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Nota di contenuto	Audience conceiving among journalists : integrating social-organizational analysis and cultural analysis through ethnography / Igor Vobic -- Audience research methods : facing the challenges of transforming audiences / Miguel Vicente-Marino -- Triangulation as a way to validate and deepen the knowledge about user behavior : a comparison between questionnaires, diaries and traffic measurements / Olle Findahl, Christina Lagerstedt and Andreas Aurelius -- Participatory design as an innovative approach to research on young audiences / Christine W. Wijnen and Sascha Trutzsch -- Researching audience participation in museums : a multi-method and multi-site interventionist approach / Pille Pruulmann-Vengerfeldt, Taavi Tatsi, Pille Runnel and Agnes Aljas -- Researching ethnic minority groups as audiences : implementing culturally appropriate research strategies / Marta Cola and Manuel Mauri Brusa -- Exploring the potential of creative research for the study of imagined audiences : a case study of Estonian students' sketches on the typical Facebook users / Andra

Siibak and Maria Murumaa-Mengel -- Analyzing online social networks from a user perspective : a quantitative-qualitative framework / Jakob Linaa Jensen and Anne Scott Sørenson -- Virtual shadowing, online ethnographies and social networking studies / Nicoletta Vittadini and Francesca Pasquali -- Digging the Web : promises and challenges of using Web 2.0 tools for audience research / Matthias R. Hastall and Freya Sukalla -- Twitter and social TV : microblogging as a new approach to audience research / Klaus Bredl, Christine Ketzer, Julia Hunniger and Jane Fleischer -- An evaluation of the potential of Web 2.0 APIs for social research / Cedric Courtois and Peter Mechant -- Audiences, audiences everywhere : measured, interpreted and imagined / Klaus Bruhn Jensen.

Sommario/riassunto

<P>The transformations of people's relations to media content, technologies and institutions raise new methodological challenges and opportunities for audience research. This edited volume aims at contributing to the development of the repertoire of methods and methodologies for audience research by reviewing and exemplifying approaches that have been stimulated by the changing conditions and practices of audiences. The contributions address a range of issues and approaches related to the diversification, integration and triangulation of methods for audience research, to the gap between the re