



Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Media Audiences in the Digital Age

Valid from 01/20/2020

Course Code: MKGA91

Course Title: Media Audiences in the Digital Age

Credits: 7.5 ETCS cr

Degree Level: Undergraduate level

Books

Kennedy, H. (2016). *Post, mine, repeat. Social media data mining becomes ordinary*. London/New York: Palgrave Macmillan

https://www.academia.edu/19606774/Post_Mine_Repeat_social_media_data_mining_becomes_ordinary

Book Chapter

Fuchs, C. (2011). *Foundations of critical media and information studies* (p. 255-292.) London: Taylor & Francis

Jenkins, H. (2002). Interactive audiences? The collective intelligence of media fans. In D. Harries (Editor). *The new media book* (p. 157-170.) London: British Film Institute

Manovich, L. (2002). *The language of new media* (p. 43-74) MA: MIT Press.

<http://www.alice.id.tue.nl/references/manovich-2001.pdf>.

McQuail, D. (2010). Part 6 Audiences. *McQuail's mass communication theory* (p. 395-450) London: Sage. <https://www.semanticscholar.org/paper/McQuail's-Mass-Communication-Theory-McQuail/934ea8110ae8b65de006ced511f953fc456e0050>

Napoli, P. M. (2016). "The audience as product, consumer, and producer in the contemporary media market". In G.F. Lowe, & C. Brown (Editor). *Managing Media Firms and Industries* (p. 261-276) Cham: Springer

Smythe, D. W. (1981). On the audience commodity and its work. In G. D. Meenakshi, & D. M. Kellner (Editor). *Media and cultural studies: Keywords* (p. 230-256) Oxford: Wiley-Blackwell.

Articles

Andrejevic, M. (2008). "Watching Television Without Pity: The Productivity of Online Fans".

Television & New Media, 9 (1), p. 24-46

Bermejo, F. (2009).). "Audience manufacture in historical perspective: from broadcasting to Google". *New Media & Society*, 11 (1-2), p. 133-154

Boyd, D., & Crawford, K.. Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, Communication & Society*, 15 (5), p. 662-679

Bruns, A (2008). "The future is user-led: The path towards widespread produsage". *Fibreculture journal*, 11. Retrieved from: <http://eleven.fibreculturejournal.org/fcj-066-the-future-is-user-led-the-path-towards-widespread-produsage/>.

Bruns, A., & Stieglitz, S (2014). "Twitter data: what do they represent?". *Information Technology*, 56 (5), p. 240-245

Cukier, K. N., & Mayer-Schoenberger, V. "The rise of big data. How it's changing the way we think about the world". *Foreign Affairs*, May/June 2013. Retrieved from: <https://www.foreignaffairs.com/print/1113204>.

Dahlberg, L. (2001). "Computer-mediated communication and the public sphere: A critical analysis". *Journal of Computer-Mediated Communication*. , 7 (1), p. 615-633

Litt, E. & Hargittai, E. (2016). "The Imagined Audience on Social Network Sites". *Social Media + Society*, 2 (1)

Lycett, M. (2013). "Datafication?: making sense of (big) data in a complex world". *European Journal of Information Systems*, 22 (4), p. 381-386

Misc.

Other extracts of articles and books (up to 150 pages) can be added during lectures.

Approved by the Faculty Board of Arts and Social Sciences 03/06/2020