

Action IS0906

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Transforming Audiences, Transforming Societies

Participating countries: AT, BA, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, HR, HU, IE, IL, IT, LT, MK, NL, NO, PL, PT, RO, RS, SE, SI, TU

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Working Group 1

WG1 'New media genres, media literacy, and trust in the media' explores the cross-media challenges, the new genres as texts and practices, the relationships between trust and the media, and media literacy in terms of ambitions, policies and measures.

Chair: Kim Schrøder, DK, kimsc@ruc.dk

Vice Chairs: Jakob Bjur, SE, jakob.bjur@jmg.gu.se, and Sonia Livingstone, GB, s.livingstone@lse.ac.uk

Working Group 2

WG 2 'Audience interactivity and participation' focuses on the theoretical horizons of participation, on the political dimension of mediated participation, on the social processes of mediated belonging, and on the new forms of audience involvement in a converging media landscape.

Chair: Nico Carpentier, BE, nico.carpentier@vub.ac.be

Vice Chairs: Manuel José Damásio, PT, mjdamasio@ulusofona.pt, and Miroљjub Radojkovic, RS, miroљjub.radojkovic@fpn.bg.ac.rs

Working Group 3

WG 3 'The role of media and ICT use for evolving social relationships' investigates the theoretical and methodological perspectives on "old" and "new" media, the methodological horizons of social relationships and ICTs, the media practices of evolving generations, and the communication structures in virtual self-help groups.

Chair: Frauke Zeller, DE, frauke.zeller@tu-ilmenau.de

Vice Chairs: Stanisław Jedrzejewski, PL, radiotak@kul.lublin.pl, and Jakob Linaa Jensen, DK, linaa@imv.au.dk

Working Group 4

WG 4 'Audience transformations and social integration' explores the interrelationships between media, citizenship and social diversity, and the transformations of contemporary families in a mediatized society.

Chair: Cristina Ponte, PT, cristina.ponte@fcs.unl.pt

Vice Chairs: Katia Mihailova, BG, katiamihail@gmail.com, and Ingrid Paus-Hasebrink, AT, Ingrid.Paus-Hasebrink@sbg.ac.at

Objectives

- Advancing state-of-the-art knowledge of the transformations of European audiences within a changing media and communication environment.
- Revitalising the audience research agenda by addressing new issues that take into consideration the latest social and technological innovations.
- Developing innovative approaches to audiences and transcending existing boundaries in the field.
- Promoting new empirical research on audience practices – how individuals and groups make sense/use of media materials and communication technologies in context.
- Scoping the new media and communication environment, which includes a diversity of technologies and media organisations.
- Establishing a culture of cooperation among European audience researchers and strengthening the connection between basic research and the non-academic world.

Selected Achievements until 31 August, 2011

(Start date: 01/03/2010)

- International conference "New challenges and methodological innovations in European media audience research", Zagreb, 7-9 April 2011 (including two roundtables with non-academic stakeholders).
- Partnership with ECREA (European Communication Research and Education Association), IAMCR (International Association for Media and Communication Research) and ICA (International Communication Association).
- Collaboration with the ECREA Doctoral Summer School and Transforming Audiences 3.
- Conference panels at 1/ IAMCR 2010, 2/ Action conference in Zagreb 2011, 3/ IAMCR 2011, and 4/ Transforming Audiences 3.
- Research reports: 1/ *Overview of European audience research*, and 2/ *Media literacy: Ambitions, policies and measures*.
- Three national events: 1/ "Users, consumers, citizens... Audience activities and their frontiers in the age of digital media" (Finland, 3 November 2010), 2/ "Media Audience Research in Croatia: Industry and Academia Synergies with Policy Implications" (Croatia, 7 April 2011), and 3/ "From audiences to users and beyond" (Finland, 6-7 April 2011).

All collective and individual outputs at: www.cost-transforming-audience.eu