Working Group 2
"Audience Interactivity
and Participation"

**Transforming
Audiences,
Transforming
Societies**

Audience Interactivity and Participation
Second Edition

Dear News Letter Reader,

I am very happy to introduce you to the second edition of the News Letter of Working Group 2 (WG2) of the Cost Action „Transforming Audiences, Transforming Societies". WG2 focuses on the theme of "Audience interactivity and participation".

During the past months, WG2 has been quite active. Our first Task Force took a head start to provide the theoretical backbone of the work of WG2. At the IAMCR conference in Istanbul (14 July 2011), we organized a panel on the theoretical discussions in relation to audience interaction and participation. A second panel on this topic was also organized at the London meeting of the working groups (31 August 2011). This theoretical work resulted in a special issue of the journal Communication Management Quarterly, entitled „Interrogating audiences: theoretical horizons of participation". More details about these 10 articles can be found in this News Letter.

The other three Task Forces of WG2 have also deployed quite some activities. Each of them hosted a panel at the London meeting of the working groups, and all three of them launched a call for articles for their special issues, to be published in the following journals: Communications. The European Journal of Communication Research (TF2), OBS* (TF3) and Participations (TF4). Again, more information about these calls can be found in this News Letter. Also, a considerable number of all WG2 members attended the Transforming Audiences 3 conference, which took place on 1 and 2 September at the University of Westminster in London.

One more recent activity is the publication of our first set of interview essays. The liaison officers for civil society and young scholars, Mélanie Bourdaa and Igor Vobič, assisted by Manuel José Damásio, organized a set of interviews with civil society members. These interview essays aim to give civil society members an opportunity to contribute to the debate on contemporary issues concerning the audience and to voice their understanding of audience interactivity and participation. This collection of essays can be downloaded from the new WG2 Outputs page: http://www.cost-transforming-audiences.eu/node/303.

The preparations of a new set of activities are also well on their way. The production of the Transformations book, an edited volume with contributions of all working groups (including WG2) is on its way. Also the preparations for the next meeting of the working groups, which will take place in Brussels on 12-14 April 2012, are very much on track. The provisional programme can be seen here: http://www.cost-transforming-audiences.eu/node/193.

We all hope to meet you at the next occasion, and I wish you a pleasurable reading of this News Letter,

Nico Carpentier
Chair of Working Group 2 "Audience interactivity and participation"
Cost Action „Transforming Audiences, Transforming Societies"

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

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ACTIVITIES

Special Journal Issue in Communication Management Quarterly 'Interrogating audiences: Theoretical horizons of participation', edited by Nico Carpentier & Peter Dahlgren

The special journal issue 'Interrogating audiences: Theoretical horizons of participation', edited by Nico Carpentier & Peter Dahlgren, published in the academic journal CM (Communication Management Quarterly) is ready and will be available soon. The theoretical work captured in the articles of this special issue originates from the Working Group 2 on "Audience interactivity and participation". First versions of these articles have been presented (as papers) at the TATS COST panel at the IAMCR conference in Istanbul, and at the TATS COST conferences/meetings in Zagreb and Lisbon.

This peer-reviewed special issue aims to contribute to the development of participatory theory within the framework of communication and media studies. As always, this requires careful manoeuvring to reconcile conceptual contingency with the necessary fixity that protects the concept of participation from signifying anything and everything. In order to deepen the theorisations of participation, two strategies have been used in this special issue: In a first cluster of articles, the concept of participation will be confronted with another theoretical concept or tradition that will enrich the theoretical development of participation. In the second cluster of articles, the workings of the notion of participation will be analysed within a specific topical field, which will allow deepening participatory theory by confronting participation with the contextualised logics of that topical field.

The first article, by Nico Carpentier, is an introductory text that focuses on the concept of participation. It grounds participation in democratic theory, but then broadens the scope towards the political. This movement allows listing the key characteristics of participation, together with a delineation of participation from access and participation. In the first cluster of articles that follow, where participation encounters other theoretical concepts or traditions, Manuel José Damásio links the concept to social capital theory. He first discusses the dimensions of social capital, and then moves into participation,

first at a general level, and then more focused on the media sphere. Marie Dufrasne and Geoffroy Patriarche's article combines participation with the genre concept, using the horizon of public policy making. They use a series of topical questions to theorise participatory genres, taking context and interrelationships into account. Peter Dahlgren concludes the first part of this special issue, by confronting participation with the online environment. He first distinguishes five parameters for participation: trajectories, modalities, motivations, sociality and visibility, and then discusses the contingencies that both facilitate and hinder participation.

The second cluster of articles in this special issue looks at the workings of participation in specific topical fields. Nóra Nyirő, Tamás Csordás and Dóra Horváth discuss how participation functions within the field of marketing, combining both activity-focused and output-focused forms of participation. Nurçay Türkoğlu's article addresses the field of critical media literacy, arguing for the application of participation's theoretical frameworks on the world of the everyday, and at the same time analysing the thresholds that impede such developments. Pille Vengerfeldt and Pille Runnel look at the field of museum studies, and the changing nature of the museum which has increasingly highlighted the role (and participation) of the visitor. Through a series of topical questions, combined with three key institutional roles of the museum (economic, cultural and public), the authors describe the reasons for and meanings of museum participation. Miroljub Radojkovic and Ana Milojevic return to the audience, describing the participatory dimensions of

two historical audience prototypes, and showing how these two prototypes co-exist and overlap. Finally, in the last article of the second part, Francesca Pasquali analyses participation in the publishing industry, which has been structurally affected by digitalisation processes. This article suggests a recognition of the diversity of the forms of participation.

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PANEL REPORT LONDON CONFERENCE

Cross-media production and audience involvement

The Action organized in London on the 31th of August 2012 a preconference of the international conference "Transforming Audiences 3". This was a one-day Working Group meeting of all of the COST project 'Transforming Audiences, Transforming Societies' working groups. During the meeting Task Force 4 of Working Group 2 presented a panel on Cross-media production and audience involvement.

The panel of TF4 highlighted the growing role of audiences thanks to social networks, especially for breaking news, fiction markets, sharing content, consumption and journalists´ perception.

The researcher Lucy Bennett focused on how the growth of social media is changing the viewing experience for some television audiences. In this sense, the England riots of August 2011 were a good example of how there are new strategies around TV programming, like tweet-peats and twittersodes, which are a new way where audiences and programmes are engaging each other.

In similar way, professor Mar Grandío presented a work made with Joseba Bonaut to analyze the different levels of interaction with audience in four TV fiction markets (UK, Spain, USA and Canada). The authors proposed a methodology for analyzing the cross-media narratives of four television series and the audience involvement based on four vectors: relationship between story and medium; narrative aspects; inter-textuality; and distribution and accessibility to the audience.

Following TV paradigms, Francesca Pasquali underlined the new roles of TV consumption, where users are not just viewers and more than that, they are active stakeholders related to making communities around sharing and downloading TV. She pointed out that TV has always been a social practice and because of that, with the new scenario, "amazing redefinitions of the links between personal, familiar and collective memories are emerging."

Around the same idea but with a different media (radio), researcher Paula Cordeiro analyzed how radio consumption is in a process of change trough the "socialization" of the content. As most significant conclusions, Cordeiro summarized that radio needs become more social, reinforce branding and rethink business models.

Related to self perception, the paper of Igor Vobic and Ana Milojevic compared how Slovenian and Serbian journalists "perceive societal role of journalism and how they negotiate their perceptions with processes of audience involvement in the news".

JM Noguera
Chair in TF4 panel, London

AUDIENCE INTERACTIVITY AND PARTICIPATION

Interview Essays with Civil Society Representatives

One of the main activities of the Civil Society liaison officer for the Working Group 2, Mélanie Bourdaa, supported by Igor Vobic and Manuel José Damásio, was to compile a number of essays and interviews from members of European Civil Societies and non-profit organizations interested in audience participation.

The aim of this action was to establish a dialogue with members of Civil Societies and give them a tribune to voice their opinions on audience interactivity and participation.

Five essays were produced and collected into a single publication made available on-line http://www.cost-transforming-audiences.eu/system/files/InterviewEssays-final_2.pdf

The five essays are with CSO representatives from Italy (Legambiente Lombardia and Greenpeace Italy), Belgium (UNICEF Belgium), Croatia (Documenta and Transparency International Croatia) and Hungary (Átlátszó). This collection of essays offers a really good example of how Civil Societies and non-profit organisations decide to take into account their audience and participation in the making of their messages.

OUTPUTS

Key Outputs of WG2 Members

COST Action IS0906

Transforming Audiences, Transforming Societies

Working Group 2: Audience Interactivity and Participation

Period: 15 April 2011 – 5 November 2011

Carpentier, N. (2011). Media and Participation. A site of ideological-democratic struggle. Bristol: Intellect.

Carpentier, N. (2011). New Configurations of the Audience? The Challenges of User-Generated Content for Audience Theory and Media Participation. V. Nightingale (Ed.). , 190-212Malden, MA:Wiley-Blackwell.

Carpentier, N. (2011). Historizising Author-audience convergences. 'New' technologies' claims to increased participation, novelty and uniqueness. Cultural Studies, 25(4-5), 517-533.

Carpentier, N. (2011). Encarando a morte do Autor. O trabalho identitário do profissional de cultura e as fantasias de controle [Facing the death of the Author. Cultural professional's identity work and the fantasies of control]. MATRIZes, 4(2), 183-204.

Carpentier, N. (2011). Facing the death of the Author. Cultural professional's identity work and the fantasies of control. MATRIZes, 4(2), 183-204.

Carpentier, N. (2011). Media and Participation. A site of ideological-democratic struggle. Bristol: Intellect.

Cordeiro, P. (2011). 'Video and DVD Industries', Historical Journal of Film, Radio and Television, 31 (1), 160-162. Also available online at: http://www.informaworld.com/smpp/content~db=all?content=10.1080/01439685.2011.553464

Cordeiro, P. (2011). How can you not be on Facebook?! Digital etnohgraphic exploratory study of Portuguese users. Paper presented at Social Mobile Web Workshop (SMW-11) of the Fifth International AAAI Conference on Weblogs and Social Media, and published at the Association for the Advancement of Artificial Intelligence, (AAAI) digital library. Available at: http://www.aaai.org/Library/library.php

Damásio, M., henriques, sara (2011). Damásio, M. & Henriques, S. (2011) "Social capital and media use: Technology and societal development", S. Singh (Ed.). New Delhi: BRPC Publishing.

Damásio, M., Henriques, S. (2011). Virtual communities and social activities: reframing the on-line experience. IJWBC - International Journal of Web Based Communities,, Vol. 6(4).

Damásio, M., Costa, Conceição (2011). How media literate are we? The voices of 9 years old children about brands, ads and their online community practices. Obs*, 4 (4), 93-115.

Damásio, M., Quico, Célia (2011). Drivers and barriers to the adoption of digital television in Portugal: the perspectives of the TV viewers and other main stakeholders. Not listed. Euroitv (Ed.). NY: ACM.

De Blasio, E., Hibberd, M, Sorice, M. (2011) *Popular politics, populism and the leaders. Access without participation? The cases of Italy and UK*. Roma: CMCS Working Papers.

Dufrasne, M., Patriarche, G. (2011). Applying genre theory to (online) public participation. Theoretical perspectives. IAMCR conference 2011: "Cities, Creativity, Connectivity". 13-17 July.

Erjavec, K., Štular, K., Poler Kovačič, M. (2011) Health product advertising through news in lifestyle magazines. Zdravstveno varstvo, 50 (3), 153-159.

Erjavec, K., Poler Kovačič, M. (2011). News reporting about genetically modified organisms in the context of different journalistic ideologies. Medijska istraž., 17 (1, 2) 75-95.

Francesca P. (2011) "Generazioni, memoria e scrittura", in P. Aroldi (Ed.), Media+generations, Vita e Pensiero, 2011, pp. 273-282.

Kaun, A., Guyard, C. (2011). The Obama Effect. The Perception of Campaigning 2.0 in the Swedish National Elections 2010. A. Manoharan & M. Holzer (Eds.). IGI Publications.

Knut L. (2011) Patterns of Belonging in Online/Offline Interfaces of Religion, Information, Communication & Society, available online: http://dx.doi.org/10.1080/1369118X.2011.594077

Schlesinger, P., Sorice M. (2011) The Transformation of Society and Public Service *Broadcasting*, Roma: CMCS Working Papers.

Storsul , T., Anders Fagerjord, Arnt Maasø, Tanja Storsul, Trine Syvertsen (2011). High Risk, Strong Belief. Images of the Future in the Media Industry. Nordicom Review, 31(2), 3-16.

Turkoglu, N. (2011). 'Mediated Public Voices Need Theory to Be Heard' . IAMCR conference 2011: "Cities, Creativity, Connectivity". 13-17 July.

Vobič, I. Online multimedia news in print media: a lack of vision in Slovenia. Journalism, 12 (8), 946–962

AGENDA

1. The first special journal issue of Working Group 2 is ready and will be available in December 2011. Its title is 'Interrogating audiences: Theoretical horizons of participation', and it was edited by Nico Carpentier and Peter Dahlgren.

2. WG2 will meet at the Brussels Working Group meeting on 12 and 13 April 2012.

- On 11 April 2012: the Action, in collaboration with the Young Scholars Network of ECREA and the Audience and Reception Studies section of ECREA, will organise a PhD cross-generational workshop. Only selected PhD students and invited mentors are allowed to attend the workshop. The call for PhD students is available here: http://www.cost-transforming-audiences.eu/node/233. The deadline for application is 30 October 2011.

- On 12-13 April 2012, each of the Working Groups will convene for a series of activities, including a round table of non-academics and a keynote panel on methodological innovation. WG2 will have its discussion sessions on its "Transforming Audiences, Transforming societies" book chapters and working group business meeting on 12 April. On 13 April the Task Forces will meet (in parallel) to present and discuss the draft-papers for the special issues. The deadline for communicating your attendance is 31 December 2011.

- On 13-14 April 2012, Action participants can participate in co-authoring meetings,

i.e. meetings intended to prepare joint COST publications such as journal articles and book chapters. The call for applications for co-authoring grants is available here: http://www.cost-transforming-audiences.eu/node/268. The deadline for application is 30 November 2011.

3. WG2 will meet at the Milan Working Group meeting on 20-22 September 2012.

4. WG2 will co-organise a seminar in Budapest on 23-24 November 2012.

CALL FOR INTERVIEW ESSAYS

The Working Group 2 of the COST action Transforming audiences, Transforming societies on Audience Interactivity and Participation is calling upon Early Stage Researchers (ESRs) for interview essays, based on an interview with key members of media organizations in relation to the theme of audience, interactivity and participation. These essays will be published on COST website.

What is COST and "Transforming Audiences, Transforming Societies"?

It is a large network financed by the European Cooperation in Science and Technology (COST) framework. The main objective of this network is to advance state-of-the-art knowledge of the key transformations of European audiences within a changing media and communication environment, identifying their interrelationships with the social, cultural and political areas of European societies.

What is the Working Group 2: "Audience Interactivity and Participation"?

The group 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.

What is the Call for Interview Essays?

The Working Group 2 aims to establishing a dialogue with members of media organizations and media industry that are dealing with the notion of

the audience and issues concerned with interactivity and participation. The goal of the call for interview essays is

to invite representatives of media organizations to enter in debate on contemporary issues concerning the audience through and to invite them to voice their perspective on contemporary issues of audience interactivity and participation. As these interviews are based on conversations and dialogue, they will also promote the work and ideas of ESRs.

What are the contributions dealing with (but not limited to)?

• Audience feedbacks and participation
• The introduction of interactivity in communication strategies of media organizations
• The importance of community networks and social media
• The transformations of communication with new technologies
• The changes in audience practices

We welcome essays of no more than 1500 words (references included). Essays should be sent in .doc or .rtf format to the Working Group 2 Liaison Officer: Birgit Stark birgit.stark@uni-mainz.de

Deadline – 15 January 2012

CALL FOR PAPERS
SPECIAL ISSUES

Special issue in "COMMUNICATIONS. The European Journal of Communication Research" Task Force 2

Task Force 2 of Working Group 2 has created the opportunity for a special issue in "COMMUNICATIONS. The European Journal of Communication Research" (in 2012) (http://www.degruyter.de/journals/communic/) on the TF2 subtopic "Public voice and mediated participation".

COMMUNICATIONS, is a double blind peer reviewed journal If you are interested, please read the timeline! The special issue will appear as no 2 in 2012 (August or September). Due to the firm schedule you should mind the deadlines.

The selection process for contribution will be twofold:

1. Authors submit a short 2-page concept by September 15, 2011. Submissions will be reviewed by the editors (of the special issue) according to the following criteria: (1) scientific quality, (2) relevance and originality of the approach, (3) contribution to theory, (4) appropriateness of methodology and (5) appropriateness of articles for the special issue.

2. When selected at the first stage, authors will be invited to contribute full articles to the special issue. Full articles will be needed

at the end of the year (2011).

If you are interested, please send a short email to Birgit Stark (birgit.stark@uni-mainz.de)

Special issue International Journal Obs*
Task Force 3: Networked belonging and networks of belonging
Guest Editors: Manuel José Damásio & Paula Cordeiro

The Task Force on Networked belonging and networks of belonging of COST Action IS0906 invites abstract submissions for a special issue of the International Journal Obs* on networked media and spaces of interaction and participation. The group has broad interests in the role networked media play in the spheres of communication, interaction, mediation processes and identity. Networks represent a core set of resources in our society, while at the same time subjects are daily confronted with original forms of experience that call for our participation and involvement with networked supported practices. Networks though stand at the same time for the infrastructural form of media organization, a set of resources at the subjects' disposal and a manifestation of contemporary experience that impels relations to the centre of subjectivity and identity.

We invite submissions on the following themes:

What are the ways audiences interact with networks in the contexts of mobile access and provision of services?

How does sense of belonging develop in function of networks models?

What's the implications networked based practices have for individual identity and privacy?

How are networked media changing modes of participation and engagement for audiences?

Do audiences use networked media to promote new forms of societal organization and cohesion?

What forms of political and social organization, participation and engagement are emerging in Europe around networked media?

How are traditional media (i.e television) converging to the networked environment in different European countries?

Do mobile networks represent original social arrangements around networks?

How are the roles of the producers and the consumer structured in networked media?

Please send articles of 8000 words max. (excluding references) to the special issue editors (mjdamasio@ulusofona.pt & pcordeiro@iscsp.utl.pt) with the subject line "COST WG special issue".

Submissions (as Word attachments) should contain a page with the title of the presentation, the name of the issue ("Networked belonging and networks of belonging"), and the name(s) and contact details for ALL authors and the article on a separate page (with no author identification so as to allow blind review).

For submission guidelines and rules for authors please visit:

http://www.obs.obercom.pt/index.php/obs/about/submissions#onlineSubmissions

Deadline for submission of articles is Dec 1st, 2011.

The articles will be submitted to blind peer review; participants will be notified about results by May 31, 2012. Accepted articles will be considered for the journal special issue to be published end 2012.

Special journal issue Cross-media production and audience involvement Working Group 2 - Task Force 4

The special issue cross-media production and audience involvement will emphasize the active role that audiences play in the multiplicity of intersecting media landscapes. The journal of audience research Participations (www.participations.org) is committed to publishing the special issue for volume 10:1 and in association with the Task Force 4 of Working Group 2, during a process that will finish on the end of 2012.

The new media ecosystem works with key notions such as cooperation, interactivity, convergence or multiplatform contents. Under this scene, Social Media are moving faster than cultural industries and media are looking for ways to renew the links with audiences to improve their products and storytelling formats, for instance, with cross-media strategies and deeper integration with social networks.

Consumer routines in relation to media have changed in many different ways: TV series and characters are interacting on Twitter, reality and fiction becomes even more

blurred; programs are made and improved with User Generated Content which has become widespread thanks to social networks like Facebook or the Blogosphere; the journalistic everyday agenda is altered by citizenship´s media and social filters on the Web; and cultural industries –like journalism- are looking for innovations through viral campaigns and a increasing interactivity and engagement with audiences. All these processes are just a few examples on how the new paradigm can be described with two principles: cross-media production and audience involvement.

We invite submissions on the following (often overlapping) themes:

Audience involvement in multiplatform, networked media environment How audiences engage (select, edit, archive, share etc.) with media products and messages? Do they merge user-generated content with cultural industries' content? Do they "convert" media content into the networked and mobile environment? Etc.

Audience response to cultural industries' cross-media strategies How audiences deal with cross-media and transmedia content? Do they engage with media narration through social networks and social media? Do they follow News content or media content through different branded media platform? Etc.

We also welcome mainly theoretical or methodological papers facing the new issues posed by cross-media production and audience involvement to academic studies.

Through a workshop format, Task Force leaders and WG2 members will discuss papers on this topic at the London (August 2011) and Brussels (April 2012) meetings. The discussion

can generate valuable feedback to the authors to improve the final versions of selected papers. But please also keep in mind that presenting your paper in London and/or later in Brussels does not guarantee its publication in Participations. The main objective of these meetings is to prepare the papers to arrive in the best possible conditions to the double blind peer review of Participations.

Check the full calendar of headlines and, if you are interested, send your proposal to the editors Jose Manuel Noguera , Melanie Bourdaa and Francesca Pasquali . Please make sure to use the following subject line in the email: "special issue TF4".

Deadlines:
- Draft papers for London meeting: August 15, 2011
- Call for Brussels -abstract- (London feedback or new proposal): January 15, 2012
- Communication of proposals accepted: February 12, 2012
- Full paper for Brussels: March 25, 2012
- Draft full articles Participations: June 15, 2012
- 2nd versions articles Participations: August 1, 2012
- Last version articles Participations: October 1, 2012

Publication of Special Issue will be on November 2012.

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