

## ARS section Annual report 2019

### Follow-up from ECREA Lugano 2018

At Lugano, the ARS section received 136 papers, and ended up accepting 70 presentations organized in 15 panels. The ARS section was, once again, one of the most popular ECREA sections. As such, a challenge for organizing a meaningful programme is the huge diversity in our field. We aimed at creating sessions in which the presenters could relate to each other. If you have any feedback or comments on how to improve this, you are welcome to contact us.

Despite the potentially vast areas of research covered by ARS, the Lugano conference proved, once again, the renewed relevance of the section, especially in relation to digital media and communication research, not least by pushing a cross-media agenda into that research. Panels such as “Audiences of social media”, “News consumption in a digital world”, “Audiences’ challenges with media technology”, “Content between television and social media”, “Audience engagement and digital media” clearly demonstrate the focus of ARS in last few years.

However, if it is true that Lugano showed how audiences of digital media have been a major focus of the section, it is also true that the section received a small number of works that only marginally touched on audiences. This is to say that, for the upcoming Braga conference, we will put more emphasis on the relevance of papers asking reviewers to re-direct to other sections those works that do not meet the section’s scope and objectives.

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

Our first application to a COST Action received good reviews, but was unfortunately rejected. The good reviews encouraged us to try again. Led by a team consisting of Jelena Kleut, Niklas Chimirri, Brita Ytre-Arne, Pille Pruulmann Vengerfeldt and David Mathieu, a new – much improved – application was submitted. The cornerstone of the new application is a stakeholder collaboration that allows us to bridge the gap between critical and administrative knowledge production about datafication. We feel we have a strong application, although we know the competition is fierce. The network of proposers is fully assembled, but rest assure you will hear from us if the proposal is accepted. Then, there will be the possibility for all interested to join the network.

### Revision of the section objectives

The new section objectives are now available on the ECREA section website here:

[https://ecrea.eu/resources/Documents/Section%20objectives%20ARS%202018%20\(1\).pdf](https://ecrea.eu/resources/Documents/Section%20objectives%20ARS%202018%20(1).pdf). We hope they appear inclusive, yet also fit for the challenges of our time.

### This ECREA-Nordmedia event

The regional conference for the ARS section was organised in collaboration with the Audience Studies section of Nordmedia and took place in Malmö, Sweden, from August 21<sup>st</sup> to 23<sup>rd</sup> 2019. As part of the event, the ARS section organized the following activities:

- A roundtable on stakeholder collaboration (see more below)
- An ECREA special panel entitled *Innovative methods in Audience Research*
- A gathering of ARS members on Wednesday the 21<sup>st</sup> at Pinchos

### **The roundtable on stakeholder collaboration**

Blurb for the event: Engaging in collaboration with stakeholders is an important but controversial consideration in our field, given that our interests in audience knowledge are shaped around different and sometimes conflicting stakes. This roundtable takes existing conversations (Lazarsfeld's intervention on critical and administrative research, COST Action TATS's work on stakeholder collaboration, CEDAR's stakeholder consultation) further by focusing on the how of stakeholder collaboration, rather than the why. In a research environment characterized by data abundance, yet also by opacity, stakeholder collaboration has become a 'sensitive necessity'.

The roundtable was moderated by David Mathieu and saw 4 invited panelists provide their experience with stakeholder collaboration:

- Pille Runnel, research director at the Estonian National Museum, Estonia.
- Pille Pruulmann Vengerfeldt, professor of Media and Communication at Malmö university, Sweden.
- Goran Bolin, professor in Media & Communication Studies at Södertörn University, Sweden.
- Kim Schrøder, professor of Communication at Roskilde University, Denmark.

The discussions were recorded and we hope to find ways to publish this material. Do contact us if you have any ideas on how to do so.

### **The next ECC 2020 is in Braga, Portugal**

The next European Communication Conference is taking place in Braga, Portugal, from October 2<sup>nd</sup> to 5<sup>th</sup>. The call for the conference has already been released and the deadline to send paper abstracts and panel proposals is set to January 15<sup>th</sup> 2020. We hope to see many of you again!

### **Pre-conference on Digital Disconnection**

The ARS section of ECREA is happy to support a pre-conference entitled *Advancing Digital Disconnection Research* on Oct 2<sup>nd</sup> 9:30 to 16:30. The deadline to submit abstract is April 2<sup>nd</sup> 2020. The pre-conference is organized by committed members of the ARS section and include: Trine Syvertsen, University of Oslo; Maria José Brites, Lusófona University of Porto/CICANT; Brita Ytre-Arne, University of Bergen; Rita Figueiras, Catholic University of Portugal; Stine Lomborg, Copenhagen University; Kim Schrøder, Roskilde University; Faltin Karlsen, Kristiania University College. More information can be found here:

<https://www.hf.uio.no/imk/english/research/projects/digital-disconnection/events/conferences/mapping-digital-disconnection-research--.html>

### **Upcoming election and section business meeting in Braga**

The coming of ECC means that a new management team for the ARS section will need to be elected during the business meeting of the Braga conference. Let us know if you wish to put up a team (a chair and two vice-chairs) to run for these elections by sending an email to [mathieu@ruc.dk](mailto:mathieu@ruc.dk) the latest on July 2<sup>nd</sup> 2020.

We also hope to see as many of you as possible at the business meeting and encourage any member who wishes to bring a point or address the assembly to let us know in advance.

If you have any comments or feedback in reaction to this email, you are welcome to write back to us.

Vivi Theodoropoulou, Alessandro Nani and David Mathieu