



Communication
and Citizenship
IAMCR Conference
2010 Braga Portugal

iamcr2010portugal.com

Book of Abstracts: **Audience** Section

ENCLAVES AND DILEMMAS OF RECEPTION. FAMILY FARMERS AND AGRICULTURAL PRESS

Edgardo Carniglia – Univ. Nacional de Río Cuarto. Depto. Ciencias de la Comunicación, Argentina ·
ecarniglia@hum.unrc.edu.ar

Se discute una tesis a la vez teórica, histórica y política de la comunicación rural que sostiene, por un lado, que “el que labra no lee” y, por otro, añade que “el que lee no labra”. La contraparte afirmativa de esta tesis, cuanto menos polémica en condiciones de modernidad, sostiene que la oralidad constituye la textura excluyente y estable de la comunicación rural y, en definitiva, la radiofonía consiste en el modo de comunicación compatible con la misma. Nuestro propósito consiste en analizar las representaciones del campo emergentes de la cuasi-interacción entre los agricultores familiares de la pampa cordobesa y los textos de la prensa agraria comercial, en un contexto de profundización del capitalismo en el agro pampeano y de creciente mediatización de las ruralidades argentinas. Dados los antecedentes disponibles y nuestra concepción teórica, la investigación empírica sobre nuestro objeto de estudio se despliega en tres unidades de observación (mensaje, público y contexto) con sus correspondientes estrategias metodológicas convergentes en un estudio de caso único “incorporado”, conformado por un caso (el agricultor familiar) de múltiples unidades de análisis con propósitos de comparación. Así, el método comprende: a) un estudio bibliográfico-documental de las explotaciones familiares y su actor más visible, el agricultor familiar, que discierne las continuidades y transformaciones de dos siglos y, en particular, cómo en ese proceso aquel es hecho y se hace como público de los medios de comunicación; b) un análisis textual cuali-cuantitativo, de mediano plazo y comparativo sobre las representaciones y los lectores textualizados en las noticias y opiniones más destacadas de los dos periódicos especializados de mayor circulación; c) entrevistas semi-estructuradas a una muestra intencional de veinte agricultores responsables de explotaciones familiares. Nuestra tesis sostiene que en el marco de las transformaciones de los establecimientos rurales familiares asociadas a dichas condiciones, los productores familiares del sur de Córdoba (Argentina) construyen en la recepción de la prensa agraria nacional y local representaciones convergentes y divergentes con sus estrategias socioproductivas de expansión, mantenimiento y retracción. En este sentido, las lecturas de esta heterogénea capa de los productores agropecuarios acerca de las posiciones de sentido mediatizadas por la prensa agraria comercial tanto constituyen enclaves de su situación social cuanto instalan los propios dilemas acerca de su condición contemporánea. Entre sus hallazgos nuestra investigación muestra que, en un nivel contextual, las producciones culturales, en este caso la prensa agraria nacional, expresan versiones hegemónicas de la sociedad donde se producen y, en un nivel local, los actores sociales incluso de capas rurales intermedias, para el caso los agricultores familiares, rechazan y negocian al menos algunos de los significados de dichos mensajes en las cuasi-interacciones con los textos, especialmente de los medios de comunicación especializados. De este modo, en la recepción de la prensa agraria por los agricultores familiares de la pampa argentina se actualizan las disputas por la visibilidad, credibilidad y legitimidad de modos más sustentables del desarrollo rural.

The Participative Chinese Audiences—A case study of the reality TV show “Super 6+1”

Kuo Huang— Macquarie University, China · misshuangkuo@yahoo.com

Fei Jiang— Institute of Journalism and Communication, Chinese Academy of Social Sciences, China · fjmedia@yahoo.com.cn

The rapid development of media technologies sets up a converged media platform which facilitates an interactive, participatory, and community culture. The world-wide popularity of reality TV shows is a feature of such a culture. This paper investigates the participation in a reality TV program of members of a Chinese audience and identifies audience participation as a form of informal role enactment. Despite belonging to the largest sample in the world, Chinese audiences have been studied neither extensively nor intensively. Commencing in 1982, Chinese audience studies remains at the stage of drawing on fragments of western theories and methodologies. Audience members are presented as ratings and objects in reports, and their voices remaining faint and unheard. This study attempts to facilitate Chinese audiences to stand up and be heard rather than be mere objects of market research. This is a case study of the audiences of a reality TV show on CCTV-3, Super 6+1 precisely. It is a national broadcasting entertainment program featuring grass-roots folk being transformed into stage performers within 7 days. The program has cultivated a stable, loyal, and reciprocal audience community during its six years' broadcast. This study surveyed 199 audience members in Beijing and 217 in Shanghai and then interviewed (in-depth) 18 representative audience members, 7 media experts and 1 program director. A map of patterns and degrees of audience participation is drawn from a cross-analysis of the variables such as age, gender, educational background, occupation, residency, viewing environment and habit, and media literacy. The study finds that audience members are discursive in nature and the self-reflection of participation is closely related to their media literacy. It also finds that audience participation can be behavioral and/or mental, and the degree of participative involvement cannot be judged simply according to the audience members' actions, such as sending a SMS and posting a thread. The research argues that being a member of audience is a social role performed by an individual, one with different expectations and loose requirements. The 'audience self' is related to and interacts with several other selves of the individual. Audience members' participation is the result of the power struggle between media discourse and audience members' role enactment. This paper identifies different patterns and degrees of audiences' participative engagement from the perspective of role enactment. The researcher endeavors to develop a theory drawn from the audiences' reflection and insights to explain the nature of audience participation. It is provisional in nature, with limitations and imperfection, but it attempts to let members of the audience speak for themselves and extends a new approach to audience studies.

Children reading an online genre: Transformed audiences and modes of interpretation in youthful engagement with an online text

Ranjana Das— LSE, · r.das1@lse.ac.uk

Using a conceptual framework located within audience reception analysis, this paper reports from a project that analysed children's interpretive work with the online genre of social networking sites and presents a discussion in terms of children's anticipations of genre and their modes of interpretative engagement. These modes of interpretative engagement are suggested as cross-cutting ways in which to think through the demands placed on audiences/users by changing media environments. Individually, these modes are at times strikingly similar to the task of interpretation for mass media, although sometimes new and conceptually still unclear. Collectively they come together to make sense of the transformation of audiences/interpretation in the age of the internet. As a conceptual starting point to this task, I interlink two concepts from the history of audience reception which seem challenged yet especially significant as media environments fragment and as 'audience' research faces an interactive, networked world. I emphasize the idea of the text, perhaps positioned usefully with the concept of genre with its conventions, structure and legibilities, now shared and blurred between authors, readers, writers,

users, even producers (Bruns, 2008). Second, I draw attention to the critical, sometimes resistant, and engaged act of interpretation, once comfortably called 'reading', and now challenged in the face of more visibly 'active' use that physically alters textual form and shape. Audience research has developed by linking both in a contractual relationship of mutuality where the one depends on and is shaped by the other, and sometimes even restrained. In identifying modes of interpretation in children's engagement with the online genre of social networking sites, this paper follows the contractual mutuality between readers and texts to analyse data from qualitative interviews with 60 children, between the ages of 11 and 18 who were interviewed as they went online on social networks. The methodology used a theory-led, concept-driven interview guide focused on genre, narrative, syntax, learning, creation and critical literacies. The findings reveal four cross-cutting 'modes of interpretation' - • the transformative (where interpretation alters texts), • the speculative (where interpretation involves puzzled navigations and experimentative stumbles through pathways in the text), • the lateral (where interpretation is intertextual and embedded as a trans-media, trans-genre act) and • the unexceptional (where resistant or critical interpretation is replaced by more unnoticeable, unsurprising and banal modes) In conclusion, I argue that the attempt that this paper makes for a Web 2.0 genre, has a trans-media history within print focused Germanic reception theory (see Iser, 1978), within film/television focused audience reception studies with its notions of intertextuality, tertiary texts (Fiske, 1988) and contextually located interpretations specific to media genre (e.g. Ang, 1985), and today, within internet focused research with new media users and their literacies, where users pass through digital texts (see Fornäs et al., 2002) and where reception and literacies are both said to signify a "necessarily mutual connection between interpreter and that which is interpreted" (Livingstone, 2008, p. 55). It is that mutual interconnection of technology/user and text-reader (sometimes, although not always, critical and resistant) that this paper focuses on, in analysing youthful readings of an online genre. References Ang, I. (1985). *Watching Dallas: Soap opera and the melodramatic imagination*. New York: Methuen. Bruns, A. (2008). *Blogs, wikipedia, Second Life, and beyond: From production to produsage*. New York: Peter Lang. Fiske, J. (1988). *Television culture*. London: Methuen. Fornäs, J., Klein, K., Ladendorf, M., Sundén, J., & Sveningsson, M. (2002). *Digital borderlands: Cultural studies of identity and interactivity on the Internet*. New York: Peter Lang. Iser, W. (1978) *The act of reading: A theory of aesthetic response*. Baltimore: Johns Hopkins University Press. Livingstone, S. (2008). *Engaging with media-A matter of literacy?* *Communication, Culture & Critique*, 1(1), 51-62.

Narrative Persuasion through Fictional Feature Films: The Mediating Role of Identification with Characters

Juan-José Igartua – University of Salamanca, Spain · jgartua@usal.es

Isabel Barrios – University of Salamanca, Spain · imbv@usal.es

Valeriano Piñeiro – University of Salamanca, Spain · vale.naval@hotmail.com

Empirical research has found that exposure to specific fictional contents such as written narratives (Diekman et al., 2000), fictional feature films ("Ourbreak", Bahk, 2001; "JFK", Butler et al., 1995), television series ("Law and Order", Slater et al., 2006) or audiovisual productions developed in the field of education-entertainment (Morgan et al., 2009) exert significant effects on attitudes and beliefs regarding the topics approached in those narratives. However, the theoretical development on the processes involved in narrative persuasion is still limited. The theoretical background of this research is based on the models regarding narrative persuasion, according to whom the identification with characters comprises a relevant process to explain how the involvement with the narration and its impact on beliefs and attitudes takes place: Extended Elaboration Likelihood Model (Slater & Rouner, 2002) and the Transportation-Imagery Model (Green & Brock, 2000). However, to date, no study has been made to contrast the role of identification in the narrative persuasion through fictional feature films, which is the main object of the present research. For that, an experimental research was designed to empirically examine the impact of the feature film "Camino" (directed by Javier Fesser, in 2008) on the attitudes and beliefs about the role of Opus Dei and religion in society. Because of its critical message towards Opus Dei, this film triggered some controversy in Spain: Its possible effect was compared to the one incited by "The Da Vinci Code", and its screenplay was assumed "to be written from a non-believing point of view", because the director "does

not share a religious view of life". In the experimental study here presented, there were 132 participants, students of the University of Salamanca (Spain), randomly distributed in a two-group design. The independent variable was related to the moment in which the measuring of the dependent variables (beliefs and opinions about Opus Dei and religion) took place before (control condition) or after (treatment condition) watching the film. The questionnaire used, apart from a spectrum of opinions or beliefs about Opus Dei and religion (dependent variables), also included other scales to evaluate the emotional impact, the enjoyment and appreciation of the film, identification with the main character (Camino), political self-positioning and religious practice. The results revealed that the experimental exposition to the film generated a negative attitude towards Opus Dei and religion ("Opus Dei is a negative organization for society", $F(1, 109) = 4.66, p < .033, \eta^2p = .041$; "Religion prevents people from having a full life"; $F(1, 109) = 4.43, p < .038, \eta^2p = .039$). Furthermore, the viewing of the film proved to weaken the relationship between the subjects' political self-positioning and the beliefs or opinions considered. Finally, it was confirmed that among the control group, disagreement with the statement "Religion prevents people from having a full life" led to more identification with the protagonist ($r(50) = -.25, p < .05$); however, among the participants in the experimental group, more identification with the main character stimulated a higher level of agreement with that specific belief ($r(49) = .35, p < .001; z = 3.09, p < .001$). From this, it can be inferred that identification with the main character played a relevant mediator role to understand the persuasive impact provoked by the film.

Information Control and Disclosure in Cyberspace: A study on Singapore teenagers' Use of Social Networking Sites

Ruili Chen – Master Student, Singapore · chen0518@ntu.edu.sg

Alfred Choi – Assistant Professor, Hong Kong · alfred.choi@cityu.hk

The emergence of social networking sites (SNS) is one of the most fascinating social developments in modern society due to its enormous ability to enable interactions in multiple ways and to expand social networks that transcend physical boundaries. As a new format of online community, it has registered phenomenal growth within several years of its inception. As the forerunners in new communication technology adoption, teenagers have become dominant users of social networking sites whereas meanwhile the high risk population when facing with potential vulnerabilities. The biggest concern shared by parents, educators, social workers and law enforcers revolves around the types of information SNS users disclosed and the accompanying risk of the users being victimized. As such, in-depth investigation on teenagers' self-disclosure behaviors on social networking websites becomes imperative. Hence, based on a nationwide survey from secondary school students in collaboration with National Crime Prevention Council in Singapore ($n=510$), this study aims to explore teenage Facebook users' self-disclosure and its potential influencing attitudinal factors. Two dimensions of self-disclosure were found in the context of SNS: information disclosure (amount of information disclosed) and information control (visibility of information disclosed). Regulatory Focus Theory (RFT) (Higgins, 1998) was used as a theoretical framework to examine how privacy concern and trust affect information disclosure and information control on Facebook. Results indicated that teenagers exhibited tactic behaviors, such as withholding or falsifying sensitive information and set higher level of information control, to safeguard their privacy on SNS. In addition, it was found that privacy concern had positively affected teenagers' information control while trust had positive effect on teenagers' information disclosure. Findings supported the two broad motivation systems proposed by Regulatory Focus Theory in a new context of social networking sites. However, further gender-based analysis detected gender difference in the effect of the two motivation systems. It was found that the privacy concern and trust only succeed in predicting boys' self-disclosure behaviors on SNS whereas girls' self-disclosure behaviors are not affected by the two attitudinal factors. Implications for scholarship and related policy-making were discussed. One important contribution of this study was that it provided a reasonable explanation of the previous failures to detect effect of privacy concern on information disclosure by distinguishing different dimensions of self-disclosure: information disclosure (promotion-focus) and information control (prevention focus). It was suggested that privacy concern had effect on information control rather than on information disclosure. In addition, there

seemed to be gender differences in behavioral patterns of self-disclosure on SNS. Boys tended to be more rational than girls when disclosing themselves on SNS, proven by the disparate effects of privacy concern and trust on boys' and girls' self-disclosure behaviors. The distinct gender profiles on self-disclosure should be taken into consideration when taking steps to safeguard teenage SNS users' online safety.

The Psychic Tourist

Annette Hill – University of Westminster, United Kingdom · a.hill@westminster.ac.uk

Ghost walks, all night ghost hunting, weekend breaks in haunted places, these are just some of the experiences on offer to the psychic tourist. Top ten lists regularly appear for Britain's most haunted village, or America's most haunted hotel. Such tours or events take traditional ghost stories, history and folklore, and re-package these for the contemporary tourist (Davies 2007) Similar to other developments such as dark tourism in nuclear hot spots or extreme sports in wild locations, ghost hunting events offer a cultural experience that is different, exhilarating – ghost tourism maybe about the dead but it makes people feel alive. This research draws on qualitative data with a sample of two hundred participants using an approach drawn from a sociology of cultural practices (Calhoon and Sennett 2007). Ghost hunting events take elements from paranormal investigations, and from parapsychology, and popularise them for the general public, deliberately opening up the scientific study of the paranormal to a wide audience. The commercialisation of ghost hunting involves the selling of a unique experience. Events organisers inform their clients that only a small percentage will encounter paranormal phenomena. People understand they are paying for an experience that is by its nature anomalous and therefore highly unlikely to occur. The promise of a unique experience is therefore a strategy that shifts the emphasis of a ghost hunting event away from the elusiveness of scientific proof and towards feelings, emotions, and instincts. There is an emotional geography to an allegedly haunted location which makes ghost hunting events disquieting experiences. Another related strategy is that of sensory engagement. People experience sensory deprivation, listening in the dark, looking at shadows, and in these spaces their senses are heightened. Psychic tourists go on a sensory journey. Psychic tourist practices highlight several complex processes in popular culture. These cultural practices extend Avery Gordon's concept of ghostly matters (1997) to paranormal matters. There is the popular appeal of ghost hunting for ordinary people looking for an unusual night out. There are the strategies companies use in taking a specialist area of scientific investigation and turning it into a commercial enterprise which aims to attract a broad audience. These strategies indicate the mix of economics and emotions in contemporary culture, where economic transaction is secondary to personal investment. Such an emotional relationship is built into the structuring of a commercial ghost hunting event. It creates a structure of feeling (Williams 1977), where the structuring principles of the ghost hunt as an event connect to history and ghost stories, paranormal beliefs, and mix with the creativity of people's cultural practices. References Davies, Owen. (2007) *The Haunted: A Social History of Ghosts*, London: Palgrave Macmillan. Calhoon, Craig and Sennett, Richard. (eds.) (2007) *Practising Culture*, London: Routledge. Gordon, Avery. (1997) *Ghostly Matters: Hauntings and the Sociological Imagination*, Minnesota: University of Minnesota Press. Williams, Raymond. (1977) *Marxism and Literature*, Oxford: Oxford University Press.

Exploring online experiences of young people in rural areas

Fatimah Awan – University of Westminster, United Kingdom · f.awan@westminster.ac.uk

David Gauntlett – University of Westminster, United Kingdom · d.gauntlett@westminster.ac.uk

This paper will discuss our AHRC funded qualitative study - currently in progress - in which young people aged 14-15 from both rural and urban areas across the UK created 'identity boxes' using a selection of art materials and made use of metaphors to explore how they make sense of their complex mediaworlds. The paper will specifically focus on the young people from rural areas and their experiences of online (and offline) life compared

to those living in urban areas. Traditionally, much of the fieldwork in media audience research is conducted through language-based events - usually within the context of focus groups and interviews - in which participants are expected to be able to generate more-or-less instant verbal accounts of their feelings and experiences. However, alongside this in recent years, and as a direct response to the shortfalls of established research techniques as well as an attempt to study 'actual' audiences in lived experience, a growing body of work has utilized creative and visual methods. These methods invite participants to produce artefacts such as collages, videos and models as a means of expressing their feelings or impressions on a particular issue or representation. Although these methodologies do return to language as participants are required to supply their own commentaries on the work that they have produced; language is only reintroduced following time engaged in the non-verbal reflective process of making items. As such, it is argued that by asking participants to create new visual things as part of the research process this affords participants reflective time to consider an issue before producing a response, and consequently we receive richer insights into what a particular issue or representation really means to an individual which, in turn, helps yield more nuanced research results. The paper will consider this approach as used within our study as well as findings produced by the young people living in rural communities which demonstrate that many of them were disengaged with new media technologies. Furthermore, it will highlight how and why, for some of these young people, online inclusion increased their feelings of cultural exclusion. In doing so, the paper connects with the theme of 'Communication and Citizenship' by foregrounding that many young people do not fully understand the relevance of new media technologies within their lives, and that this must be addressed in order to empower them and improve their social participation.

Communication and consumption: women identity representations in the prime-time publicity

Marcia Tondato – ESPM, Brazil · mp.tondato@uol.com.br

This paper is part of a study aiming to explore consumption practices of women, especially those from low income groups, to understand the relation with constitution of these women identity, who play a predominant role in the definition and dissemination of family consumption practices, in a social environment where the elite values predominate. In Brazil, statistical data show changes of habits of the group with less purchasing power, in special the women, in specific after 1996. The intention is to understand the influences for these changes, quoting television as the main source of information for the group of interest, although they also participate of an environment of media convergence and have a daily life that goes beyond the household chores. For this discussion, I work from the point of view of an intersection between communication and consumption. The approach to consumption presumes much more than talking about ways of goods acquisition, criticizing habits and behavior demanded by basic needs. Here consumption concept begins with the use individuals make of goods in defining positions in their social relations. Understanding that language is an essential element of the process, the good to be consumed turns into a sign, resulting that what we consume is part of a social inclusion process. The starting point is a categorization of prime-time publicity in Brazil and Portugal (part of a study on Brazilian and Portuguese prime-time, developed by researchers from ESPM and University of Coimbra). In this study, we worked with the TV-grids of two channels in Portugal (SIC and TVI) and two in Brazil (Globo and Record) during May of 2008. For the study here presented, I selected an intentional sample of the publicity insertions, contemplating the categories observed in the TV grids of the two countries, any of each will be analyzed in its discursive formations. Understanding publicity as a new act of speech, that gives new meanings to the existent signs, even with a different syntax, it is only recognized like myth the one that have already been identified among the existent myths and that circulate in a determined society or culture. The analysis to be done looks, in the messages, for traces of women's identity, who, in a second stage of the study, will tell us how they read this publicity. In audience studies, we are interested in the text that begins in the word of the producer / transmitter and is decodified / transcoded in the word of the reader. In the perspective of language studies, the meanings are products of social interaction that is accomplished in the word, the world only making sense in the words recognized throughout social interaction. From the results of the analysis developed in this stage, the

proposal is to analyze the intersection with reception, trying to see the reception/audience not only as a place of arrival, but also as a "place of sense production".

Mellowing of Mural Messages: A Study of Chinese Population and Family Planning Slogans and Posters

Naren Chitty— Macquarie University, Australia · naren.chitty@gmail.com

Debao Xiang— Shanghai International Studies University, China · xiangdebao@gmail.com

Muralized slogans and posters (MS&P) are used extensively in Chinese public information campaigns. This study maps MS&P in Chinese Population and Family Planning (P&FP) campaigns, identifies problems in their usage and suggests improvements. This is the first systematic pan-Chinese study of P&FP MS&P, across thirty-one provinces, conducted by researchers in China or abroad. A prescriptive national P&FP policy was adopted by the Chinese government in 1982. The national policy has generated P&FP MS&P that are noteworthy in terms of quantity, scope, influence and appeal. Significant problems are associated with P&FP MS&P, particularly in relation to the use of harsh rhetoric. Data was collected as part of a doctoral project that examines changes that have taken place in construction and delivery of MS&P, in the wake of China's economic liberalisation and development of a public relations culture. The data is examined in this paper in terms of notions of ethical and strategic communication (Habermas), Grunig's two-way interactive model and other models of public relations and Nye's notion of soft power in order to see how Chinese national communication strategists have reconceived their audience. Soft power is viewed as influencing both China's contemporary governance aspirations as well as its international relations. A Lasswellian methodological approach, including qualitative and quantitative methods, was employed to produce the data used in the study. MS&P from across China were coded for content, word number, time and form of issuance, colors, main topics, main types and issuers of slogans and posters. SPSS software was used in the statistical analysis. A detailed content analysis of the P&FP MS&P was undertaken. A survey was also conducted in five provinces, viz. Beijing, Gansu, Henan, Guangdong and Sichuan, to identify audience needs and effects. Eleven semi-structured interviews were conducted, with officials, researchers and practitioners, to track the evolution of P&FP slogans and posters from sender to receiver orientation. The analysis of over 2750 slogans mapped the visual characteristics, themes and types of P&FP MS&P slogans and posters and the survey mapped public comprehension of the messages. It was found that over time rhetoric in P&FP MS&P, that could previously be characterised as harsh, intimidatory, inhumane and even barbaric, had mellowed. The inward projection of soft power projects in China, as part of a drawing of Confucian values into the image of good governance, has not been addressed so far in Western research. This paper, drawing as it does on nationwide data in a contentious area of public policy, is the first to do so. It offers suggestions for further improvement in communication between government and public in the area of P&FP.

Texting back: audience commentary and agency in the context of the 'Zimbabwe crisis' (2000-2007)

Wendy Willems— University of the Witwatersrand, South Africa · wendy.willems@wits.ac.za

Audience scholars engaging in reception analysis or text-based response studies have used a range of methods to elicit responses from viewers, listeners or readers. However, these approaches have often ignored 'unsolicited' forms of media commentary which are already circulating in private or public domains. Digital media such as the internet and mobile phones increasingly constitute new spaces in which audience members discuss, evaluate and debate mainstream media. The practice of media commentary should be understood as an intertextual practice which responds to and is intricately connected to other media texts. However, while commentary can be directed at particular media texts, it is defined in a broader sense as the 'meta-discussion' about media. It therefore also comprises statements about the legitimacy of media institutions or about the nature of viewers of particular television programmes. Engaging with recent debates in media anthropology about media-related practices and focusing on the role of political jokes as forms of media commentary in the context of what has

become known as the 'Zimbabwe crisis', this paper argues that an analytical focus on the practice of media commentary can advance our inquiry to a broader set of practices related to media which are not restricted to the way in which audiences engage with texts only. Against the background of the growing economic and social crisis in the 2000s and the attempts of the state to monopolise the public sphere and to clamp down on dissent, the practice of joking became increasingly prevalent in Zimbabwe. In the numerous queues for fuel, cooking oil and sugar which rapidly appeared, Zimbabweans actively debated the state of politics in the country irrespective of their fears in openly discussing these issues in public. Jokes were not only transmitted orally in queues, public transport, beer halls and hair salons but also increasingly began to be shared through private newspapers, cellphones, email newsgroups and websites. The paper argues that jokes offered valuable insights into the way in which ordinary Zimbabweans engaged with state media. Through jokes, they commented upon both the texts produced by state media and state media as institutions in their own right. While it is tempting to view these jokes as evidence of audience agency, the paper argues that it is crucial to examine the context and constraints within which Zimbabweans were commenting on state media.

Re-imagining Citizenship: Young Audiences' Engagement with BBC Newsround

Cynthia Carter – Cardiff University, United Kingdom · cartercl@cardiff.ac.uk

Kaitlynn Mendes – De Montfort University, United Kingdom · kmendes@dmu.ac.uk

Maire Messenger Davies – University of Ulster, United Kingdom · m.messenger-davies@ulster.ac.uk

Stuart Allan – Bournemouth University, United Kingdom · sallan@bournemouth.ac.uk

This paper explores the results from the authors' empirical study investigating how young people engage with the British Broadcasting Corporation programme Newsround (via both its television and website provision). Newsround is currently the only news programme aimed at young people (ages eight to twelve) broadcast in the UK. Given its public service remit to assist young people's personal development as citizens, we were interested in finding out how they view themselves in relation to the adult world of news events; how they negotiate the norms and values of the news reporting of issues relevant to them; and how new forms of interactivity may be used to further encourage their civic identities. To this end, our study employed questionnaires, video diaries and group-based activities involving 214 eight to fifteen year olds in England, Scotland, Wales and Northern Ireland over a two-year period. Our research discovered that young people overwhelmingly see themselves as 'citizens in the making' (Buckingham, 2000) keenly interested in the world around them. In comparing and contrasting Newsround with adult news alternatives, participants identified a range of evaluative criteria informing their negotiation of its news reports. Amongst these points of connection was the perception that the programme represents an important space for the reaffirmation of an identity politics whereby young people's views are taken seriously on their own terms. This was particularly the case for young people in the region/nations - Scotland, Wales and Northern Ireland. Corresponding concerns about global issues (e.g., global warming or the war in Iraq), need to be handled in a manner that affords opportunities for social engagement. Participants shared a range of ideas about how the programme and the website could be improved, with specific suggestions made with an eye to enhancing the alignment of the priorities of journalism with the needs of young people. This latter dimension was more fully explored in a second phase of the study, which revolved around interviews and group activities with twelve to thirteen year olds in the same four regions of the UK (many of whom felt that Newsround no longer catered to them, yet were not ready to make the transition to adult news bulletins). Working with young people in this type of research always has its benefits and challenges. In addition to discussing the key results from our study and their possible implications for policymaking, we would also like to provide practicable information about our use of different methodological frameworks. Several of our more creative strategies – such as the use of video diaries as well as collaborative exercises concerning the future improvement of Newsround and the possible development of a news service for teenagers – proved to be successful in facilitating the involvement our participants in sharing the aims and objectives of our research. We will offer an assessment of their relative strengths and limitations, including feedback from the BBC, which may be helpful for researchers conducting similar studies elsewhere.

Uses and dominant and negotiated readings of local electoral news in Monterrey, Mexico

Jose-Carlos Lozano – Tecnológico de Monterrey, Mexico · jclozano@itesm.mx

Within the cultural studies tradition, empirical studies on media consumption and appropriation have centered mostly on the decoding of fiction. Research on how newspaper and television news audiences read news stories and make sense of information are still scarce, particularly in Latin America. This paper provides useful insight about the uses and type of readings voters in Monterrey, México did of electoral news in the local press and television newscasts during the elections for Governor of the State of Nuevo Leon from January to July 2009. Based on 400 telephone interviews of Monterrey residents age 18 or older, the study explored their overall trustworthiness on each local media and the most renowned television anchors, as well as their uses of electoral news in their sense making of the process and their final decision on which candidate and party to vote for. In addition, the study asked respondents about their perceptions on the objectivity, pluralism, and impartiality of the electoral coverage, and their opinions about the degree in which the news media provided enough information about the issues and positions of the candidates or the way in which they emphasized negative and trivial news. The paper discusses the particular uses of the electoral coverage by audience members according to their social adscription in different groups (by gender, age, education, political affiliation), and tries to identify their type of reading (preferred, negotiated, oppositional) of electoral news by looking at their quantitative responses in the survey. The study concludes that most voters were not as critical and distrustful about the news media and/or their electoral coverage as voters and citizens are expected to be, and that they used the information extensively to follow the electoral process and to make out their minds about who to vote for.

In Amateurs We Trust! Audiences Reflecting Amateur News photographs.

Liina Puustinen – University of Tampere, Finland · liina.puustinen@helsinki.fi

Janne Seppänen – University of Tampere, Finland · janne.seppanen@uta.fi

Amateur camera-reporting is a recent phenomenon in journalism. The readers of newspapers are asked to take pictures and send them to the editorial. Hence, the citizen are encouraged not only to consume media but also to participate in producing the content. This type of 'prosumerism' has currently become more and more common in different branches of media production. In the field of photojournalism it has – along with the digitalization of picture editing – revitalized the old question of credibility and authenticity of the news image. This paper focuses on the following questions: What kind of confidence audiences have in amateur news photographs? What implications the breakthrough of amateur photographs has on the credibility of the news media? The analysis is based on thirty qualitative individual interviews with Finnish readers of online and print newspapers. The interviewees were shown one or two examples of news images taken by amateur photographers. As a general result, majority of the respondents have confidence in news images taken by both professional and amateur photographers. Authenticity and immediacy are raised as important criteria for the trustworthiness of news images. Interestingly, majority of the interviewees consider the amateur images equally or even more authentic than the pictures taken by professional photographers. The amateur camera-reporting is a new way for the media companies to make the audience commit to the medium. This can be seen as form of governmentality, a way of conducting the conduct of the audience. Governing of the audiences is part of a larger trend of contemporary business ideology called Customer Relationship Marketing (CRM). The companies aim to create relationships to customers, get closer to their world, in order to gain higher profits. 'Prosumerism' is commonly used strategy in product development and marketing and, as in the case in point, also for news image production. The readers are actually put to work for producing the news which they buy from the papers. However, the reflections by our interviewees show signs of media literacy, active agency of the readers. This can be seen as resistance to the discrete governance of the news media.

Television as Practice: Media Genres along Everyday Life. Or vice versa?*Lorenzo Domaneschi* – University of Milan, Italy · lorenzo.domaneschi@unimi.it*Sergio Splendore* – University of Milan, Italy · sergio.splendore@unimi.it

This paper presents results from a year long research on TV consumption – from October 2008 to October 2009. Drawing on recent moves towards a theory of practice in sociology, this paper aims to abandon old debates about media effects and the relative importance audience interpretation, to study the whole range of practices that are oriented towards media and, at the same time, the role of media in ordering other practices in the social world (Couldry 2004). The research has observed the hypothetical changes in the TV and New Media (referred to audiovisual TV content) consumption of 6 Italian households. The 6 households have been selected for: a) their composition; b) their TV genre declared preference; c) the technology in possession. We have chosen 3 “classical family” (mother, father and children), one couple, one single women, a group of friends who live in the same home. The genres we have selected are American TV series, Italian Fiction and Reality TV programmes. The technology considered has been the presence of satellite or digital TV. A variety of qualitative methods have been employed in order to get a thick description of their consumption practices: daily consumption diary kept by household’s members, content analysis of selected programmes and limited periods of participant observation. Moreover, during the course of the research we have collected individual in-depth interviews with all the members of the households and we have accomplished two group-interviews with the entire household taken respectively at the very beginning and at the end of the research. Thanks to such methodological devices the results of this research are, in fact, threefold: 1) far from being disruptive, the technology introduced in the household is negotiated and socially constructed in its use from the all members; 2) the changes in TV consumption (preferred genres and programmes) are not simply negotiated with everyday life structures, but totally informed by the everyday life; 3) TV is significantly accounted as a particular form of practice itself, strongly linked to routines, habits and rhythms of everyday life. In such a picture, decentralizing the audience become necessary in order to understand consumption of media genres. Audience represents, in fact, only one of the social components in order to interpret media consumption, for many other aspects of everyday life play a crucial role.

Remembering the audience. A multi-methodological view on the postwar experience of cinema audiences in Ghent, Belgium*Lies Van de Vijver* – Ghent University, Belgium · liesbeth.vandevijver@ugent.be*Daniël Biltreyst* – Ghent University, Belgium · daniel.biltreyst@ugent.be

The recent shift from film into cinema studies brought forward a broad field of research which has long been underdeveloped and which includes studies on film exhibition structures and history, film programming, as well as all kinds of research on contemporary and historical audiences. The reconstruction of the history of cinema-going practices unfolds the entwinement of cinema with (the experience of) everyday life. This history deals with geographical questions of neighborhoods and cities, with institutional issues of businesses, with economical patters of distribution and exhibition, with micro-histories of cinema-going and especially with ethnographic concerns with audiences. This last question is closely linked to the social composition of audiences and the different factors constituting it (Kuhn, 2002; Maltby, Stokes & Allen, 2007; Maltby, Biltreyst & Meers, 2010). This paper concentrates upon film culture and cinema experiences in the postwar Belgian city of Ghent, where cinema thrived on commercial and pillarized markets, defining the film exhibition scene. The paper is part of a broader research project on the history of film exhibition and cinema-going in Ghent (Gent Kinemastad, <http://www.cims.ugent.be/research/current-research-projects/gent-kinemastad>) (Meers, Biltreyst & Vande Vijver, in press). In this paper we question what shaped historical audiences’ cinema experiences and practices using different types of approaches and methodologies. For the project we went into three areas of interest: (i)

the socio-demographical location of the film venues throughout the history of cinema in Ghent using different and disperse archival information, (ii) programming data for the 1930s, 1945, 1952 and 1962 using the weekly local newspaper announcements and (iii) an oral history part consisting of in-depth interviews with older cinema-goers. Starting from the question of the social composition of the audience in the post-war years, the three research areas offer answers to how the audience was geographically constituted and architecturally labeled, but also how programming strategies tried to attract these audiences and how all this was experienced. This paper tries to reveal how socio-cultural, ideological and geographical characteristics of one place can define the space and its audience.

A pan-European study on children's online experiences: contributions from cognitive testing

Cristina Ponte – FCSH-UNL, Portugal · cristina.ponte@fcs.unl.pt

Leslie Haddon – London School of Economics, United Kingdom · leshaddon@aol.com

Following previous research on children's online opportunities and risks across Europe (see www.eukidsonline.net), the project EU Kids Online II, also funded by the Safer Internet Plus Programme, is currently conducting a 25 country survey examining children's use of the internet. It aims to identify how children (aged 9-16) deal with the internet in a safe way, and what psycho, social and cultural factors, including parental mediation, might contribute to this behaviour. In each country, a representative sampling of 1,000 children and parents will be interviewed face to face. First results will be presented in October 2010. The main focus of this comparative research is on the sensitive area of how children experience and cope with online risks, such as cyberbullying, pornography, sexual messages and offline meetings with people they originally met online. Therefore, the children's survey includes a self-completion questionnaire, answered with total privacy and anonymity. International projects involving empirical research are always demanding because of the existence of different languages and cultures. In particular, the current research faces specific and additional challenges relating to the number of countries involved, the fact that the interviewees are children from 9-16 (along with one parent), and the fact that the main focus is on the sensitive topic of online risks. This raises issues relating to such matters as the attention span of young children, the types of words they understand compared to an adults, the sensitive nature of the area, especially for younger children, and cultural differences in the connotations of the language used. In order to address these challenges, national EU Kids Online teams provided translations of English words and expressions associated with the internet (some non-existent in other languages, like cyberbullying) for the market research companies developing national questionnaires and reviewed their translated questionnaires, from English to the national language. Also prior to the survey, cognitive testing was conducted in all the participating countries. This involved in-depth interviews to evaluate children's understanding of the questionnaire, their ability to answer each question and any ambiguities or other difficulties that emerged. This paper reports the findings of these tests and the insights they provide for designing this type of cross-national survey.

How media literate are we? – Children's voices about brands, ads, security on the Web and their online community practices.

Conceição Costa – CICANT - UHLT, Portugal · conceicosta@gmail.com

Manuel Damásio – CICANT-UHLT, Portugal · mjdamasio@ulusofona.pt

The ubiquity of media in our society and the use of the Internet and in particular the World Wide Web as a convergent medium for a huge diversity of content and formats (movies in cinema and in Youtube, radio and cartoons on the Web and TV, social networks) that children can access has been a concern of academics, educators and governments. Most of these issues are related with safety and security of children and the correspondent online data protection. Questions of the impact of subliminal forms of marketing communication

(such as advergames) target to children start to emerge in a world where marketing strategies and entertainment are more and more connected. The main goal of this study is to explore what children aged from 8-10 years old think of brands, ads and their purpose. Can they understand the difference between a brand and an advertisement? Do they like/dislike ads? From which place/media/person they recognize brands and ads (even if they don't use or know the product)? We are interested in questions such as: if children socialize more and more with media, what are the risks and the opportunities? Do they need a media literacy program or do they learn by themselves to distinguish informational and persuasive media? To answer these questions we have been working with a basic school community (class) since March 2009. We have been using an ethnographic approach and our conceptual framework is based on the Activity Theory. One of the researchers created an educational class for social media (in order to act as a teacher and be part of the community). The activities developed with children (community) are about old and new media learning, supported by the usage of a private Web Site (tool) (<http://amigos.realcolegio.pt>) but moderated by the researcher. The Web Site (tool) was created specifically to them (and with their participation) under the FCT Mediacult-PT (ref. PTDC/CCI/70893/2006) program. As a result, we expect some kind of capital social creation. The question of the engagement with new media and how to design and use such IT platforms at school is also discussed. The relationship of these children with media as "users", as "spectators" and as "creators" has been observed and the results will be presented.

Transforming Audiences in Internet Era: Online Circulation of US TV Drama in Mainland China

Guanxiong Huang— The Chinese University of Hong Kong, Hong Kong · lindahuanggx@gmail.com

This study intends to map the digitalized reception, production, and distribution of US TV drama among Chinese fans online. Nowadays, due to rigid control of official distribution hierarchy in importing and broadcasting transnational cultural products in mainland China, Chinese audiences are actively seeking US TV drama online, and forming the "shadow cultural economy" (Fiske, 1992) of fan production and distribution on the Internet. When a new TV episode is broadcast in the US, fansub groups download the episode from official website and translate the subtitles from English to Chinese. Then, they add the Chinese subtitles to the episode and upload it to the online fan community for other fans to share. In this way, Chinese fans can enjoy the latest US TV drama only 10 hours later than American audiences. Furthermore, the Chinese subtitles added are not merely literal translation from English, but include a lot of comments of story lines and particular scenes, often with the specific interpretation in the Chinese context. I chose the most famous online fan community "YDY" as the case focused. I participated in this online forum for 6 months and conducted interviews of fans. Besides, two parts of texts were analyzed: one part was added comments and changed translation of subtitles in TV episodes; the other part is fans' comments and discussions in the online forum. This study explores the Internet empowerment of audiences in the transnational consumption of cultural products. Fans play a critical role in the circulation of US TV drama in mainland China because they possess "subcultural capital" (Fiske, 1992) in the Internet era, such as video editing software, online network to distribute, etc. Previous studies of Internet empowerment mostly focused on social movement, however, this study fills the gap of Internet empowerment in the transnational cultural flow and shows that fansub groups help to break down the time/space constraints of transnational audiences and explore a new way of fan production. This study also finds that as a subculture in cyberspace, fan culture expresses its resistance to the Chinese mainstream culture and official distribution hierarchy through discourse and practice. Fans mention a lot of current affairs in ironic style and use a lot of specific terms in cyberspace. The youth fan culture is not only forming a hybridized culture in the "culture borderland" (Harindranath, 1998) between American and Chinese culture, but also expresses a political resistance to the Chinese official ideological control. Reference: Fiske, J. (1992). *The cultural economy of fandom*. In L. Lewis (Ed.), *The adoring audience: Fan culture and popular media* (pp. 30-49). London and New York: Routledge. Harindranath, R. (1998). *Documentary meanings and interpretive contexts: observations on Indian "repertoires"*. In R. Dickinson, R. Harindranath, & O. Linné (Eds.), *Approaches to audiences: A reader* (pp. 283-297). London and New York: Arnold and Oxford University Press.

Ficción televisiva, web 2.0 y construcción de identidad

Maria Lacalle — profesora, Spain · rosario.lacalle@uab.es

Esta intervención presenta la metodología de análisis y los resultados más significativos de una investigación sobre la construcción de la identidad juvenil a través de los discursos de la web 2.0 generados a partir de la ficción televisiva española. Dicha investigación se enmarca en un proyecto más amplio, que articula el análisis socio-semiótico de las representaciones (personajes y relatos), con las entrevistas a profesionales (guionistas, directores y productores, así como moderadores de los recursos interactivos de la web 2.0) y con el análisis de la recepción de los espectadores jóvenes (cuestionarios cerrados y focus group). De manera específica, me centraré en los resultados del análisis discursivo de los foros y chats puestos a disposición de los telenautas por las propias webs de las cadenas y por las redes sociales. El estudio se enmarca en las actuales narrativas transmediáticas (transmedia storytelling), que mediante la intersección entre la ficción televisiva y las nuevas tecnologías configuran tipologías textuales y modalidades interpretativas caracterizadas por la recíproca y constante retroalimentación entre los emisores y los espectadores. El atractivo que la ficción nacional ejerce entre los jóvenes (su género televisivo preferido) y su retroalimentación desde la Red, la convierten en uno de los vehículos privilegiados de la construcción de identidades sociales a través de las identidades individuales. Por otra parte, la socialización de las interpretaciones configura nuevas modalidades de recepción caracterizadas por una constante construcción/deconstrucción de los imaginarios representados, que se salda con una mayor integración de las historias de la ficción en la cotidianidad del telenauta. En términos generales se puede afirmar que, junto con la actividad característica de los fans (que piden informaciones sobre los actores; sobre los eventos convocados o el merchandising del programa, etc.), emergen otros temas de discusión que ponen de manifiesto el interés creciente de los participantes por la propia construcción de la narrativa (sugerencias sobre cómo proseguir o concluir una ficción; propuestas de nuevas temáticas; denuncia de errores e incoherencias en los relatos, etc.). Los discursos analizados también revelan la preeminencia de los procesos de proyección sobre la identificación con los personajes y manifiestan la neta separación entre el mundo posible de las representaciones y el mundo real de referencia que realizan los telenautas. Como era de esperar, las interacciones sobre los programas constituyen también un marco adecuado donde establecer relaciones sociales, realizar confesiones o pedir consejos sobre cuestiones personales.

Appropriating Television in a Digital Era - Results from a Portuguese Qualitative study

Vera Araújo — OberCom, Portugal · vera.araujo@obercom.pt

Tiago Lima — OberCom, Portugal · tiago.lima@obercom.pt

Gustavo Cardoso — Obercom, Portugal · gustavo.cardoso@obercom.pt

During the last decade, we have witnessed a vast change in the media landscape. A change, not only due to technological innovation in mediation devices themselves, but also in the ways users have chosen to socially domesticate them (Cardoso, 2008). In this ambit, the process of television digitalization must be addressed with a special attention, as it is the medium with the widest implementation in households and as it is also a medium that is fully domesticated, meaning that it is completely integrated in our daily lives and habits and forms an important part of it (Silverstone, 1996). Having the Portuguese context in mind, this paper tries to evaluate how existing viewing practices will interact with the process of television digitalization. For that, and based on social constructivist user approaches namely the domestication theory (Berker, Hartmann, Punie, & Ward, 2005; Silverstone & Haddon, 1996), we will first try to frame existing viewing practices, assess how different groups are dealing with the migration process to DTV, and evaluate how viewing practices can be or are being reshaped by digitalization and the growing networking of media devices. On the empirical level, we will base our research on the results of three focus group interviews. The groups were constructed on the basis of a previous research developed by the Portuguese Media Observatory, which consisted of an extensive survey designed to trace

existing current television viewing practices in Portugal. Three profiles of viewers were highlighted in the ambit of this survey: the Avant-Garde, the Digital Resistant and the Indifferent. The focus groups were then developed having in mind these profiles, in order to deepen the current television practices, discourses and representations, in the era of digitalization. Based on our previous research and literature review, we are departing from the hypothesis that television viewing habits and representations in Portugal are still linked to traditional television practices, namely in the case of the Digital Resistant and the Indifferent. Also, the degree of users' literacy regarding digital television services and opportunities is still expected to be very low, even for the Digital Avant-Garde.

Television, Citizenship and Public Knowledge: The Case of the Television Entrepreneurs

Raymond Boyle — Centre for Cultural Policy Research, University of Glasgow, · r.boyle@ccpr.arts.gla.ac.uk

This paper examines the role that recent factual entertainment television plays in shaping aspects of audience knowledge and understanding around the world of work, business and enterprise. It considers how business entertainment formats, such as *The Apprentice* and *Dragons' Den*, impact on audience perceptions of entrepreneurs and entrepreneurial activity at the same time as examining wider media narratives constructed around entrepreneurship. It argues that in accordance with the rolling back of state powers, factual entertainment television has begun to offer audiences informal guidelines on how to live their lives, both in terms of work (through the business entertainment format) and at home (via lifestyle programming). With regards to business and entrepreneurship, this has political significance in two ways. In the first instance, the proliferation of the business entertainment format on television ties in with attempts by the British government to facilitate a more enterprise-oriented society and offers a wider audience to such thinking at the same time as making it appear both desirable and accessible. Second, the media capital accrued by certain high profile entrepreneurs through appearing on television can be converted into political currency, as witnessed by the Prime Minister's appointment in 2009 of Sir Alan Sugar of the BBC's *The Apprentice* as his new 'Enterprise Czar' (with Sugar becoming a Lord in the process). Arising out of a two-year AHRC study (beginning January 2009), this paper also draws on material gathered from audience focus groups to examine the various ways that television viewers engage with the range of business-related programming on offer. This includes questions around existing perceptions of 'the entrepreneur', the audience's personal relationship to entrepreneurship and entrepreneurial activity, and the ability of such programming to educate and/or entertain. Overall is an awareness of the key role that both television and the wider audio-visual sector can play in helping to promote or reinforce certain aspects of citizenship.

I'm Egyptian, I'm Muslim, but I'm also Cosmopolitan: The Unlikely Young Cosmopolitans of Cairo

Heba Elsayed — London School of Economics, United Kingdom · h.elsayed@lse.ac.uk

Cairo, a divided city home to many numerous worlds within, is part of the global condition which characterizes urban spaces of the developing South. Whilst its increasingly abundant modern 'global spaces' (Oncu & Weyland: 1997, 1) have become zones of First-World sophistication and global belonging for some, for the vast majority, they are unattainable zones of exclusion and segregation, which bar them from taking part in such acts of belonging. Thus Cairo looked at from 'below' reveals a gloomy yet increasingly dynamic and unpredictable narrative of struggle: a daily struggle for space, identity and recognition. By avoiding the very western centric focus which has dominated media and cultural studies, this research presents an important insight in to the juxtapositions and inconsistencies that are characteristic of contemporary cosmopolitan cities in the developing world. Furthermore, it also explores how such juxtapositions have become an important backdrop against which possibilities for new and unusual forms of imagination and belonging are constantly being created and re-created. By talking about cosmopolitanism as a form of internal heterogeneity; where through personal strategies and

performance individuals incorporate the global in to their own local repertoires, this paper is reworking the prevalent idea that cosmopolitanism is a practice of the upper social classes, by arguing that it is lower middle class Egyptian youth who are more deserving of the cosmopolitan label. This is due to their ability to undergo a careful and inclusive negotiation that involves alternative cultural repertoires. This research is based on a nine month ethnographic study involving a large scale media consumption survey with 300 youth, participant/non-participant observation and focus groups. It is looking at the role transnational television flows play in the formation of local, class-specific cosmopolitan identities amongst the lower middle class youth of Cairo. With media consumption at the heart of their everyday social practices, it is through an intricate integration of Islamic discourse and Islamic media into their daily cultural rituals that members of the lower middle class have become engaged in the production of very dynamic and unpredictable cosmopolitanisms based on a happy negotiation between both local and global repertoires. This is a contrast to upper middle class youth who are forging for themselves more exclusive identities based solely on First-World superiority and Western modernity, while distancing themselves from what they perceive to be the vulgarity and tastelessness of the local.

Blind Faith in the Web? Internet Use and Empowerment among Visually and Hearing Impaired Adults: a Qualitative Study of Benefits and Barriers

Rozane De Cock – K.U.Leuven, Belgium · Rozane.Decock@soc.kuleuven.be

Marieke Vandenabeele – K.U.Leuven, Belgium · Marieke.Vandenabeele@soc.kuleuven.be

Keith Roe – K.U.Leuven, Belgium · Keith.Roe@soc.kuleuven.be

The Internet undoubtedly offers new opportunities for visually and hearing impaired persons to participate in society (Kaye, 2000). By using the Internet they have easier access to information and new and alternative ways to interact with others (Dobransky and Hargittai, 2003). From this perspective the Internet supports their desire to live independently. Nevertheless, utopian views of how the Internet can benefit the lives of people with disabilities are countered by results from digital divide studies that show how disabled persons are significantly less likely to use computers and the Internet (Grimaldi and Goette, 1999; Kaye, 2000; Dobransky and Hargittai, 2003). Moreover, simply having access to computers and the Internet does not suffice for blind or deaf persons. Other barriers need to be overcome in order to satisfactorily participate in the digital society and may be different in relation to the specific handicap involved. Previous research has primarily been based on quantitative methods, i.e. surveys (Grimaldi and Goette, 1999; Kaye, 2000; Gerber and Kirchner, 2001; Miller, 2003; Dobransky and Hargittai, 2006; Karras and Cheong, 2008). To our knowledge, only two studies have investigated the attitudes and experiences of visually impaired people by using qualitative methods, i.e. focus groups and individual interviews (Williamson, Albrecht, Schauder and Bow, 2000) and focus groups only (Gerber, 2003). Qualitative research among people with a hearing disability is even more rare and is limited to teenagers (Henderson, Grinter and Starner, 2005). Therefore, our study wants to offer more insight into the complex black box that is called 'media use and (overcoming) disabilities' by using a qualitative method that allows us to probe into the deeper meanings of Internet use of visually and hearing impaired adults. Based on empirical evidence from in-depth interviews with 21 visual or auditory disabled informants in Flanders (Belgium), our research puts the results of two adult subgroups along side each other. A qualitative approach allows us to formulate information rich answers to our research questions that shed light on motivations and gratifications derived by our informants from Internet usage. First of all, this paper focuses on the benefits and barriers that blind and deaf individuals experience in their use of computers and the Internet by applying the uses and gratifications theory. Secondly, we draw attention to sometimes paradoxical similarities and differences between these groups concerning the benefits, barriers and empowering capacities of their internet use. Among other things, the results show that, as far as overcoming limitations is concerned, informants experience their disability as less bothersome when they are online than in real life (personal integration, uses and gratifications theory). Though most informants used email, instant messengers and social network sites, meeting new people online was clearly not a priority need. Overall, there was distrust towards online strangers. The visually and hearing impaired

informants indicated that they benefited from the web but this does not mean they put blind faith in the social opportunities of the Internet to tear down all the barriers between the closed and safe ingroup and the world beyond.

College Students' Involvement with Celebrities and Their Intention to Undergo Cosmetic Surgeries

Nainan Wen – Nanyang Technological University, Singapore · w080001@ntu.edu.sg

Stella Chia – City University of Hong Kong, Hong Kong · cychia@cityu.edu.hk

Xiaoming Hao – Nanyang Technological University, Singapore · TXMHAO@ntu.edu.sg

This study examines the role of celebrity involvement, social comparison and media consumption in college students' intention to undertake cosmetic surgery in Singapore. Young people's demand for cosmetic surgery has drastically increased worldwide in recent years. Similar with its Western counterparts, Singapore has recently witnessed a 30% to 50% increase of cosmetic surgery in the 16-25 age group (Lee, 2006). One major reason for youngsters to undergo cosmetic surgery is to look like the celebrity they adore. This psychological process through which an individual strives to become like another person is termed identification (Kelman, 1958). Identification, together with parasocial interaction, affinity and capture, constitutes the construct of celebrity involvement. Another reason for youngsters to undergo cosmetic surgery is to abbreviate the perceived gap between the celebrity's image and the self image after comparing with the celebrity they adore. This psychological path through which people make cognitive judgments about their own attributes compared to others is termed social comparison (Festinger, 1954). Meanwhile, mass media play a key role in celebrity involvement and social comparison. People get to know the celebrities, become involved with the celebrities, and compare with the celebrities mainly through media exposure. Therefore, the purpose of this study is to examine how youngsters negotiate involvement with mass-mediated celebrities and how they interpret intention to undertake cosmetic surgery. We reconceptualized the construct of celebrity involvement and revisited social comparison theory. Celebrity involvement, which refers to how audience members think, feel about, and react to celebrities to whom they have exposure through the media, is a multi-dimensional construct, consisted of four components—parasocial interaction, identification, affinity and capture. Each component is associated with media consumption. Scholarly evidence has demonstrated that celebrity involvement would drive youngsters to adopt the dressing styles, products, health attitudes, and behaviors promoted by the celebrities. It is likely that when celebrity involvement reaches certain levels, audiences, especially young audiences, would want to look like the celebrity. This desire may turn them to undertake cosmetic surgery. Meanwhile, throughout audience's involvement with celebrities, audiences would also compare themselves with their celebrity idols in terms of physical appearance and the observation of a gap between the self and the celebrities would be also likely to motivate them to undergo cosmetic surgery. Therefore, our research questions are: (1) What is the construct of celebrity involvement? (2) What is the psychological process with which involvement with celebrities and social comparison with celebrities drive college students to undergo cosmetic surgeries? (3) What is the role of media consumption in this process? We conducted four focus group discussions, comprising 26 female and male college students in a Singaporean university. Results show that the four components demonstrated by these participants construct a continuum where a fan's involvement with the celebrity moves from the lowest level to the highest level of involvement. At the lowest level, viz. stimulus-driven attentional capture, a fan turns attention to the celebrity, possibly without any feelings or liking. The stimulus-driven attentional capture would transit to goal-driven attentional capture and propel the fan to consume more media content about the celebrity. Along with the increasing media consumption, the fan may gradually move to the affinity stage and develop a general liking for the celebrity. Through the parasocial interaction with the celebrity in the media, the fan would also be likely to develop a close relationship with the celebrity. The fan is likely to see the celebrity as a close friend, a family member, or even a romantic partner. The fan would find some similarities between the self and the celebrity. The fan would also view the celebrity as a role model and wish to share more similarities with the celebrity. Our results also reveal that college students compare themselves upwardly with celebrity idols throughout their involvement with celebrity idols with respect to abilities, wealth and physical appearance. Another finding is that media

consumption is closely intertwined with social comparison and each of the four components of celebrity involvement. In addition, one crucial finding of this study lies in the revelation of the consequence of celebrity involvement. Celebrity involvement directly and indirectly influences the intention to undergo cosmetic surgery. Capture, parasocial interaction and identification have direct effect on college students' cosmetic surgery intention; whereas affinity has an indirect effect on cosmetic surgery tendency through social comparison. Finally, our study shows evidence that cosmetic surgery is not a social taboo any longer, but a negotiable option for youngsters. In sum, this study sheds light on the dynamic process of how celebrity involvement and social comparison influence youth's intention to undergo cosmetic surgery through media consumption. These findings address some potential strategies that may enhance young fans' self-esteem and prevent them from undertaking dangerous cosmetic surgical procedures.

Towards the 'internationalising' of digital natives studies: a Japanese perspective

Toshie Takahashi – Rikkyo University, Japan · t-takahashi@rikkyo.ac.jp

Digital media are increasingly becoming embedded in young people's everyday life, producing new time-spaces for their self-expressions, connectivity and 'self-creation'. These youths have been described as digital natives, an object of gaze not just among media scholars but also government bodies, educationists, business people, librarians, advertisers, broadcasters and electronic media technologists, and not only in the west but also in the rest. However, the concept of digital natives has been criticised as essentialist, technologically deterministic or western-centered one. The inclusion of a non-Western case will serve as a step towards the 'internationalisation' of digital natives studies. Take Japan, for example. There, its youths watch television, listen to music, take photographs and access the internet entirely through their mobile phones. They can also create and upload their own videos via mobile phones at UGM (User-Generated Media) sites such as YouTube and SNS, which makes interaction with people and images all over the world commonplace and a part of daily life. To describe people in the late 20s who have grown up adept at manipulating their mobile phones (without looking at them), the term often used is oyayubibunka (literally, thumb culture). A driving concept is that of audience engagement, developed out of my current fieldwork on Japanese young people's involvement with digital media such as keitai (mobile phones), Social Networking Sites (SNS), YouTube and digital television in the Tokyo Metropolitan Area. It encompasses the multiplicity of audience activities envisaged within active audience theories in both Western and Japanese media audience studies, including uses and gratifications studies within American communication studies, audience reception studies of British and European cultural studies, as well as Joho Kodo (information behaviour) studies of Japanese audience studies. It avoids the active-passive dichotomy and includes any type of engagement from merely turning on a computer or mobile phone to critical and political engagement with digital media. The research will draw on the ethnography of audiences I conducted in media-rich Tokyo Metropolitan Area since 1999 till the present-day. I will investigate both the similarities and differences between Japan and the West from the cognitive, psychological and personal levels to the social and political levels of audience engagement with digital media. Through all levels of audience engagement with digital technologies in their everyday lives in the both western and non-western world, I will explore the implication of issues of identity, digital literacy, connectivity and creativity in the global world. Addressing the issue of the cultural specificities and commonalities between Western and non-Western Digital Natives culture, I believe this approach offers a significant understanding of digital media, and issues of interconnectivity in the global age. Digital Natives create and recreate their self-identity, community and culture in the new time-spaces produced with digital media.

Mediating Terror: a Case Study of Young Moroccan Audiences' Encounter with Hollywood Narratives of Terrorism

Mohamed El Marzouki – Al Akhawayne University, Ifrane, Morocco · mo.elmarzouki@ai.ma

In Western academia today, there is a plethora of research studies and theories dealing with the relationship between the media and its audiences. Some of it has even examined how systematic misrepresentations of other cultures in Western media systems engulf the chasm of misunderstanding between American/European audiences and 'Other' cultures creating continuous conflict (Said, 1997; 1979). Instead of asking, with much previous research in Western scholarship, the question of the relationship between media and the particular socio-political and cultural contexts they operate in, this research paper asks the question the other way around: as American media and cultural goods continue to permeate the farthest locals in the globe, what happens when such media products as Hollywood movies, primarily intended for American audiences (given its size and thus economic significance), are consumed by non-American audiences? What meanings are constructed in this abundance of media materials, not by Americans, but by other audiences, who are just as concerned with the issues treated in those media texts and the representations they carry? How do these meanings shape the 'structures of feeling' of non-Anglo-American audiences about the world and define their everyday life experience? And what communication processes are involved in such moments of encounter between local audiences and global media materials? In an attempt to answer these questions, this research paper will examine encounters with American movies in a region whose media audiences remain largely under-researched academically and commercially: the Arab world. Particularly, this paper will present the results of a qualitative research study conducted last summer in Morocco. For constraints on time and funding, this study has only concentrate on young Moroccans between the ages of 16 and 25 in the city of Fez, in Morocco.

The impact of watching TV news on children's Scientific Literacy in Media (SLiM)

Pei-Ling Lin – National Taiwan Normal University, Taiwan · bagellin@hotmail.com

Chun-Yen Chang – National Taiwan Normal University, Taiwan · bagellin@hotmail.com

Tzu-Yu Chou – National Taiwan Normal University, Taiwan · choutzuyu@hotmail.com

This study tends to investigate: with the influence and situation of today's mass media and secondary school curriculum, what kind of scientific literacy would be necessary for children. In other word, in today's Taiwan, what would be remained in our children's scientific literacy? And since the TV news has become the effective and convenient way to approach the public scientific issues, whether different TV news usage influences children's performance of SLiM? With the development of today's society, people's demands for knowledge about new science and technology have increased noticeably. Today, helping citizens to cultivate scientific literacy has become an important issue. Though the rapid and popular of mass media, news has become the most available (and sometimes the only) source and material for children to recognize and get related information about scientific discoveries, controversies, and events which are concerned by public (Ho & Huang, 2007; Brossard & Shanahan, 2006). A key factor in assessing scientific literacy is whether or not citizens have the critical ability to read and discuss the scientific reports in media (DeBoEr, 2000). Therefore, in this study, we defined the "scientific literacy in media (SLiM)" as the ability to understand the scientific concept and terms in science news. As the finding of Brossard & Shanahan research (2006), scientific media and science textbooks are the main sources of scientific knowledge for people. For this reason, we develop the instrument of SLiM, which combines the view of experts (science textbooks) and public news media, though this process, we try to figure a whole picture of today's concerned scientific concepts in Taiwan. Furthermore, investigating children's SLiM performances and inquire whether different TV news usage influences their performance of SLiM? The participants (n=803) in this study are comprised of 7th graders students (n=263)、 10th graders students(n=301) and the non-science major undergraduates (n=239) in Taiwan. The results of this study revealed that 1) The theme related to biology(45.26%) and earth science(37.90%) show the higher exposure in news than those in the fields of physics(11.58%) and chemistry(5.26%). This could be the reason that the biology

and earth science terms are mostly related to daily lives, the themes are seen to be more attracted to the public's interests in general. 2) Through the analysis of ANOVA, there is significant difference between the low TV news usage group, the high TV news usage group and middle TV news group ($p < 0.05$). However, the high TV news usage group and middle TV news group were not significantly different in the performance of SLiM ($p > 0.05$). This finding indicated that appropriately using mass media will contribute to the performance of students' SLiM. Further discussion and implications of these findings will be discussed in the conference.

COMPARATIVE AND DISCURSIVE ANALYSIS OF PROGRAM "GATO FEDORENTO, ESMIÚÇA OS SUFRÁGIOS"

Michelly Carvalho – Universidade do Minho, Portugal · michellyscarvalho@gmail.com

Ana Cecília Araújo – Universidade do Minho, Portugal · cica_abreu@hotmail.com

Bernardo Nabais – Universidade do Minho, Portugal · bernardonabais@hotmail.com

Filipa Almeida – Universidade do Minho, Portugal · filipa_ra@hotmail.com

This paper develops a comparative analysis among the television program "Gato Fedorento Esmiúça os Sufrágios", SIC news and the american programa "The Daily Show" with Jon Stewart. The portuguese show premiered on 14 September 2009 and it was created in order to satirize the parliamentary and local elections that were about to occur on 27 September and on 11 October 2009, respectively. According to its creators, "Gato Fedorento, Esmiúça os Sufrágios" found its inspiration on "The Daily Show." This late night satirical american attraction, in accordance with Thussu (2007), was aired for the first time on 21 July 1996. "The Daily Show" is hosted by Jon Stewart and its comedy and satire comes from recent news stories, political figures, media organizations. It is broadcast four new episodes a week, from Monday to Thursday on Comedy Central. SIC news, according to Santos (2002), was premiered in 1992, after a long period of monopoly of RTP, the public portuguese broadcaster. SIC news follows the traditional informative programs television's standard (which focus on principles of truthfulness, objectivity, accuracy, fairness, seriousness and impartiality). Throughout this research, we have also identified the discursive strategies used by the host, Ricardo Araújo Pereira, during his interviews in "Gato Fedorento Esmiúça os Sufrágios". We have based our paper in Rezende (2009)'s ideas, which can be found in his article "Gêneros e Formatos Jornalísticos na Televisão Brasileira". We looked further on the concepts presented by Feldman (2007) in the article that categorize the program "The Daily Show" as infotainment (a neologism made by combining the ideas of information and entertainment). This is a new and modern journalistic genre in which both views coexist. The present study seeks to demonstrate that despite being satirical/humorous shows, both "The Daily Show" and "Gato Fedorento Esmiúça os Sufrágios" production and creation methods follow the painstaking work of a journalistic news show construction. The staffs and the broadcaster promote meetings where they review material that they have gathered from major newspapers, international press, websites, and discuss headline themes. They also work on writing pieces inspired mostly by recent news. Working like this, the whole team can identify and discuss the latest events and choose some that may be cause of criticism and mockery to work on, therefore the presenter is always well informed and updated. This method guarantee that the programs can achieve their goals of simultaneously inform and entertain the public. During this paper was possible to identify how entertainment / humor can have news value and how it fell into the public's taste. To enrich our research, we have also employed the concepts of several authors, including Authier-Revuz (1982), Giordani (2007) and Tramontina (1996).

The effects of news frames on viewers' perceptions of international conflicts and crises

Arne Zillich – Friedrich Schiller University of Jena, Germany · arne.zillich@uni-jena.de

Roland Göbbel – Friedrich Schiller University of Jena, Germany · roland.goebbel@uni-jena.de

Georg Ruhrmann – Friedrich Schiller University of Jena, Germany · georg.ruhrmann@uni-jena.de

Mediated political communication is an inherent part of politics and public life in democratic societies. Many political areas have reached a complexity, where governance could not occur in its present forms without the mass media (Bennett & Entman, 2001). This especially holds true for foreign and security policy. As only few people have first-hand experiences with this political area, the public mainly learns of foreign-policy events, such as international conflicts and crises, primarily via mass media. The media discourse, especially television coverage, sets the frame of reference that recipients use to interpret and discuss such events (Scheufele, 1999). However, do recipients replicate the media's representation of international conflicts and crises or do they reject the journalistic depiction? Which aspects of the media's construction of reality do recipients rely on? Therefore, this paper investigates whether and how media frames affect recipients' frames of a current international crisis, i.e. the Gaza Crisis. The concept of framing assumes that the media present a certain issue in different ways and cover it from different perspectives. Frames efficiently reduce the complexity of a comprehensive topic such as international conflicts and crises, thus making it accessible to the audience (Scheufele & Tewksbury, 2007). They stress certain aspects of a perceived reality while neglecting others. According to Entman (1993; 2007), media frames consist of four elements: a problem definition, a causal interpretation, a moral evaluation and a treatment recommendation. Based on this theoretical approach we carried out a frame analysis (Matthes & Kohring, 2008) of news reports (N = 278) on the Gaza Crisis in four German television outlets between December 2008 and April 2009. Using hierarchical cluster analysis, we identified frames depending on variables such as actors responsible for the crisis, specific issues and their evaluations as well as possible solutions of the conflict. Two typical reports (prototypes) representing distinct frames were then chosen as stimuli for an experiment (N = 150), explicating reception mechanisms and effects of news coverage about the Gaza Crisis on the audience. The results reveal the complex interaction of the media's framing of an international crisis and the audience's perception in the process of constructing social meaning. References Bennett, W. L. & Entman, R. M. (2001). Mediated politics. Communication in the future of democracy. Cambridge: Cambridge University Press. Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51-58. Entman, R. M. (2007). Framing bias: Media in the distribution of power. *Journal of Communication*, 57(1), 163-173. Matthes, J. & Kohring, M. (2008). The content analysis of media frames: Toward improving reliability and validity. *Journal of Communication*, 58(2), 258-279. Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of Communication*, 49(1), 103-122. Scheufele, D. A. & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of Communication*, 57(1), 9-20.

Connected and distracted: walking bodies and narrative action

Márgda da Cunha – PUCRS, Brazil · mrcunha@pucrs.br

Connection and distraction are two concepts that this text draws on to take into consideration the variables that involve narrative actions and communication processes. The situation of the narrator who walks in the streets and is simultaneously in connection with the planet is especially discussed. The walking bodies that are endowed with mobile technologies and read and become first-hand narrators constitute a different type of communication. These disorganized bodies cross the city streets and tell their experiences in a great collage of narrative fragments that present a sense of unity in spite of their large number. They are walkers involved in a cloud of contents that reach them all the time, distracted by watching the city and by the situations that unfold before them, thus reorganizing the process and aiming to practice the narrative action at the same time. Our planet has

never witnessed a higher level of connection between people. But human beings have never been more distracted. As paradoxical as it may seem, this appears to be the current situation of our planetary instance. What is seen on the streets of both towns and big cities are distracted walkers, occupied in keeping the exhaustive connection sustained through mobile technologies. Out of the dichotomy of our planet's context and distracted observation, these walkers' narrative arises as it is practiced in layers of time and memory. It is both the same and a different kind of communication, one in which the narrator is also the recipient, constituting a complex process. As a consequence of human and technological mobility, as well as the increase of the knots in the network experience, narrative actions happen mostly in first hand. There are far more narrators. What we used to hear about from others we now experience ourselves, in person, and we are now able to relate. Human beings have never been so mobile. In order to achieve this discussion, it is necessary to distinguish the movement of bodies, as described by De Certeau (1994), from the narrative that arises from that movement. It's been inferred that the concentrated and distracted narrative, which results from the exaggerated movement of bodies through places, is what constitutes the new communication format. The author suggests that every account is a travelling account, a practice in space. Such affirmation is related to everyday practices, from the basics of spatial perception to the evening news. These narrated adventures generate a geography of actions and deviate to common places of a certain order, actually organizing the journey. In such a wide realm, De Certeau (1994:201) acknowledges only three narrative actions. They allow us to specify some elementary forms of organizing techniques of delimitation – or “the limitation” – and the focus on the enunciation, the table of contents of discourse. This research applies ethnography in order to observe users in situations in which they take advantage of mobile technology, movement and narrative action in different spaces common to a number of cities. If the action of walking on the streets can be compared to the act of enunciation, as De Certeau proposes, that means that it is through the act of narration that walkers reveal their means of narrating: from everywhere. Pedestrian enunciation has three characteristics that distinguish it from the spatial system: the present, the discontinued, and the factual – which leads us to believe that a narrative that represents the world would also share these features. The flâneur, as described by Baudelaire, observes and experiences the city, helping create the panoramic literature genre. The current narrative follows the timing of moving bodies around the city. We no longer use what is related by others to form our narrative. Many provide a firsthand account, including themselves in the collage of narrative fragments, which are chaotic and diverse, but keep their unity through a network logic. In a society of distracted and connected citizens, these characteristics may co-exist in an individual regardless of his/her location – a big city or the country side. In isolated places, individuals can provide advice from a distance, out of their own experience. In a big city, they describe the urban experience and broadcast it, also influencing those who provide advice from a distance. A large and growing number of people walk and practice narrative, and more and more of them are familiar to what others report on their journeys. These are bodies, voices and vision that are continuously being invented and that help reinvent everyday life. References BAUMAN, Zygmunt (2004). *Amor líquido. Sobre a fragilidade das relações humanas*. Rio de Janeiro: Jorge Zahar. CANEVACCI, Massimo (1997). *A cidade polifônica. Ensaio sobre a antropologia da comunicação urbana*. São Paulo: Studio Nobel. DE DE CERTEAU, Michel (1994). *A invenção do cotidiano: 1. artes de fazer*. Petrópolis, RJ: Vozes. ECO, Umberto (1979). *Apocalípticos e integrados*. São Paulo, SP: Perspectiva. LYNCH, Kevin (1997). *A imagem da cidade*. São Paulo: Martins Fontes. PLANT, Sadie (2001) *On the mobile - the effects of mobile telephones on social and individual life*. http://www.motorola.com/mot/doc/0/234_MotDoc.pdf. Acessado em 16 de maio de 2009. SANTAELLA, Lúcia (2004). *Navegar no ciberespaço. O perfil cognitivo do leitor imersivo*. São Paulo: Paulus. ____ (2007). *Linguagens líquidas na era da mobilidade*. São Paulo: Paulus. SENNETT, Richard (1997). *Carne e pedra. O corpo e a cidade na civilização ocidental*. Rio de Janeiro: Record. SEVCENKO, Nicolau (1998). *História da vida privada no Brasil. República: da Belle Époque à era do rádio*. São Paulo: Companhia das Letras. (História da vida privada no Brasil; 3) ____ (2001). *A corrida para o século XXI. No loop da montanha-russa*. São Paulo: Companhia das Letras. (Virando séculos; 7) VIRILIO, Paul (2006). *Diálogo com Paul Virilio. O paradoxo da memória do presente na era cibernética*. In Casalegno Federico. *Memória cotidiana. Comunidades e comunicação na era das redes*. Porto Alegre: Sulina.

Disciplinary discourses through video and computer game usage*Hong Renyi* – Nanyang Technological University, Singapore · dustash2003@hotmail.com*Chen Vivian, Huseh-hua* – Nanyang Technological University, Singapore · ChenHH@ntu.edu.sg

This qualitative project aims to understand the disciplinary discourses developed between parents and children from the use of video and computer games. Currently, much of the research centered on games emphasize the socially negative outcomes, namely aggression, addiction and asocial behaviors. However, such research abstracts games from its everyday communicative practices. Towards this, we focus on one aspect, namely the ways in which games give rise to disciplinary discourses in the home environment. Generally, widespread negative view of games had made them prime sites for, ironically, communicated discipline. Aware of the possible harms games can cause, parents reflexively manage their children's media use; attempting to craft ideal subject identities (the notion of the good hardworking child) and self-identities (good parents) (Giddens, 1991). This paper argues that such discourses not only shape media usage; rather, it transmits the importance of self-control in the earliest form of 'docile bodies' expressed in Foucault (x). For many children, game artifacts function as a site where the values of work and leisure is transmitted from parent to child (Berger and Luckmann, 1967). It is a source of corporate training, where is a child learns about the privileged position of work, where leisure or fun is an unproductive reward for the accomplishment of the former (Combs, x). The goal is primarily to build self-mastery, encouraging children to monitor their bodies and control their urges for leisure. Using twenty-five interviews, this paper attempts to address two questions. First, it examines why video and computer games, unlike other forms of entertainment, function as the site of communicated discipline. Second, it looks into the kinds of disciplinary discourses that take place and the outcomes of these discourses. The interviews draw from the experiences of adolescents, focusing on the activities taking place in the family and outside it, examining how different social worlds interact to affect outcomes of discipline. By doing this, this study hopes to bring the study of game effects beyond the literal content, focusing on the ways in which games structure and order the reality of children. References Berger, P. L. & Luckmann, T. (1967). *The social construction of reality*. New York: Anchor Book. Giddens, A. (1991). *Modernity and self-identity: Self and society in the late modern age*. Stanford: Stanford University Press. Foucault, M. (1977). *Discipline and punish: The birth of the prison*. New York: Vintage.

What contribution do specific child-focused media make to empower citizenship and participation among children?*Andrea Dürager* – University of Salzburg, Austria · andrea.duerager@sbg.ac.at*Mareike Düssel* – University of Salzburg, Austria · mareike.duessel@sbg.ac.at*Ingrid Paus-Hasebrink* – University of Salzburg, Austria · ingrid.paus-hasebrink@sbg.ac.at

Citizenship can be defined through four elements: rights, responsibilities, identity and participation. Not all of these elements can be fully transferred to the meaning of citizenship for children. In our article we want to focus on the aspects of child-oriented citizenship that are transported through media. Media is part of our daily life and an essential part of democratic and critic citizenship. In democratic societies media are, amongst other functions, supposed to foster public participation in political and cultural processes. Regarding children as audiences, this means for media providers to address children and adolescents as full citizens concerning the diversity of the contents, inform them about political, economic, cultural news and backgrounds and enable them to identify themselves with the country or the continent as well as facilitate participating in the "real world". Moreover, it means to provide this opportunities in an adequate way as children are still in a period of growth not only physically but also mentally. In respect to this, it is important to think about these aspects in child-centred media-services, even though children and young teenagers do not only use media contents that were especially produced for them. Focusing on television and the internet as most popular media for children, providing proper content to young audiences means to offer information as well as entertainment in a way, children can understand and cope with. In this paper, we want to deal with the following questions: 1) To what extent are children getting informed and/or entertained? Does entertainment include information as well? 2) Which contents

do specific Austrian child-centred TV-programmes and internet homepages communicate and do they contain contents transporting topics that are important for citizenship and participation (like issues on environmental protection, political and economic education, and national matters creating identity or cultural aspects of different parts of the world)? 3) Last, but not least, what could be done fostering the contribution of child-centred media regarding citizenship? To answer these questions, children's programmes offered by Austrian TV channels were analysed as well as several Austrian child-specific homepages. For the TV-analysis a selected normal week (April 2009) was chosen and the programme was coded based on a quantitative content analysis. The sample of the child-specific homepages was chosen selectively (Jan 2010). Based on comparable categories regarding the TV-analysis the sites were analysed on a qualitative level. The qualitative content analysis was chosen because internet sites' topics are hard to count, on the one hand the contents are not all equal as some of them are more difficult to find than others, on the other regarding all the linked pages it is not easy to identify the overall 100 percent of the content. The aim of the study is to show the extent of information and entertainment in Austrian child-specific TV-programmes and homepages and secondly to figure out the amount of contents that empower citizenship and participation among children. These results will conclude in recommendations fostering the contribution of child-centred media regarding citizenship.

Climate change from the audience's perspective. Theorizing empirical findings on media usage and media effects between routine and information seeking.

Monika Taddicken – University of Hamburg, Germany · monika.taddicken@uni-hamburg.de

Irene Neverla – University of Hamburg, Germany · irene.neverla@uni-hamburg.de

The climate change is a topic of fragile and conflicting evidence regarding both scientific explanations and local and global consequences. For the public, understanding this phenomenon is a very complex issue. Today, it is hardly possible to sense the consequences of the global warming directly. Therefore, the climate change must be seen as a mediated construct. But so far there is only little knowledge about the audiences' processes of perception and interpretation of mediated information regarding this topic. With this study, we will present a model of media usage and media effects that is derived from different theories of media and psychological research. Firstly, the model is based on the dynamic-transactional approach (Früh & Schönbach 1982; Schönbach & Früh 1984). The authors state that the audience must be seen as both passive and active users. In particular the audience might be passive in its daily routine of media consuming, but associated with this routine there are active internal processes of perception, evaluation and interpretation. Specific individual aspects form the highly individual basis for these ongoing processes. Hence, individual variables like personality, values, and ambiguity of tolerance are considered in our work. In addition, aspects of the social framework influence the whole process of media usage and interpretation. Therefore, assumptions on the attitudes of relevant social groups and the public are taken into account as well. Media usage is considered explicitly in the model. We use the concept of media repertoires (Hasebrink & Popp 2006) to capture both the daily routine of consuming mass media and motivated information seeking media usage. The attitude model of Rosenberg & Hovland (1960) which is often used in the research of ecological attitudes and knowledge (see for example Maloney & Ward 1973; Kley & Fietkau 1979; Winter 1981; Schahn & Holzer 1990) is taken into account for predicting the degree of individual climate-friendly behavior. For this, our model distinguishes cognitive and affective components of climate-change-related knowledge and the willingness of action. For an empirical validation of the model, two surveys are conducted: first, an online survey with an internet user representative sample (n=1.000), second a telephone based survey with a population representative sample (n=1.000). With this, we are able to refine both our instrument and our model and to validate it with two different samples. Mostly, validated scales will be used. For the measurement of climate-change-related knowledge, we further interviewed experts from the field of natural sciences. The surveys take place in February and March 2010. The results will show which media are used for information-seeking regarding the climate change. Further, they will shed light to the question how and to what extent media consumption influences people's climate-change-related attitudes and their daily climate-

friendly behavior. The importance of individual prerequisites for the individual's need for information regarding the climate change will be enlightened as well as the influence of the social context.

Logos, Learning and Life - Jamaican Children and Brand Advertising

Anthea Edalere-Henderson – University of the West Indies, Jamaica · anthea.henderson@yahoo.com

anthea edalere-henderson – University of the West Indies, Jamaica · anthea.henderson@yahoo.com

"Most brands are happy brands" (Lee-Ann, 9 years old, Mt St Joseph Preparatory School). Brands and their symbols are ubiquitous in our visual and experiential environment. Although brand symbols are constructed to represent specific commodities, they are also important signifiers for the values, mores and assumptions associated with global consumerism. Contemporary tools of dissemination, predicated on the digital revolution, intensify the ubiquity of the branded symbolic environment exponentially, with global television advertising playing an instrumental role in this process. Mixed methodology research conducted amongst Jamaican preteens in 2005 reveals that children are able to recognize the semantic structures that have been developed for specific televisually-advertised brands, demonstrating that the signs and symbols of brands constitute a linguistic system connected to political-economic structures. Evidence from focus group interviews indicates that while Jamaican children can identify specific local, regional and global brand trademarks and the particularistic, ephemeral attributes these symbols are associated with, they are largely unaware of the ways in which brand symbols are informed by already-existing repertoires of dominant ideas, particularly the hegemonic but somewhat discredited neoliberal ideology. Furthermore, children's broad, essential views about brands tend to reduce to assumptions which contribute to their own less than critical views of consumer society - and their place in it. This paper aims to explore some of the ideas that Jamaican children articulate about brands and the significance of brands in daily life - in their own words. Secondly, their testimony will be advanced as a platform for a partial critique of the economic conditions of cultural consumption. Thirdly, the paper will make the case for renewed discussions surrounding media literacy provision for children, so that competencies required for critical engagement with media - traditional or new - may be conceptualized as a necessary condition for participation in a media saturated environment.

Passive or active? An exploration study of Chinese audience

yuan yuan – Rutgers University, United States · yyuany@eden.rutgers.edu

This paper addresses an assumption that the activity of the audience is largely dependent on the media environment, in which the passive audience and the active audience are not always mutually exclusive. "Passive audience" is the dominant form of a top-down media system (such as in China), yet some media platforms such as the virtual space are occupied by "active reading" at the same time in terms of the same issue. In the first part of this study, it displays a general concept of a top-down media system in China and the relative relationship between media, government and the Chinese audience. The audience, regarded as the object of media messages, always plays a compliant role in mainstream media. The results of several public opinion studies are examined and explained here to support this conclusion. The second part of this study investigates the emergence of the Egao culture – a kind of online culture in the Chinese cyberspace – using the theoretical framework of Hall's active audience study and De Certeau's practice of everyday life. The analysis considers this cultural phenomenon from two dimensions – space and place, interpreting the operational form of this everyday resistance and the strategies and tactics being used in different places and space by grassroots audience. Besides the discussion of limited incorporation and prohibition conducted by the dominant power against this virtual audience activity, this study suggests reconsidering this online culture as the special form of expression against the audience's self-identity of passive recipient. In other words, the audience usually behaves as passive recipients in places where personal identity needs to be disclosed but active readers in places where the

personal identity is ambiguous or is replaced by the collective identity. The situation can also be interpreted by the audience's judgment of perceived capability of their influence on issues in various media forms. In addition, this study also attempts to contribute to the construction of a model on how different media platforms affect the practices of the audience.

Contextualizing Author-audience convergences. 'New' technologies' claims to increased participation, novelty and uniqueness

Nico Carpentier – Vrije Universiteit Brussel, Belgium · nico.carpentier@vub.ac.be

Processes of convergence are of course not restricted to what can be called technological convergence. Nor are they limited to what a political economy of the media can uncover. Contemporary practices of media participation are also embedded in processes of convergence at the level of text and audience. This is hardly a new phenomenon. For instance, Barthes' Image Music Text contains the seminal essay *The Death of the Author*, which pointed to the convergence between the producers and receivers of discourses at the level of interpretation. The death of the Author was a metaphor, not to be taken literally, implying that there was no privileged vantage point that fixed the interpretation of a text. But now the Author is dying for a second time, as we witness a convergence between the producers and receivers of discourses at the level of the production process. The old Author is no longer solely in control of the production process, as the "producer" (e.g., Bruns, 2007) has overcome the rigid separations between both categories. Again, caution is recommended, as audience and textual convergences are not (and have never been) total. The audience is not hyperactive in its interpretative capabilities, which has protected some of the privileges of the Author. Moreover, the audience is not hyperproductive in its capacity to produce content, nor can the existence of an active audience (at the level of production) be detached from the long history of participatory mediated practices. This paper will start with a discussion on (new) audience theory, mapping and structuring the diversity of audience articulations. This mapping will then be used to problematise and critique the strong claims of novelty and uniqueness that 'new' participatory technologies have generated.

transcultural audience via Web 2.0: Chinese online fan community of U.S primetime TV

lingzi zhang – National University of Singapore, Singapore · lingzi@nus.edu.sg

This paper sheds light on the phenomena of thriving Chinese online fan communities about foreign popular media culture (e.g. TV series, celebrities, music, fashion). It contributes to trans-cultural audience researches and media fandom in Internet era. As background, history, development and relevant discourses of Chinese fandom about foreign media products are reviewed. Further analysis is focused on a mid-sized (with 400 registered members) Chinese online fan community around a US prime-time reality TV show "so you think you can dance". Data collection is based on one-year participatory observation and followed by in-depth content analysis. Media fandom refers to the collective fandoms focused on contemporary television shows and movies. It emerged in the early 1970s from a subgroup of Star Trek and Man from U.N.C.L.E. fans who shared a focus on relationships rather than on science fiction (Coppa, Francesca, 2006). The advent of the internet has significantly facilitated archiving detailed information pertinent to their given fanbase, resulted in the creation of online fan networks and enable massive changes in the relationships amongst fans, artists, and industries. Online fans have increasing influence in shaping the phenomena around which they organize. Fan activism in support of the 2007 Writers Guild of America strike through Fans4Writers reaches a crescendo for this trend. Such phenomena suggest a growing self-consciousness on the part of entertainment consumers, who appear increasingly likely to attempt to assert their power as a bloc (Nancy Baym, 2000). Online media fandom draws attention of researchers from critical audience, online social networks, feminism, etc (Nancy Baym, 2000, SG Jones, 2000; C Young, 2007, etc). However, there is still a vacuum in the field of emerging trans-cultural or trans-national fandom. Such

request it is particularly urgent and necessary under the background of globalization and in-debate "westernization". In addition, the on-going exposure, discussion and fandom around foreign popular culture appear interesting and notable given the Chinese government's censorship of the Internet, which is well-known as "great firewall of China." Current study samples and categorizes typical discussions in this fan community between Dec, 2008 and Dec 2009. The topics range from gay culture, Hollywood gossip, western music, "technical" issue such as lightening, costume, program management, to the advertising of "American Dream" and general thinking of Western popular culture, which is often distracted by nationalism or anti-nationalism. The author argues that compared with audience who can watch the show on TV, viewing experiences of Chinese fans have to be more active, Internet integrated and collaborative. Fan community becomes a crucial information channel for those viewers. Respects and appreciation are awarded to those who have more access to foreign websites and who are knowledgeable about western popular cultures. Those members enjoy a higher status because of their cultural capitals with the center of fandom. Findings indicate that such online fan community could be a cultural classroom: it provides original text (the show) which is open to interpretation, a multimedia "learning environment" consisting of news, picture, videos, and most important, a virtual peer group. Members who are more involved in this community are more prone to western culture and aesthetic opinions (e.g. body image) in relation to Chinese tradition. Their knowledge and identification toward Western culture are connected to their activeness and status in this fan community. Communicative process and cultural meaning of their participation and deliberation is discussed.

Diversity and Nationhood: audience participation on the UK's radio 5 live

Peter Lunt — Brunel University, United Kingdom · peter.lunt@brunel.ac.uk

How are traditional media, such as national radio stations, responding to the global, technologically convergent mediascape? In this paper I report on an extensive empirical analysis of and theoretical reflection on the news and sports radio channel of the BBC; radio 5 live. The channel is analysed as the response of the public service broadcaster (the BBC) to challenges to become more populist, to address diverse publics and to offer increased opportunities for mediated public participation. The analysis demonstrates that radio 5 live adopts some of the methods of citizen journalism and community journalism in the context of a national broadcaster. It complements the BBC's rolling 24 hour news channel by offering a 24 hour rolling current affairs forum for the nation focusing on breaking news and sports stories supplemented by extensive sport coverage and cultural reflection. A key feature of the station is technological convergence as it provides a range of platforms for participation that supplement phone ins (email, text, twitter) and modes of delivery beyond the live radio programme (blogs, twitter, BBC website). The paper will present an overview of the key challenges and questions raised by the analysis of radio 5 live, including the changing nature of public service broadcasting, configuring the diverse nation; the mediation of public participation; the balance and interaction between studio guests, invited interviewees and public participants and questions of populism in news and current affairs.

Scheduling newscasts: a worldwide comparison of programming strategies and audience results

Miguel Vicente — University of Valladolid, Spain · mvicentem@yahoo.es

Belén Monclús — Autonomous University of Barcelona, Spain · belen.monclus@uab.cat

Newscasts are one of the more established TV formats around the world. A vast majority of TV stations have traditionally included these spaces for information in their daily schedules, creating also a loyal audience on the other side of the screens consuming this news as their main daily informative input. The current expansive process on the offer side has forced programming departments to place news bulletins in different moments of the day, evolving from a traditional and quite stable position to a more dynamic and diverse distribution. The launching of 24 hours news channels can be offered as another clear signal of the consolidation of one of the

founding formats of broadcasting. So the presence of newscasts is still growing at the current schedules, as we have clearly pointed out in the Spanish case (Vicente and Monclús, 2009). This paper compares the evolution of the programming strategies displayed on newscasts from an international approach, testing the presence of some scheduling effects identified by Prado (1992) in different TV companies operating in Europe and the United States. The scheduling decisions are always closely related to the audience results, as most of the times ratings become the main explanation to understand the movements throughout the TV schedule, so these data are also included in our analysis, working sometimes as an independent variable and others as a simple data without any influence on the channels' programming decisions. Results show that newscasts enjoy a quite comfortable situation worldwide, as their position is very often kept as they work as a solid time reference for the audience. They play a crucial role to structure the social life of a wide part of the audience, as they offer a milestone to organize daily life. This traditional role played by newscasts is still respected by most TV stations, as scheduling fluctuations are not dominant in the sampled countries. Nevertheless, the fast evolution of TV markets provides us with some evidence about new trends in programming newsreels and about significant differences between countries.

Identity, diagnosis and diagnostic criteria in mental health online communities

David Giles – University of Winchester, United Kingdom · David.Giles@winchester.ac.uk

“We may be witnessing the emergence of a new obsession with identity, a new identity syndrome, unlike anything previously known” (Charland, 2004, p. 361) As Marshall McLuhan observed many decades ago (McLuhan, 1964), new media have the potential to shape human activity in unforeseen ways. This study explores the appearance of web-based communities founded on shared experiences of, and beliefs about, mental health disturbance, which have begun to manifest themselves in an explosion of identity work that could have far-reaching consequences for the mental health professions worldwide. My own research on this topic has focused on the “pro-ana” online community, a loose network of well over 100 websites run by, and for, people with an eating disorder (Giles, 2006; Brotsky & Giles, 2007). Similar communities have emerged in recent years around a number of mental health topics, from self-harm (Whitlock, Powers & Eckenrode, 2006) to Asperger’s syndrome and bipolar disorder (see Giles, 2007). Many of the identity-related issues discussed in relation to eating disorders seem to recur across different communities. For instance, a great deal of importance is attached to forming positive ingroup identities and identifying discredited outgroups. These are identity processes that have traditionally been studied in artificial laboratory environments by social psychologists (e.g., Tajfel et al., 1971), but can now be observed as a dynamic process on the discussion forums of the internet. It is argued that this ‘identity work’ has enormous significance for the mental health profession and for society in general. Partly this can be related to the move towards community self-management of health care more generally (Fox, Ward & O’Rourke, 2005), but the prospect of young people in particular forming online identities based on net ‘diagnoses’ and other mental health subcultures may have a profound impact on the way mental health services deal with future clients. In the present study, mental health user communities were identified by following links from ‘official’ health websites such as NHS Direct, National Phobics Society, and Mind, along with general searches on web engines such as Google and Yahoo! for specific conditions, in order to compile a directory of researchable websites grouped into broader communities. The analysis in this paper focuses on the function of diagnosis from the perspective of personal identity, and particularly on the status of official diagnoses, as well as community members’ discussions of symptoms and psychiatric syndromes that effectively amount to informal diagnoses or consultation. Self-diagnosis sometimes takes the form of recommended ‘quizzes’ and other online quasi-diagnostic tools. I will discuss the implications of such interaction for Internet users themselves as well the challenges for the health and medical professions of such online discourse.

Are the Youth of Today Ever Becoming More "Social"?: Exploring the Relationship between Social Media Use and Prosocial Effect

Yoonwhan "Miles" Cho—Hankuk University of Foreign Studies, Korea, Republic Of · communicationresearcher@gmail.com

New media technologies are becoming embedded into the life of the younger generation. As numerous research have found, the use of social media has already dominated the daily routine and communication of the youth in Korea. Whether they realize it or not, at least on the surface level, the youth of today are given a variety of ways to communicate more than any generation before and have a potential to become ever more "social," as getting ever easier and closer to playing "good" citizen's role at just a click of button. Unlike the passivity of mass media and its negative or "antisocial" effects (e.g., sex and violence), which has been dominantly researched since the 1960s, the proactive nature of social media has a definite advantage in promoting prosocial effects of media over any other media before. The exponential growth of young people using social media over past few years invited an utopian viewpoint that the youth are becoming more social with the advent of Web 2.0, and there has been even a hype about participatory citizenship of the future generation. Meanwhile, emulating the "tone" of traditional media effects research, some scholars took a dystopian viewpoint. They linked new media use to other social problems (e.g., online addiction, social isolation like cocooning and non-participation), and subsequent social inactivities that renounce good citizenship. Having considered the viewpoints, this study explores the relationship between various aspects of social media use, especially that of social media or Web 2.0, and its possible association with prosocial behavioral intention (PBI), which have been considered important "measure" of good citizenship in previous research. In focus group interviews and a series of extensive surveys of the youth from Korea, it is found that social media use, especially in terms of different behavioral patterns, predicts the effect outcome. To confirm a validity of the suggested social media uses and effect model, a comparable effect (as dependent variable), online consumer behavioral intention (CBI) is tested along with PBI. The survey data are then used to build a series of regression models. In the proposed models, the analyses indicate that social media use and behavioral patterns predict outcomes. CBI is found to be deeply related to two of the social media use patterns, ritualistic use (RU) and instrumental use (IU), explaining 25% of the variability in CBI. Previous research found RU is associated with "less active" involvement. However, those who show a heavy RU pattern also show a higher CBI. RU explains about four times the variance in CBI models when compared to IU. Actually, IU was hypothesized to relate to more "active" rather than "passive" involvement, therefore, being less vulnerable to the effects of media. Meanwhile, PBI is best explained by participatory use (PU) and IU, which explains the variability of PBI by 15% and 6% respectively. However, various temporal aspects of social media use is found insignificant predictor of PBI. However, PU actually increases and predicts people's intention to engage in prosocial behavior, and this tentative finding provides a new perspective to understand media use habit and the prosocial outcome. PU, as a unique dimension of social media, has included the practice of creation, dissemination, providing feedback, and linking of information as a distinctive behavioral pattern. More involvement—participatory activity or "social" practice, as a major use pattern of ever-popular social media sites—needs more attention in future research. In conclusion, it is found that the suggested social media uses model raises the predictive power higher for the dependent variables (i.e., PBI and CBI), compared to previous models that were suggested in the mainstream media effects research. Also, the findings suggested the importance of categorizing the influence of the social media uses into the suggested behavioral patterns of use, rather than the current effort of measuring the temporal uses, which often "framed" the uses like a substance, and even has been "blamed" to reduce prosocial behavior throughout the society. The study provides conceptual and methodological alternative for social media research in light of prosocial effect and its relevance to the notion of citizenship.

EastWest 101: cultural diversity, cops, and cultural citizenship*Georgie McClean* – University of Western Sydney, SBS, Australia · georgie.mcclean@gmail.com

SBS drama series EastWest101 is a cop show set in Lakemba in Sydney's West, based on a real multicultural police team. Its hero is a Muslim detective attempting to mediate between his personal loyalties and policing in Australia in the context of the 'war on terror'. EastWest centralises cultural difference as the context and, often, the source of the drama. Focus groups conducted with viewers from a range of cultural backgrounds, including Arabic speaking Australians, explored responses to the programs' representations of cultural difference. The respondents tested the representations against their own understandings of social reality and used discussions of the drama to negotiate anxieties about media representation, Australian multiculturalism, state power and security cultures. This analysis conceives of television drama as a resource for cultural citizenship. Cultural citizenship has been described as the right "to know and to speak" (Miller 2007: 35). Self-representation, interpretation and sense-making form a crucial part of the development of identity and "social self-understanding" (Mepham 1990: 60). Importantly for public broadcasters like SBS, media is central to the construction of national and cultural identities (O'Regan 1993). SBS Charter obligations imply social and political effects of SBS programs amongst audiences (eg 2. c. 'promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people'). The study of media effects seeks to understand how television 'changes' its audiences (Cunningham and Miller 1994: 33). This analysis does not make a presumption of specific or direct impacts. Rather it looks at the kinds of references audiences draw from television drama that have resonances in their everyday lives. The experience of viewing and interpreting media is both individual and collective (Hartley 1992). It carries with it a sense of an imagined community of others with whom to share the experience of watching, enjoying and critiquing (Anderson 1991). Unfortunately, the 'imagined community' of nation reflected by Australian media is not generally imagined as diverse or polyglot. The scarcity of credible engagement with cultural diversity on Australian television has constructed a 'homogenous imaginary' which dictates what Australians expect to see of themselves onscreen, divorced from experiences of everyday diversity. As result, representations of cultural diversity are often experienced as jarring or disruptive, and carry a tremendous 'burden of representation' (Shohat and Stam 1994). This limits the resources viewers can use to negotiate cultural difference in their everyday lives. 'Interactive' cultural diversity in a multicultural society (see Ang, Brand et al. 2006) requires common points of reference and mutual recognition in the mediated national imagination. East West 101 is an example of what John Mepham (1990) has called 'usable stories' – stories which can assist us to "make imaginatively informed choices and responses to other people" and to "articulate our feelings and aspirations" (Mepham 1990: 60). The development of social self understanding is based on a "process of comparison and evaluation" which is "helped and inspired by popular media texts". (Hermes and Adolfsson 2007: 12). This is, generally, not a clear or conscious process and tends to involve a significant degree of ambivalence, as evidenced in the responses of participants in our study.

references Anderson, B. (1991). *Imagined Communities*. London and NY, Verso. Ang, I., J. Brand, et al. (2006). *Connecting Diversity: Paradoxes of Multicultural Australia*. Artarmon, NSW, Special Broadcasting Services Corporation. Cunningham, S. and T. Miller (1994). *Contemporary Australian Television*. Sydney University of New South Wales Press. Hartley, J. (1992). *Tele-ology: Studies in Television*. London, Routledge. Hermes, J. and R. Adolfsson (2007). *The Exnomination of Pain: Undoing Otherness*. Viewer Reports on stereotyping and Multicultural Media Content. INTER: A European Cultural Studies Conference in Sweden. Advanced Cultural Studies Institute of Sweden (ACSIS) in Norrköping: 12. Mepham, J. (1990). 'The Ethics of Quality in Television. The Question of Quality. G. Mulgan. London, BFI: 56-72. Miller, T. (2007). *Cultural Citizenship: Cosmopolitanism, Consumerism and Television in a Neoliberal Age*. Philadelphia, Temple University Press. O'Regan, T. (1993). *Australian Television Culture*. St Leonards, Allen and Unwin. Shohat, E. and R. Stam (1994). *Unthinking Eurocentrism: Multiculturalism and the Media*. London, Routledge.

Confronting Audience Research: A Methodological Comparison between Focus Group and Small Group Research Designs in Assessing Prejudice

Karin Wilkins – University of Texas at Austin, United States · kwilkins@mail.utexas.edu

Audience research marks a critical area of scholarship, particularly for those concerned with the consequences of mediated stereotypes. Academic literature has done well in documenting the narrow and problematic characterizations of Arab and Muslim communities in US media, but has been deficient in offering evidence as to why these portrayals matter. More research would contribute substantially to building the case for improved narratives. However, audience research on media interpretations carries its own challenges. Addressing these concerns will help strengthen our methodological approaches, thus lending further legitimacy to our findings. One central challenge is how to solicit participation as well as thoughtful responses through group interviewing techniques. Informants must first be mobilized to be part of the research process, and once there, be encouraged to speak openly and thoughtfully. Being willing to describe experiences of discrimination, or prejudicial attitudes, requires a particular climate conducive to these personal confessions. This work considers how best to engage audience response to potentially sensitive topics. Specifically, how do focus group compare with small group approaches in the implementation of research? To address this question, this analysis considers the use of these techniques within a study assessing perceptions of characters and settings in action-adventure film. While the small group approach did in some cases allow for a more conducive climate for intensive discussion of topics, these discussions overall were shorter than those among focus group participants, who may have required more words to convey their sentiments within groups who were not familiar with each other. The small group technique though had a logistical advantage for the researchers however, allowing more participants to be included in the research, more easily managed through the identification of one key informant. Although most the differences in discussions in this research appear to be more a function of the composition of the group, whether Arab-American or other, the small group technique has some clear administrative advantages as well as some potential value in terms of permitting more sensitive discussion. The potential shortcoming of the small group approach is that it is difficult for the researcher to control the final membership within the group. Whereas the Arab-American focus group participants were selected to include only those who articulated this as a cultural identity, the Arab-American small groups, whose key informants were told to invite other Arab-American informants they knew, ultimately included a few participants with cultural familiarity but not close identification with Arab communities. If we decide to assume that cultural familiarity complements cultural identity, then the small group approach has important advantages for this type of research. In order to address the potential limitation that small group conversations may be shorter, discussion facilitators would need to be aware of nonverbal cues and shorthand comments, drawing out more elaborative responses.

News Consumption Behaviour of Teens and Young Adults in Digital Media Environments - Empirical Results of a Qualitative Study in Austria

Birgit Stark – Austian Academy of Sciences, Commission for Comparative Media and Communication Studies, Austria · birgit.stark@oeaw.ac.at

A healthy democracy needs informed citizens. People are expected to be aware of important issues and public affairs in order to be able to provide feedback on the political system. Normally, mass mediated news are the primary information sources. The Web provides an important new route by which people are exposed to news. Up to now, there have been different perspectives on the possible consequences and effects of the Internet in general, or about the political consequences of online news becoming more widespread (Scheufele/Nisbet 2002; Prior 2005; Sunstein 2007). From an optimistic standpoint, digital media brings more participation, a wider range of viewpoints or diverging opinions, and new dimensions or new forms of discourse, especially the possibility for interactivity or dialogue. In particular, young citizens might be more likely to become informed if news were presented in a format that they found engaging, or by participatory media such as social news platforms. Therefore, new online information channels could be a chance for greater media diversity, especially

in highly concentrated media markets with small numbers of daily newspaper titles, such as Austria. Yet the availability of information does not necessarily lead to the use of information. Therefore, empirical research is needed on the role of the Internet in promoting informed citizenship. This paper addresses the research gap by means of qualitative data. The current study analyzes the informational menu diet of teens and young adults in Austria. Based on focus groups, the use and importance of different information channels were examined: What does news consumption actually mean for citizens? What are the sources that provide citizens with information? Which role do new participatory media (e.g. social networks, blogs or chats) play? In order to understand the interplay between old and new information channels, the functional differentiation among different sources was observed. The results show that news interest and use differ by age and that the depth of news exposure differs by medium. Moreover, the findings suggest that news exposure is fixed by time, place and everyday life routine, depending on personal preferences. The World Wide Web seems to be a public space where people encounter news not purposively but accidentally, and a medium to monitor the world around them ("quick and frequent updates"), whereas print newspapers are a crucial tool for background information. Participatory media via Web 2.0 are not yet playing an important role for information management; they are currently used only for personal identity and relationship. Literature: Prior, M. (2007): *Post-Broadcast Democracy. How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. Cambridge: University Press. Scheufele, D.A./ Nisbet, M. C. (2002): *Being a Citizen Online: New Opportunities and Dead Ends*. In *The Harvard International Journal of Press/Politics* 7 (3): 55-75. Sunstein, C. (2007): *Republic.com 2.0*. Princeton, NJ. Princeton University Press.

Difficulties in the link between being citizens and audiences

Rebeca Padilla – Universidad Autónoma de Aguascalientes, Mexico · mpadilla@correo.uaa.mx

This paper presents an essay based on empirical research that explored media practices, of audiences, to define the sense they made in their perception and everyday construction of citizenship. The results contradict the proposal of the role of a mediated public sphere in the enhancement of contemporary citizenship. The ideals and the possibilities that media and technology offer for the citizen to be informed and participate are not coming true. Through media practices, audiences tend to engage actively to different communities of belonging and less to the formal political communities of their country as a state. The results of ethnographic research in México, confirm that cultural identity plays a central role in being an audience and a citizen, and the fact of being part of an audience is not contributing significantly to being a citizen. Culture and identity are key perspectives in the understanding of how audiences select their media practices, not only as consumers, but also in the possibilities of being producers. In both modalities, they shape public spheres that correspond to different communities of belonging and don't have the same participation and engagement with only one public sphere in which citizens compromise in the same matter. In Mexico, the ideal of a strong common mediated public sphere, in which all political points of view around public issues are discussed, is not a reality. Citizens find the work of governments and political parties disappointing and also that their political communication has been partial and not sensitive to difference between citizens. Political institutions in their media practices and communication consider citizens in an abstract manner. The cultural turn brought important lessons to the comprehension of audiences and also commercial media have understood how publics respond when culture and identity are considered in designing media contents. Media and technology have increased a diverse and segmented offer, also making possible for audiences to participate in media content. Cultural differences are understood by commercial media and are used in their benefit, which is not the same in the logics of mediated political communication. The link between culture and citizenship is not understood nor resolved by mediated political communication which results in diasporic public spheres. This is even more severe if we consider the inequalities of the population to access to different media and technologies. The construction of citizenship implies diversity in media content and practices, but also it is necessary to integrate common ground between citizenships to construct a political community that makes possible integration and consensus among difference.

Comparing children's and parents' views about online activities, risks and safety: Methodological issues regarding EU Kids Online II survey

José Simões – Faculdade de Ciências Sociais e Humanas - Universidade Nova de Lisboa, Portugal · joseav.simoes@fcsh.unl.pt

Bojana Lobe – Centre for Methodology and Informatics, Faculty of Social Sciences, University of Ljubljana, Slovenia · bojana.lobe@fdv.uni-lj.si

This paper addresses two essential methodological issues regarding EU Kids Online II study (2009-2011), which main objective is to build a survey on children's and their parents' use of online technologies across 25 European countries. We intend to discuss the implications of combining both parents' and children's perspectives regarding online activities, noting the gaps in reporting children's experiences by a parent proxy. The aim is twofold: 1) Acknowledging the importance of giving voice to children, making them active research participants and consider them as reflexive and competent in reporting their own accounts; 2) Noticing the eventual discrepancies between parents and children's views on children's experiences and how difficult is for adults to give meaningful interpretations about what children do while online. Further, we would like to discuss the ethical issues concerning such approach in the EU Kids Online II survey. Several topics contemplated by this survey are usually not addressed by other surveys, namely involving children as active participants in asking about online risks and safety issues. If, on one hand, it is of utmost importance to obtain information regarding several areas of online activities that typically are not researched, on the other hand, we shouldn't forget the ethical implications of asking certain questions to children. So the question should be: How can we balance research objectives with ethical imperatives regarding (research with) children? We will present not only a methodological (and epistemological) discussion regarding these two topics, but also we intend to illustrate them with materials from our previous EU Kids Online project and, more specifically, with examples from the survey that is being designed especially for our current study.

Subconscious class consciousness? The reception of class dimensions in Three Loves, Falcon Crest and TV News

Sven Ross – JMK, Stockholm University, Sweden · ross@jmk.su.se

Abstract Television depicts people from different social classes, with middle class characters dominating. How do television viewers receive this? Do we reflect on class differences and make critical or oppositional interpretations, in accordance with some versions of "active audience theory"? Or do we not think about class at all when watching? Or does it vary between genres and viewers? Such questions were studied in a reception analysis conducted in Sweden in the early 1990s. The aim was to analyze if and how Swedish television viewers perceive the social class position of characters and persons in different kinds of television fiction and news. The programmes used were the Swedish social realist serial *Tre kärlekar* (Three Loves), the US prime time soap *Falcon Crest*, and two news items. Both qualitative reception interviews with 22 informants and a representative questionnaire with 1192 respondents were conducted. The interviews were analyzed both qualitatively and quantitatively and compared to results from the survey. The main results were that informants usually can give some classification of social position when asked about it but this was mostly not something that they reflected upon while watching. However, attention about social position was somewhat higher when watching fiction and lower when watching news. There were no differences between working class and middle class informants regarding the conscious attention to social position, but there was some tendency that high cognitive centrality for class in general correlate with higher attention while watching. The survey supported most of the conclusions from the interviews. Although the data is somewhat old, the results are discussed in relation to more recent debates within sociology regarding class consciousness (e.g. Savage et al 2001, Bottero 2004, Sayer 2005), and also in relation to theories of automatic mental processes (Bargh 2007). The results are also discussed in relation to reception and oppositional vs dominant decodings. How can the results concerning the sub- or

semiconscious reception of class be explained? One type of explanation is that attention is activated mostly when something deviates from expectations and class is generally presented in a stereotypical formulaic way. Another explanation could be that this semi-automatic mode of viewing actually is the normal way and thus not surprising. Yet another explanation connects with discussions in British sociology the last decade, about the embarrassment of talking about one's own, or others, social class. Bargh, John (ed) (2007) *Social Psychology and the Unconscious: The Automaticity of Higher Mental Processes*. New York and Hove: Psychology Press. Bottero, Wendy (2004) "Class Identities and the Identity of Class". *Sociology*, Vol 38: 985-1003. Savage, Mike, Gaynor Bagnall & Brian Longhurst (2001) "Ordinary, Ambivalent and Defensive: Class Identities in the Northwest of England". *Sociology*, Vol 34: 875-892. Sayer, Andrew (2005) *The Moral Significance of Class*. Cambridge: Cambridge University Press.

Engaging history: a critical reception study of historical dramas on contemporary Chinese TV

Dawei Guo – Uni of Westminster, United Kingdom · georgedawei@hotmail.com

This paper grows out of the author's doctoral research project looking at the reception of contemporary Chinese historical TV dramas (from the mid-1990s till now) within China. Inspired by American scholar Jason Mittell's Foucauldian work on TV genres as cultural categories, the author situates those historical dramas most of which narrate the ancient Chinese history through a contemporary perspective into a complex conceptual arena where all the (ir)relevant socio-cultural forces come together. From the early October 2007 to the late March 2008, the author had conducted 10 focus groups and 15 in-depth interviews in two urban settings in China (Beijing and Changsha). The respondents involved are mainly young and middle-aged adults, both male and female, with nearly 60 people altogether. Based on preliminary data analysis, the author proposes that engaging history, fact/fiction and quality provide three entry points to further discuss Chinese audiences' understanding and value judgment on those historical dramas. First of all, this paper reviews the social, cultural and political context in which what Chinese critics call 'the new historical television dramas' emerged. It traces back the origins of these new historical dramas: classic literary adaptations, costume dramas, and martial arts TV. In so doing, the author attempts to reveal the continuities and discontinuities of artistic styles and content features embedded in those dramas which have been made possible by relevant regulatory and cultural forces. Then, the paper proposes that understanding the newness of the historical dramas requires us to take a critical look at three important themes within contemporary Chinese popular culture: new historicism, social realism and the Quality TV Project. Next, the paper moves to the genre issues of contemporary Chinese historical TV dramas. Inspired by Mittell's cultural approach to TV genres, the author adopts a historiography approach to looking at the question of the historical that characterizes the whole range of TV dramas here. Moving beyond the active/passive audience studies model, this paper considers the audiences' engagement a rather complicated social process in which the audiences should be treated not only as consumers but also as cultural citizens. Within this paper, the main discussion is around emotional engagement which characterizes different viewing experience of the historical TV dramas according to the audiences' social and cultural status in contemporary Chinese society.

The relationship among perceived sensationalism, perceived credibility and liking of TV news: A study in Asian context

Phong Huynh – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · kimphong@pmail.ntu.edu.sg

Glenn Lim – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · LIMY0098@ntu.edu.sg

Hoon Toh – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · TOHL0007@ntu.edu.sg

Phuong Tran – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · trankphuong@gmail.com

As one of the goals of TV news is to inform its audience, it is important for the TV news story to be credible. However, to remain profitable, news producers have also increased the amount of sensationalism in news as a method of attracting viewership (Bird, 2000). Research in the United States has suggested that a sensational form of delivery may lead to a perception of low credibility of the news story (Grabe, Lang, & Zhao, 2003). Yet, as media credibility and media sensationalism are two complex concepts that might vary upon the cultural context, what has been found in American context may not be applicable in Asia. Asians might have a different set of standards for the credibility and sensationalism of TV news. In this study, we first used a focus group study to examine the specific attributes which result in today's definitions of TV news sensationalism and credibility in an Asian context—Singapore. The findings show that the participants perceive sensational TV news as stories that capture viewers' attention. News topics which made participants in this study define a TV news story as sensational include celebrity, war, disaster, genocide, violence, accident. Participants unanimously deemed public broadcasting of news on the personal life of celebrities as sensationalism especially if the subject matter is negative in nature - "intruding into people's personal life". Interestingly, the participants drew a thin line between sensationalism and credibility by seeing slanted news as equivalent to sensational news. This signifies that sensationalism and credibility of a TV news story are two concepts that have a very close relationship in the audience's perception. Next, we conducted a face-to-face self-administered paper-and-pencil survey on a convenience sample of 249 people which assess the perceived credibility, perceived sensationalism and liking of television news among viewers in Singapore. A hierarchical regression analysis shows that after we controlled for demographic factors, viewers' perceived credibility of a TV news program was positively associated with the degree to which viewers liked that program. In addition, the more viewers in Singapore perceived a TV news program as interesting, exciting and bold, the more they liked the program. Finally, we found that viewers' perception of a TV news program's sensationalism in terms of how irresponsible and unsound it is was negatively associated with their perception of the same TV news program's credibility. The findings of this study have several practical implications for TV news producers in Asia. Apart from finding a positive association between perceived credibility of a news program and viewers' preference for the program, this study indicates that perceived sensationalism is associated with one's preference for the news program and with perceived credibility. Instead of shunning away from sensationalistic features in a news story, producers may have to navigate an ideal mixture of including both sensationalistic and credible elements in their news stories so as attract audiences and boost their ratings.

The impact of music in advertisements: An empirical approach towards the understanding of musical fit

Rebecca Preß – University of Erlangen-Nuremberg, Germany · rebecca.press@wiso.uni-erlangen.de

"Everywhere is music" is a slogan which is particularly the truth in advertisements. More than 90 percent of advertising is created with music and companies are spending high amounts of money for creating their ads with music. For example, Microsoft Corp. paid three million dollars to get the song "Start me up" from the Rolling Stones for launching Windows 95. Knowing these facts, it is astonishing enough that most of the time use of music has a very heuristic character. Decision makers basically assume that there is a positive effect of music on the recipients. But as scientists we have to question: Is there really is a persuasive effect of music in advertising? Are the decisions of the creators of advertisements about music in commercials in accordance with those of the recipients? Explanations for possible effects of music in advertising can be made by the theory of classical conditioning, the elaboration-likelihood model and the theory of musical fit. Answering our research questions we based our work on the theoretical construct of musical fit. So we investigated our assumptions by an empirical study, an experiment. We based the selection of our stimuli and the structure of the survey on the findings of the expert survey made by Vinh (1994). As stimuli we identify five unpopular songs of five different musical genres. The genres were classical, pop, hip hop, rock and German folk music. After creating a standardized

questionnaire with five items for each genre, we asked 153 persons about their attitudes towards the fit of the five different musical genres with both, the product characteristics and with the product itself. As a result, our findings show inconsistency with the results of the expert survey, done by Vinh. Inferential, the attitudes toward musical fit of the recipients compared to the creators are different. More research has to be conducted concerning musical fit and its impact on the listener.

Media use habits. Remarks on a disregarded concept

Thomas Koch – , Germany · koch@ifkw.lmu.de

Benjamin Krämer – , Germany · kraemer@ifkw.lmu.de

Many facts indicate the high potential of habits to influence recipients' attention to and use of media: Media use is integrated into the rhythm of everyday life, and the regularity of such uses constitutes a key precondition for the development of habits. Moments of media use are not high-cost-situations requiring deliberate and intentional behavior, but are rather of low-cost character, lacking any sanctioning mechanism in case of a "wrong" decision, usually making behavior in such situations habitual. In addition, stability of spatial, temporal, and social context supports the emergence of habitual use. Whereas all of this hints at likely strong effects of habits on media use – and despite early recognition by scholars (e.g., Berelson, 1949; Hawkins & Pingree, 1981; Herzog, 1944) –, we face a remarkable lack of both theoretical and empirical studies on the influence of habitualization. Unfortunately, the few analyses existing (e.g., Rosenstein & Grant, 1997; Rubin, 1984; Stone & Stone, 1990) leave more questions unanswered than resolved, and also do the diverging conceptualizations of what media use habits are handicap comparison. Four reasons may account for this: 1) the lack of a precise and valid definition of media use habits; 2) the dissonance between a multitude of only seemingly analog terms; 3) differences in the operationalization of habits as motive for media use; and 4) the improper equation of passive and habitual media use. The paper at hand will address all these desiderata: First, a definition of habitual media use will be proposed that connects with the work of Aarts, Verplanken & Knippenberg (1998) and Verplanken & Aarts (1999) respectively. Secondly, based on this definition, habitual media use will be distinguished from seemingly akin terms, such as 'ritualized', 'repeated', or 'elapsed' media use. In a third step, the operationalization of habits as motive for media use will be contested. That operationalization is rooted in uses-and-gratifications research, and the paper will show ways how to resolve the dilemma that operationalizing habits as one motive among equals poses. Finally, the interrelation of recipients' activity (or passivity) and habitualization will take center stage: It will be shown that recipients' habitual media use may be both active and passive, but that passive use of media is by no means always based on habits. Berelson, B. (1949). What 'Missing the newspaper' means. In P. F. Lazarsfeld & F. N. Stanton (Hrsg.), *Communications Research 1948-1949* (S. 111-129). New York: Harper. Hawkins, R., & Pingree, S. (1981). Uniform messages and habitual viewing: Unnecessary assumptions in social reality effects. *Human Communication Research* 7(4), 291-301. Herzog, H. (1944). What do we really know about daytime serial listeners? In P. F. Lazarsfeld & F. N. Stanton (Hrsg.), *Radio Research 1942-43* (S. 3-33). New York, NY: Duell, Sloan and Pearce. Rosenstein, A. W., & Grant, A. E. (1997). Reconceptualizing the role of habit: A new model of television audience activity. *Journal of Broadcasting & Electronic Media*, 41(3), 324-344. Rubin, A. M. (1984). Ritualized and Instrumental Television Viewing. *Journal of Communication*, 34(3), 67-77. Stone, G., & Stone, D. B. (1990). Lurking in the literature: another look at media use habits. *Mass Communication Review*, 17(1-2), 25-33. Verplanken, B., & Aarts, H. (1999). Habit, attitude, and planned behaviour: Is habit an empty construct or an interesting case of automaticity? *European Review of Social Psychology*, 10, 101-134.

The Exchange Researcher: Media Ethnography and Audience Research

Andrea Medrado – University of Westminster, United Kingdom · ammedrado@hotmail.com

This paper is based on a study of community radio listening in the everyday life of one Brazilian favela (a slum or shanty town) located in Salvador, Brazil. The focus here is on how (the methodology), rather than on what was discovered (the findings). Thus, this paper aims at offering some reflections on the research project's core methodological approach; one that has been increasingly embraced by audience studies – media ethnography. When applied to media studies, ethnography offers the possibility of understanding the everyday experiences of audiences as embedded not only in their immediate social, political and economic contexts, but also in the broader regional, national and global contexts. This ability to provide both an in-depth knowledge of a 'culture' and a holistic perspective is what makes media ethnography a valuable methodological approach, allowing for a full exploration of the 'how's and 'why's audiences engage with their media and, in this particular case, the how's and why's residents of the favela listen to community radio. Besides addressing some of the strengths and weaknesses of media ethnography, this paper explains how the research methods were devised and applied in the field. The fieldwork consisted of four months (from September 2007 to January 2008) in the favela of Pau da Lima, plus a follow-up visit in May 2009. It included family visits, participant observations, in-depth interviews and participatory methods, such as asking residents to take photographs. In addition, it was agreed with the leaders of the neighbourhood associations that I would voluntarily teach a creative writing course to a group of young students. These writings served as invaluable research data whilst the classes helped me gain trust in the community. Finally, the paper intends to explore a few important aspects of ethnographic fieldwork. Whilst scholars often debate issues related to the perceived identity of the ethnographer – his/her subjectivity, who he/she is – not enough is said about what he/she does in the field, or the 'crafted' nature of fieldwork relations, which (like any form of relationship) are based on elements like empathy, affection and, importantly, mutual satisfaction. In Pau da Lima, everything seems to be a trade-off simply because this is how people manage to survive in the face of poverty. Residents are used to finding alternatives to the lack of financial resources, such as exchanging favours and workforce. Consequently, the fieldwork was carried out in a manner that would attend very carefully to the issue of reciprocity, or the need to give something back to the community in their terms, not only sharing the research knowledge, but also the researcher's time and skills. In the context of the favela, it seemed as if research had to be exchange research.

Dynamics of Symbolic Power of the Producers of Colombian Television Political News and Their Local Audiences

Adriana Angel – Doctoral student, United States · aa159909@ohio.edu

Julián Burgos – Director Observatorio de Medios y de Opinión de la Universidad de Manizales, Colombia · julianandres.burgos@gmail.com

The researchers analyzed the dynamics of symbolic power exerted by the producers of the most important Colombian television news on politics as well as by their local audiences in the city of Manizales. Considering Bourdieu's sociological theory (1999, 2000, 2003), symbolic power was defined as the ability of both media to create certain meanings or visions of the world and audiences to resist, legitimize or negotiate those meanings (Morley, 1990). Thus, the researchers analyzed the three different aspects involved in communication processes: producers, messages, and audiences. Particularly, analyzed were 1) the meanings and ideas that journalists of the most important Colombian news take into account to produce political news, 2) the actual way in which those political meanings and ideas are "converted" in messages or news, and 3) the readings made by local audiences about the news. The methodological process consisted of the study of all of the three aspects of the communicative process: production, messages, and audiences. Specifically, it implied: interviewing 15 journalists involved in the production process of political news in both news programs, RCN and Caracol; discourse analysis of more than 60 news broadcasts presented by both programs; and semi-structured interviews of 60 viewers of the programs (the interviewed viewers watched the same news analyzed by the researchers). After applying this qualitative methodology, the researchers found that the communicative intention explicitly expressed by the

journalists is to make political topics understandable to create an interest in the audience about these topics. However, the discourse analysis of the news did not reveal any of these pedagogical intentions; instead the discourse analysis showed the intention of the journalists making funny comment about the political field was so that audiences do not get bored when viewing that news. With regard to the audiences, researches found that in most cases readings of political news are passive rather than active. In some cases, individuals have a hegemonic reading not because they are critical and active, but because they lack alternative systems of meanings that permit them to confront the television contents with previous information (Curran, 1998). Hence, this study shows that the process of reading on behalf of the audience is a complex one, which is consequence of five elements: message construction, context of the message, audiences' previous meanings, closeness of the message, and audiences' cultural capital. Finally, it can be affirmed that television does exert symbolic power over most of its audience.

INFLUENCE OF TELEVISION ADVERTISING ON EATING DISORDERS. THE SPANISH CASE: AN EXPLORATORY STUDY BASED ON THE EXPERTS OPINION

Jimenez, Carrillo, Sánchez Mònika, Victoria, María — , Spain · monika.jimenez@upf.edu

Historically advertising has been considered one of the most important risk factor on the development of Eating Disorders. In this sense, there is a clear tendency to mix up advertising, fashion or, in general, media consumption when it comes down to find reasons for the increasing number of cases of anorexia and bulimia all around the planet. The aim of this paper is to present the first results of the study "TELEVISION ADVERTISING AMONG OTHER SOCIO CULTURAL FACTORS OF INFLUENCE ON EATING DISORDERS ", funded by the Spanish Government in the National Project of Research, Development and Technological Innovation (I+D+I 2007-2010). The main purpose of this research project is: 1. To clarify the whole socio cultural factors of influence on Eating Disorders 2.- To evaluate the immediate influence of TV advertising on Eating Disorders. 3. To develop a tool of measure of these socio cultural factors of influence, testing it with an ill sample, in comparison to a non ill one The current paper presents the results of a Delphi Pannel of 30 specialists on Eating Disorders who shape the socio cultural influences on the disease and, concretely, the role of advertising on the development of anorexia and bulimia nervosa. Among the results found, the experts highlight an increase of the influence of internet (forums pro-ED) in front of a decrease of the impact of conventional TV advertising on the analysed sample.

The Influence of Media vs Peers and Parents on Body Dissatisfaction Amongst Children in Singapore

Shelly Malik — Nanyang Technological University, Singapore · shel0002@ntu.edu.sg

May Lwin — Nanyang Technological University, Singapore · tmaylwin@ntu.edu.sg

The concept of negative body image has received growing attention due to its prevalence and negative outcomes. Amongst adolescents, body dissatisfaction (BD) has been found in 24%-50% girls and 12%-26% boys (e.g. Presnell, Bearman, & Stice, 2004) and associated with depression (Stice & Bearman, 2001) and eating disorders (Stice, 2002). The media has been frequently blamed for transmitting a societal standard of thinness. However, most women and girls are unable to achieve the unrealistic standard (Spitzer, Henderson & Zivian, 1999), creating a discrepancy between the ideal and actual self which leads to BD (Thompson & Stice, 2001). This influence of media and other sociocultural variables on body image is the crux of the Sociocultural Theory. Of the Sociocultural models, the Tripartite Influence Model proposes parents, peers and the media as the main sources influencing body image and eating disorders, and mediated by internalization of thin ideals and appearance comparison (e.g. Thompson et al., 1999). The current study draws on this model to explore the influences of media, peers, and family on BD. Exposure to each media type may influence BD differently (Tiggeman, 2003). For instance, overall television viewing has been shown to predict BD, but not overall magazine reading (Harrison & Cantor, 1997). Internet use, however, has displaced television consumption among children (Lee & Kuo,

2002). Hence, we examine the impact of different media including that of using Internet applications such as watching online content and chatting/social networking. It is critical to study the development of BD among older children and early adolescents as they are facing enhanced body concerns and spending significant time for media consumption (Levine & Smolak, 1996). As the nature, risk factors, and consequences of BD differ among gender (Smolak, 2004) and given that BD is not merely a Western phenomenon (Wildes, Emery, & Simons, 2001), the present study examines the gender differences in the predictors of BD among preteens (aged 10–13) in Singapore. A total of 256 fifth and seventh grade children completed in-class surveys with their parent's consent. Participants selected a drawing from Collins' (1991) Figure Rating scale, from which two body image discrepancy scores (current–ideal and current–opposite sex's ideal) were averaged to assess BD (Cronbach's Alpha = 0.90). The media use scale was modified from Borzekowski et al's (2000) study. Peer and parental influence were assessed using newly-created items addressing pressure on fatness. Cronbach's Alpha ranged from 0.76 to 0.83. We have also concurrently embarked on a follow-up study which will include approximately 1000 children from 6 schools. Our regression analyses on the data collected revealed strong gender differences in the factors influencing BD. Amongst the boys, BD was influenced by peers and family, while girls were affected by peers, hours of watching television/VCDs/DVDs/movies and chatting/social networking online. Interestingly, the two media use variables negatively predicted BD, which implied that use of these media resulted in the girls desiring a larger ideal body. The results could be attributed to the advent of reality TV shows depicting regular folks who often do not possess an ideal shape. Moreover, chatting/social networking could have exposed respondents to photos of friends in Facebook where they could see that most people are really not as thin as celebrities in magazines. Our findings suggest that peers have a much greater influence on BD than media use. Therefore, interventions which challenge the children not to compare themselves with others or to alleviate negative talks on appearance, and instead, encourage discussions on achieving normal shape through healthy dieting and physical activity will be useful. Parents can also take a greater role in supporting their children's body image. In our full paper, we discuss implications for policy makers, educators and parents.

THE TEEN SERIES AND THE YOUNG TARGET. GENDER STEREOTYPES IN TELEVISION FICTION TARGETED TO TEENAGERS.

Maddalena Fedele – Universitat Autònoma de Barcelona, Spain · maddalena.fedele@uab.cat

Núria García-Muñoz – Universitat Autònoma de Barcelona, Spain · nuria.garcia@uab.cat

This paper presents the principal results of a study about representation of male and female characters of the teen series. The study of gender stereotype of teenagers represented on fiction programs specifically targeted to young people has a meaningful value both for television production and for audience's reception. In fact, the potential consumers of the teen series – the teenagers – find themselves in a key moment for the construction of their identities. Besides, young people can use fiction content, as well as gender representations and stereotypes, in the process of their identity building. This investigation has been carried out within the research team GRISS of UAB (Autonomous University of Barcelona) in the context of a research project financed by the Spanish Ministry of Sciences and Innovation (ref. CSO2009-12822). The study has consisted in the analysis of the antecedents about gender representation on television fiction and the content analysis of the American teen drama Dawson's creek. Already in the 1970s important studies about gender representation on television programming were realized (McNeil, 1975; Tedesco, 1974; Lemon, 1977; Turow, 1974). But mostly during the 1990s scholars carried out several studies in order to analyze fiction television characters, in particular on prime-time dramas and sitcoms (Signorielli & Bacue, 1999; Elasmr, Hasegawa & Brain 1999; Fouts & Burggraf, 1999 y 2000; and Fouts & Vaughan, 2002). Besides, during this decade a boom in the production of the teen series has been occurring (Davis & Dickinson, 2004). It has stimulated academic investigation about this kind of television fiction. Some series in particular awake the scholars' interest, as in the case of Beverly Hills 90210 (McKinley, 1997; Klitgaard Povsen 1996, Haag 1997), Buffy the Vampire Slayer (Kaveney, 2001; Wilcox & Lavery, 2002) or Dawson's Creek (Booker, 2001; Andrews, 2001; Crossdale, 2001; Meyer, 2003). The principal aim of the study of teen drama Dawson's creek is to analyze main and supporting characters of the series. A content analysis was

conducted on a representative sample of 18 episodes of three seasons of the series, measuring 29 variables. The principal variables are: sex, age, race, physical constitution, clothes, sexual preference, social class, type of family, leisure activity, main responsibility of the character, type of relationship between the supporting and the main character, sets in which the characters use to appear, principal characteristics of the character's personality, principal stereotypes representing the character, character's attitude inside the story, theme of the plot, origin of the plot, type of conflict represented, role of the character in the resolution of the plot and implication of the character in the resolution of the plot. Among the principal results, it has to be stressed first the presence of traditional gender stereotypes within the socio demographical characteristics of the characters, especially the physical and social traits. Then, it has to be emphasized the association of positive personality features, as well as intelligence, reason or activity, with principal female characters.

Emerging Consumption Patterns among Young People of Traditional and Internet News Platforms in the Low Countries

Anna Van Cauwenberge – Catholic University of Leuven, Belgium · anna.vancauwenberge@soc.kuleuven.be

Leen d'Haenens – Catholic University of Leuven, Belgium · leen.dhaenens@soc.kuleuven.be

Hans Beentjes – Radboud University of Nijmegen, Netherlands · h.beentjes@maw.ru.nl

Research highlighting uses of traditional and online media platforms for news consumption, provides evidence for the assumption that traditional news media are losing their luster, contrary to the growing popularity of online news platforms, especially among youngsters and young adults (e.g. Lauf, 2001; Peiser, 2000, Pew Research Center, 2008; Stempel, et al., 2000). This shift in news consumption parallels the young public's demand for self-selected, custom-made information, with each individual deciding what news or information should be made available at what moment in time (e.g. Althaus & Tewksbury, 2000; Costera Meijer, 2006; d'Haenens et al, 2004; Tewksbury, 2003). These emerging personalized news consumption patterns, by which people can easily avoid 'not interesting' news, bear however the risk of creating knowledge gaps (e.g. Bohman, 2004; Bonfadelli, 2002; Papacharissi, 2002) and in further extent, disabling a shared public sphere due to the fragmentation of public (e.g. Tewksbury, 2005). Theories explaining the potential of online news sites to displace traditional news media can be classified by way of a two-fold distinction: displacement theories and media complementarity theories. In line with the first, Dimmick et al. (2004) found that online news sites and traditional news media serve similar needs, leading to the displacement of traditional news media, especially television news, by online news platforms. However, other studies provide evidence for the latter, indicating that despite serving similar needs, online and offline news platforms can function in a complementary way (e.g. Didi & LaRose, 2006; Dutta-Bergman, 2004; Flavian & Gurrea, 2009). Furthermore, evidence is found for 'platform specific' motivations, stretching for a complementary use of traditional and offline news media (Althaus & Tewksbury, 2000; Flavian & Gurrea, 2009). At the core of these studies is the basic idea of the uses & gratifications tradition which states that people make an active choice between the different media that surround them, based on their needs and the different gratifications with which these media provide them. In addition, Dimmick et al. (2000) formulated the gratification opportunities which reflect characteristics of a medium that enhance the opportunity of gratifications through a specific medium. In search of a better understanding of young people's news consumption, this article will analyze the role of uses & gratifications motivations (such as surveillance, habit, entertainment, etc.) in driving the news consumption of these young news users across online and offline media platforms. We will do this by means of a survey, conducted among 1200 youngster and adolescents (15-34 years) in the Low Countries. We hereby acknowledge the specific and unique nature of our study: set in a European media landscape which roots in a strong public service broadcasting tradition and accordingly rich news culture, and conducted among adolescents and young adults. References Althaus, S.L., & Tewksbury, D. (2000). Patterns of Internet and traditional news media use in a networked community. *Political Communication*, 17(1), 21-45. Bohman, J. (2004). Expanding dialogue: The Internet, the public sphere and prospects for transnational democracy. *The Sociological Review*, 52(1), 131-155. Bonfadelli, H. (2002). The Internet and knowledge gaps: A theoretical and empirical investigation. *European Journal of Communication*, 17(1), 65-84.

Costera Meijer, I. (2006). De toekomst van het nieuws [The future of news]. Amsterdam: Otto Cramwinckel.

D'Haenens, L., Jankowski, N., & Heuvelman, A. (2004). News in online and print newspapers: Differences in reader consumption and recall. *New Media and Society*, 6(3), 363-382.

Didi A., & LaRose, R. (2006). Getting hooked on news: Uses and gratifications and the formation of news habits among college students in an Internet environment. *Journal of Broadcasting & Electronic Media*, 50(2), 193-210.

Dimmick, J., Chen, Y., & Li, Z. (2004). Competition between the Internet and traditional news media: the gratification-opportunities niche dimension. *The Journal of Media Economics*, 17(1), 19-33.

Dimmick, J., Kline, S., & Stafford, L. (2000). The gratification niches of personal e-mail and the telephone: Competition, displacement and complementarity. *Communication Research*, 27(2), 227-248.

Dutta-Bergman, M.J. (2004). Complementarity in consumption of news types across traditional and new media. *Journal of Broadcasting & Electronic Media*, 48 (1), 41-60.

Flavian, C., & Gurrea, R. (2009). Digital versus traditional newspapers. Influences on perceived substitutability. *International Journal of Market Research*, 51(5), 635-675.

Lauf E. (2001). Research note: The vanishing young reader: Sociodemographic determinants of newspaper use as a source of political information in Europe, 1980-98. *European Journal of Communication*, 16(2), 233-243.

Papacharissi, Z. (2002). The virtual sphere: The Internet as a public sphere. *New Media and Society*, 4(1), 9-27.

Peiser, W. (2000). Cohort replacement and the downward trend in newspaper readership. *Newspaper Research Journal*, 21(2), 15-16.

Pew Research Center for the People and the Press (2008). Internet overtakes newspapers as news outlet, URL (december 2009 geraadpleegd): [<http://people-press.org/report/479/internet-overtakes-newspapers-as-news-source>].

Stempel, G.H., Hargrove, T., & Bernt, J.P. (2000). Relation of growth of use of the Internet to changes in media use from 1995 to 1999. *Journalism & Mass Communication Quarterly*, 77 (1), 71-79.

Tewksbury, D. (2003). What do Americans really want to know? Tracking the behavior of news readers on the Internet. *Journal of Communication*, 53(4), 694-710.

Tewksbury, D. (2005). The seeds of audience fragmentation: Specialization in the use of online news sites. *Journal of Broadcasting & Electronic Media*, 49(3), 332-348.

New media as opportunities and obligations

Ingunn Hagen – NTNU, Dept. of Psychology, Norway · Ingunn.Hagen@svt.ntnu.no

Ron Rice – Dept. of Communication, United States · rrice@comm.ucsb.edu

New media such as internet and mobile phones provide young people with enhanced opportunities for connectivity as well new expectations and obligations to be available and always “on”. While internet and mobile phones provide a sense of perpetual contact and intensified communication, they also influence the experienced social control. This paper provides an analysis of how young people balance between the positive opportunities provided by internet and mobile phones, and the more negative aspects like intensified pressure and social control. We will illuminate our discussion with citations from our focus group interviews with young American and Norwegian students. We will also address the issue of speed of social change. Related to information technology changes happen very fast and new forms of communication seem to develop constantly. The pace of social change is a challenge for social science: How can one understand user patterns when they seem to constantly be changing? Still, some patterns also prevail over time, related to the wish to be involved in communication and the feelings related to being in control or not.

Strategies of media use and the concept of an active audience

Benjamin Krämer – Ludwig-Maximilians-Universität München, Germany · kraemer@ifkw.lmu.de

Thomas Koch – Ludwig-Maximilians-Universität München, Germany · koch@ifkw.lmu.de

Our aim is to present a theoretical model that analyzes media use as an action with a (partly hidden) strategic character as theorized by Bourdieu and de Certeau: some persons may act in a way that allows them to accumulate cultural capital even if they are not consciously striving for it (hidden strategies), while other actions

can be classified as tactics according to their opportunistic and compensatory character that does not allow for the accumulation of resources. We describe media use on different levels. On each level, a number of alternative elements of strategies can be chosen from and combined into schemata of action that are acquired and abandoned over time, accommodated and assimilated if necessary, and activated in individual episodes of media use. Range and scope: This level refers to different possible payoffs and gratifications sought and obtained in media use. The user is aware of some profits (in terms of cultural, economic and social capital that may be obtained), stakes or costs (resources such as money, time and effort) and motivations (mood management, a perceived duty to be informed etc.). We call these conscious aims the scope of the strategy. Others are semi-consciously taken into consideration, while still others are completely cognitively absent, constituting the hidden strategic (or disadvantageous) effects of media use, and what we call its range. The difference between the scope and range varies according to the style of media use, in particular as a function of habitualization. Styles and repertoire: This level refers to the formal regularities in media use and the ways it is controlled by the individual. Styles include the degree of habitualization and planning, styles of exploration and sensemaking etc. The user's repertoire consists of the channels or media outlets, texts, genres etc. usually taken into consideration when selecting media content. Modus and focus: We define the modus as the way the user relates to the world as represented in media content. Is the text processed as realistic or fiction, literally or in a metonymous mode, in an immersive or distant mode etc.? The focus is defined as the center of attention when processing the text: elements of the text's world, its form, or aspects of the user's self. This taxonomy is then related to the concept of audience activity, locating user activity on the different levels of analysis the model proposes. In many cases, only psychophysiological methods will allow to compare the amount of activity inherent in different strategies. However, strategies may be compared with regard to the different forms and normative implications of activity. Strategies of media use are already evaluated in social reality with regard to their amount of desirable activity: critical modes are seen as more valuable than affirmative ones, selective use is preferred over zapping, etc. Researchers with an interest in an evaluative concept of active media use may then use the above taxonomy in order to classify media use according to the socially defined or their own criteria.

Review on the base of the pyramid population in Puebla's, Mexico Municipality. A challenge under the participation of social mediatize use of 2.0?

Paulina Barillas – BUAP, Mexico · paulinaeccbuap@gmail.com

The Municipality of Puebla is today's capital of the fourth most important city of Mexico and during 2009 it's city hall received first place in category of metropolitan city as part of "Digital City Award", delivered by the Iberoamerican Network of Digital Cities who belong to the Iberoamerican Association of Research Centre and Telecommunications Businesses (AHCIEI), because of the strategic use of information and communication technologies to reach governmental efficiency, as well as interact with the population and socioeconomic development of the zone, implementing 39 free wireless internet areas to facilitate the access and training of citizenship using this new form of media. It's within this context that the municipality has a population of around 1 million 600 hundred inhabitants with great economic disparity, that are translated in strong social exclusion, located mainly in housing units, popular colonies and "juntas auxiliares" where the inhabit more than 160 thousand people in situation of hereditary poverty. Because of that, emerges a need of knowing the profile and the consumer habits of using mass media from recent audience and potential of the web 2.0, so it can be recognized the chances of municipality governmental intervention in this segment to increase it's participation on public character programs and promoting equality of opportunities that contribute to the human development. Considering internet as a part of a production system and messages consume of recent cultural industries sectors, a transversal and exploratory research took place as well as a quantity focus, to identify psychographics and socioeconomic characteristics of population, to integrate typologies but particularly having a view on cultural consumption and media. The hypothesis of the investigation were focused in identifying existing relations among the population in situation of hereditary poverty, demographic aspects, consume and cultural consume having a wide view or extensive panorama such as four typologies: discoverers, static, observers and intentional; that in

combine with general results, give scenario of the relations between potential audience and the use of the web in contrast with other media. In such a way that constitutes and income of general information of taking decisions for design, planning and execution of municipalities programs based on new technologies, in order to that they be inclusive conforming foundation for the increment of the quality of life of a population group that today, besides not being self aware as "poor" seems to stay out the access of good and technological services, such as the possibility being web 2.0 citizenship.

Are Advergimes effective in enhancing Children's Brand Recall, Image and Preference for the advertised brand? – comparing the effect on children in two different social perspective taking stages

Luisa Agante – IPAM and FEUNL, Portugal · luisa.agante@gmail.com

Rui Rosado – FEUNL, Portugal · rui.ferreira.rosado@gmail.com

The project's purpose is to examine whether children understand advergimes' commercial intent and whether advergimes generate an impact on their attitudes and behaviors as consumers. This concern relates to the increase in digital media consumption by children, and the consequent increase of the interest from marketers in order to profit from it by using brand entertainment media such as advergimes to capture children's audience. There is no investigation simultaneously focused on how children perceive the commercial nature of an advergime and how their exposure to it influences their attitude toward the advertised brand. To achieve this objective, an experiment was conducted with 133 children aged from 7 to 11 years from two private schools in Lisbon. Children from an experimental group were exposed to an advergime with which they could play for 5 minutes, and answered a questionnaire afterwards. Their responses were compared to children from a control group who only answered to the questionnaire.. Results suggest that children perceive the presence of a brand in the game and understand its persuasive intent for consuming the advertised product, although they did not understand the persuasive intent for buying or asking their parents to buy the product. There was also some evidence confirming advergime's effectiveness as a brand communication mean since they have an impact on the brand's image and overall preference. Nevertheless there was no impact on the brand awareness, in terms of brand recall. Future Research should compare the impact of advergimes from unfamiliar brands when compared with leading brands because the experiment only used a brand leader. Also, and extending previous research in advertising, future research should explore the impact of the attitude towards the advergime into the attitude towards the advertised brand.

The intersection between "obvious" and "catalyzed public" through the mediating domain of civic cultures.

Maria Francesca Murru – Universita Cattolica di Milano, Italy · maria.murru@unicatt.it

The paper wants to explore through theory and empirical research the interaction between citizenship and the new digital media environment. The basic aim is to analyze how the new forms of interaction and engagement allowed by the interactive and participative online technologies can help to foster empowering civic practices. In order to achieve this goal, a preliminary theoretical reflection is needed, one that focuses on the potential intersections areas between audiences, thought as the "persona ficta" (Dayan, 2005) that emerges in the role of enacting attention towards an external performance, and the public, thought as a collective entity that calls external attention and contains a fundamental orientation to shared and consensual action. It will be argued that in order to analyze the co-presence and potential overlapping between these two collectivities, it is necessary to overcome the incorporation/resistance paradigm and to adopt the concept of "mediation" as it has been developed by Silverstone (1999). According to Livingstone (2005), instead of collapsing the concept of public into that of audience, or vice versa, it is more satisfactory to interposing between the two a mediating domain, that of civil cultures (Dahlgren, 2009), thought as thresholds of translation between the sphere of experience and that of politically efficacious action. The paper will take up this hypothesis with the aim of enriching it though the

empirical analysis of a case study focused on Beppegrillo.it, an Italian weblog acting as a communicative platform for the development of a civic and political movement which is led by Beppe Grillo, a well-known comedian. More specifically, two processes of translation will be analyzed. The first one deals with the communicative and civic proposal formulated by the comedian through his blog. Through discourse analysis (Jorgensen and Phillips, 2002; Fairclough, 1995), it will be studied how the blog constitutes a specific civic culture which appears in the form of an "obvious public" (Dayan, 2005) within the putative larger national sphere (Alexander and Jacobs, 1998). Object of observation will be the development of both a peculiar dramatization of civil society and a particular narrative genre, that is a particular relationship between readers, narrators and the characters. Then, the paper will focus on the second process of mediation, that of the blog's audience activity. Through qualitative interviews, it will be explored how Grillo's proposal has been accepted by a "catalysed public" and filtered by its peculiar and pre-existent civic cultures. The sample will be composed by blog's readers that have decided to participate actively through local civic movements, inspired by Beppe Grillo but partially autonomous from him in their political initiatives. The aim will be to analyze the gradual and precarious evolution from "catalysed public", still dependent from the mediation process of the blog towards an "obvious public", able to perform autonomous presentation in the larger national public sphere.

Commercial vs. Product Placement: A study with young children

Luisa Agante – IPAM and FEUNL, Portugal · luisa.agante@gmail.com

Ismael Omar – FEUNL, Portugal · ismael_box@hotmail.com

Nowadays, children's exposure to advertising is extensive and ever increasing. Several reasons contribute to this situation. First of all, they constitute a specialized market segment for many products and services. Moreover, their feelings about products and brands are still in formation, and their current experiences affect their future brand preferences and marketplace behaviour. Finally, children have an impact in family's buying decisions, even in areas not directly focussed on them. The main media vehicle responsible for the exposition of young children to advertising is television. Taking into account these factors, the aim of this study was to investigate how young children, from five to seven years old, are affected by two of the main advertising techniques in television - commercials and product placements -, regarding the detection of advertising content, brand awareness and brand choice. We also wanted to study the relation of those variables with age (children before and after entering into primary school) and gender. For it, seventy five children (thirty from pre-school and forty five from second grade) from a private school in Lisbon were presented to a controlled experimental approach called "the theatre methodology". Three groups were created (control, commercial and product placement) and each children individually saw a video where the only difference among them is the type of advertisement they faced. Surprisingly, no differences among ages were verified in the detection of advertising and significant differences among the effect of advertisement in awareness between genders were demonstrated. Regarding the difference among advertisement techniques, besides quite big variations in percentages, no differences in statistical terms were obtained. Although no relations were found that were statistically significant, results suggest that commercials seem to have a greater impact on the brand awareness, while product placement seems to have greater impact in what concerns choice, but further investigation should be addressed to this particular area

Tweens and Social Networking

Luisa Agante – IPAM and FEUNL, Portugal · luisa.agante@gmail.com

Carolina Rodrigues – FEUNL, Portugal · carolina.bento.rodrigues@hotmail.com

This Project studied the age group tweens (considering children from 11 to 13 years old, or 6th to 8th grade) and the use of digital media, namely social networks. In this research, we aimed at explaining the existence of a relationship among pre-adolescents and the companies' consequences of using Social Networks (SNs) to

advertise in Portugal. There are no studies in our country that, directly and concurrently, associate tweens, SNs and advertising. Therefore we collected information of tweens social network habits and of children's understanding the advertising's effects and impact. To achieve that, it was used a Structured Questionnaire and it was applied an Observation on SNs. The questionnaire was answered by 189 tweens aged from 10 to 14 years old (52 from sixth grade, 67 from seventh grade and 70 from eighth grade), and the observation technique was done in a specific social network – neopets, reaching 43 respondents. The results attest the existence of a breaking point around 12, 13 years old, and from that age onwards the use of social networks increases dramatically in number of children and also in the number of social network each child visits. Also gender influences the kind of information tweens disclose, and tweens do not use SNs as a school tool. Regarding the advertising children would accept in SN's, children referred areas such as sports and technology. Our study also found that lying about age or gender varies with age and gender. Further studies should address this question, by using larger samples and longer periods of time of the observation.

Russian Young Citizens' Participation in Mass Media Consumption

Maria Anikina – Moscow State University Lomonosov, Russian Federation · maria-anikina@yandex.ru

In modern conditions mass media have important socially oriented functions towards young audience. The process of socialization as gradual acquaintance with existing social norms and values, the adoption of the concrete system of norms are closely related to media consumption of young people. In modern society mass media become one on socialization mechanisms. Diverse aspects of socialization through media are seen perfectly well. Due to age, social and psychological peculiarities of youth audience it is necessary to speak about modification of media functions. Function of socialization becomes dominating in model of contemporary media addressing to youngsters. Today media are more responsible for upbringing of new active citizens than many other traditional social institutions, they are more solid, have higher level of trust of population than other institutions. The main problem in this situation is that audience itself quite often does not pay attention to traditional media which are called for realization of socializing function. This causes the conditions when social civil upbringing becomes fragmented because of insufficient level of attention to traditional media and peculiar attitude to traditional media which young audience demonstrates. Nowadays in times of new information technologies development for youth either for the majority of Russian population television stays the most important source of information. During the poll conducted at the department of media sociology of Moscow State University TV was mentioned by 79 % of respondents. Almost the same number of young people chose Internet (48 %), less consumed printed press (45 %) and radio (38%). The growing interest of Russian youth to Internet, to media and communication in the Web is evident. It is proved also by sociological data – the group of Russians younger 30 years on more than 90% consists of active Internet users [TNS Russia data, December 2009]. Taking into consideration the character of civil journalism development in Russia, specific features of civic participation in Russian Internet space it would be reasonable to suggest that inclusion of technical innovations into information and communication activity in near future will lead to the formation of active group of youngsters in modern Russia which will be characterized by active social position and serious media consumption what is not typical for the majority of youngsters today.

Armchair Activists Combat Fascist Politics in Cyberspace: Khans and Other 'Outsiders' in Mumbai

Rashmi Sawhney – Dublin Institute of Technology, Ireland · rashmi.sawhney@gmail.com

Over the last three decades or so, sustained and rather intense debates around 'accommodating diversity' and forging multicultural societies have come to represent somewhat mistakenly, a North American, European and Australian prerogative. The overemphasis on international migration from the South to the North, or the East to the West, has detracted from the attention due to transnational migration in regional and sub-continental

contexts. This paper focuses on the political discourse around labour migration into the city of Mumbai from Bangladesh, Nepal and states in North India and the construction of audiences as 'national' and 'regional' citizens in political and public discourse. An interrogation of the discourse around 'belonging' is particularly relevant and critical in the context of language, religion and nationality-based divisive politics propagated by fascist parties such as the Shiv Sena in the Western Indian state of Maharashtra. Since the 19th century, Mumbai has been symbolic of Indian modernity and economic development in many ways, and an attack upon its traditionally inclusive character, presents a crisis in India's history of being a 'secular' democratic republic. Using a recent case study involving a threat to sabotage and prevent screenings of the film, *My Name is Khan* (Karan Johar, 2010, Hindi) by the Shiv Sena, as part of the rhetoric of exclusion (and hence identity-formation), this paper particularly explores the role of social media platforms as alternative 'public spheres'. Drawing from empirical as well as theory-based research, the paper will demonstrate the performative dimension of social media as 'civil media' in the context of a country that, because of issues of illiteracy, demography and linguistic diversity, presents its own challenges to creating real and imagined communities of citizens.

Online Content Creation among young people in Estonia

Pille Runnel – University of Tartu, Estonia · pille.runnel@erm.ee

Online content creation, along with communication and production skills, access to media and media content, and the critical ability to decipher media messages, is seen as a central component of media literacy. At the same time, in the context of the discussions of media education and media literacy, the concept of 'creativity' has been used rather vaguely. The social approach to media literacy stresses the complex relationships between 'creative expression' and 'technical skills', and the importance of reflection and self-evaluation. Especially digital literacy brings the concept of user creativity to the centre of the debates on literacy, referring to the role of the new media audiences, who can become active producers as well as receivers of content, leading to interactivity and participation online. By enabling participation, content creation as a part of media literacy should therefore be seen as a prerequisite for participation, being a democratizing tool which reorganizes power relationships. The presentation focuses on young people as new media audiences in Estonia and looks, how much online content creation is part of their Internet usage practices. The empirical data of the presentation comes from questionnaire survey "Youth and the Internet" of 11- to 18-year-old pupils, carried out in comprehensive schools in Estonia in autumn 2007 (N=713). Data from Estonia has been discussed within the research framework EU Kids Online I (2007-2009). The analysis of usage practices of young people suggests that their Internet usage can be approached as climbing the 'ladder of opportunities' (Livingstone and Helsper). Internet usage starts from simpler practices of information search, playing games or interpersonal communication, being followed by more complex activities, such as online content creation or participatory activities. The connection between creativity and various content creation environments online is related to the complex relationships between creative expression and technical skills. More creative and participatory online activities relied on the support of the structure and, more strongly, on user agency, and were part of the usage practices of the minority of users. The pattern of content creation does not encourage talking about multimodal digital literacies, which would support critical skills to cope in wider social environments. Rather it refers to online environments as an arena of personal creativity and an environment of rather limited cultural consumption.

Global memories - global publics? Exploring audience remembering of distant disasters

Maria Kyriakidou – London School of Economics, United Kingdom · m.kyriakidou@lse.ac.uk

Studies of the social character of memory have highlighted its significance as a resource of meaning, constructed through social interaction on the basis of common experiences. Mostly inspired by Holbawch's concept of collective memory, the relevant arguments have underlined the centrality of memory for the reproduction of

groups and communities through rituals and symbols. Memory, it has been argued, is a process of selective (re)production, implicated in issues of identity, power and authority. It is also embedded with normative and moral imperatives that underline social relations. In this context, the media have been theorised and explored as cultural resources, which play instrumental role in the construction, reservation and reconstruction of public memory. As resources of memory, the media are therefore central in the construction of collectivities around mediated experiences. But what happens when these mediated memories are of events beyond the borders of local and national collectivities? What are the dynamics that underline the memory of events witnessed through the global media? Such questions have been considered in relation to the emergence of postnational solidarities and the role of the media in the “cosmopolitanisation of memory” (Levy and Sznajder, 2002). This paper will address these issues in relation to the public memory of globally mediated disasters. It will, in particular, explore the ways audiences discursively construct their memories of distant disasters and implicitly position themselves in relation to these events, articulating their sense of place and belonging. The paper is empirically based on a focus group study of Greek audiences discussing about distant disasters and suffering. Theoretically, it will draw upon constructivist approaches to memory and, in particular, discursive psychology, to illustrate how audiences construct their memories in discussion and the resources they draw upon in this process. What accounts of media disasters do audiences construct? What kind of media discourses, historical narratives and personal stories do they employ to reconstruct the events? What kind of normative evaluations underline their accounts? These are the questions that the paper will address in an attempt to explore whether the reconstruction of the global past can be seen as constitutive of a global public and solidarity. Three points in the empirical material will be particularly highlighted: first, the constant interplay between personal experiences, local and national history and global stories in the recalling and reconstructing of distant suffering; second, the collapse of distinctive lines among some disasters, that become confused in audience memory, and, third, the construction of some events as markers of “global disasters” and interpretative frames for others. Under this light, the construction of “global memory” is illustrated as a complex process contingent upon the media as well as the social and cultural context of their consumption. Levy, D. and Sznajder, N. (2002). ‘Memory Unbound: The Holocaust and the Formation of Cosmopolitan Memory’. In *European Journal of Social Theory*, 5(1): 87-106.

The regulation of television audiovisual content and the protection of children and adolescents in Brazil

Inês Vitorino Sampaio – UNIVERSIDADE FEDERAL DO CEARA, Brazil · ines@ufc.br

The new classification policies for audiovisual content in Brazilian television have the goal to protect children and adolescents from harmful content to their upbringing. This paper aims at discussing these policies. First, this article introduces the debate about regulation, co-regulation and self-regulation. Second, it presents the new policies of audiovisual content regulation in Brazilian television in order to discuss how they have been analyzed by some agents involved in this debate: the government, communication institutions and human rights organizations. Finally, the paper discusses how children and adolescents are viewing this new TV rating system. For that, a qualitative and quantitative research was applied to students in elementary school in three cities in Northeast Brazil: Fortaleza, Quixadá and Aquiraz. For this purpose, questionnaires were applied to 120 children and adolescents and 16 focus groups were composed. In this article, a part of the quantitative data is considered. The research results show that children and adolescents acknowledge the TV rating system’s importance in its role for guiding them on the suitability or unsuitability of audiovisual content. Sex, violence and horror stand out as the most cited themes by students to characterize the inadequacy of certain audiovisual programs for their consumption. Most of them tend to accept as necessary and appropriate the use of actions for supervising and controlling their access to TV content. The information that a program is inappropriate, although recognized as important, is not enough to prevent them from watching it.

The Affective Audiences of Facebook

Lisbeth Klastrup – IT University of Copenhagen, Denmark · klastrup@itu.dk

Though the number of users using social network sites are continuously increasing, the "users" of these sites use them in different ways and for a variety of reasons; and far from all are in fact content-producing users (van Dijck 2009). So far, few studies have been made of the relationship between social media users reaction to content and stories provided by newspapers and tv, and their following use of social media, specifically Facebook. However, based on my observations on Facebook use in my home country during the last two years, it is evident that group activity on Facebook is very much sparked and driven by news stories and events who get a lot a coverage in offline media; one example being the group "People who carry knives are idiots" which was created after the intense media coverage of a knife murder in the streets of Copenhagen, and which drew around 80.000 members in less than a week in January 2008. These "news-inspired" groups often attract a lot of members in a very short time, but my observations indicate that very few of these members are active on the group pages, on the walls or discussion threads, and they only comment when they join the group. It would seem, that these group reflect a collective and affective, and rather "non-interactive" response to current news. They could be said to represent an ad hoc and somewhat dystopic social media version of the "affective alliances" that Lawrence Grossberg has described in his work on popculture music audiences (Grossberg 1984, 1995); a digital hybrid of the traditional mass media "audiences" and the much hyped new media "produser". Furthermore, my observations also show that group founders or select active members of the "media-inspired" groups might actively use the group (and the group size) as a political means to reach relevant stakeholders or to bring forward their own political agendas. These users are indeed active users, more or less consciously "harnessing the hive" as J.C. Hertz has described it, though in this case not harnessing ideas but emotions. So what kind of "users" are these? The paper will adress and examine these questions and tendencies more closely via case studies of three Danish "media-inspired" groups on Facebook. The first group is the "People who carry knives are idiots" group, active in early 2009, the other group is the group "Against the Closing Down of DR's P2 channel" [P2 is a classical music channel on national radio] which was highly active during March and April 2009 and the third group is the "RIP Maria Møller Christensen" active in January 2010 [young girl brutally murdered, wrong man accused caused major discussions in the media]. In all three cases, the synergy between news coverage in the old media and Facebook activity will mapped, and the rhetorical framing of the group as well as wall activity will be closely analysed. Finally, my own observations will be supplied with interviews with select users of the groups in question.

Desperately seeking a Public?: Young people, the internet and mediated citizenship

Barbara O'Connor – Dublin Institute City University, Ireland · barbara.oconnor@dcu.ie

Claire English – Dublin City University, Ireland · barbara.oconnor@dcu.ie

The development of web 2.0 has brought potential for the development of a public sphere akin to that envisaged by Habermas. Young people are at once viewed as some of the most prolific users of web 2.0 technologies and at the same time most distanced from politics and the public sphere. In this presentation we address some of the apparent contradictions between the role of the Internet as a faciliator of active citizenship amongst young people and of its role in discouraging young people from engagement in the public sphere. In approaching the theme of mediated citizenship scholars frequently utilise a number of terms and conceptual frames interchangeably; citizens and publics, public issues, public engagement, political engagement, social participation, social integration. Based on an overview of theoretical approaches to, and recent empirical research on, contemporary audience publics we suggest that, despite the theoretical critique of the 'classic' public sphere, that mediated public participation continues to be associated with the consumption of news media, in print, broadcast and online formats. This model tends to equate public participation solely with political issues and does not adequately allow for certain kinds of moral, ethical and social issues that could be broadly conceived as 'public'. In investigating the relationship between new media, the public sphere and audiences, we

wish to examine how older audience research particularly in relation to the television audience can be drawn on. What insights into online audience activities can we get from models developed in empirical studies which focused on the relationship between audiences and older media formats? We engage with earlier debates within Reception Studies about the 'public knowledge' and 'popular' culture' projects and how the concept of 'cultural citizenship' might bridge the perceived gap between them. We also attend to more recent work both theoretical and empirical on how entertainment media such as reality TV can engage young people in issues of public concern. Finally, we suggest that insights from earlier offline media research can usefully inform research on young peoples online media use. And secondly, that the concept of mediated public participation needs to be more finely tuned to maximise its utility in empirical audience research.

Toward an alternative approach to study audiences in transitional countries, the case of Algeria

Ali Kessaissia – University of Algiers, Algeria · Ali_kessaissia@yahoo.co.uk

It may be axiomatic that 'westernized' theories and methods to approach social phenomena such as media audience, could not be totally applied with the same effectiveness, to people living under different social, economic, political and cultural conditions in the most of transitional countries. Algeria as an African, Arab and Muslim society may best reflect in the form and content, the non-appropriateness the those approaches to look at the formation, characteristics and behavior of the media audience as mass market, mass electorate and sociological groups in transitional societies. It might go beyond the evidence that empirical audience researches in such societies could perfectly not to necessarily lead to the same conclusions when following the same methodological procedures as in the western societies, because of social educational, and cultural differentiation, even exposed to the same global communication message. The paper, "Toward an alternative approach to study audiences in transitional countries, the case of Algeria" is an attempt to evaluate an ensemble of academic researches conducted at the Department of Information and Communication Sciences, University of Algiers, relating to the media audiences, during the first decade of this twenty first century.. The Above decade, conceived as a necessary time for socio-political and economic transition from oriented to liberal society, had witnessed an important development in media studies in general including the audience researches that statically have moved from less than 1%, before 1995 to nearly 20%, by 2005. This new liberal orientation, generated by the globalisation process, and especially supported by the new information and communication technologies, seem to be the main factor leading to a new concentration of media studies on the audience as a market and an electorate mass. Nevertheless, political and trade marketing considerations could not be the only factors to develop audience studies in the academic level. In liberal societies, especially within the Anglo-Saxon sphere, audience studies have been developed throughout the last century following the nature history of the media and the ever-sophisticated developments in information and communication technologies. Based on theoretical and methodological developments, the different approaches to study the media audiences have included the most recent technological and political events in an attempt to understand and explain behaviours of different individuals and groups toward, for instance, the use of the Internet as a domestic technology besides the use of TV; and the "war on terror", started in late 2001, after the famous attacks on the Twin Towers of the TWC in New York and the Pentagon Quarters in Washington. Technically speaking, The Globalization process is, strongly, taking place through the generalization of TV and Radio Direct Broadcasting via Satellites (DBS) and the use of the Internet, that is not, contrary to the first generation of new technologies literature, a monolithic or placeless 'cyberspace'; rather, it is numerous new technologies, used by diverse people, in diverse real-world locations. The suitability of the Ethnographic Approach to study the social and technical interactions in this "Cyberspace" comes from the premise that one cannot understand the one without the other. The most suitable approach to study the media global audience behaviours starting from local communities, may have many things to do with the Ethnographical approach in use since 1980's, when starting focus on TV viewing, on Domestic technologies, on family dynamism and on social micro-analysis. In inviting the global audience studies literature through the natural history of media researches and the nature of the audience researches in Algeria, we advocate a comparative ethnographic approach and we suggest that there are lines of enquiry, linked to dimensions of new

media use, that can be usefully pursued across a wide range of settings; and that there are issues about social transformations in new media contexts that generally concern social science and other communities. In this essay, we rarely address the question of whether the ethnographic findings are specific to a determinate area, or common to many areas. We simply do not have grounds for answering such question. The conclusion is a clear advocacy in favor of an alternative approach in the study media audience in Algeria, namely the ethnographic approach that is suitable for the specific global and local aspects of the Algerian society.