



Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Media Audiences in the Digital Age

Valid from 01/18/2021

Course Code: MKGA91
Course Title: Media Audiences in the Digital Age
Credits: 7.5 ETCS cr
Degree Level: Undergraduate level

Books

McQuail, D. (2010). *McQuail's mass communication theory*. Los Angeles: Sage

Book Chapter

Aroldi P., & Colombo F. (2020). Media, Generations, and the Platform Society. In Q. Gao, J. Zhou (Editor). *Human aspects of IT for the aged population. Healthy and active aging* (p. 567-578) https://doi.org/10.1007/978-3-030-50249-2_40 HCII 2020. Lecture Notes in Computer Science, vol. 12208

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

Livingstone, S. (2005). The changing nature of audiences: From the mass audience to the interactive media user. In Valdivia, A. N. (Editor). *A companion to media studies* (p. 337-359) <http://doi.wiley.com/10.1111/b.9781405141741.2005.00018.x>

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

Pruulmann-Vengerfeldt, P., & Meyer zu Hörste, H. (2020). Reimagining audiences in the age of datafication. In Filimowicz, M. & Tzankova, V. (Editor). *In Reimagining Communication?: Experience* () Routledge <http://urn.kb.se/resolve?urn=urn:nbn:se:mau:diva-9203>

Schmidt, J.H. (2014). Twitter and the rise of personal publics. In K. Weller, A. Bruns, J. Burgess, M. Mahrt, & C. Puschmann (Editor). *Twitter and Society* (p. 3-14) Peter Lang

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

Brantner, C., Lobinger, K., & Stehling, M. (2020). Memes against sexism? A multi-method analysis of the feminist protest hashtag #distractinglysexy and its resonance in mainstream news media. *Convergence: The International Journal of Research into New Media Technologies*, 26(3), p. 674-696. <https://doi.org/10.1177/1354856519827804>

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

Hasebrink, U., & Hepp, A. (2017). How to research cross-media practices? Investigating media repertoires and media ensembles. *Convergence*, 23(4), p. 362-377.

<https://doi.org/10.1177/1354856517700384>

Jensen, K. B. (2019). The double hermeneutics of audience research. *Television & New Media*, 20(2), p. 142-154. <https://doi.org/10.1177/1527476418811103>

Livingstone, S. (2019). Audiences in an age of datafication: Critical questions for media research. *Television & New Media*, 20 (2), p. 170-183. <https://doi.org/10.1177/1527476418811118>

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

Mathieu, D., & Pruulmann-Vengerfeldt, P. (2020). The Data Loop?: how audiences and media actors make datafication work. *Mediekultur*, 69 (116?138). <https://www.diva-portal.org/smash/get/diva2:1509159/FULLTEXT01.pdf>

Plantin, J.-C. (2019). Review essay: the platform society: public values in a connective world. *Media, Culture & Society*, 41(2), p. 252?257. <https://doi.org/10.1177/0163443718818378>

Ruths, D. & Pfeffer, J. (2014). Social media for large studies of behavior. *Science*, 346(6213), p. 1063?1064.

https://www.researchgate.net/publication/268879558_Social_Media_for_Large_Studies_of_Behaviour

van Dijck, J. (2020). Governing digital societies: Private platforms, public values. *Computer Law & Security Review*, 36. <https://doi.org/10.1016/j.clsr.2019.105377>

Ytre-Arne, B. Ranjana, D. (2020). Audiences? Communicative Agency in a Datafied Age: Interpretative, Relational and Increasingly Prospective. *Communication Theory*.

<https://doi.org/10.1093/ct/qtaa018>

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 02/10/2021