Yearly report of the Audience and Reception Studies section 2011

Section chairs: Helena Bilandzic, Geoffroy Patriarche, Cristina Ponte

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.


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:
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


Table of contents:

Introduction
The Social Use of Media: Cultural and Social Scientific Perspectives on Audience Research
Helena Bilandzic, Geoffroy Patriarche & Paul Traudt

I Audience activity and interactivity
Mode of action perspective to engagements with social media. Articulating activities on the public platforms of Wikipedia and YouTube
Seija Ridell
At the crossroads of hermeneutic philosophy and reception studies: Understanding patterns of cross media consumption
Tereza Pavličková
Cultivated performances: What cultivation analysis says about media, binge drinking, and gender
Andy Ruddock
Motivations to Participate in an Online Violent Gaming Community: Uses-and-Gratifications in an Ethnographic Approach
Maria T. Soto-Sanfier

II Media use as social and cultural practice
Imagined Communities of Television Viewers: Reception Research on National and Ethnic Minority Audiences
Alexander Dhoest
Exploring Media Ethnography: Pop Songs, Text Messages and Lessons in a British School
Caroline Dover
Film audiences in perspective. The social practices of cinema-going
Philippe Meers & Daniel Biltereyst
Talking Recipients: An Integrative Model of Socio-Emotional Meta-Appraisal (SEMA) in Conversations about Media Content
Katrin Döveling & Denise Sommer

Parasocial relationships: current directions in theory and method
David Giles

III Cultural, political and technological participation
From Semiotic Resistance to Civic Agency: Viewing Citizenship Through the Lens of Reception Research 1973-2010
Kim Christian Schrøder

For and Against Participation: A Hermeneutical Approach to Participation in the Media Lars Nyre & Brian O’Neill

Using the Domestication Approach for the Analysis of Diffusion and Participation Processes of New Media Corinna Peil & Jutta Röser

Creating, Sharing, Interacting: Fandom in the Age of Digital Convergence and Globalized Television Melanie Bourdaa & Seok-Kyeong Hong-Mercier

Concluding chapter
Exciting Moments in Audience Research – Past, Present and Future Sonia Livingstone

5. ECREA newsletter

The section contributed to the ECREA newsletter.