

## Annual report ARS section - ECREA

- Regional conference in Lisbon

The 2017 regional ECC was organised in collaboration to CEDAR. Entitled “Audiences2030: Imagining a future for audiences”, the conference took place at the Catholic University of Lisbon on September 28<sup>th</sup>-29<sup>th</sup>. With 12 panels, approximately 120 participants and 90 presentations, the regional conference proved quite large and successful. The conference marked the completion of this 3 year project by CEDAR, 3-year AHCR funded network led by Ranjana Das and Brita Ytre-arne and involving 29 early-career scholars interested in the future of audience research. The conference showcased results from an analysis of trends in audience practices, a stakeholder consultation and a scenario-building exercise on the future of audiences, commented by leading scholars in the field.

- New chairing team

During the regional ECC, Ranjana Das announced her resignation as chair of the section. We thank her very much for her work in the section! Current vice-chair David Mathieu took over as chair and Alessandro Nani remained vice-chair. Vivi Theodoropoulou was elected as vice-chair to complement the team. Anna Zsubori still operates as YECREA representative.

- Proposal for a COST Action on “Audience Agency in Datafied Societies”

Current chair David Mathieu is lead-proposer of a submission to form a new COST Action on the topic of datafication. The proposal is due to submission on April 27<sup>th</sup>, and if accepted, will be able to start in early 2019. Here is a brief description of the proposal:

In this COST Action, a network of European media and technology researchers will promote the scientific investigation of *audience agency in datafied societies*, through research coordination and collaboration with stakeholders. The Action addresses as its main challenge the development and pervasiveness of datafication in contemporary societies, and its increasing integration in the mediated experiences of audiences, affecting both positively and negatively their capacity to fully participate in society and develop their autonomy as responsible citizens-consumers, i.e. their audience agency. The COST Action “Audience Agency in Datafied Societies” pursues two main objectives:

1. To coordinate the production of empirical audience research, methodological and conceptual discussions, on the impact of datafication on audience agency and the appropriation of datafying technologies by audiences in their everyday life.
2. To collaborate with and advise stakeholders on the ways datafication provides threats or opportunities, as well as limits or values, for audience agency.

- Special issue on “The co-option of audience creativity on digital”

The section sponsored a special issue on “The co-option of audience creativity on digital” to be published in OBS\* and edited by Ana Jorge (CECC-UCP), Inês Amaral (CECS/ISMT), David Mathieu (Roskilde University). The special issue wishes to investigate the dialectic nature of co-option of audience creativity in blogging and vlogging platforms such as YouTube, Facebook, Instagram etc. The deadline for the call is April 15<sup>th</sup>.

### Plan for 2018

- Pre-conference at Lugano 18 on “Audiences, datafication and the everyday”

On top of Lugano 18, the section is sponsoring a one-day pre-conference entitled “Audiences, datafication and the everyday: Challenges, ambitions and priorities for audience studies in datafied societies”. The preconference aims to critically assess the repertoires and readiness of audience studies, and more generally, to start and canalise the conversation on research in audiences and datafication which is currently emerging sporadically. The deadline for the CfP is May 14<sup>th</sup>; see more here:

<https://datafication2018.wordpress.com/>

See you in 2018!

David Mathieu (chair), Alessandro Nanì (vice-chair) and Vivi Theodoropoulou (vice-chair)