

## Audience and Reception Studies Section annual report

ECREA database has over 3800 members, 405 of them are registered as ARS members. This makes us the second biggest section after Digital Culture and Communication. From our members 166 are active, probably meaning that they have recently engaged in ECREA website, and 278 are less active, but that does not mean they are not actively working as audience researchers. It rather is to do with their status at ECREA website.

In this annual report we give a brief overview of three main activities completed in 2013, and three upcoming main activities of 2014.

Completed activities of 2013 is firstly, the forming of an open **Facebook group of the ECREA ARS Section** that is fast growing, at the turn of the year comprising more the 100 members. Secondly, we initiated the **ICA preconference: Audiences Elsewhere?** Hosted by University of Leicester, in cooperation with ECREA ARS section and COST Transforming Audiences and Transforming Society Section, and presented together with the ICA Division for Communication and Technology. Thirdly, we held the **ARS Business Meeting** online in November 2013.

Upcoming activities of 2014 is firstly the Open Conference of the COST Action IS0906 Transforming Audiences, Transforming Societies: **The future of audience research: Agenda, theory and societal significance** presented in collaboration with ECREA (Audience and Reception Studies section), IAMCR (Audience section) and ICA (Communication and Technology division & Mass Communication division) that will take place at University of Ljubljana, Slovenia, February 5-7, 2014. Secondly, **a doctoral workshop on Fieldwork in Contemporary Audience Studies** co-organized by the Young Scholars Network of ECREA and the COST Action IS0906 Transforming Audiences, Transforming Societies, and presented in collaboration with the Audience and Reception Studies section of ECREA will take place in Ljubljana on February 8, 2014 in conjunction with the Future of Audience Research conference. Thirdly, we are in **preparation of the ECREA ECC 2014 conference in Lisbon** and work hard to obtain a substantial programme, and a well-attended business meeting.

Immediately below is a presentation of the form and content of our Annual Business Meeting. The attached agenda accounts for all above-mentioned activities in more detail.

Pille Pruulmann-Vengerfeldt, Chair

Ranjana Das, Vice-Chair

Jakob Bjur, Vice-Chair

## Audience and Reception Studies Section Business meeting in November 2013

Online, FB group <https://www.facebook.com/groups/ECREA.ARS/>

The Audience and Reception Studies Section had its annual Business meeting online at Facebook from 21-30 November 2013. The meeting was announced to all ARS members through the ARS ECREA mailing list in the beginning of November. Following below is the agenda attached in the announcement mail and published at the Facebook page of the ARS section. Around 60 individual members of the section participated in the online meeting studying the individual items of the agenda - a number of participants that coincides more or less with the size of the FB group at the time. Participation in terms of active engagement through commentaries was limited. We are looking forward to assembling the Section for a physical meeting in Lisbon in 2014.

### ARS Business Meeting Agenda

#### 1. Membership

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### Overview of upcoming events and activities in 2014

#### 2. Ljubljana Conference: The future of audience research: Agenda, theory and societal significance, February 2014

We hope that you have all taken notice that: Open Conference of the COST Action IS0906 Transforming Audiences, Transforming Societies: **The future of audience research: Agenda, theory and societal significance** Presented in collaboration with ECREA (Audience and Reception Studies section), IAMCR (Audience section) and ICA (Communication and Technology division & Mass Communication division)

Will take place at University of Ljubljana, Slovenia, February 5-7, 2014

We hope you have registered and all happy and ready to go. If not, it is not too late to sign up:

<http://www.cost-transforming-audiences.eu/node/1030>

We also thought to invite you to join us for an informal get-together during the conference and those free **for dinner on Thursday** and want to join us, please feel invited ☺ We will arrange meeting location and details closer to the event, keep an eye at the FB section and events.

### 3. Workshop: “FIELDWORK IN CONTEMPORARY AUDIENCE STUDIES”, February 2014

A workshop co-organized by the Young Scholars Network of ECREA and the COST Action IS0906 Transforming Audiences, Transforming Societies, and presented in collaboration with the Audience and Reception Studies section of ECREA will take place in Ljubljana in conjunction with the Future of Audience Research conference on February 8, 2014. Take a look at the plan and agenda at:

<https://www.facebook.com/groups/ECREA.ARS/251701541649526/>

### 4. In preparation to ECC 2014 conference

**4.a The next European Communication Conference 2014** will take place in Lisbon, 12 to 15 November 2014, and has chosen as its overarching theme, *Communication for Empowerment: Citizens, Markets, Innovations*. Pre-call available at: <http://www.ecrea.eu/news/article/id/221>

Programme chair for ARS – Pille Pruulmann-Vengerfeldt

Invitation to everyone to submit, CfP open 1 Dec to 28 Feb. Call text for ARS will be fairly general to be as open and as inclusive as possible. The aim is to showcase the best of audience research that Europe has to offer ☺

**4.b** In order to succeed, **we will need many reviewers for the conference**. We are expecting another very popular conference and hence in order to keep the workload minimal, please nominate yourself to be reviewers by sending an e-mail with your preferences to [pille.vengerfeldt@ut.ee](mailto:pille.vengerfeldt@ut.ee).

### 4.c Elections of the board – Lisbon.

As the board is elected for two years then we will have to be re-elected, then we will have another election in Lisbon. This means that if there are interested people in running for the section board, please put yourself forward as soon as possible, but no later than 12 August 2014. All inquiries should be sent directly to the board: [pille.vengerfeldt@ut.ee](mailto:pille.vengerfeldt@ut.ee) ; [rd207@leicester.ac.uk](mailto:rd207@leicester.ac.uk) ; [jakob.bjur@jimg.gu.se](mailto:jakob.bjur@jimg.gu.se)

Excerpt from Modus Operandi:

*4.3. Chair and Vice - Chairs are elected every two years. The maximum term for a member of the Section Management Team is 6 consecutive years. Preferably, a new member will enter the Section Management Team at the position of Vice-Chair, and become a Chair after having been a Vice-Chair.*

*4.4. The election of the Chair and Vice-Chairs takes place through a secret ballot at any section event (including the annual business meeting) and by e-mail for the absent members. If no section event is held at the convenient moment, the election will take place through e-mail only.*

*4.5. Three months before the end of the mandate of the outgoing Section Management Team, candidates can put themselves forward for election as a team and by sending an e-mail to the Chair.*  
*4.6. The results of the election shall be communicated to all section members by e-mail within a maximum of one month after the voting.*

## Overview of past activities in 2013

### 5. Facebook group

The 24 of October 2013, we created a Facebook group for the ECREA Audience and Reception Studies Section. The aim of the group is to provide a forum where faces can be added to names, where members can quickly share calls and events for each other, and where the section can communicate better just before conferences to organise meet ups, or even communicate better through the year.

The group is fast growing, and open to anyone interested in audience and reception studies. It encompasses today (2013-11-21) a total of 105 members. You are most welcome to join, and please help us spread the word by inviting researchers of your network who share our common interest in research and education in the field of audience and reception studies. Welcome, hop on board!

Join us at: <https://www.facebook.com/groups/ECREA.ARS/>

### 6. ICA preconference: Audiences Elsewhere? Hosted by University of Leicester, in cooperation with ECREA ARS section and COST Transforming Audiences and Transforming Society Section.

See overview in a separate file: <https://www.facebook.com/groups/ECREA.ARS/251699384983075/>  
Programme available at: <https://www.facebook.com/groups/ECREA.ARS/251699244983089/>

### 7. Any other business?

Please feel free to comment, make suggestions and recommendations that you feel will help ARS with its activities.