

TRANSFORMING
Audiences

identity | creativity | everyday life



CONFERENCE PROGRAMME

6–7 September 2007

transforming audiences

UNIVERSITY OF WESTMINSTER



Welcome

We are very pleased to welcome you to the conference, *Transforming Audiences: Identity / Creativity / Everyday Life*. We were delighted to be able to accept 100 papers by researchers from around the world, which promise to offer fascinating insights into the ways in which people use media today, how we can research and theorise about these changes, and what this means for society and social life.

As we said in the original call for papers, 'audience' is now widely recognised as a concept in crisis. The traditional notion of families gathered around the television set has crumbled, to be replaced by much more complex models of dispersed and fragmented audiences, 'users', or 'participants', who may take the role of producer as well as audience, and who use traditional and new technologies in a mix of communication, consumption and creativity.

At the same time, audiences survive. Today's diverse range of media forms continue to have audiences, and media theorists continue to produce important work about the connections between media and identities, everyday life, and responses to current and global affairs. This conference aims to bring together emerging perspectives and to establish an agenda for future research.

We are grateful to the Audience and Reception Studies section of the European Communication Research and Education Association (ECREA), and the Popular Communication Division of the International Communication Association (ICA), for supporting and promoting the conference. The first meeting of the recently-formed Audience and Reception Studies section of ECREA will take place during the conference, and you are encouraged to join this group.

We are also very grateful to our tireless administrator, Erica Spindler, and the head of CAMRI, Colin Sparks, for their help and support.

A conference is nothing without its participants, of course, so most of all we thank you all for coming, and hope you have a stimulating and enjoyable experience.

Annette Hill
David Gauntlett
Caroline Dover
Conference organisers

Online resources

Our static information website is at www.transformingaudiences.org.uk

In the spirit of Web 2.0, we have used familiar online tools to establish a Google Group for the conference where material can easily be uploaded and viewed, so that participants can share their material with others. There is also a discussion board where participants can share ideas and discuss ongoing work.

The site is at: <http://groups.google.co.uk/group/transforming-audiences> (or follow the link from our conference site). Anyone can view material added by participants. You need to actually 'join' the group in order to upload material.

Conference programme

Overall schedule	
Thursday 6 September 2007	
9.30am–10.20am	Registration Coffee/refreshments (Fyvie Hall)
10.20am–10.30am	Welcome: Sally Feldman – Dean of the School of Media, Art and Design, and Colin Sparks – Head of CAMRI (The Old Cinema)
10.30am–12.00pm	Keynote speaker: Sonia Livingstone: <i>Audiences Engaging with Media – A Matter of Literacy?</i> (The Old Cinema)
12.00pm–1.20pm	Parallel sessions
1.20pm–2.20pm	Lunch (Fyvie Hall) plus 'Meet ECREA' session (from 1.50pm in The Boardroom)
2.20pm–3.40pm	Parallel sessions
3.40pm–4.10pm	Coffee/refreshments (Fyvie Hall)
4.10pm–5.30pm	Parallel sessions
5.30pm–6.50pm	Plenary session: <i>Transforming Audiences</i> Martin Barker, John Hartley, Liesbet Van Zoonen (The Old Cinema)
6.50pm	Routledge reception and book launch (Fyvie Hall)
Friday 7 September	
9.30am–11.00am	Keynote speaker: Joke Hermes: <i>Exit the Audience Researcher? A 2.0 Perspective on the Politics, Theory and Method of Audience Studies</i> (The Old Cinema)
11.00am–11.30am	Coffee/refreshments (Fyvie Hall)
11.30am–12.50pm	Parallel sessions
12.50pm–1.50pm	Lunch (Fyvie Hall)
1.50pm–3.10pm	Genre and Audiences workshop with Göran Bolin, John Corner, Annette Hill, Peter Lunt, Lothar Mikos (The Old Cinema) Visual Stories and Methods workshop with David Gauntlett, Knut Lundby, Nancy Thumim (The Boardroom)
3.10pm–4.30pm	Parallel sessions plus ECREA business meeting (Room 357)
4.30pm–5.00pm	Coffee refreshments (Fyvie Hall)
5.00pm–6.20pm	Parallel sessions

Conference programme



Keynote presentations

Sonia Livingstone
LSE, University of London

Audiences Engaging with Media – A Matter of Literacy?

Thursday 10.30pm–12.00pm (The Old Cinema)

Sonia Livingstone is Professor of Social Psychology in the Department of Media and Communications at the LSE. She is author of nine books, and has published widely on the subject of media audiences, focusing on audience reception of diverse television genres. Her recent work concerns children, young people and the internet, as part of a broader interest in the domestic, familial and educational contexts of new media access and use. She is currently President of the International Communication Association.

Joke Hermes
Inholland University, Amsterdam and Diemen

Exit the Audience Researcher? A 2.0 Perspective on the Politics, Theory and Method of Audience Studies

Friday 9.30pm–11.00pm (The Old Cinema)

Joke Hermes is a Professor at Inholland University and is working on a project on public opinion formation, including audience research. Her books include *Reading Women's Magazines: An Analysis of Everyday Media Use* (1995) and *Re-Reading Popular Culture: Rethinking Gender, Television, and Popular Media Audiences* (2005). She was one of the three editors who founded and continue to edit the *European Journal of Cultural Studies*.



Parallel sessions

Thursday 12.00pm–1.20pm

Texts and identities 1: Young people and the media (The Old Cinema)

Chair: Jo Bauwens

Franklin Cornejo: *Children: Audiences of the popular market*

Julia Dane: *'They're trying to make us be like them' (Natalie, aged 13); Music videos as a site of disidentification in growing up girl*

Mel Gibson: *Manga and Younger Readers in Britain. Some initial observations*

Dikmen Yakali-Camoglu: *Would You Rather be an Action Girl or a Princess? Children's Magazines and the Construction of Identities*

Developments in audience theory 1 (The Boardroom)

Chair: Kim Schröder

Peter Csigo: *'Falling Apart' or 'Falling Together': Audience fragmentation and audience casualization in the converging media environment*

Barbara Gentikow: *Surviving Traditional Audiences – and new formations of audiencehood*

John Farnsworth and Terry Austrin (neither attending) – paper to be presented by Ruth Zanker: *Assembling Participants and Audiences: Mediated poker and the construction of hybrid media worlds*

Hannu Nieminen: *Audiences as Networks: Transformations in mediated relationships*

Genre and audiences 1 (Room 358)

Chair: Clarissa Smith

George Dawei: *From Kung Fu to Imperial Court: Some thoughts on changing viewing experience of historical dramas on Chinese television*

Katrin Dovelng: *The Transformative Power of Emotions*

Marjaana Mykkanen: *The Good Television: Factual programs and subjective experience*

Angela Piccini: *Archaeology and Audience in the Age of Convergence*

Transnational audiences and diasporas 1 (Room 351)

Chair: Alexander Dhoest

Gabriel Moreno: *Television News, Self-Identity and Ontological (In)Security in Transnational Social Spaces*

Joyce Koeman: *Managing Identity and Consumption: A quantitative survey for majority and minority youngsters*

Daniel Erhardt: *'Supranational' Diasporic Communities and New Forms of Cosmopolitanism*

Conference programme

Parallel sessions

Thursday 2.20pm–3.40pm

Literacies (The Old Cinema)

Chair: Jo Bauwens

John Hartley: *Digital Literacy and the Active Audience: Growing objective knowledge and creative imagination in post-broadcast media*

John Hodgson: *Grounded Literacy: A longitudinal study of young people's everyday media practices*

Sofia Johansson: *Tabloid Newspapers in Everyday Life: Reading the 'Sun' and the 'Daily Mirror'*

Julian McDougall: *Videogames, 'Media Studies 2.0', Players, Students*

Developments in audience theory 2 (The Boardroom)

Chair: Irene Costera Meijer

Anna Clua, Ana Carolina Escosteguy and Nilda Jacks: *Southern Gazes – Audience Studies from a Latin Perspective*

Ates Gursimsek: *'Cyberspace and Virtual Environments as Contemporary Realms of Symbolic Exchange': Mediatization of Self-Identification in Post-Industrial Society*

Kim Schrøder: *Newspapers, Readers and Public Connection in the Digital Age*

Tony Wilson: *Media Users and their Brandscapes*

New research methods in audience studies 1 (Room 358)

Chair: Rebekah Smith

Jo Bauwens and Chris Vleugels: *Forever Young? Reflective notes on the role of the adult researcher in youth studies*

Caroline Dover: *Everyday Ethnography: Investigating media consumption in school*

Norbert Wildermuth: *Videoethnographic Approaches to Audience Research: Questions of exploration, authorship and multimodal presentation*

Ruth Zanker: *My Teenage Parent: Wolfman, the Beatles and Vietnam*

Media and everyday life 1 (Room 351)

Chair: Brigid Cherry

Marta Cola, Benedetta Prario and Giuseppe Richeri: *Traditional Audiences and New Technologies. How new media is influencing people's media diet within the household*

Kerstin Leder: *Family Audiences Talking 'Fear': A working case study from Germany and the UK*

Andrea Medrado: *Voices of the Hills: The role of community radio in the everyday life of a Brazilian favela*

Toshie Takahashi: *Media Audiences, Self-Creation and Everyday Life: Ethnography on Japanese engagement with media and ICT*

Parallel sessions

Thursday 4.10pm–5.30pm

Users as producers 1 (The Old Cinema)

Chair: David Gauntlett

Elisenda Ardevol, Gemma San Cornelio, Antoni Roig, Ruth Pages: *Broadcast Yourself! Playful media practices on the Internet*

Henry Mainsah: *Uses of Web-based Social Technologies by Ethnic Minority Youth*

Isaac Gonzalez, Roger Martinez and Miquel Fernandez: *YouTube, Critical Mass and Imagined Audiences*

Celia Quico, Conceicao Costa and Manuel Jose Domasio: *Seeking the Creative Audience: Lessons learned from the roll out of participatory media formats in Portugal*

Texts and identities 2 (The Boardroom)

Chair: Caroline Dover

Mascha Brichta: *Who's Afraid of Nationalism? Audience responses to patriotic discourses of popular newspapers in two different countries*

Alexander Dhoest: *Establishing a Multicultural Imagined Viewer Community? Ethnic minority audiences watching Flemish soaps*

Michele Tager: *Negotiating New Identities in Post Apartheid South Africa: 'Generations' and Black university students at the University of Johannesburg*

Pia Wipperfurth: *Identification and Resistance. Women's Uses and Reception of Television in Southern Morocco*

New audience communities and fans 1 (Room 358)

Chair: Sofia Johansson

Brigid Cherry: *Viewing Online: The Doctor Who revival and the fan audience*

Samantha Lay: *Film Fans in Cyberspace: Platforms of expression and criticism*

Natasha Whiteman: *'SH was Born with the Gamers': The fixing and destabilising of identity in fan responses to 'Silent Hill' the film*

Sabrina Q Yu: *Negotiating Contradictions: Fan discourse on the official Jet Li website*

Producers and imagined audiences (Room 351)

Chair: Winston Mano

Frank Boddin: *Working with the Popular Audience: The governmentality of audience discourses*

Lizzie Jackson: *The Importance of Being Earnestly Interactive*

Maria Lamuedra and Jessica Retis: *How TV News Producers are Transforming their Perceptions of the Audiences. A comparative study between BBC and TVE*

Maija Toyry and Merja Helle: *News Journalists meet Eva – the Implied Reader*

Conference programme

Parallel sessions

Friday 11.30am–12.50pm

New research methods in audience studies 2 (The Old Cinema)

Chair: David Gauntlett

Ece Algan: *Researching Multiple Sites of Media Consumption and Production: Toward a new approach to studying audiences*

Tilo Hartmann and Marco Dohle: *Co-audience Perceptions. The subjective construction of an imagined audience*

Manuel Jose Damasio, Paulo Ferreira and Diogo Morais: *Relevance of Cluster Analysis for the Study of Internet audiences*

Michele Sorice: *The Mobile Audiences. Methodological Problems and New Perspectives in Audience Studies*

Users as producers 2 (The Boardroom)

Chair: Caroline Dover

David Brake: *Personal Webloggers and their Audiences – One medium, many communicative contexts*

Megan Knight: *The Rise of the Rebellious Audience: Sanjaya Malakar, American Idol and Votefortheworst.com*

Steven Quinn: *Auto-Performance and the Death of the Audience*

Media and everyday life 2 (Room 358)

Chair: Clarissa Smith

Stina Bengtsson: *Moral Dimensions of Media use in Everyday Life*

Irene Costera Meijer: *A Taste for Quality: The creative class as a value community in transition*

Seija Ridell: *Using Media, Using Time*

Aneta Podkalicka, Joshua Green, and Marcus Foth: *Diversity, Youth, YouTube: Deriving audience strategies for public service broadcasting*

Everyday uses of technologies (Room 351)

Chair: Eric Freedman

Koko Kondo: *Interactive TV Users*

Lothar Mikos: *The DVD and Audiences – Theoretical and methodological challenges*

Raivo Suni: *The Medium and the User: Expectations of users regarding the form and content of Internet television*

Michelle Gledhill: *Product Placement and Gaming Audiences: Articulating lifestyle and masculinity through sports video games*



Workshop panels

Friday 1.50pm–3.10pm

Genre and Audiences workshop (The Old Cinema)

Chair: Gregory Lowe

John Corner: *What's the Big Idea?: Audiences, genre and theory*

Peter Lunt: *TBC*

Annette Hill: *Genre Work: Audiences and factual TV*

Göran Bolin: *Audiences in Multi-Platform Media Environments*

Lothar Mikos: *Blockbuster as Meta-Genre, Hybrid Formats on TV: Does genre matter any longer?*

This workshop will include short presentations and then a discussion.

There is a large terrain of fictional and non-fictional programming on a range of television, radio, web and mobile content. The changing generic environment of fiction and non-fiction content is constructed within culturally specific broadcasting environments and commonly understood categories. What is the importance of classificatory practices for audiences? How do people classify, re-evaluate and re-classify genres in a changing media environment? This workshop examines the value of genre, and how audiences experience existing genres, hybrid genres, and genres on the move as part of a broad understanding of media experiences.

Visual Stories and Methods workshop (The Boardroom)

Chair: Sonia Livingstone

Speakers: Knut Lundby, Nancy Thumim, David Gauntlett

This workshop will include three short presentations and then an extended discussion.

'Digital storytelling' projects encourage participants to tell stories about their lives using everyday new media technologies. Knut Lundby leads the *Mediatized Stories* programme, based at University of Oslo, which connects a number of international projects exploring different uses of this approach, and Nancy Thumim has studied the use of digital storytelling by the BBC and the 'London's Voices' project at the Museum of London. Meanwhile, David Gauntlett has been developing research projects where participants are asked to make a visual artefact, such as a video, drawing, collage, or metaphorical models in Lego, to explore identities and their connections with media.

The speakers will consider the connections between these 'creative' projects and the new emphasis on individual creativity in Web 2.0 applications and networks, and the emerging view of media audiences as producers, curators and creators. Does this affect how people engage with mainstream media? Does it foster a greater sense of community and citizenship?

Conference programme

Parallel sessions

Friday 3.10pm–4.30pm

Genre and audiences 2 (The Old Cinema)

Chair: Sofia Johansson

Minna Aslama and Mikko Hautakangas: *Triangle Drama of Authorship and Power: Discursive relationships between audiences, producers and participants in reality programmes*

Martin Barker: *Commitments and Controversies around Films Displaying Sexual Violence*

Raymond Boyle: *An Audience of Entrepreneurs? Television, Social Change and the Rise Entrepreneurship*

Rebekah Smith: *Experiencing Grindhouse (Part of Tarantino's Audience: A cognitive based audience research enquiry)*

Texts and identities 3 (The Boardroom)

Chair: Irene Costera Meijer

Steffen Burkhardt and Frederike Wolf: *Creating Social Identity. How media scandals transform audiences*

Charlotte De Backer: *Blinded by the Starlight, Star Struck by the Blind. Parasocial interactions between stars and their (visual impaired) audience*

Erin Meyers: *Celebrity Gossip and Community Building @ perezhilton.com*

Katherine Sender: *The Promise of Transformation: Rethinking audiences of makeover media*

New audience communities and fans 2 (Room 358)

Chair: Brigid Cherry

Elizabeth Evans: *Healing Fractures: Downloading and community*

Kaarina Nikunen: *Shaping Fans – Shaping Experiences. Discussing the possibilities of multi-sited research*

Clarissa Smith: *'I Guess They Got Past Their Fear of Porn': Women viewing porn films*

Patrik Wikstrom: *The 'Folk Music' Revival and the Future of the Music Industry*

Developments in audience theory 3 (Room 351)

Chair: Alexander Dhoest

John Dovey: *Technicity and Identity in the Age of User Generated Content*

Gary Larson: *The Irony of New Audiences: Egocentrism from a container metaphor*

Harri Palviranti: *Who Constitutes the Meanings of the Artworks? Photographic art as communication*

Olivier Tschannen: *From Religion to Reception: A theoretical framework*

ECREA business meeting (Room 357)

Open to all ECREA members

Parallel sessions

Friday 5.00pm–6.20pm

Reality TV: Transforming boundaries panel (The Old Cinema)

Chair: Katrin Döveling and Martina Schuegraf

Katrin Döveling: *Reality TV and the Transformative Power of Social Emotions*

Martina Schuegraf: *Reality Shows on MTV: The performative production of everyday life*

Lothar Mikos: *The Transformation of Identities in 'I'm a Celebrity – Get Me Out of Here!'*

Virginia Massarelli and Marta Perrotta: *Talking Audience in Reality TV: Roles and meanings*

Transnational audiences and diasporas 2 (The Boardroom)

Chair: Winston Mano

Olcum Alkan: *Transnational Diasporic Communication Networks of European Turks: www.bilisim.de*

Marta Cola: *Transnational Audience and Local Identity. The role of media in identity formation within a fragmented media landscape*

Richard Kpabi: *Tracking the Elusive Subject: The case of a London-based diasporic family-audiences study*

Roza Tsagarousianou: *Transnational Audiences*

Texts and identities 4 (Room 358)

Chair: Rebekah Smith

Pieter Acquila and Ling Chua: *Ang Mohs: Audience Responses to the Representation of Foreigners in Singapore Film*

Eric Freedman: *Trauma And the Cellular Imaginary*

Jeroen Jansz and Joyce Neys: *The Engaged Audience of Political Internet Games*

New media and citizenship (Room 351)

Chair: TBA

Edward Lenert: *Transforming Audiences back into Publics? Experiments in new media journalism*

Julie Marshall: *On Citizen Journalism: An Analysis of the continued relevance of Pierre Bourdieu's Field Theory*

Tahereh Saheb: *Internet Capabilities in Transforming Female Audiences of the Middle East Region*

Cafés and restaurants

London has hundreds of cafés and restaurants. We will be happy to point you in the direction of your favourite cuisine, but we would also recommend that you simply explore and see what takes your fancy. Soho, just south of Oxford Street, is packed with restaurants. From the conference building, turn right down Regent Street to Oxford Circus, then go along Oxford Street until you reach Wardour Street or Dean Street on your right. Soho is down there.

Or there are many places closer to the conference site. Some quick escapes include:

- Carluccios, 7–8 Market Place (nice café/restaurant)
- Apostrophe, 40–41 Great Castle Street (nice café)
- Ristorante Paradiso, 3 Great Titchfield Street (Italian restaurant)
- Strada, 9–10 Market Place (Italian chain restaurant)
- Market Place Café, 4 Market Place (café)

To reach these, come out of the conference building and head down Regent Street towards Oxford Circus; but before you get that far, turn left along Great Castle Street and keep walking for two minutes.

Alternatively, on Regent Street itself you will see a number of cafés and coffee shops, including Pret A Manger and Caffè Nero.

CAMRI at the University of Westminster

The Communication and Media Research Institute (CAMRI) is one of the UK's leading media research centres. It has an international reputation recognised by the Research Assessment Exercise, holding a top level rating of 5 for over 15 years. CAMRI is part of the Department of Journalism and Mass Communication, which runs the UK's oldest degree in media studies, a suite of Masters programmes, and an established doctoral programme.

The Institute has strengths in media policy and economics, media history, and media audiences. It has 25 researchers and over 50 doctoral students, and brings together scholars, practitioners and policy-makers to provide expert focus on contemporary issues. See www.wmin.ac.uk/camri