Working Group 2
"Audience Interactivity
and Participation"

**Transforming
Audiences,
Transforming
Societies**

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newsletter WG2

Where can i get more info about WG2 and the Action?

WG2 web: http://www.cost-transforming-audiences.eu/node/6
Action website: http://www.cost-transforming-audiences.eu/

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FUTURE ACTIVITIES

1. Three special journal issues of Working Group 2 are currently in production. Task Force 2 will publish a special issue entitled "Public voice and mediated participation" in Communications. The European Journal of Communication Research. The Task Force 3 special issue will be on "Networked belonging and networks of belonging", and will be published in Observatorio (OBS*). Task Force's 4 special issue is "Cross-media production and audience involvement", to be published in Participations. Journal of audience and reception studies

2. Together with Yu-Wei Lin from the University of Salford, a project is being developed to disseminate the findings and outputs of two articles published in the WG2 special journal issue of CM. The idea is to engage with a wider audience (general public) by having students (re-) interpret the articles and re-present their readings of these articles in audio/video forms.

3. The Action-wide publication "Audience/Society Transformations. Late modernity's shifting audience positions" is in production. WG2 is contributing with four chapters: 1/'An introduction. The democratic (media) revolution: A parallel history of political and media participation', by Nico Carpentier, Peter Dahlgren & Francesca Pasquali; 2/'The Mediation of Civic Participation: diverse forms of political agency in a multimedia age', by Peter Lunt, Liesbet Van Zoonen, Pille Pruulmann-Vengerfeldt, Birgit Stark, Anne Kaun; 3/'Interaction and belonging: audiences, networks, cross-media and young people's consumption of mediatised content', by Paula Cordeiro, Manuel Damásio, Guy Starkey, Carla Ganito, Catia Ferreira and Sara Henriques; 4/'The role of the media industry when participation is a product: implications for cross-media strategies and audience involvement', by José M. Noguera, Melanie Bourdaa, Mikko Villi, Nora Nyiro & Emiliana de Blasio. The deadline for the full versions of the chapters, reworked after the Brussels meeting, is 1 June 2012.

4. WG2 will meet at the Milan Working Group meeting on 20-22 September 2012. Here, the Action-wide publication on Innovations (with the working title 'Revitalising Audience Research') will provide the main topic of the meeting. Also the plans of WG2 for 2013, focussing on recommendations and implications, will be finalized at this meeting.

5. On 23-24 November 2012, WG2 is organising, together with the Centre for Political Communications Research of the Hungarian Academy of Science, a workshop on the changing nature of participation, political community and campaigning in the era of Life Politics. This workshop, entitled "Communication beyond mediatisation" will take place in Budapest, Hungary. Tentatively, the following key points and trends in the transformation of political communication and public participation will be addressed: 1/New horizons in political participation; 2/Citizens beyond the concept of audience; and 3/Communication in the era of life politics.

MEMBER'S PUBLICATIONS

Articles:

- Murumaa, M and Siibak, A (2012) The Imagined Audience on Facebook: Analysis of Estonian Teen sketches about Typical Facebook Users. First Monday 17(2), online. Available at: http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3712/3147

- Poler Kovačič, M, Vobič, I. (2012) Poročanje o sovražnem govoru poslancev v luči novinarske (ne)objektivnosti [Reporting on Hate-Speech in the Light of Journalistic (Un)Objectivity]. Teorija in praksa 49(1): 131-148.

- Erjavec, K, Poler Kovačič, M (2012) Novinarstvo in internet: značilnosti piscev sovražnega govora v komentarjih pod spletnimi novinarskimi prispevki [Journalism and the Internet: Characteristics of Comments Writers under Online News Items]. Teorija in Praksa 49 (1): 190-203.

Books:

- Bailey, O, Cammaerts, B, Carpentier, N (2012) Media alternatywne [Understanding Alternative Media]. Krakow: Wydawnictwo Uniwersytetu Jagiellońskiego.

- Tomanić Trivundža, I, Carpentier, N, Nieminen, H, Pruulmann-Venerfeldt, P, Kilborn, R, Sundin, E and Olsson, T (Eds.) (2012) Critical Perspectives on the European Mediasphere. The Intellectual Work of the 2011 ECREA European Media and Communication Doctoral Summer School. Ljubljana: Faculty of Social Sciences.

- Lunt, P, Livingstone, S (2012) Media Regulation: Governance and the interests of citizens and consumers. London: Sage.

- Noguera Vivo, J (2012) Redes y periodismo. Cuando las noticias se socializan. Barcelona: Editorial UOC.

- Pasquali, F, Colombo, F, Sorice, M, Del Grosso Destrieri, G, Boccia Artieri, G (2012) Media e Generazioni nella società italiana. Milano: Angeli.

Book Chapters:

- Emma W, Buckham, T and Hallett, L (2012) Practical Community Radio Audience Measurement. In: Gordon, J (Ed.): Community Radio in the Twenty-First Century, pp. 347-366. Oxford: Peter Lang.

- Damásio, M (2012) Images and Creation: Educating for the Moving Image. In: Enkedi, I (Ed.): New skills for new jobs, new skills for old jobs, pp. 39-48. Budapest: University of Theatre and Film.

- Quico, C, Damásio, MJ, Henriques, S and Veríssimo, I (2012) Digital Terrestrial TV Switchover Process in Portugal: Viewers Between a Rock and a Hard Place. In: Sousa, H and Denicoli, S (Eds.): Digital Communication Policies in the Information Society Promotion Stage, eBook. Guimarães, Braga: Universidade do Minho.

- Carpentier, N, Lie, R, Servaes, J (2012) Multi-theoretical Approaches to Community Media: Capturing Specificity and Diversity. In: Fuller, LK (Ed.): The Power of Global Community Media, pp. 219-235. New York: Palgrave Macmillan.

- Pasquali, F (2012) Pornografia, sexting e contenuti "inappropiati" online. In: Mascheroni, G (Ed.). I ragazzi e la rete, pp. 185-213. Brascia: La Scuola.

WG2 GETS TWO NEW LIAISON OFFICERS

Lucia Vesnic-Alujevic and Ana Milojevic have joined the core team of WG2. Lucia will take on the responsibility as liaison officer for politics, and Ana will become liaison officer for journalism. Both of them will produce another set of essays, based on interviews with (respectively) politicians and journalists, and their perspectives on audiences, interactions and participations. They will also contribute to this newsletter, and together with the other liaison officers of WG2, and the liaison committee led by François Heinderyckx and Uwe Hasebrink, they will assist with the organisation of the roundtables with non-academics at the TATS Cost Action meetings.

TF4 BRUSSELS MEETING: PROPOSALS FOR SPECIAL ISSUE IN *PARTICIPATIONS*

In the introduction of the panel, Francesca Pasquali, coeditor of the special issue, underlined the need to stablish a clear point of view of crossmedia and transmedia, concepts which usually are being used in a very broad and confusing way by many authors.

The first work was a comparative approach between the television fiction markets of UK and Spain, presented by María del Mar Grandío, from Catholic University of San Antonio (Spain). Following the contributions of authors like Beeson (2005), Davidson (2008) and Scolari (2009), the paper analyzes the levels of interaction with audience of two famous TV shows in each country: *El Barco* (Spain) and *Skins* (UK). The findings show a balance between the autonomy of the plots in different media and the narrative unity to build solid and strong universes that contribute to the creation of fandom.

The second presentation came from Ana Milojevic (University of Belgrade), coauthor of the paper "Societal Roles of Online Journalists in Slovenia and Serbia: Self-Perceptions in Relation to the Audience and Print Journalists". With in-depth interviews with online journalists at two online newsrooms (*Slovenian Delo* and *Serbian Novosti*), the authors confirmed how online journalists do not feel themselves as real journalists, confirming the results of previous studies. On the other hand, Slovenian and Serbian online journalists try to retain the role of the traditional gatekeeper.

Mikko Villi, from Aalto University School of Economics (Finland), developed the study "Audiences communities as media curators. Social curation of professional media content in the networked media ecosystem", where the author explains how engaging the audience in social curation (which implies user distributed content) is more important than involving the audience in content production (user generated content). The results come from a qualitative study among the personnel of a Nordic newspaper. As the author himself underlined, "social curation as a theme was not included in the interview framework, yet it emerged in the interviews as an essential form of co-operation between the newspaper and its audience".

The study "The Emergence of Elite Audience and Free/Open Source Media Content – A case study on BBC Backstage" was presented by Yuwei Lin from University of Salford (UK). Lin focuses on open innovation with the example of Backstage, a platform to encourage audience to remix BBC content and data. The findings come from a qualitative and quantitative research to examine the impact of Backstage on creative industries, and face the role of media industries within the open source movement.

The last presentation was made by Nora Nyiro from Corvinus University of Budapest (Hungary), with the paper "Re-written by machine and new technology Did the Internet kill the Video Star?" She underlined how the TV content is consumed via other platforms and tried to identify the different patterns of interaction. The methodology was a narrative analysis to explore "spontaneous thoughts relating to consuming television content on an alternative, substitute platform". The findings show how the Internet is changing the presence, popularity and reputation of TV content (with platforms such as Youtube and Facebook).

COST CROSS-GENERATIONAL DIALOGUE WORKSHOP AT THE FACULTÉS UNIVERSITAIRES SAINT-LOUIS (FUSL) IN BRUSSELS IN APRIL 2012

On April 11th, one day before the Working Groups meeting in Brussels, Action member Ranjana Das organized a daylong cross-generational dialogue workshop at the Facultés Universitaires Saint-Louis (FUSL), supported by COST and ECREA. The objective of the workshop was to bring together three generations of audience researchers and reflect upon the future of audience research. More specifically, twenty PhD students received the opportunity to engage in in-depth conversations with five renowned mentors: Martin Barker, David Buckingham, Sonia Livingstone, Denis McQuail and Kim Schroder. After a plenary session, in which the mentors expressed their views on the field, the students were split up in small groups of three to five. In these sessions, several significant issues were tackled, such as the use of theories and concepts, empirical rigor in audience research and the problematic of locating yourself in the broad and scattered field of audience research. Finally, Pille Pruulmann-Vengerfeldt closed the meeting, sharing her perspective on the doubts and insecurities young researcher often experience and how to cope with that. In sum, this day has offered a special opportunity for young scholars to meet and discuss with a unique set of distinguished audience researchers.

TF3 BRUSSELS MEETING: SPECIAL ISSUE WITH OBS*

During the Action's meeting in Brussels on the 12 and 13th April 2012, TF3 of the WG2 promoted a working session where some of the papers submitted for the TF special number with the international journal Obs* were presented and discussed. Andra Siibak and Virge Tamme from Estonia presented their paper called „Enhancing Family Cohesion through Web-Based Communication: Analysis of Online Communication Practices in Estonian Families" and Francesca Pasquali from Università degli Studi di Bergamo presented her paper entitled « Crossmedia Audiences, the networked self, and small scale group belongings: Downloading, Sharing and Archiving TV Programmes in the Italian social media scenario". Both authors discussed their papers with the TF leaders, manuel Damásio and Paula Cordeiro and receive feedback that they will now use in improving their papers for the TF special issue with Obs*.

PANEL REPORT BRUSSELS

Roundtable on the liaison between academic and industry researchers – organized by the Liaison Committee (François Heinderyckx (Belgium) and Uwe Hasebrink (Germany) as coordinators)

During the workshop in Brussels, a round table on the liaison between academic and industry researchers was organized. In order to get in contact with non-academic groups,

a discussion with different stakeholders took place on April 12. Given the restricted time frame of about three hours, it was clear that it would be difficult to deal with all the suggested issues in sufficient detail:

1. Improving the exchange between audience research and societal groups with regard to relevant socio-cultural challenges

2. Strengthening the audiences' voice in media regulation

3. Furthering the collaboration between academic and industry-driven audience research

Nevertheless, the occasion of the Brussels meeting was a first, successful initiative for this essential debate. The keynote – the academic impulse – from Philip M. Napoli framed the discussion in the context of the supply and demand side as well as characterized the state of collaboration. According to Napoli, it is particularly the "data bubble" on the supply side, produced by different sorts of data (more ways, more tools and more data sources), that leads to the following questions: How useful are these data? How valuable is this information? What does it really teach us? Regarding the demand side, an information overload can be observed: A range of sources and a range of content have grown. Due to that fact, it is hard to find the correct analytical frame. Researchers have to narrow down their scope, because comprehensive analysis gets really hard. Problems could evolve when policy makers are not well trained ("danger of misuses and misunderstanding"). Finally, Philip M. Napoli considered a notion of fear on both side. Therefore, the collaboration seems to be difficult.

Vincent Porter, Advisor of European Media Policy, European Alliances of Listeners and Viewers Association (EURALVA) framed the discussion from the regulation perspective. He illustrated the different categories of media provision, media regulation and audience groups in order to link the needs of audiences to European regulatory framework. His remarks described the map of tensions vividly.

Maja Cappello, AGCOM (Italy), Vice President of the European Platform of Regulatory Authorities (EPRA), highlighted the fact that regulation needs the knowledge. Strong feedback is necessary to assure important decisions. For example, data sources about "on demand consumption", "cross media consumption" or "mobile communication" are relevant for decision-making. From her point of view, media literacy is an important topic to counteract the risk of digital divide.

Thomas Coppens (VRT Research Department, Flemish Public Broadcasting) again picked up the "fear factor" to demonstrate the state of collaboration: "We are not the owner of the data." Moreover, he referred to another important barrier for a successful liaison: Usually, academic research needs time, whereas industry researchers need data immediately. Hence, academic research is characterized from the point of view of industry researchers as being slow. These different notions of time seem to be a real problem.

Luca Delany, European Policy Manager (Facebook) also stressed this aspect. From his point of view, regulatory processes are too slow. However, he denied the argument that Facebook is not regulated. From the

perspective of a company, there is a misuse of research data produced by specific myths about the Internet, e.g. about teenagers and their relationship to social networks. Several times, he stressed that Facebook is not a media platform, but a technology company that allows sharing and talking. More specifically, this means that Facebook does not create content on its own.

At the end of the discussion, the need for a bigger picture in order to get control of the hype and resulting tension was highlighted. Often, emerging trends, e.g. "the audience is engaging", are overemphasized. This phenomenon as well as stereotyped pictures also seem to be responsible for the strained collaboration. Therefore, reasonable expectations would be a proper baseline. To sum it up, the round table was a first and effective opportunity to start a discussion between academic and non-academic audience researchers. The need for exchanging knowledge and sharing experiences on different levels was universally stressed.

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