

UNIVERSITY OF  
WESTMINSTER 

# TRANSFORMING AUDIENCES 3

ONLINE & MOBILE MEDIA, EVERYDAY CREATIVITY AND DIY CULTURE

**1 and 2 September 2011**

University of Westminster  
35 Marylebone Road  
London  
NW1 5LS

[www.transformingaudiences.org.uk](http://www.transformingaudiences.org.uk)

Twitter: #ta3

# WELCOME

We are very pleased to welcome you to *Transforming Audiences 3*. The *Transforming Audiences* conference is now established as a bi-annual event in the research calendar, and this time we received more submissions, and welcome more delegates, than ever before.

As we said in the Call for Papers: after decades preoccupied with what people do when sitting down, media studies is suddenly on its feet. The rise of computers in our pockets – still called 'phones', but used more for accessing a world of online communication, information and entertainment than for making telephone calls – coincides with the growth of DIY culture and people making their own media. Video games are now about actually running and jumping, rather than just doing it on screen, and 'augmented reality' enables a hands-on engagement with real things to be combined with digital technologies. Social media and YouTube indicate a real change in everyday media practices. But sit-down media is still an important dimension of people's lives, and its relationship with newer developments requires further exploration. 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

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

## ***Transforming Audiences 3***

**was organised by David Gauntlett (lead organiser), Helen Cohen (conference administrator), Peter Goodwin, Anastasia Kavada, Fatimah Awan, Didem Ozkul, John Hondros, and Tim Riley.**

The conference was partially supported by the COST project, Transforming Audiences, Transforming Societies. COST is an intergovernmental framework for European Cooperation in Science and Technology, allowing the coordination of nationally-funded research on a European level.

We are 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.

The reception on 1 September has been generously supported by Polity Press.

## **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 (no. 31), and a nice vegetarian restaurant, Eat & Two Veg (no. 50).

## ***Transforming Audiences 3: Overview of the two days***

<b>THURSDAY 1 SEPTEMBER 2011</b>	
9.30am-10.30am	Registration <i>Tea, coffee and biscuits</i> (Chiltern Hall)
10.30am-10.35am	Welcome: Peter Goodwin – Research Director, School of Media, Art and Design (Hogg LT)
10.35am-10.50pm	Introduction to the conference: David Gauntlett (Hogg Lecture Theatre)
10.50am-12.00pm	Keynote speaker: Nancy K. Baym (Hogg Lecture Theatre) Chair: Peter Goodwin
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 speaker: Jean Burgess (Hogg Lecture Theatre) Chair: Sonia Livingstone
6.50pm-8.00pm	Reception (Chiltern Hall) Sponsored by Polity Press

<b>FRIDAY 2 SEPTEMBER 2011</b>	
9.00am-9.30am	Registration (for one-day delegates) <i>Tea, coffee and Danish pastries</i> (Chiltern Hall)
9.30am-10.45am	Keynote speaker: Patricia G. Lange (Hogg Lecture Theatre) Chair: Anastasia Kavada
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	Keynote speaker: Adriana de Souza e Silva (Hogg Lecture Theatre) Chair: Tarik Sabry
2.50pm-4.10pm	Parallel sessions
4.10pm-4.40pm	<i>Tea, coffee and biscuits</i> (Chiltern Hall)
4.40pm-6.00pm	Parallel sessions
6.00pm-6.10pm	Farewell (Hogg Lecture Theatre)

## Biographies of keynote speakers

**Nancy Baym** is a Professor of Communication Studies at the University of Kansas. Her work looks at the roles of new technologies in personal and entertainment industry relationships. She is the author of *Personal Connections in the Digital Age* (2010, Polity) and, with Annette Markham, co-editor of *Internet Inquiry: Conversation about Method* (2009, Sage). She pioneered the study of online community in the early 1990s, work synthesized in her book *Tune In, Log On: Soaps, Fandom and Online Community* (Sage, 2000). Her current research explores how social media are changing musicians' relationships with their audiences.

**Jean Burgess** is a Senior Research Fellow in the Creative Industries Faculty and Deputy Director of the ARC Centre of Excellence for Creative Industries & Innovation (CCI) at Queensland University of Technology. She is the co-author of the first research monograph on *YouTube – YouTube: Online Video and Participatory Culture* (Polity Press, 2009), which has subsequently been translated into Portuguese (Editora Aleph) and Italian (Editore EGEA). She has published widely on issues of cultural participation in new media contexts, focusing particularly on user-created content, online social networks, and co-creative media such as digital storytelling. Her current research focuses on methodological innovation in the context of the changing media ecology, and in particular on the development of computational methods for media and communication studies

(see <http://mappingonlinepublics.net>). Burgess has developed several applied research partnerships with cultural institutions and community-based organizations, focusing on the uses of co-creative media such as digital storytelling for cultural participation, advocacy and engagement.

**Adriana de Souza e Silva** is an Associate Professor at the Department of Communication at North Carolina State University (NCSSU), affiliated faculty at the Digital Games Research Center, and a faculty member of the Communication, Rhetoric and Digital Media (CRDM) program at NCSSU. Dr. de Souza e Silva's research focuses on how mobile and locative interfaces shape people's interactions with public spaces and create new forms of sociability. She teaches classes on mobile technologies, location-based games and Internet studies. Dr. de Souza e Silva is the co-editor (with Daniel M. Sutko) of *Digital Cityscapes—Merging digital and urban playspaces* (Peter Lang, 2009), the co-author (with Eric Gordon) of *Net-Locality: Why location matters in a networked world* (Blackwell, 2011), and the co-author (with Jordan Frith) of *Mobile interfaces in public spaces: Control, privacy, and urban sociability* (Routledge, 2012).

**David Gauntlett** is Professor of Media and Communications, and Co-Director of the Communications and Media Research Institute, at the University of Westminster, UK. His teaching and research concerns people's use of

media in their everyday lives, with a particular focus on creative uses of digital media. He is the author of several books, including *Moving Experiences* (1995, 2005), *Web Studies* (editor, 2000, 2004), *Media, Gender and Identity* (2002, 2008), *Creative Explorations* (2007), and *Making is Connecting: The social meaning of creativity, from DIY and knitting to YouTube and Web 2.0* (2011). He has made several popular YouTube videos, and produces the website about media and identities, [Theory.org.uk](http://Theory.org.uk). He has conducted collaborative research with a number of the world's leading creative organisations, including the BBC, Lego, and Tate.

**Patricia G. Lange** is a Visiting Scholar in the Department of Anthropology at the University of Southern California. Previously, she was a Postdoctoral Fellow at the School of Cinematic Arts and the Annenberg Center for Communication at USC. She specializes in analyzing video sharing practices and technical identity negotiations on YouTube and among video bloggers. She also maintains an experimental video blog on YouTube called AnthroVlog. Lange is a co-author of the book, *Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media*. Her work has been published in numerous edited volumes and journals including: *The YouTube Reader*; *The Video Vortex Reader: Responses to YouTube*; *The Journal of Computer-Mediated Communication*; *Visual Communication*; and *Enculturation*. Her website is: [patriciaglance.org](http://patriciaglance.org).

# Thursday 1 September 2011

Time	Room	Activity
9.30 – 10.30	Chiltern Hall  Chiltern Hall	Registration  Tea, coffee and biscuits
10.30-10.50	Hogg Lecture Theatre	Welcome: <b>Peter Goodwin</b> , Research Director, School of Media, Arts and Design, University of Westminster  <i>and</i>  Introduction to the conference: <b>David Gauntlett</b> , Professor and Co-Director of CAMRI, University of Westminster
10.50-12.00	Hogg Lecture Theatre	Keynote speaker: <b>Nancy K. Baym</b> , Professor of Communication Studies, University of Kansas  <b>Biting and Feeding the Hands that Feed: Audience-Musician Interactions Online</b>  <i>Social media have opened up unprecedented lines of direct communication between creators and audiences. This talk, based on interviews with musicians, considers these interactions from their point of view and suggests ways in which our current conceptions of “participation” might be refined.</i>  Chair: <b>Peter Goodwin</b> , University of Westminster.

12.00 - 1.20	See panel numbers	<p><b>SESSION 1A: Room CG74 Social Media I</b></p> <p>Chair: <b>Charles Brown</b></p> <p>“Video Transitions: The Changing Nature of Participatory Video” <b>John Hondros</b></p> <p>“Social and Audiovisual Media in the Hermeneutical Circle” <b>Helle Wentzer, Tove Arendt &amp; Thomas Mosebo Simonsen</b></p> <p>“Uncivil Behaviour: News Audiences on YouTube” <b>Luke Goode</b></p> <p>“Online Social Media and Citizenship: An Empirical Study of Young Adults in Ireland” <b>Claire English</b></p>	<p><b>SESSION 1B: Room CG75 Transmedia Transforming Audiences I</b></p> <p>Chair: <b>Naomi Sakr</b></p> <p>“Diversity and Difference in Discourses about Audiences Worldwide” <b>Sonia Livingstone &amp; Richard Butch</b></p> <p>“Television 2.0: Shifting Patterns of Audience Reception” <b>Rhiannon Bury</b></p> <p>“Listener, Player, Viewer: On Being a Pervasive Drama ‘Audience’” <b>Elizabeth Evans</b></p> <p>“Information-Oriented Communicative Acting in the Internet: Communication Modes between Mass and Interpersonal Communication” <b>Sascha Hoelig</b></p>	<p><b>SESSION 1C: Room M321 Participatory Cultures I</b></p> <p>Chair: <b>Fatimah Awan</b></p> <p>“Social Curation of Media Content: From Professional Curation to the Audience Network” <b>Mikko Villi</b></p> <p>“Integration and Audience Research: Digital Participation in the Face of Social Semi-exclusion” <b>Cristina Ponte, Jose Alberto Simoes, Ana Jorge, Ricardo Campos &amp; Luciana Fernandes</b></p> <p>“Blogging Practices as Networked Publics: The Experience of Live Blogging about Television Programs” <b>Elisabetta Locatelli</b></p> <p>“They See Me Trollin’: Analysis of a Cybergenetic Culture” <b>James F. McDonald</b></p>
		<p><b>SESSION 1D: Room M323 Mobile Media</b></p> <p>Chair: <b>Anthony McNicholas</b></p> <p>“Mobile Access to the Internet: The Portuguese case” <b>Manuel José Damásio, Sara Henriques &amp; Conceição Costa</b></p> <p>“Mobile and Located: An Analysis of Location Information Usage on Smart Phones” <b>Didem Ozkul</b></p> <p>“The Sense of Place from Mobile Communication to Locative Media” <b>Barbara Scifo</b></p>	<p><b>SESSION 1E: Room CG73 News Media &amp; Journalism</b></p> <p>Chair: <b>Darren Lilleker</b></p> <p>“Reconsidering the Concept of Audience from the Perspective of Journalism Research” <b>Wiebke Loosen &amp; Uwe Hasebrink</b></p> <p>“‘She’s so fake, it makes me sick’: A Comparative Analysis of Audience Reactions to Items on Celebrity News Websites People, Heat and HLN” <b>Hilde Van den Bulck &amp; Nathalie Claessens</b></p> <p>“Journalism to Go: Experiencing the Changing Spaces of News” <b>Chris Peters</b></p> <p>“Digital Participation in News Media: ‘Minimalist’ Views Versus Meaningful Interaction” <b>Tamara Witschge</b></p>	
1.20 – 2.20	Chiltern Hall	Lunch		

2.20 – 3.40	See panel numbers	<p><b>SESSION 2A: Room CG74 Social Media II</b></p> <p>Chair: <b>Charles Brown</b></p> <p>“What’s the Difference that Makes the Difference – DemonFM &amp; Social Media” <b>Rob Watson</b></p> <p>“Constructing Facebook-Audience: Crowdnursing” <b>Lars Holmgaard Christensen</b></p> <p>“The Purple Movement and the Limits of Facebook Activism” <b>Lorenzo Coretti</b></p> <p>“Viewing Consumers: Interactive Television Commerce and the Consumer Audience” <b>Lee McGuigan</b></p>	<p><b>SESSION 2B: Room CG75 Transmedia Transforming Audiences II</b></p> <p>Chair: <b>Naomi Sakr</b></p> <p>“Searching for an Audience or: How Fox Searchlight Learned to Love Social Networking Sites and Connect with Its Audience” <b>Hayley Trowbridge</b></p> <p>“Digital Dunces?: Exploring Accounts of Incompetence and Uncertainty in New Media Use” <b>Natasha Whiteman</b></p> <p>“Mediatized Civic Experience in Estonia – Citizens as Audiences?” <b>Anne Kaun</b></p>	<p><b>SESSION 2C: Room M321 User-generated Content</b></p> <p>Chair: <b>Anthony McNicholas</b></p> <p>“User-generated Content and Content-generated Users” <b>Andrew Clay</b></p> <p>“Discursive Practices as Mediators of the Identification Process: A Study on User-generated Content in Music Related Online Sites” <b>Rita Jarventie-Thesleff</b></p> <p>“Social Media: Digital Content Creation – A Study of Three Age Groups” <b>Tim Riley</b></p>
		<p><b>SESSION 2D: Room M323 Youth and Children I</b></p> <p>Chair: <b>Luke Goode</b></p> <p>“Seen from Above - Assessing Systematic Discrepancies between Parents’ and Youngs’ Reports on Young Generation Media Life” <b>Jakob Bjur &amp; Oscar Westlund</b></p> <p>“Youthworx Versus YouTube: Social Inclusion Through Digital Media” <b>Aneta Podkalicka</b></p> <p>“Youth, Connectivity and Cybercultures: Transgressing Heteronormativity in Online Popular Social Networks” <b>Sander De Ridder &amp; Sofie Van Bauwel</b></p> <p>“Risky Engagements or Opportunities? A Comparison of Youths and Their Engagement with Digital Media in Japan, UK, US” <b>Toshie Takahashi</b></p>	<p><b>SESSION 2E: PANEL I: Room CG73 Genre as an Analytic tool in Contemporary Media Environments</b></p> <p>Chair: <b>Ranjana Das</b> Respondent: <b>Göran Bolin</b></p> <p>“Genre Perspective in Web Site Production” <b>Jelena Kleut</b></p> <p>“The Past is a Shared Country: How Social Media Participants Collaborate to the Definition of the ‘Nostalgic’ Genre” <b>Fausto Colombo</b></p> <p>“From Textual to Participatory Genres: Following Audiences across Contexts” <b>Sonia Livingstone</b></p> <p>“Evolving Audiences: Production and Audience Practices for Global Entertainment Formats” <b>Annette Hill</b></p> <p>“From Genre Hybridity to Branded Content – The Notion of Genre in Convergence Culture” <b>Lothar Mikos</b></p>	
3.40 – 4.10	Chiltern Hall	Tea, coffee and biscuits		

4.10 – 5.30	See panel numbers	<p><b>SESSION 3A: Room CG74</b> <b>Twitter</b></p> <p>Chair: <b>Darren Lilleker</b></p> <p>“Ethnolinguistic Identity Gratification: The Case of Welsh Twitter” <b>Rhys Jones, Daniel Cunliffe &amp; Courtenay Honeycutt</b></p> <p>“What Do You Understand as Conversation? A Preliminary Study on Motivations about Twitter in Spanish Newspapers Editors” <b>Jose Manuel Noguera</b></p> <p>“‘Sociable’ Media, Sociable Selves” <b>Stine Lomborg</b></p> <p>“Let Bartlet Be Bartlet? The West Wing Continues on Twitter” <b>Inger-Lise Kalviknes Bore &amp; Jonathan Hickman</b></p>	<p><b>SESSION 3B: Room CG75</b> <b>Methodology</b></p> <p>Chair: <b>Carla Ganito</b></p> <p>“Using Netnography to Learn about the Audience” <b>Julia Huenniger, Jane Fleischer &amp; Klaus Bredl</b></p> <p>“Listening to the ‘Users’, or: Researching Engagements with Online Pornography” <b>Martin Barker &amp; Clarissa Smith</b></p> <p>“Thickening: Toward an Increased Meaningfulness in Audience Measurement Data” <b>Jakob Bjur</b></p> <p>“Researching LGB Media Use: Reflections on Inclusivity and Diversity” <b>Alexander Dhoest</b></p>	<p><b>SESSION 3C: Room M321</b> <b>Co-creation</b></p> <p>Chair: <b>Hillel Nossek</b></p> <p>“‘We’ve Created a Community...’ – Collaborative Practice and the Reinvention of Documentary” <b>Mandy Rose</b></p> <p>“Co-creative Production” <b>Angela Partington</b></p> <p>“‘Danish Mother Seeking’: From Creative Online Brand Strategy to Co-creative Citizen Empowerment” <b>Sophie Esmann Andersen &amp; Carsten Stage</b></p> <p>“The Agency of the Amateur Archivist in Online Communities” <b>Oliver Carter &amp; Simon Barber</b></p>
		<p><b>SESSION 3D: Room M323</b> <b>Youth and Children II</b></p> <p>Chair: <b>Max R.C. Schleser</b></p> <p>“‘I Want It All’ – Adolescent in the Convergent Media World” <b>Maren Wuerfel</b></p> <p>“Children’s Perspectives Through the Camera Lens: Reflections on Power Relations with Children and Young Adolescents” <b>Koko Kondo &amp; Ulrika Sjoberg</b></p> <p>“Generation Differences in Media Usage with Focus in Children Audience of Serbian Internet Environment” <b>Jasna Milosevic &amp; Marjana Matovic</b></p> <p>“Children ‘Reading’ an Online Genre: Divergence and Consensus in Interpretive Work from Audience to Users” <b>Ranjana Das</b></p>	<p><b>SESSION 3E: PANEL II: Room CG73</b> <b>Media and Participation</b></p> <p>Chair: <b>Peter Lunt</b></p> <p>“What’s So Social about ‘Social Media’?: Critical Reflections on the Emerging Ecology of Participation” <b>Tobias Olsson</b></p> <p>“Civic Culture in Consumer Culture - An Uneasy Relationship” <b>Goran Bolin</b></p> <p>“The Audience is the Show: Live Participatory Acts” <b>Annette Hill</b></p>	

5.30 – 6.50	Hogg Lecture Theatre	<p>Keynote speaker: <b>Jean Burgess</b>, Senior Research Fellow, Queensland University of Technology</p> <p><b>From ‘Broadcast Yourself’ to ‘Follow Your Interests’: Social media five years on</b></p> <p><i>When YouTube started to become popular in 2006, it had little functionality beyond the uploading and sharing of videos, and the invocation to ‘broadcast yourself’. Around the same time, Twitter first invited users to share everyday updates with friends and colleagues in response to the simple question ‘What are you doing?’. In 2011, YouTube is a central player in the contemporary media ecology, extending well beyond amateur videosharing; and Twitter plays an increasingly central role in the origination and dissemination of real-time news, largely as a result of social, cultural and technological innovations originally introduced by the user community. At the same time, the ongoing commercial evolution of these and other ‘social media’ platforms has gradually repositioned us – as ‘users’ – in new ways. In this presentation I trace some common trajectories across several social media platforms, and discuss their consequences for the future of participatory culture.</i></p> <p>Chair: <b>Sonia Livingstone</b>, London School of Economics, University of London.</p>
6.50 – 8.00	Chiltern Hall	<p><b>Reception</b></p> <p>Sponsored by <b>Polity Press</b></p> <p><a href="http://www.politybooks.com">www.politybooks.com</a></p> <p>Publishers of <i>YouTube: Online Video and Participatory Culture</i> co-authored by <b>Jean Burgess</b>, <i>Personal Connections in the Digital Age</i> by <b>Nancy Baym</b>, and <i>Making is Connecting: The Social Meaning of Creativity, from DIY and Knitting to YouTube and Web 2.0</i> by <b>David Gauntlett</b>.</p> 

## Friday 2 September 2011

Time	Room	Activity
9.00 - 9.30	Chiltern Hall	Registration (for one-day delegates only) Tea, coffee and Danish pastries
9.30 – 10.45	Hogg Lecture Theatre	<p>Keynote speaker: <b>Patricia G. Lange</b>, Visiting Scholar, University of Southern California.</p> <p><b>Reticulated Civic Engagement: Invitations, Obstacles, and Passionate Participation</b></p> <p><i>The Internet has been celebrated and reviled as a means to improve public spaces of interaction. But technical infrastructures alone do not change hearts and minds with regard to enhancing online and offline environments. Drawing on YouTube videos and interactions that address diverse topics of social change—such as improving spaces of play, reducing contentious online commentary, protecting free speech, and promoting world peace—this talk will focus on the micro-steps that reticulate or draw individuals into social networks of civic engagement. It suggests that future research should analyze the subtle, emotionally-laden invitations and obstacles to participation that must be addressed if meaningful change can be achieved.</i></p> <p>Chair: <b>Anastasia Kavada</b>, University of Westminster.</p>
10.45 – 11.15	Chiltern Hall	Tea, coffee and biscuits

11.15 – 12.30	See panel numbers	<p><b>SESSION 4A: Room CG74</b> <b>Gender</b></p> <p>Chair: <b>Stine Lomborg</b></p> <p>“Feminism, Postfeminism and New Media: Visible and Invisible Critique” <b>Andrea L. Press &amp; Francesca Tripodi</b></p> <p>“Gendering Digital Inclusion and Participation: Older Portuguese Women as a Meaningful Audience” <b>Carla Ganito</b></p> <p>“Distinctions in Facebook Language with Reference to Age and Gender” <b>Barbara Mitra &amp; Jenny Lewin-Jones</b></p>	<p><b>SESSION 4B: Room CG75</b> <b>Politics &amp; Citizenship I</b></p> <p>Chair: <b>Manuel José Damásio</b></p> <p>“Twitter Revolutions and Digital Uprisings: Mapping the Protocols of Emerging Cultures of Resistance on Twitter” <b>Simon Lindgren &amp; Ragnar Lundstroem</b></p> <p>“Politics as Usual and Politics of the Unusual: Political Communication Coproduction and the Harnessed Crowd” <b>Darren G. Lilleker</b></p> <p>“Political Communication Revitalized? Experiences from MyLabourParty” <b>Marika Lüders</b></p> <p>“Digital Activism: Facebook and Civic Engagement in Croatia” <b>Viktorija Car</b></p>	<p><b>SESSION 4C: Room M321</b> <b>DIY Culture I</b></p> <p>Chair: <b>Tarik Sabry</b></p> <p>“Creative Do-It-Yourself on YouTube: Communicating Creativity through Online Video” <b>Cedric Courtois &amp; Peter Mechant</b></p> <p>“DIY Festivals: Pop Fans and Local Scenes” <b>J. Ignacio Gallego Perez</b></p> <p>“Creativity and the Everyday: Unravel – a Festival of Knitting” <b>Roni Brown</b></p> <p>“Collaboration and Co-creation in the Context of Mobile Filmmaking” <b>Max R. C. Schleser</b></p>
		<p><b>SESSION 4D: Room M323</b> <b>Participatory Cultures II</b></p> <p>Chair: <b>Winston Mano</b></p> <p>“Collisions between Old and New Media: Convergence Culture in Zimbabwe” <b>Wendy Willems</b></p> <p>“Participatory Culture and Online Radio: Insights into Generations, Acceptance and Usage from Three Counties” <b>Cinzia Colapinto, Bozena I. Mierzejewska &amp; Birgit Stark</b></p> <p>Refusing to Participate: Discourse-ethical Complaints from Ordinary Media Users” <b>Lars Nyre</b></p>	<p><b>SESSION 4E: PANEL III: Room CG73</b> <b>The Challenge of Audience Participation: Strategies and Tensions</b></p> <p>Chair: <b>Peter Lunt</b></p> <p>“What Have You Done to End Up There?: Editing UGC at a Swedish Local Newspaper” <b>Tobias Olsson &amp; Dino Viscovi</b></p> <p>“Museums as Sites for Public Participation” <b>Pille Pruulmann-Vengerfeldt</b></p> <p>“Encouraging Participation in Public Service Radio: The Case of Radio 5 Live” <b>Peter Lunt</b></p>	

12.30 – 1.30	Chiltern Hall	Lunch
1.30 – 2.50	Hogg Lecture Theatre	<p>Keynote speaker: <b>Adriana de Souza e Silva</b>, Associate Professor, North Carolina State University</p> <p><b>Location-aware interfaces in hybrid spaces: Locational privacy, control, and urban sociability</b></p> <p><i>In this talk, I explore the social implications of using location-aware mobile technologies in contemporary urban spaces. Specifically I investigate how their use challenges our current notions of privacy, urban sociability, and how they support news ways of filtering and “controlling” the space around us. I frame the development of these technologies within the context of Net Locality, which denotes a shift in the way we experience both the Internet and public spaces, in which location becomes the organizing logic of social interactions.</i></p> <p>Chair: <b>Tarik Sabry</b>, University of Westminster.</p>

2.50 – 4.10	See panel numbers	<p><b>SESSION 5A: Room CG74 DIY Culture II</b></p> <p>Chair: <b>Elisabetta Locatelli</b></p> <p>“Trusting Strangers? Conceptual Exploration of Trust Formation in an Online DIY Environment” <b>Sarah Talboom &amp; Jo Pierson</b></p> <p>“Absent Present Labour in the Seams of DIY” <b>Asa Stahl &amp; Kristina Lindstrom</b></p> <p>“Remix(ed) Culture, Remix(ed) Methods” <b>Annette N. Markham</b></p>	<p><b>SESSION 5B: Room CG75 Politics &amp; Citizenship II</b></p> <p>Chair: <b>Maria Michalis</b></p> <p>“From ‘Serving the Citizen’ to ‘Empowering’ the Consumer: Implications from the Changing Relation between Viewers and Producers of Audiovisual Content for Media Pluralism Policies” <b>Natali Helberger</b></p> <p>“Local Audiences, Local Media: The Impact on the Provision of Local Media of Recent Developments in Regulation and Technology” <b>Guy Starkey</b></p> <p>“User Generated Concerns: A Study of Community Reporters and User Generated Empowerment” <b>Eileen Wattam</b></p> <p>“Media Publics: The Political Economy of Mobile Networks” <b>Rachel O’Dwyer</b></p>	<p><b>SESSION 5C: Room M321 Transnational Media &amp; Diaspora I</b></p> <p>Chair: <b>Roza Tsagarousianou</b></p> <p>“Consuming Popular Television as “Proto-citizenship” in Socialist Czechoslovakia” <b>Irena Carpentier-Reifova</b></p> <p>“Transforming Producers and Consumers at BBC Hausa Facebook” <b>Matilda Andersson</b></p> <p>“Visualising the Invisible: Self-Representations and Media Use of Ex-Yugoslav Women in the Netherlands” <b>Jasmijn Van Gorp</b></p>
		<p><b>SESSION 5D: Room M323 Fandom I</b></p> <p>Chair: <b>Winston Mano</b></p> <p>“Saving live TV? Watching television with Twitter” <b>Ruth Deller</b></p> <p>“‘Adler, Hound, Reichenbach’: BBC’s Sherlock Fans in Search of the Canon” <b>Nicolle Lamerichs</b></p> <p>“Making Magic: Wizard Rockers as Designers of Digitally Mediated Experiences” <b>Jennifer Terrell</b></p>	<p><b>SESSION 5E: PANEL 1V: Room CG73 Audience Research ‘Paradigms’ Exploring Audiences’ Cross-media Experiences</b></p> <p>Chair: <b>Daya Thussu</b></p> <p>“Media Repertoires as Patterns of Behaviour and as Meaningful Practices” <b>Uwe Hasebrink &amp; Hanna Domeyer</b></p> <p>“When Two Worlds Finally Meet: Merging the Socio-Cognitive Perspective on Uses-and-Gratifications with Domestication Research to Study Audiovisual Consumption” <b>Cedric Courtois</b></p> <p>“Juxtaposition and Integration of Methodologies in the Pursuit of Cross-Media News Consumption” <b>Kim Christian Schroder</b></p>	

4.10 – 4.40	Chiltern Hall	Tea, coffee and biscuits		
4.40 – 6.00	See panel numbers	<p><b>SESSION 6A: Room CG74</b> <b>Identities</b></p> <p>Chair: <b>Uwe Hasebrink</b></p> <p>“The Cultural Divide: Media Consumption and Use as Signifiers of Boundaries between the Jewish and Arab Audiences in Israel” <b>Hillel Nossek &amp; Hanna Adoni</b></p> <p>“New Trends in Pakistani Television Culture” <b>Munira Cheema</b></p> <p>“Self-Exposition on Social Network Sites – Findings from an Online Sociological Game” <b>Dominique Cardon &amp; Dilara Trupia</b></p>	<p><b>SESSION 6B: Room CG75</b> <b>Virtual Worlds</b></p> <p>Chair: <b>Maria Michalis</b></p> <p>“Architects Transformed: From Consumers to Producers Through Participation in Social Gaming Contexts” <b>Maria Solomou</b></p> <p>“Fighting the Global War in the Taiwanese Hands: The First-Person-Shooter Gamers in the East Asian Context” <b>Philip Lin</b></p> <p><i>[This session only has two papers, as others were withdrawn at short notice]</i></p>	<p><b>SESSION 6C: Room M321</b> <b>Transnational Media &amp; Diaspora II</b></p> <p>Chair: <b>Roza Tsagarousianou</b></p> <p>“‘Without it I am nothing’: The Internet in the Lives of Older Immigrants” <b>Nelly Elias, Natalia Khvorostianov &amp; Galit Nimrod</b></p> <p>“Investigating How Migrants and Non-migrants Relate to Others via Different Forms of Media Communication. Findings from a Cross-media Study on Transcultural Communication” <b>Hanna Domeyer</b></p> <p><i>[This session only has two papers, as others were withdrawn at short notice]</i></p>
		<p><b>SESSION 6D: Room M323</b> <b>Fandom II</b></p> <p>Chair: <b>Guy Starkey</b></p> <p>“Envisioning the Interactive Audience: The Case of South African Soaps” <b>Nadia van der Merwe</b></p> <p>“Listening Through Social Media: Online Fan Engagement with the Live Music Experience” <b>Lucy Bennett</b></p> <p>“Re-Broadcasting Glee: The Role of YouTube Rippers in the Long Tail of Media Distribution” <b>Luca Rossi &amp; Agnese Vellar</b></p>		
6.00 – 6.10	Hogg Lecture Theatre	<p><b>Farewell</b> <i>(Simply an opportunity to meet up, share concluding views, and say goodbye)</i></p>		