

CFP: Transforming Audiences 3

Date : April 8, 2011

TRANSFORMING AUDIENCES 3:

ONLINE & MOBILE MEDIA, EVERYDAY CREATIVITY & DIY CULTURE

[CALL FOR PROPOSALS](#)

1– 2 September 2011, University of Westminster London, UK

Keynote speakers include:

- Nancy Baym, author of *Personal Connections in the Digital Age*;
- Jean Burgess, co-author of *YouTube: Online Video and Participatory Culture*;
- Adriana de Souza e Silva, co-author of *Mobile Interfaces in Public Spaces and Net Locality*;
- Patricia G. Lange, co-author of *Hanging Out, Messing Around, and Geeking Out*;
- David Gauntlett, author of *Making is Connecting*.

Transforming Audiences 3 will also cover general themes of interest to audience/user researchers, including:

Audiences, identities and popular culture

Citizen media and new political communication

Transnational audiences and diasporas

Audiences and users around the world

DIY media, 'we media', 'user generated content', and dispersed creativity

The economics and business of contemporary media audiences

New methodologies in audience studies

Changing audience/producer relations

Philosophical and theoretical paradigms, and ethical concerns

The conference organisers invite the submission of abstracts for papers. We will assemble these into themed panels, which will normally consist of three presentations of 15 minutes (maximum), each followed by at least five minutes of discussion. Abstracts should highlight the original theoretical or empirical contribution.

Proposals for panels or alternative formats should include a 300 word overview as well as individual abstracts following the guidelines above.

All proposals should be sent by 21 April 2011 to TA3@westminster.ac.uk. Electronic submissions only.

Please attach to your email a document which contains everything we need to know, including the presenter's name, institutional affiliation, title of paper, email and work address, as well as a 300 word abstract and brief biographical note (up to 70 words). Please send a PDF, Word document, or RTF file. No other materials will be considered in the selection process.

Registration fee for the two days will be £270, for one day will be £175, including lunches and a wine reception. ICA, IAMCR and ECREA members will be given a preferential rate of £230 for the two day event. The special rate for postgraduate students will be £120 for the two day conference, or £70 per day.

Registration will open in early June at www.transformingaudiences.org.uk.

Sponsored by the COST project, Transforming Audiences, Transforming Societies

Presented in association with the Audience and Reception Studies section of the European Communication Research and Education Association (ECREA), the Popular Communication Division of the International Communication Association (ICA), and the Audience Section of the International Association for Media and Communication Research (IAMCR)

The previous Transforming Audiences conferences, in 2007 and 2009, have seen this event become Europe's major recurring international conference for audience/user studies, bringing together researchers from all over the world. Now we are pleased to announce that Transforming Audiences 3 will take place in central London in September 2011.

After decades preoccupied with what people do when sitting down, media studies is suddenly on its feet. The rise of computers in our pockets – still called 'phones', but used more for accessing a world of online communication, information and entertainment than for making telephone calls – coincides with the growth of DIY culture and people making their own media. Video games are now about actually running and jumping, rather than just doing it on screen, and 'augmented reality' enables a hands-on engagement with real things to be combined with digital technologies. Social media and YouTube indicate a real change in everyday media practices. But sit-down media is still an important dimension of people's lives, and its relationship with newer developments requires further exploration.

Transforming Audiences 3 – organised by the Audiences and Users Group at the University of Westminster Communications and Media Research Institute, and run in association with ICA, IAMCR, and ECREA – will present a rich set of analyses of the current situation and raise important questions about the future. We strongly encourage papers from new scholars as well as more established researchers.