

Audience and Reception Studies Section annual report for 2015

Chair: Pille Pruulmann-Vengerfeldt

Vice-chairs: Ranjana Das and Jakob Bjur

YECREA representative: Jasmin Kulterer

ARS is the second biggest section after Digital Culture and Communication. We in addition to ECREA website, we have an active Facebook page which is being used to communicate ECREA ARS section related issues.

The main activity of 2015 was the biannual section conference which this time took place in Tartu, 25-27 June, which included an informal doctoral seminar. The conference was titled: Audience Research in a 'Post-Media' age?. Keynote speakers were planned to be prof. Triin Vihalemm and prof. Louise Phillips, however, prof. Phillips had to cancel last minute due to family health issues. Total 19 presentations took place of over 30 submitted abstracts. Small scale of the conference allowed excellent discussions of the future and value of the audience research.

Representatives from eight different countries talked about conceptualising audience, about relationship between audience, publics and ethics, dailiness and ubiquity of the audiences, the challenges of audiences in surveyed online environments and audiences of trans-media productions. The discussion included possibility to study audiences without the text, the new methods and new dream projects related to audience studies.

The 2015 marked also start of the preparation for 2016 ECREA conference in Prague and today we can say that record levels of submissions were set in for the conference.

In March 2016, the Audience and Reception Studies Section had 649 members.