

LB446 Understanding New Media Audiences

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62 items

Week 1 (11.02.16): Why study audiences? (6 items)

Please complete the Key Reading before class.

Understanding the Media - Devereux (2014) Chapter 8: Media Audiences & Reception - in Understanding the media, 2014

[Chapter](#) | **Key** | Please read Chapter 8: Media Audiences and Reception

Why study audiences? - Further Reading (5 items)

Rethinking the media audience: the new agenda, by Pertti Alasuutari, 1999

[Book](#) | **Further** | (Available as an e-book) Chapter 1: Introduction: Three Phases of Reception Studies

The audience studies reader, by Will Brooker; Deborah Jermyn, 2003

[Book](#) | **Further** | This book is a useful resource for examples of 'classic' studies of audiences and 'old' media.

The media: an introduction, by Adam Briggs; Paul Copley, 2002

[Book](#) | **Further** | Chapter 17: Audience Research

Media audiences, by Marie Gillespie; Open University. Understanding Media Course Team, 2005

[Book](#) | **Further**

Approaches to audiences: a reader, by Roger Dickinson; Ramaswami Harindranath; Olga Linne

, 1998

[Book](#) | **Further** | This book provides a selection of important texts on the study of mass media audiences and shows the different approaches scholars have taken.

Week 2 (18.02.16): What is New Media? (7 items)

Please complete the Key Reading before class

New media: a critical introduction, by Martin Lister; Dawsonera, 2009

[Book](#) | **Key** | Please read:

Chapter 1.1: 'New Media: Do we know what they are?' pp. 9-13,

Chapter 1.2: 'The Characteristics of New Media', pp. 13-44

What is New Media? - Further Reading (6 items)

Digital cultures, by Glen Creeber; Royston Martin; Dawsonera, 2009

[Book](#) | [Further](#) | Chapter 1: Glen Creeber - 'Digital Theory: Theorizing New Media'

Media society: industries, images, and audiences, by David Croteau; William Hoynes, c2003

[Book](#) | [Further](#) | Chapter 9: 'Media Technology'

New media: an introduction, by Terry Flew, 2008

[Book](#) | [Further](#)

The new media book, by Dan Harries, 2002

[Book](#) | [Further](#)

The new media theory reader, by Robert Hassan; Julian Thomas; Dawsonera, 2006

[Book](#) | [Further](#)

The Handbook of Media Audiences, by Nightingale, Virginia, 2011

[Book](#) | [Further](#) | Chapter 6: Going Mobile

Week 3 (25.02.16): Convergence Culture (4 items)

Please complete the Key Reading before class

Convergence culture - Jenkins (2006) - Introduction: "Worship at the Altar of Convergence"
- in Convergence culture: where old and new media collide, 2008

[Chapter](#) | [Key](#) | Please read: 'Introduction: "Worship at the Altar of Convergence"'

Convergence Culture - Further Reading (3 items)

The rise of the network society, by Manuel Castells, 2010

[Book](#) | [Further](#) | (Available as an e-book) Extracts: The Interactive Society 385-394; The Grand Fusion: Multimedia as Symbolic Environment, 394-403.

Spreadable media: creating value and meaning in a networked culture, by Henry Jenkins; Sam Ford; Joshua Green, 2013

[Book](#) | [Further](#)

Audience evolution: new technologies and the transformation of media audiences, by Philip M. Napoli, c2011

[Book](#) | [Further](#) | Chapter 2: The Transformation of Media Consumption

Week 4 (03.03.16): User-Generated Content (6 items)

Please complete the Key Reading before class

Users like you? Theorizing agency in user-generated content - in Media, Culture & Society, by Jose van Dijck, 2009-01-01

[Article](#) | [Key](#) | Please read the whole article

User-Generated Content - Further Reading (5 items)

YouTube: online video and participatory culture, by Jean Burgess; Joshua Green, 2009

[Book](#) | [Further](#)

New media: a critical introduction, by Martin Lister; Dawsonera, 2009

[Book](#) | [Further](#) | Chapter 3.22 User-Generated Content: We are all fans now, 221-225; Chapter 3.23 Youtube and post television, 225-231

Making is connecting: the social meaning of creativity, from DIY and knitting to YouTube and Web 2.0, by David Gauntlett, 2011

[Book](#) | [Further](#)

The YouTube reader, by Pelle Snickars; Patrick Vonderau, 2009

[Book](#) | [Further](#)

Let's take back the Internet! | TED Talk | TED.com, by Rebecca MacKinnon

[Audio-visual document](#) | [Further](#) | A short presentation about free speech and technology - Who controls the internet?

Week 5 (10.03.16): Watching Television in the Digital Age (9 items)

Please complete the Key Reading before class

'The Persistence of Television', Flow: A Critical Forum on Television and Media Culture, by Amanda Lotz, 2014

[Webpage](#) | [Key](#) | Please read the whole article

Marshall, P. (2009) - Screens: television's dispersed 'broadcast' - in Television studies after TV: understanding television in the post- broadcast era, c2009

[Chapter](#) | [Key](#) | Please read: Chapter 4 - Marshall, P. (2009), Screens: television's dispersed broadcast, pp. 41-50.

Watching Television in the Digital Age - Further Reading (7 items)

Television as digital media, by James Bennett; Niki Strange, 2011

[Book](#) | [Further](#)

The rise of the network society, by Manuel Castells, 2010

[Book](#) | [Further](#) | Extract: The New Media and the Diversification of Mass Audience, 365-371

Transmedia television: audiences, new media, and daily life, by Elizabeth Evans, 2011

[Book](#) | [Further](#)

Television and new media: must-click TV, by Jennifer Gillan, 2011

[Book](#) | [Further](#)

Television after TV: essays on a medium in transition, by Lynn Spigel; Jan Olsson, 2004

[Book](#) | [Further](#)

Beyond the Box: Television and the Internet, by Ross, Sharon Marie, 2008

[Book](#) | [Further](#)

Sebastian Wernicke: How to use data to make a hit TV show | [TED Talk](#) | [TED.com](#)

[Audio-visual document](#) | [Further](#) | A short presentation on how companies have created TV shows based on data collected online.

Week 6 (17.03.16): Fandom and Film Franchises (6 items)

Please complete the Key Reading before class

'Celebrating the story the way it is': cultural studies, corporate media and the contested utility of fandom - in *Continuum*, by Simone Murray, 2004-3-1

[Article](#) | [Key](#) | Please read the whole article

Fandom and Film Franchises - Further Reading (5 items)

Media and cultural studies: keywords, by Meenakshi Gigi Durham; Douglas Kellner, 2012

[Book](#) | [Further](#) | Chapter 32: Henry Jenkins, 'Quentin Tarantino's Star Wars?: Digital Cinema Media Convergence, and Participatory Culture', 549-576.

That's Interaction!: Audience Participation in Entertainment Monopolies - in *Convergence: The International Journal of Research into New Media Technologies*, by R. Harley, 1996-03-01

[Article](#) | [Further](#) | This article explores the origins of many of the marketing approaches that characterise contemporary Hollywood cinema

Fan cultures, by Matt Hills, 2002

[Book](#) | [Key](#) | (Available as an e-book)

Chapter 6: 'Interactive Audiences? The "Collective Intelligence" of Media - in *Fans, bloggers, and gamers: exploring participatory culture*, c2006

[Chapter](#) | [Further](#) | Chapter 6: 'Interactive Audiences? The "Collective Intelligence" of Media Fans

Investigating audiences, by Andy Ruddock, 2007

[Book](#) | [Further](#) | Chapter 4: Fans, Power and Communication

Week 7 (14.04.16): Are Gamers Audiences? (6 items)

Please complete the Key Reading before class

Game Scenes: Theorizing Digital Game Audiences - in *Games and Culture*, by V. K. Gosling; G. Crawford, 2011-03-01

[Article](#) | [Key](#) | Please read the whole article

Are Gamers Audiences? - Further Reading (5 items)

Fans, bloggers, and gamers: exploring participatory culture, by Henry Jenkins, c2006

[Book](#) | [Further](#) | Chapter 13: The War between Effects and Meanings: Rethinking the Videogame Violence Debate

Chapter 20: 'Playing the Game: Performance in Digital Game Audiences' - in Fandom: identities and communities in a mediated world, by Garry Crawford; Jason Rutter, c2007
[Chapter](#) | [Further](#)

Understanding video games: the essential introduction, by Simon Egenfeldt-Nielsen; Jonas Heide Smith; Susana Pajares Tosca; Dawsonera, 2008
[Book](#) | [Further](#) | Chapter 7: Player Culture

Game Invaders: The Theory and Understanding of Computer Games, by Fencott, P. C, 2012
[Book](#) | [Further](#) | Part I: Why Do People Play Games? - A series of short chapters that introduce key concepts in video games design and consumption.

Videogames, by James Newman, 2004
[Book](#) | [Further](#) | Chapter 4. Videogame players: who plays, for how long and what it's doing to them

Week 8 (21.04.16): Children and New Media (7 items)

Please complete the Key Reading before class

Buckingham, D. (2004) - New Media, New Childhoods? - in An Introduction to childhood studies, 2004
[Chapter](#) | [Key](#) | Please read: Buckingham, D. (2004) - 'New Media, New Childhoods?', pp. 108-122.

Convergence Citizens: The New Media Literacy of Pre-School Children, by Shore, Amy, Sep/Oct 2009
[Webpage](#) | [Key](#) | Please read the whole article

Children and New Media - Further Reading (5 items)

Digital generations: children, young people, and new media, by David Buckingham; Rebekah Willett, c2006
[Book](#) | [Further](#)

Children, media and culture, by Ma

ire Messenger Davies; Dawsonera, 2010
[Book](#) | [Further](#) | Chapter 10: Digital - 'New' Media

Always Connected: The new digital media habits of young children
[Document](#) | [Further](#) | This document presents the findings of a recent American Study into children's media use.

'We can't just sit the whole day watching TV': Negotiations concerning media use among youngsters and their parents - in Young, by I. Hagen, 2007-11-01

[Article](#) | [Further](#)

Children and the internet: great expectations, challenging realities, by Sonia M. Livingstone, 2009

[Book](#) | [Further](#)

Week 9 (28.04.16): 'Digital Natives' and the Net Generation (6 items)

Please complete the Key Reading before class

Selling (Digital) Millennials: The Social Construction and Technological Bias of a Consumer Generation - in Television & New Media, by M. Serazio, 2015-11-01

[Article](#) | [Key](#) | Please read the whole article

'Digital Natives' and the Net Generation - Further Reading (5 items)

The Challenge of Engaging Youth Online: Contrasting Producers' and Teenagers' Interpretations of Websites - in European Journal of Communication, by S. Livingstone, 2007-06-01

[Article](#) | [Further](#)

Investigating audiences, by Andy Ruddock, 2007

[Book](#) | [Further](#)

Digital Natives, Digital Immigrants: Part 1 - in On the horizon, by Marc Prensky

[Article](#) | [Key](#) | A highly influential article - Prensky coined the terms 'Digital Natives' and 'Digital Immigrants'

Digital natives: where is the evidence?, by Ellen Helsper

[Article](#) | [Further](#)

Deconstructing digital natives: young people, technology, and the new literacies, by Michael Thomas, 2011

[Book](#) | [Further](#)

Week 10 (05.05.16): Digital Democracy and the Digital Divide (5 items)

Please complete the Key Reading before class

Digitized Lives: Chapter 9: Who in the World is Online? - T. V. Reed - in Digitized lives: culture, power and social change in the Internet era, 2014

[Chapter](#) | [Key](#) | Please read: Chapter 9: Who in the World is Online?, pp. 179-194.

Digital Democracy and The Digital Divide - Further Reading (4 items)

Digital media and democracy: tactics in hard times, by Megan Boler; Dawsonera, 2008

[Book](#) | [Further](#) | (Available as e-book)

Digital cultures, by Glen Creeber; Royston Martin; Dawsonera, 2009

[Book](#) | [Further](#) | Chapter 8: 'The Digital Divide: Scarcity, Inequality, Conflict'; Chapter 9: 'Digital Democracy: Enhancing the Public Sphere'.

Digital democracy: issues of theory and practice, by Kenneth L. Hacker; Jan van Dijk, 2000

[Book](#) | [Further](#) | (Available as an e-book)

How to upgrade democracy for the Internet era | [TED Talk](#) | [TED.com](#), by Pia Mancini

[Audio-visual document](#) | [Further](#)