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Nota di contenuto	1. User-led transnationalism, big data and the world wide web / Adrian Athique -- 2. Audiences and Australian media policy : the relevance of George Gerbner / Andy Ruddock -- 3. Locating mobile media audiences : in plain view with Pokemon GO / Gerard Goggin -- 4. Social media, radicalization and extremist violence : challenges for research / Ramaswami Harindranath -- 5. Audiencing through social media / Darryl Woodford, Katie Prowd and Axel Bruns -- 6. The challenges of using YouTube as a data resource / Craig Hight -- 7. U Tried! : failure in a university social network site / Erika Pearson and Adon C.M. Moskal -- 8. Beyond 'the profile' : multiple qualitative methods for researching Facebook drinking cultures / Ian Goodwin, Christine Griffin, Antonia Lyons and Tim McCreanor -- 9. Ambient liveness : searchable audiences and second screens / Michele Zappavigna -- 10. Teaching with Twitter : a case study in the practice of audiencing / Sue Turnbull and Christopher Moore -- 11. Migration and mediatization : three cohorts of Dutch migrants to Aotearoa / New Zealand / Joost de Bruin.