



Audiences, elsewhere?

Reviewing the applicability of audiences and audience research to those in other fields

A pre-conference at ICA 2013 co-organized by the Audience and Reception Studies section of ECREA

and the COST Action IS0906 Transforming Audiences, Transforming Societies, and presented in collaboration with ICA Division for Communication and Technology

Department of Media and Communications, University of Leicester

Charles Wilson Building

June 17th, 2013

0830-0900	Registration, tea and coffee	Quorn Room
0900-0910	Welcome – <i>Professor Peter Lunt</i> , University of Leicester	Gartree Room
0910-0940	Opening keynote address – <i>Professor Kirsten Drotner</i> , University of Southern Denmark Participation: panacea or potential?	Gartree Room
0940-1000	Tea and coffee	Quorn Room
1000-1200 (short break)	<u>Roundtable Session</u> <i>Jacob Johanssen</i> , University of East London, <i>The Role of Transference in Qualitative Audience Research</i> <i>Gretchen King</i> , McGill University, Canada, <i>Valuing community radio news as political actors</i> Jordan <i>Rita Järventie-Thesleff</i> , Aalto University School of Business, <i>Virtual communities as sites of music producers' co-creative practices</i> <i>Liza Tsaliki & Sonia Kontogianni</i> , University of Athens, <i>Audiences, elsewhere? Reviewing the applicability of audiences and audience research to those in other fields</i> <i>Kurniawan Saputro</i> , Sheffield Hallam University, <i>Audiences' Agency in Disaster Response</i> <i>Jiaying Liu</i> , Annenberg School for Communication, University of Pennsylvania, <i>Media consumption time and audiences' happiness</i> <i>Maria Fanjul Fanjul</i> , Nottingham Trent University, <i>Audiences, elsewhere? Reviewing the applicability of Ien Ang's Watching Dallas (1985) to Isabel Allende's readership</i>	Gartree Room
1200-1245	<u>Lunch and Poster Session</u> <i>Weiyu Zhang</i> , National University of Singapore, <i>The politics of Chinese online fandom: from fans to publics</i> <i>Ödul A. Gürsimsek</i> , University of Southern Denmark, <i>A multimodal analysis of Tumblr bloggers' production of animated gifs as vernacular graphic design</i> <i>Florian Toepfl</i> , London School of Economics and Political Science, <i>What does It Mean to "Trust"? Using Decodings of News Items to Capture Complex Concepts</i> <i>Sarah Martindale</i> , University of Nottingham, <i>Understanding the multiscreen household</i> <i>Riitta Perälä and Merja Helle</i> , Aalto ARTS, <i>Studying media landscapes with mixed methods</i> <i>Mehmet Ozan Aşık</i> , University of Cambridge, <i>Ambivalence of the Conceptual Boundary between the Journalist and the Audience in the Context of Growing Intertextuality of the Private Sphere of Cultural Production of News</i>	1st Floor Park Lounge

1200-1245	<p><u>Lunch and Poster Session</u></p> <p>Rayen Condeza and Dominique Meunier, Pontificia Universidad Católica de Chile and Université de Montréal, Canada, <i>Youth producers using media for social change</i></p> <p>Karin Knop, Ludwig-Maximilians-Universität München, <i>Closing the gap between critical society diagnostics and quantitative audience research</i></p> <p>Kevin Smets, University of Antwerp, <i>Situating reception: an integrated approach to diasporic film cultures</i></p> <p>Rafal Zaborowski, London School of Economics and Political Science, <i>Audiences and musics: a study of Japanese popular music audience</i></p>	1st Floor Park Lounge
1245-1430 (short break)	<p><u>Work in progress Session</u></p> <p>Brita Ytre-Arne, University of Bergen, <i>Social media and the welfare state: A (media) user perspective</i></p> <p>Maria Francesca Murru, Università Cattolica del Sacro Cuore, <i>Mediation of visibility: civic experience within social media</i></p> <p>Martin Barker, Aberystwyth University, <i>'Embracing' vs 'rejecting' as audience concepts</i></p> <p>Irene Neverla, Monika Taddicken, Ines Schaudel, University of Hamburg, <i>A multifactorial model of media use and media effects</i></p> <p>Lluïsa Llamero, Universitat Rovira i Virgili, Spain, <i>'User generated content is the most reputed and credible in travel and tourist information'</i></p> <p>Maija Töyry, Aalto University, <i>What is the meaning of visual design for readers?</i></p> <p>Jenny Kidd, Cardiff University, <i>The mediated museum understood as a site of complex 'interactivity'</i></p> <p>Cedric Courtois, Ghent University, <i>The triple articulation of media technologies in audio-visual audiences and its appropriation in technical discussions</i></p>	Gartree Room
1430-1445	Tea and coffee	Quorn Room
1445-1515	<p>Closing keynote address – Professor Sonia Livingstone, London School of Economics and Political Science</p> <p>The disappearance of the audience in the mediation of everything</p>	Gartree Room