

## **Yearly report of the Audience and Reception Studies section 2011**

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### **1. “Transforming Audiences 3” conference**

*University of Westminster, London, 1-2 September 2011*

The ARS section partnered the third “*Transforming Audiences*” conference in London *September, 1-2, 2011*. This conference has become Europe’s major recurring international conference for audience/user studies, bringing together researchers from all over the world. Following the previous conferences of 2007 and 2009, *Transforming Audiences 3* was held on 1-2 September 2011 at the University of Westminster, London, and attracted over 150 delegates. The topic was ‘Online & mobile media, everyday creativity and DIY culture’.

*Transforming Audiences 3* was organised by David Gauntlett and his colleagues from the Audiences and Users Group at the University of Westminster Communications and Media Research Institute (CAMRI), and run in collaboration with the COST Action Transforming Audiences Societies. *Transforming Audiences 3* was presented in association with ECREA, IAMCR and ICA.

More information available at: <http://www.transformingaudiences.org.uk/>.

### **2. Business meeting**

The business meeting of the section was held alongside the “*Transforming Audiences*” conference on September 1, 2011. The major items of the agenda were a report about section activities, conferences and the ECREA book ‘The social use of media’, as well as the preparation of the ARS Journal proposal, plans for a PhD cross-generational workshop, and the announcement of the Election of the new section management team in 2012. The minutes and decisions of the business meeting were emailed to all section members.

### **3. Conference and workshop of the COST Action IS0906 “Transforming Audiences, Transforming Societies”**

*Conference, University of Zagreb, 7-9 April 2011, and  
Workshop, University of Westminster, London, 31 August 2011*

With a large number of ARS members, the section is critically involved in the COST-Action IS0906 “*Transforming Audiences, Transforming Societies*”. In 2011, many ARS scholars participated in the first COST Conference held at the University of Zagreb, 7-9 April 2011, as well as the working group meetings in London (August 31, 2011). Further details about the programme can be found on the Action website at: <http://www.cost-transforming-audiences.eu/node/175>.

First edited publications resulting from the work of the COST Action “*Transforming Audiences, Transforming Societies*” are also available:

Bilandzic, H., Carpentier, C., Patriarche, G., Ponte, C., Schröder, K., Vossen, E., and Zeller, F. (eds) (2011). *Overview of European Audience research. Research report of the COST Action IS0906 Transforming Audiences, Transforming Societies*. Available at: <http://www.cost-transforming-audiences.eu/node/216>.

- Bourdaa, M., Vobič, I., and Damásio, M. J. (eds) (2001). *Audience interactivity and participation. Interview essays with civil society representatives*. Available at: <http://www.cost-transforming-audiences.eu/node/289>.
- Carpentier, N. and Dahlgren, P. (eds) (2011). Interrogating audiences: Theoretical horizons of participation, special issue of *CM: Communication Management Quarterly*, Nr. 21. Available at: <http://www.cost-transforming-audiences.eu/system/files/pub/CM21-SE-Web.pdf>.
- Livingstone, S. (2011). *Media literacy: Ambitions, policies and measures*. London. Available at: <http://www.cost-transforming-audiences.eu/node/223>.

More publications of the members are listed on the Action's website.

Several calls for proposals have been issued by the working groups of the Action. The calls are available on the Action website at: <http://www.cost-transforming-audiences.eu>.

#### **4. Submission of book manuscript for ECREA book series**

The book manuscript for ECREA book series was submitted to the publisher (Bilandzic, H., Patriarche, G. & Traudt, P.J. (eds., in print) *The Social Use of Media. Cultural and Social Scientific Perspectives on Audience Research*. London: Intellect). Publication is expected in 2012.

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### **Concluding chapter**

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## **5. ECREA newsletter**

The section contributed to the ECREA newsletter.