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Nota di contenuto	Foreword: Sonia Livingstone -- Part 1: A new crossroads -- Chapter 1: A new crossroads for audiences and audience research: Frameworks for a foresight exercise anticipating intrusive technologies, datafication and the Internet of Things -- Chapter 2: Designing a foresight analysis exercise on audiences and emerging technologies: CEDAR's analytical-intuitive balance -- Part 2: Interfaces and Intrusions -- Chapter 3: Audiences' coping strategies with intrusive digital media -- Chapter 4: Acknowledging the dilemmas of intrusive media -- Chapter 5: The co-option of audience creativity -- Chapter 6: Redefined relationships between audiences and larger powers -- Part 3: Engagement and Action -- Chapter 7: Small acts of engagement and audiences interruptions of content flows -- Chapter 8: Interruption, disruption or intervention? A stakeholder analysis of small acts of engagement in content flows -- Chapter 9: The micro and macro politics of audience action -- Chapter 10: Collaborations over audience action -- Part 4: Horizons and Agendas -- Chapter 11: Scanning horizons and envisaging scenarios for audiences: The internet of things and audience analysis, towards 2030 -- Chapter 12: Implications for audiences across generations in a changing Europe -- Chapter 13: Audiences, audience research and an unfolding agenda 1 : Facing the challenges of

intrusive technologies and the Internet of Things.

Sommario/riassunto

“Many fear that the algorithmic turn in journalism and cultural production generally evacuates the site of the audience. But, as Das and Ytre-Arne make clear in this skilfully edited volume that distils the research of 22 young European researchers, the audience is still there and we need to listen to them. This fresh and lively book offers many insights into those ordinary things we do as we interact with platforms, while keeping a close eye on the bigger issues: literacy and engagement, the politics of platforms and the elusive possibility of a European public sphere. An exciting read!” –Nick Couldry, Professor, London School of Economics and Political Science, UK “This book sets an agenda for rethinking audience activity in a digital, 'datafied' world. Truly interdisciplinary and collaborative, the interwoven contributions provide innovative theoretical and methodological tools with which to explore audience practices in an increasingly fluid future.” –S. Elizabeth Bird, Professor, University of South Florida, USA “Audience research is now more important than ever, as audiences have become more central to online media dynamics and data flows. With the emerging Internet of Things and the ubiquitous presence of platforms in our lives, this collection offers a timely and important guide to the future of audiences and audience studies. A thorough and insightful foresight study that is indispensable for the next generation of media scholars.” –José van Dijck, Distinguished University Professor, Utrecht University, Netherlands, author of *The Culture of Connectivity* This book brings together contributions from scholars across Europe to present findings from a foresight analysis exercise on audiences and audience analysis, looking towards an increasingly datafied world and anticipating the ubiquity of the internet of things. The book uses knowledge emerging out of three foresight exercises, produced in co-operation with more than 50 stake-holding organisations and building on systematic reviews of audience research. It works through these exercises to arrive at a renewed agenda for audience studies within communication scholarship in the context of intrusive and connected interfaces and emerging communicative practices. .
