

Audience Research Methodologies: Between Innovation and Consolidation

Geoffroy Patriarche, Helena Bilandzic, Jacob Linas 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.

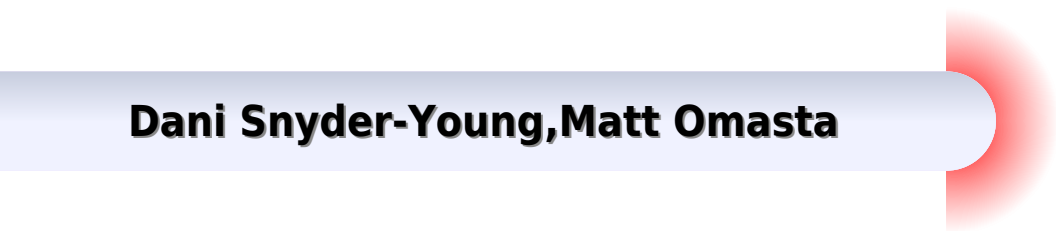
The book originated with the conference “New Challenges and Methodological Innovations in European Media Audience Research”, which was held in Croatia in 2011; it is based on a selection of papers from the conference. A wide range of topics is discussed in the book, and most chapters take a multi-methodological 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

Dani Snyder-Young, Matt Omasta



Audience Research Methodologies Innovation Consolidation:

Audience Research Methodologies Geoffroy Patriarche, Helena Bilandzic, Jakob Linde Jensen, Jelena Jurišić, 2013-07-31
The transformations of people's relations to media content technologies and institutions raise new methodological challenges and opportunities for audience research. This edited volume aims at contributing to the development of the repertoire of methods and methodologies for audience research by reviewing and exemplifying approaches that have been stimulated by the changing conditions and practices of audiences. The contributions address a range of issues and approaches related to the diversification, integration and triangulation of methods for audience research to the gap between the researched and the researchers to the study of online social networks and to the opportunities brought about by Web 2.0 technologies as research tools.

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Impacting Theatre Audiences Dani Snyder-Young, Matt Omasta, 2022-03-02
This edited collection explores methods for conducting critical empirical research examining the potential impacts of theatrical events on audience members. Dani Snyder-Young and Matt Omasta present an overview of the burgeoning subfield of audience studies in theatre and performance studies followed by an introduction to the wide range of ways scholars can study the experiences of spectators. Consisting of chapter length case studies, the book addresses methodologies for examining spectatorship including qualitative, quantitative, historical, historiographic, arts based, participatory and mixed methods approaches. This volume will be of great interest to theatre and performance studies scholars as well as industry professionals working in marketing, audience development and community engagement.

Revitalising Audience Research Frauke Zeller, Cristina Ponte, Brian O'Neill, 2014-10-24
The revitalisation of audience studies is not only about new approaches and methods; it entails a crossing of disciplines and a bridging of long established boundaries in the field. The aim of this volume is to capture the boundary crossing processes that have begun to emerge across the discipline in the form of innovative interdisciplinary interventions in the audience research agenda. Contributions to this volume seek to further this process through innovative audience oriented perspectives that firmly anchor media engagement within the diversity of contexts and purposes to which people incorporate media in their daily lives in ways often unanticipated by industries and professionals.

Public Service Media in Europe: A Comparative Approach Karen Arriaza

Ibarra, Eva Nowak, Raymond Kuhn, 2015-07-16 Public service media PSM have been the mainstay of Western European broadcasting for a number of decades Yet despite a general political consensus in favour of PSM recent technological economic and political changes have led to a questioning of their value This new collection of essays explores the history of PSM in selected European countries from their early establishment as the main media in many countries to charting their transformation and evolution in recent years The contributions consider the political economic and market integration issues that impact PSM while also highlighting the importance of the ideology that originally accompanied PSM in its initial years to see how relevant they are in the contemporary world The book consists of two complementary parts Part I Theoretical Aspects and Global Influences on Public Service Media in Europe Part II A Comparative Analysis of Public Service Media across Europe With contributions from leading experts the first part offers a thorough examination of the current concepts and conditions that influence PSM in Europe The second offers a comparative study of PSM in several European countries including France Germany Italy Poland Spain and Sweden Offering the most comprehensive study of the field to date Public Service Media in Europe will be useful for students and researchers in public media political communication international and comparative media

The International Encyclopedia of Media Effects, 4 Volume Set Patrick Rössler, 2017-03-06 The International Encyclopedia of Media Effects presents a comprehensive collection of the most up to date research on the uses and impacts of media throughout the world Provides the definitive resource on the most recent findings of media effects research Covers all aspects of the uses and impact of media utilizing empirical psychological and critical research approaches to the field Features over 200 entries contributed by leading international scholars in their associated fields Offers invaluable insights to for students scholars and professionals studying and working in related fields and will stimulate new scholarship in emerging fields such as the Internet Social Media and Mobile Communication Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library

Radio Audiences and Participation in the Age of Network Society Tiziano Bonini, Belén Monclús, 2014-12-05 This book maps describes and further explores all contemporary forms of interaction between radio and its public with a specific focus on those forms of content co creation that link producers and listeners Each essay will analyze one or more case studies piecing together a map of emerging co creation practices in contemporary radio Contributors describe the rise of a new class of radio listeners the networked ones Networked audiences are made up of listeners that are not only able to produce written and audio content for radio and co create along with the radio producers even definitively bypassing the central hub of the radio station by making podcasts but that also produce social data calling for an alternative rating system which is less focused on attention and more on other sources such as engagement sentiment affection reputation and influence What are the economic and political consequences of this paradigm shift How are radio audiences perceived by radio producers in this new radioscope What s the true value of radio audiences

in this new frame How do radio audiences take part in the radio flow in this age Are audiences interactions and co creations overrated or underrated by radio producers To what extent listeners generated content can be considered a form of participation or free labour exploitation What s the role of community radio in this new context These are some of the many issues that this book aims to explore Visit <https://www.facebook.com/pages/Radio-Audience-and-Participation-in-the-Age-of-Network-Society/869169869799842> for the book s Facebook page

The Places and Spaces of News Audiences Chris Peters, 2018-04-19 Historically or so we would like to believe the story of everyday life for many people included regular definitive moments of news consumption Journalism in fact was distributed around these routines papers were delivered before breakfast the evening news on TV buttressed the transition from dinner to prime time programming and radio updates were centred around commuting patterns These habits were organized not just around specific times but occurred in specific places following a predictable pattern However the past few decades have witnessed tremendous changes in the ways we can consume journalism and engage with information from tablets to smartphones online and so forth and the different places and moments of news consumption have multiplied as a result to the point where news is increasingly mobile and instantaneous It is personalized localized and available on demand Day by day month by month year by year technology moves forward impacting more than just the ways in which we get news These fundamental shifts change what news is This book expands our understanding of contemporary news audiences and explores how the different places and spaces of news consumption change both our experiences of journalism and the roles it plays in our everyday lives This book was originally published as a special issue of *Journalism Studies*

Rethinking Research Methods in an Age of Digital Journalism Michael Karlsson, Helle Sjøvaag, 2018-10-18 The digital infrastructure of media production dissemination and consumption is becoming increasingly complex presenting the challenge of how we should research the digital journalism environment Digital journalism takes many forms we therefore need to revise improve adjust and even invent methods to understand emerging forms of journalism In this book scholars at the forefront of methodological innovations in digital journalism research share their insights on how to collect process and analyse the diverse expressions of digital journalism including online news search results hyperlinks and social media posts As digital journalism content often comes in the form of big data many of these new approaches depart from the traditional methods used in media research in significant ways As we move towards new ways of understanding digital journalism the methods developed for such purposes also need to be grounded in scientific rigour This book aims to share some of the emerging processes by which these methods tools and approaches are designed implemented and validated As such this book not only constitutes a benchmark for thinking about research methods in digital journalism it also provides an entry point for graduate students and seasoned scholars aiming to do research on digital journalism This book was originally published as a special issue of *Digital Journalism*

The SAGE Handbook of Digital Journalism Tamara Witschge, C. W. Anderson, David Domingo, Alfred Hermida, 2016-05-18 The production and

consumption of news in the digital era is blurring the boundaries between professionals citizens and activists Actors producing information are multiplying but still media companies hold central position Journalism research faces important challenges to capture examine and understand the current news environment The SAGE Handbook of Digital Journalism starts from the pressing need for a thorough and bold debate to redefine the assumptions of research in the changing field of journalism The 38 chapters written by a team of global experts are organised into four key areas Section A Changing Contexts Section B News Practices in the Digital Era Section C Conceptualizations of Journalism Section D Research Strategies By addressing both institutional and non institutional news production and providing ample attention to the question who is a journalist and the changing practices of news audiences in the digital era this Handbook shapes the field and defines the roadmap for the research challenges that scholars will face in the coming decades

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