

Audience Research Methodologies: Between Innovation and Consolidation

Geoffroy Patriarche, Helena Bilandzic, Jacob Linaa Jensen and Jelena Jurišić Routledge, 2014

We are all aware that the media landscape is transforming, and that this change brings with it problems related to conducting audience research. Contemporary academic discussions on the topic include themes such as the shift from consumption to prosumption, from analogue to digital, and from one audience to several. A well-recognised problem among researchers is that audience behaviour has become harder and harder to grasp. The book *Audience Research Methodologies* is therefore a welcome contribution to the field, in that it explores ways of understanding how people use media and how they construct meaning out of it, as well as ways of developing related research.

The book originated with the conference "New Challenges and Methodological Innovations in European Media Audience Research", which was held in Croatia in 2011; it is based on a selection of papers from the conference. A wide range of topics is discussed in the book, and most chapters take a multimethodological approach. All chapters include comprehensive literature lists to facilitate further reading.

The editors have taken great pains to design all chapters using similar components: a general description of the chapter's subject, a discussion of related pros and cons as well as the possibilities and limitations that arise with the use of different methodologies, and illustrative case studies. In the introduction, the editors state that the book's aim is to illustrate the dialogues that are increasingly taking place among various research traditions. The book's conclusion warns, however, that its content should not be seen as a replacement of traditional forms of data and methods, but rather as a complement.

Apart from the introduction and conclusion, the book consists of twelve chapters, which are organised into four sections:

Audience Research Methodologies Innovation Consolidation

Jiyuan Zhang

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