

Annual report ARS section 2018

- 7th European Communication Conference (ECC)

During the 7th European Communication Conference (ECC), ARS section had a total submission of 136 papers resulting in 15 panels and more than 70 presentations. ARS section was, once again, one of the most popular ECREA sections.

- Re-elected chairing team

During the 7th European Communication Conference (ECC), the section chair David Mathieu and the vice-chairs Alessandro Nani remained and Vivi Theodoropoulou re-candidate for a new mandate as section management teams. They were unanimously re-elected.

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

As reported last year, current ARS chair David Mathieu submitted a new COST Action on the topic of datafication. The proposal was unfortunately not accepted. As in the previous report, 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.

Believing in the relevance of the proposal, the current managing team is currently considering to apply again.

- Pre-conference at the 7th European Communication Conference (ECC)

“Audiences, datafication and the everyday”

- ARS section sponsored a one-day pre-conference entitled “Audiences, datafication and the everyday: Challenges, ambitions and priorities for audience studies in datafied societies”. The preconference organized by the ARS chair David Mathieu (Roskilde University) and by Ranjana Das (University of Surrey) took place and successfully engaged around thirty participants with 13 papers from 19 scholars.

“Academic Writing: Writing Academic Publications Based on Your Research”

- YECREA ARS representative Anna Zsubori organized a workshop lead by ARS vice chair Alessandro Nanì (Tallinn University) and Pille Pruulmann-Vengerfeldt (Malmö University). The workshop engaged around 15 participants.

- Social media engagement

The ARS page in Facebook has been actively used by the management team and by ARS members to inform colleagues on various initiatives around audience and reception studies. At today the page has 447 members.

- ARS section Objectives

The ARS section objectives document was updated and put to scrutiny and members' approval during the section business meeting in Lugano. You can find the new document at [https://ecrea.eu/resources/Documents/Section%20objectives%20ARS%202018%20\(1\).pdf](https://ecrea.eu/resources/Documents/Section%20objectives%20ARS%202018%20(1).pdf)

Plans for 2019

- Regional conference in Malmö

The 2019 regional ECC will take place in Malmö in collaboration with NordMedia Conference, 21st-23rd August at Malmö University in Sweden.

The ECREA ARS participation within NordMedia conference will evolve around three main moments:

- A special ECREA panel highlighting papers from ECREA members
- A round table on industry/stakeholder relations
- An informal dinner for Nordmedia and ECREA audience researchers to mingle

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