 2013, four of the draft articles were presented during a working group 2 session, gathering more feedback for the authors. Francesca Pasquali presented "For a genealogy of online participatory literary writing: Hypertext fiction as a crossroad between social informatics and post-structuralism"; Piermarco Aroldi presented Fausto Colombo's draft article "Wrong Turns towards Revolution? Grassroots Media and Political Participation in Italy (1967-2012)"; Kristina Juraite presented the draft of "Reconstructing public perceptions of the Soviet media: an oral history perspective" (co-authored with Natalija Mazeikiene); and Dennis Beckers presented a co-authored article (with Peter

van den Besselaar) entitled “Digital cities as mediated participation, a comparative and historical analysis”. Revised versions of all seven draft articles are currently being produced, with the deadline firmly put on 15 October 2013.

Finally, the most recent addition to this list is a special section of Comunicazioni Sociali, entitled **Policy Implications of Academic Research on Mediated Participation**. This special section, edited by **Maria Francesca Murru** and **Nico Carpentier**, presents four articles on the social relevance of academic work in the field of communication and media studies. These articles have been developed in relation to the task 5 of TATS Cost Action, consisting of a reflection on the significance of these research results for civil society, industry and policy players in the field. The first article, “The social relevance of participatory theory” written by Nico Carpentier and Peter Dahlgren first argues for the social relevance of theory, and then focuses on the importance of participatory theory. Peter Lunt’s article “Media, Democracy and Civil Society: the challenge of digital media” reflects on the roles academics can take in relation to a series of other societal fields. The third article, “Emerging topics in the research on digital audiences and participation. An agenda for increasing research efforts,” written by Francesca Pasquali, José-Manuel Noguera Vivo and Mélanie Bourdaa, discusses the social relevance of specific research topics in the field of communication and media studies. Finally, Manuel José Damásio and Paula Cordeiro’s article, “Stakeholders and academia”,

analyses the different modes of interaction between academia and its stakeholders. The special section will be published by the end of January.

NEW PHD

Governmentality and Cultural Participation in Estonian Public Knowledge Institutions

Author: Krista Lepik

Supervised: Pille Pruulmann-Vengerfeldt and Nico Carpentier

In this doctoral thesis, visitor-related power relations in Estonian museums and libraries have been analysed by taking into account the theoretical assumption that power and governmentality are not just a ‘playground’ for politicians, but reach into various levels and fields of the society. The goal of the thesis has been to study modes of governance through which the visitors are approached, and which possibilities to participate in culture are thus offered to visitors of museums and libraries. Various qualitative methods were applied to find out the results - the question was thus in detecting, not measuring modes of governance and possibilities of cultural participation. The material for the thesis was collected in two influential Estonian public knowledge institutions: the University of Tartu Library, and the Estonian National Museum. From the interviews and feedbacks of visitors and staff, but also from the strategic documents of those institutions, disciplining, categorization, exclusion (of visitors), and incorporation (of ideas of visitors) were emerging as strategies of governance. Governance is also supported by ways of articulating - whether the visitor is called a ‘customer’, ‘friend’ or it the all-inclusive ‘visitor’ the case. However, these ways of articulating form just a ‘top of the

iceberg’ - the rest of the ‘iceberg’ is made up of often taken for granted practices (e.g. ‘educating’, ‘serving’) shaping the visit to a museum or a library. These taken-for-grantednesses are also closely related to cultural participation: is the visitor assumed to visit an exhibition or is the visitor provided with opportunities to contribute culturally. Finding the balance between taken for granted and new (sometimes imposed) opportunities is an important principle, eventually emphasized in the thesis.

Full version of the PhD: <http://dspace.utlib.ee/dspace/handle/10062/32240>



RECENT PUBLICATIONS BY WG2 MEMBERS

Recent Publications by WG2 Members [May-November 2013]

Carpentier, N. (2013). A Short History of Participation in the Cultural Realm. Runnel Pille, Pruulmann-Vengerfeldt Pille, Viires Piret, LaakMarin (Ed.). The Digital Turn: Users' Practices and Cultural Transformations, 123-141. New York: Peter Lang.

Carpentier, N. (2013). The identity constructions of media professionals. Coping with modernist articulations of the media professional as author and the recognition of difference. Stefan Mertens (Ed.). Perspectieven op internationale journalistiek, 5-18Ghent: Academia Press.

Carpentier, N., Dahlgren Peter, Pasquali Francesca (2013). The democratic (media) revolution: A parallel history of political and media participation. Nico Carpentier, Kim Schröder and Lawrie Hallett (Ed.). Audience transformations. Shifting audience positions in late modernity, 123-141. London: Routledge.

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Carpentier, N., Tomanic Trivundza Ilija, Nieminen Hannu, Pruulmann-Vengerfeldt Pille, Kilborn Richard, Sundin Ebba, Olsson Tobias (2013). Past, future and change: Contemporary analysis of evolving media scapes. Ljubljana: Faculty of Social Sciences, University of Ljubljana Press.

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Cordeiro, Paula, Damásio, Manuel José, Starkey, Guy, Teixeira-Botelho, Inês, Dias, Patrícia, Ganito, Carla, Ferreira, Cátia, Henriques, Sara (2014) Networks of belonging: Interaction, participation and consumption of mediated content. Nico Carpentier, Kim Christian Schröder, Lawrie Hallett (Ed.). Audience Transformations. Shifting Audience Positions in Late Modernity, 101-119. London: Routledge.

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Noguera Vivo, J., Bourdaa, Melanie; Villi, Mikko; Nyiro, Nora; de Blasio, Emiliana (2013). The Role of the Media Industry When Participation Is a Product. Carpentier, Nico; Schroder, Kim. Hallett, Lawrie(Eds.). Transformations. Late modernity's shifting audience positions, 172-190. New York: Routledge.

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Vobič, I. (2013). Audience conceiving among journalists: Integrating social-organizational analysis and cultural analysis through ethnography. Patriarche, G., Bilandzic, H., Linaa Jensen, J., & Jurisic, J. (Eds.). Audience Research Methodologies: Between Innovation and Consolidation, 19-36 London & New York: Routledge.

