



TRANSFORMING AUDIENCES 2

CREATIVITY / KNOWLEDGE / PARTICIPATION

3 – 4 September 2009

University of Westminster, 35 Marylebone Road, London NW1 5LS

www.transformingaudiences.org.uk

Transforming Audiences 2: Overview schedule

THURSDAY 3 SEPTEMBER 2009	
9.30am-10.20am	Registration <i>Tea, coffee and biscuits</i> (Chiltern Hall)
10.20am-10.30am	Welcome: Sally Feldman – Dean of the School of Media, Art and Design (Hogg Lecture Theatre)
10.30am-10.45pm	Introduction to the issues: David Gauntlett & Caroline Dover (Hogg LT)
10.45am-12.00pm	Keynote speaker: Liz Bird (Hogg Lecture Theatre) Chaired by Annette Hill
12.00pm-1.20pm	Parallel sessions
1.20pm-2.20pm	<i>Lunch</i> (Chiltern Hall)
2.20pm-3.40pm	Parallel sessions
3.40pm-4.10pm	<i>Tea, coffee and biscuits</i> (Chiltern Hall)
4.10pm-5.30pm	Parallel sessions
5.30pm-6.50pm	Keynote session: Natalie Fenton and Nick Couldry (Hogg Lecture Theatre) Chaired by David Gauntlett
6.50pm-8.00pm	Reception (Chiltern Hall)

FRIDAY 4 SEPTEMBER 2009	
9.00am-9.30am	Registration (for one-day delegates) <i>Tea, coffee and croissants</i> (Chiltern Hall)
9.30am-10.45am	Keynote speaker: Peter Lunt (Hogg Lecture Theatre) Chaired by Annette Hill
10.45am-11.15am	<i>Tea, coffee and biscuits</i> (Chiltern Hall)
11.15am-12.30pm	Parallel sessions
12.30pm-1.30pm	<i>Lunch</i> (Chiltern Hall)
1.30pm-2.50pm	Plenary panel: Shaun Moores and Christine Hine (Hogg Lecture Theatre) Chaired by David Gauntlett
2.50pm-4.10pm	Parallel sessions
4.10pm-4.40pm	<i>Tea, coffee and biscuits</i> (Chiltern Hall)
4.40pm-6.00pm	Parallel sessions + ECREA business meeting
6.00pm-6.10pm	Farewell (Hogg Lecture Theatre)

WELCOME

We are very pleased to welcome you to our conference, *Transforming Audiences 2*. As you will know, this is a 'sequel' to the first conference in September 2007, and we hope it will become the major recurring international conference for audience/user studies.

As we said in the Call for Papers, there has never been a more exciting time for researchers interested in the place of media in people's lives. The growth of diverse online offerings and accessible creative tools, coupled with the global economic downturn, has made traditional media and conventional broadcasters increasingly uncomfortable. Whilst some audiences remain quite stable, other parts of the 'former audience' are making their own material, and routinely engage with both professional and homemade media. This conference offers a rare opportunity for international experts to share perspectives and findings on people's use of contemporary media.

We hope you enjoy the conference, and encounter many interesting people and engaging ideas.

David Gauntlett
Caroline Dover

*Communications and Media Research Institute (CAMRI),
University of Westminster*

Transforming Audiences 2 was organised by David Gauntlett, Caroline Dover, Fatimah Awan, Anastasia Kavada, and Annette Hill.

Conference administrator: Helen Cohen.

We are very grateful to the Audience and Reception Studies section of the European Communication Research and Education Association (ECREA), the Popular Communication Division of the International Communication Association (ICA), and the Audience Section of the International Association for Media and Communication Research (IAMCR), for their help in circulating information about the conference.

Off-campus places to eat and drink

When you leave the conference building via the main entrance on Marylebone Road, you can turn either left or right to reach streets which contain many restaurants and cafes:

→ Turn *left* out of the building, and you soon reach Baker Street. Turn left, and continue down Baker Street to find a good range of restaurants. Inexpensive options include Pizza Express (where you first meet Baker Street), and Zizzi (at the junction with Paddington Street).

→ Turn *right* out of the building, and you soon reach Marylebone High Street. Turn right, and continue down Marylebone High Street to find another range to suit all tastes and budgets. Inexpensive options include Strada (at no. 31), and a nice vegetarian restaurant, Eat & Two Veg (at no. 50).

Detailed schedule: Thursday 3 September 2009

Time	Room	Activity
9.30-10.20	Chiltern Hall	Registration Tea, coffee and biscuits
10.20-10.30	Hogg Lecture Theatre	Welcome – Sally Feldman , Dean of School of Media, Arts and Design
10.30-10.45	Hogg Lecture Theatre	Introduction to the issues – David Gauntlett and Caroline Dover , lead conference organisers
10.45-12.00	Hogg Lecture Theatre	KEYNOTE SPEAKER Liz Bird, University of South Florida: Not dead yet? Some thoughts on the future of qualitative audience studies Chair: Annette Hill

The University of Westminster intends to present video recordings and photographs of parts of the conference on the internet for educational, information and promotional purposes. If you are not in agreement with this, please let the organisers know as it might affect coverage of your sessions. Thank you.

Thurs 12:00- 1.20	See panel	<p>Session 1A – Room M321 USER GENERATED CONTENT 1</p> <p>Chair: David Gauntlett</p> <p>Axel Bruns: <i>From prosumer to producer: understanding user-led content creation</i></p> <p>Sébastien François: <i>'Homemade crossover' videos: are active audiences creating a new kind of hybridity between mass-media contents?</i></p> <p>Phil Ellis: <i>Flow(ing) audiences: re-working the site(s) of new television</i></p> <p>Richard Mills: <i>'Images of Broken Light': The Beatles on You Tube</i></p>	<p>Session 1B – Room M322 IDENTITIES 1</p> <p>Chair: Annette Hill</p> <p>Stewart M Hoover: <i>Imagined religion, imagined masculinity, real politics: mediated values in the transition from Bush to Obama</i></p> <p>Donna-Lee Wybert: <i>Intersections: when the stories of others run into the stories of the self</i></p> <p>Piermarco Aroldi: <i>Changing media, changing audiences and the making of generational identities</i></p> <p>Larry Friedlander: <i>Interfaith rituals and global communities: The Guest Book Project</i></p>	<p>Session 1C – Room M323 FANS 1</p> <p>Chair: Jeanette Steemers</p> <p>Emma Beddows: <i>It's what fans were begging for: Providing a new theoretical framework for discussing the relationship between transformative audiences and commercially sanctioned texts</i></p> <p>Rebecca Williams: <i>Audiences, identity and 'quality television': Fan responses to the end of The West Wing</i></p> <p>Enrica Picarelli: <i>Dyna Moe's Mad Men Illustrated</i></p> <p>Agnese Vellar: <i>Starring System: Writing fan cultures as a dialogical performance of [aca]fandom</i></p>
		<p>Session 1D– Room M324 POLITICS AND CITIZENS 1</p> <p>Chair: Naomi Sakr</p> <p>Winston Mano: <i>Netizens and the Zimbabwean Crisis</i></p> <p>Hsaio-wen Lee: <i>China's public and popular media</i></p> <p>Anne Kaun: <i>Mediated public connection in Estonia</i></p> <p>Mohamed Zayani: <i>Audiences, publics and politics in the Arab World</i></p>	<p>Session 1E– Room M325 METHODS 1</p> <p>Chair: Anthony McNicholas</p> <p>Hanna Domeyer and Uwe Hasebrink: <i>The meaning of media repertoires: A qualitative approach to the understanding of transmedial patterns of media use</i></p> <p>Anne Jerslev: <i>X-Factor audiences on the internet – affective performances</i></p> <p>Fatimah Awan: <i>Creative and visual methods in qualitative audience research</i></p> <p>Dina Friis Toft: <i>Transforming audiences and the role of digitally mediated settings</i></p>	
1.20- 2.20	Chiltern Hall	Lunch		

Thurs 2.20- 3.40	See panel	<p>Session 2A – Room M321 USER GENERATED CONTENT 2</p> <p>Chair: Caroline Dover</p> <p>Mia Lövheim: <i>Bloggers and audiences: a case study of young female top bloggers in Sweden</i></p> <p>Eggo Müller: <i>Spaces of participation: interfaces, conventions, routines</i></p> <p>Jo Pierson and An Jacobs: <i>User innovativeness in digital media development? Reflexions on current conceptualisations</i></p> <p>Floriana Bernardi: <i>The magic of words. From reading to reacting: the crucial role of Gomorra's audience</i></p>	<p>Session 2B – Room M322 IDENTITIES 2</p> <p>Chair: Anastasia Kavada</p> <p>Eyal Lavi: <i>Media mistrust and identity: negotiating uncertainty in practice and theory</i></p> <p>Chloë Peacock: <i>A theory of 'double distinction': identity, consumption and the Apple brand</i></p> <p>Jostein Gripsrud, Jan Fredrik Hovden and Hallvard Moe: <i>Class, Education and Cultural Practices: A Changing Relationship</i></p> <p>Cristina Ponte, José Azevedo and Joe Straubhaar: <i>Digital inclusion and participation: how disadvantaged families deal with the digital in Portugal and the US</i></p>	<p>Session 2C – Room M323 JOURNALISM AND NEWS 1</p> <p>Chair: Annette Hill</p> <p>Kim Christian Schröder: <i>Mapping news consumers' navigation in the cross-media news landscape: Towards a new map of news consumption</i></p> <p>Liina Puustinen and Janne Seppänen: <i>Images of trust: audiences experiencing news images</i></p> <p>Debra Pentecost: <i>Painful knowledge: audiences and war photography</i></p> <p>Maria Kyriakidou: <i>Audiences as witnesses: watching suffering around the world</i></p>
		<p>Session 2D – Room M324 THEORY 1</p> <p>Chair: David Gauntlett</p> <p>Edwina Luck and Ben Hamley: <i>Social capital theory within virtual social networks</i></p> <p>Tim Markham: <i>Audience participation and the politics of recognition</i></p> <p>Sonia Livingstone and Ranjana Das: <i>The end of audiences? Theoretical echoes of reception amidst the uncertainties of use</i></p> <p>Mark Hobart: <i>Philosophical and Theoretical Paradigms and Ethical Concerns: Is 'the audience' an empty signifier?</i></p>	<p>Session 2E – Room M325 TRANSITIONAL AUDIENCES AND DIASPORAS 1</p> <p>Chair: Jeanette Steemers</p> <p>Ola Ogunyemi: <i>Understanding the users of Africa Have Your Say website: an exploration of appeal and taboo subjects</i></p> <p>Marta Cola: <i>Transnational audience participation in local-multicultural TV programme: the case of 'the Bridge'</i></p> <p>Kamille Gentles-Peart: <i>American television and West Indian women's negotiation of body politics</i></p>	
3.40- 4.10	Chiltern Hall	Tea, coffee and biscuits		

<p>Thurs 4.10- 5.30</p>	<p>See panel</p>	<p>Session 3A– Room M321 EVERYDAY LIFE 1</p> <p>Chair: Annette Hill</p> <p>Geoffroy Patriarche, Michel Hubert and Bertrand Montulet: <i>Transforming travel times, places and practices: Further insights into audiences and users on the move</i></p> <p>Brita Ytre-Arne: <i>'I want to hold it in my hands' – readers' experiences of the phenomenological differences between women's magazines online and in print</i></p> <p>Ingrid Paus-Hasebrink & Uwe Hasebrink: <i>The social web in young people's everyday life – findings of a qualitative and quantitative study in Germany</i></p> <p>Kerstin Leder: <i>Imagining is believing: viewing choices as cultural and emotional phenomena</i></p>	<p>Session 3B– Room M322 VIDEO GAMES AND VIRTUAL WORLDS</p> <p>Chair: Charles Brown</p> <p>R Ates Gursimsek: <i>Design for the virtual world: user-driven innovation in Second Life and the role of design in multi-user virtual environments (MUVes)</i></p> <p>Sigrid Jones: <i>Wii are family: Gaming families and video gamers on Flickr</i></p> <p>Kris Naessens and An Jacobs: <i>Researching audiences of computer and video games: methodological approaches and thoughts</i></p>	<p>Session 3C – Room M323 YOUNG PEOPLE'S MEDIA USE</p> <p>Chair: Fatimah Awan</p> <p>Rafal Zaborowski: <i>Youth values in Japanese popular song lyrics</i></p> <p>Ghods Bayat: <i>Cultural capital and media consumption: a case study of young media users in Iran</i></p> <p>Linda Duits: <i>Jesus is my homeboy: Young evangelicals and popular culture</i></p>
		<p>Session 3D – Room M324 POLITICS AND CITIZENS 2</p> <p>Chair: Winston Mano</p> <p>Steffan Burkhardt: <i>Audiences and the transformation of political scandals</i></p> <p>Ann Light and Clodagh Miskelly: <i>Persuasion 2.0? Social networking spaces as sites for negotiating behaviour</i></p> <p>Anastasia Kavada: <i>Collective Action across Multiple Platforms: Avaaz on Facebook, MySpace and YouTube</i></p> <p>Sophie Esmann Andersen and Anne Nielsen: <i>Engaging and exploring the climate conscious consumer-citizen</i></p>	<p>Session 3E – Room M325 METHODS 2</p> <p>Chair: Anthony McNicholas</p> <p>Sascha Hoelig and Uwe Hasebrink: <i>The structure of the internet as a communicative space: The user's perspective</i></p> <p>Elizabeth Evans: <i>Instant history: researching emergent media audiences</i></p> <p>CarrieLynn D. Reinhard and Brenda Dervin: <i>The application of Dervin's Sense-Making Methodology to media reception studies: Interpretivism, situationality and the empowerment of media users</i></p> <p>Manuel José Domásio: <i>On-line communities and media social environments</i></p>	

Thurs 5.30- 6.50	Hogg Lecture Theatre	<p>KEYNOTE SPEAKERS: NEW MEDIA AND CIVIL SOCIETY</p> <p>Chair: David Gauntlett</p> <p>Natalie Fenton and Nick Couldry, both of Goldsmiths, University of London: From Consumer/Producers to Actual Politics? Social media and the practice of democracy</p>
6.50- 8.00	Chiltern Hall	<p>Reception</p>

Detailed schedule: Friday 4 September 2009

Time	Room	Activity
Friday 9.00- 9.30	Chiltern Hall	Registration (for Friday-only delegates) Tea, coffee and croissants
9.30- 10.45	Hogg Lecture Theatre	KEYNOTE SPEAKER Peter Lunt, Brunel University: Audience Participation: Questions of governance, reflection and ethics Chair: Annette Hill
10.45- 11.15	Chiltern Hall	Tea, coffee and biscuits

Friday 11.15- 12.30	See panel	<p>Session 4A – ROOM M321 USER GENERATED CONTENT 3: MEDIA STUDIES 2.0 PANEL</p> <p>Chair: Caroline Dover</p> <p>David Gauntlett: <i>Media Studies 2.0: Towards a way of working with today's media landscapes</i></p> <p>Andy Ruddock: <i>Old Whines in New Bottles? Media and influence in youth drinking cultures</i></p> <p>William Merrin: <i>Media Studies 2.0: Addressing limitations of the field in the digital age</i></p>	<p>Session 4B – Room M322 ECONOMICS AND BUSINESS</p> <p>Chair: Charles Brown</p> <p>Alberto García García, Raquel Vinader Segura and Ramón Galiano Sansegundo: <i>Strategies for an efficient contents' creation in mobile television</i></p> <p>Göran Bolin: <i>Mass media, personal media and producer-audience relations in the new digital economy</i></p> <p>Peter Goodwin: <i>The Future of the Mass Audience Revisited</i></p> <p>Gauti Sigthorsson: <i>The creative masses of 'Digital Britain'</i></p>	<p>Session 4C – M323 JOURNALISM AND NEWS 2</p> <p>Chair: Geoffrey Davies</p> <p>Birgit Stark: <i>Competition between the internet and traditional news media in Austria: empirical results of a longitudinal study</i></p> <p>Christian Christensen: <i>Social Media and the Replay-Relay Audience</i></p> <p>Anna Daniel, Terry Flew, Christina Spurgeon and Mimi Tsai: <i>User behaviours and intentions in digital media and information in Australia</i></p>
		<p>Session 4D – ROOM M324 PRODUCERS AND IMAGINED AUDIENCES</p> <p>Chair: Annette Hill</p> <p>Jérôme Bourdon and Cécile Méadel: <i>The black box of professional audience measurement: How television audiences are turned into numbers</i></p> <p>Lizzie Jackson: <i>Mediation practices for purposeful participatory public service media</i></p> <p>Gunn Sara Enli: <i>Dancing with the audience: negotiating viewer influence in vote-in formats</i></p>	<p>Session 4E – ROOM M325 TRANSITIONAL AUDIENCES AND DIAPORAS 2</p> <p>Chair: Winston Mano</p> <p>Priscilla Boshoff: <i>'We all might be South African but I'm Indian too'. Bollywood, South African Indian youth and post-apartheid Indian diaspora identity</i></p> <p>Huifen Joann Hu: <i>Transnational Chinese cinema and its audienceship: the reception of Ang Lee's cinema by Chinese and European audiences</i></p> <p>Gabriel Moreno: <i>Transnational audiences and the social uses of television news</i></p>	
12.30- 1.30	Chiltern Hall	Lunch		

Friday 1.30- 2.50	Hogg Lecture Theatre	<p align="right">Chair: David Gauntlett</p> <p>KEYNOTE PANEL: MEDIA IN/AS DAILY LIFE</p> <p>Shaun Moores, University of Sunderland: 'That Familiarity with the World Born of Habit': A Phenomenological Approach to the Study of Media Uses in Daily Living</p> <p>Christine Hine, University of Surrey: Multi-sited ethnography and the emergence (and disappearance) of digital media practice</p>		
2.50- 4.10	See panel	<p>Session 5A – ROOM M321 USER GENERATED CONTENT 4</p> <p>Chair: Lizzie Jackson</p> <p>Andrea Medrado: <i>Listening to 'Lamp Post' radio in a Brazilian Favela</i></p> <p>David Brake: <i>The costs of self-presentation: dimensions of potential harm to content producers</i></p> <p>Stine Lomborg: <i>The collaborative produsage of blogs</i></p>	<p>Session 5B – ROOM M322 IDENTITIES 3</p> <p>Chair: Naomi Sakr</p> <p>Sabrina Pasztor: <i>Social networking sites and constructs of true and fake identity</i></p> <p>Miriam Ross: <i>IMDB and Youtube: New sites for public discourse in cinema</i></p> <p>Benaz Batrawi: <i>Honor crimes and TV audience reception: An analysis of meaning production and gender interpretations</i></p> <p>Giulia Battaglia: <i>In search of Indian documentary film audiences</i></p>	<p>Session 5C – ROOM M323 FANS 2</p> <p>Chair: Xin Xin</p> <p>Stijn Reijnders: <i>Places of imagination: An ethnography of the TV detective tour</i></p> <p>Sohyung Kim: <i>The paradox of teen fandom: the politicizing of teen fans of the pop band TVXQ</i></p> <p>Lincoln Geraghty: <i>Authenticity, popular aesthetics and the sub-cultural politics of an unwanted blockbuster: the case of 'Transformers'</i></p>
		<p>Session 5D– ROOM M324 THEORY 2</p> <p>Chair: Peter Goodwin</p> <p>Annette Hill: <i>The Magic of Media Audiences</i></p> <p>Geir-Tore Brenne: <i>Mediation, interaction and collective memory</i></p> <p>Tony Wilson: <i>Beyond 'attitudes': To the thoughts themselves!</i></p> <p>Toshie Takahashi: <i>The mode of audience engagement: ethnography on Japanese engagement with media and ICT in the global age</i></p>	<p>Session 5E– ROOM M325 LITERACY AND LEARNING</p> <p>Chair: Fatimah Awan</p> <p>Valentine Lerouge and An Jacobs: <i>The young audience: digital picture books as a catalyst for learning through play and longing for books</i></p> <p>Darren Mundy and Robert Consoli: <i>Changing audience/producer relations in educational contexts</i></p> <p>Lothar Mikos: <i>Popular TV, identity and the pleasure of learning</i></p> <p>Paolo Coelho Dias: <i>Audiences and users around the world. The importance of watching scientific programmes such as National Geographic and BBC wildlife, in terms of the process of learning science</i></p>	

4.10-4.40	Chiltern Hall	Tea, coffee and biscuits		
Friday 4.40-6.00	See panel	<p>Session 6A – ROOM M321 EVERYDAY LIFE 2</p> <p>Chair: Annette Hill</p> <p>Philip Savage: <i>Revolutionary radio: Audience models from Canadian public radio in the multimedia era</i></p> <p>Stina Bengtsson: <i>Media use as pleasure and rest: Hedonism and the construction of everyday life</i></p> <p>Jukka Kortti: <i>Multidimensional social history of television: Social uses of Finnish Television from the 1950s to the 2000s</i></p> <p>Kaoruko Kondo: <i>Digital expressions: ethnographical research on digital users (audiences) in the UK</i></p>	<p>Session 6B – ROOM M322 IDENTITIES 4</p> <p>Chair: Xin Xin</p> <p>George Dewei Guo: <i>Re-locating the value of historical dramas on contemporary Chinese TV: a sociological study of mediated emotions in a changing society</i></p> <p>Julia Reid: <i>Looking at myth and defining the audience: how myth and counter myth in popular media (re)establish post colonial audience identities</i></p> <p>Zhihua Zhang: <i>Segmented media and identity in China under consumerist hegemony</i></p> <p>Eva Cheuk Yin Li: <i>Queering popular culture: negotiation and management of sexual identities of Hong Kong lesbian audience</i></p>	<p>Session 6C – ROOM M323 FANS 3</p> <p>Chair: Winston Mano</p> <p>Adrienne Magliocco and Eoin Devereux: <i>Desperate for what? Irish male fans of ‘Desperate Housewives’</i></p> <p>Guanxiang Huang; <i>Subtitle groups: Online circulation of US TV drama among Chinese fans</i></p> <p>Oliver Carter: <i>From amateur to professional: Fan DVD production in Euro-cult cinema fandom</i></p>
		<p>Session 6D – ROOM M324 POLITICS AND CITIZENS 3</p> <p>Chair: Charles Brown</p> <p>Lisa Farrance: <i>‘Radical, non-corporate truth-telling’: exploring the potential of alternative media</i></p> <p>Nicola Kaye: <i>Online/offline – developing communicative social spaces via creative practice</i></p> <p>Emiliana De Blasio: <i>From spectators to participants? Political engagement and social networking in Italy</i></p> <p>Dumisani Moyo: <i>We’re all storytellers: Citizen journalism in the age of digital ‘pavement radio’</i></p>	<p>ROOM M325 ECREA BUSINESS MEETING</p> <p>All ECREA members welcome</p>	
6.00-6.10	Hogg Lecture Theatre	Farewell! (Simply an opportunity to meet up, share concluding views, and say goodbye)		