

**CEDAR - Consortium on Emerging  
Directions in Audience Research**

# **Audiences2030**

## **Imagining a Future for Audiences**

**Book of Abstracts**



means of production and distribution media help to extend and formalize new cultural publics, hybridized from the sociocultural impact of this multiverse. A brief literature review and field observations will be used to systematize a cultural multiverse model and identify the role of producers and public consumers. Among the results, we highlight the hyper-commercialization of fan culture, the role of intermediary agents as a consuming public and how they sediment, strengthens and validates two universes; also, it reveals transmedia narrative as a superstructure of re-interpretation of cultural (canonical) manifestations. Therefore, the cultural multiverse is presented as a new approach in the attempt to understand and identify different audiences, especially with respect to the forms of interaction and production from the socio-cultural appropriation of the means of production.

### **Games for Media and Information Literacy (MIL) – Developing MIL Skills in Children through Digital Games Creation**

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The developments during the last three decades within the fields of both media and education studies have encountered controversy, yet "point toward a common ground of shared interests around people, practices, and processes in using digital media in different contexts and for different purposes" (Drotner and Erstad, 2014, p. 10).

In this proposal the preliminary findings of the on-going GamiLearning project (2015-2018), a research project that aims to promote critical and participative dimensions of MIL in children through the creation of digital games, will be presented and discussed. The project presents an innovative approach by arguing that, not only games can promote learning, but also the process of creation and development of videogames can promote MIL, more particularly operational, editorial, organizational and sociocultural skills as well as digital identities managing skills. Children aged 9 to 14 years old from Portugal and Austin participated in the study that included an experimental phase at schools where game design and development was taught, and students created their own games on issues as online security and digital identities in a constructivist perspective. Fieldwork was conducted in four schools and pre and post-test were applied. Results indicate an increase in some of the variables

analysed promoting a discussion on the potential of digital games creation as a reflexive tool to enhance MIL and promote critical thinking and participative skills.

### **Old media, new audiences –New media, old audiences? Audiovisual media use in the 21st century**

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The advancing digitalization and media convergence demands TV broadcasting companies to adjust their content to various platforms and distribution channels. The Internet, as convergent carrier medium, is increasingly taking on a central role for additional media. Classical linear TV is still important, but for some audiences it has been developing from a primary medium to a secondary medium. The paper will summarize the results of three different, qualitative audience studies that I have conducted during the past three years. Film and television shows are meanwhile distributed online via Video-on-Demand platforms such as Netflix or Amazon Prime Video. The first audience study has dealt with the use of VoD-platforms in Germany investigating user rituals, user motivation to watch films and TV shows on those platforms, and the meaning of VoD in everyday life. Most of the participants in this study reported that they mainly watch TV drama series at Netflix or Amazon Prime. Therefore the second audience study has focussed the online use of television drama series of individuals and couples elaborating the phenomenon of binge watching. The paper will argue that the new distribution and production structures facilitate audience practices such as binge watching. The third study looked at the use of audiovisual content in different age groups to cover the experience of the digital change. The results shed light on the way users develop individual patterns of media use and how they adapt the use of audiovisual content on the various platforms to their diverse life situations.

### **Content creation and dissemination in social networks site among youth audiences**

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