Contents

	List of Tables and Figures	ix
	Introduction: Revitalising Audience Research: Innovations in European Audience Research	1
	FRAUKE ZELLER, CRISTINA PONTE AND BRIAN O'NEILL	
DAI	Using and Not Using Social Media: What Triggers abrowys 3	
	PART I Methodological Revitalisation and Innovation	
1	Lost in Transition? Conducting a Hybrid Ethnography 'In' and 'Out' of Second Life	13
	KATLEEN GABRIELS AND JOKE BAUWENS	
2	'If You Asked Me': Exploring Autoethnography as a Means to Critically Assess and Advance Audience Research ALEXANDER DHOEST	29
3	Expanding the Reach of the Interview in Audience and Reception Research: The Performative and Participatory Models of Interview DAVID MATHIEU AND MARIA JOSÉ BRITES	44
4	Software Studies and the New Audiencehood of the Digital Ecology CRAIG HIGHT	62
5	Emergent Group Identity Construal in Online Discussions: A Linguistic Perspective BARBARA LEWANDOWSKA-TOMASZCZYK	80
6	Using Linguistic Ethnography to Study Techno Eliteness of Social Media Audiences JOKE BEYL AND YUWEI LIN	106

		~	-	1011
1711	1	Con	ton	te
V11		$\cup UII$	Len	LO

7	Exploring Landscapes of News Consumption Cross-Nationally: The Use of Q Methodology to Fuse Quantitative and Qualitative Approaches for		
	Increased Explanatory Power in Comparative Research CÉDRIC COURTOIS, KIM CHRISTIAN SCHRØDER AND CHRISTIAN KOBBERNAGEL	123	
	RT II w Fields of Research, New Challenges	143	
8	From the Womb to the Tomb: Conceptual Similarities in Studying the Youngest and the Oldest of Audiences DAFNA LEMISH AND GALIT NIMROD	145	
9	Grey Zones: Audience Research, Moral Evaluations and Online Risk Negotiation INGUNN HAGEN AND ANA JORGE	159	
10	Using and Not Using Social Media: What Triggers Young People's Practices on Social Network Sites? CHRISTINE W. TRÜLTZSCH-WIJNEN, SASCHA TRÜLTZSCH-WIJNEN AND ANDRA SIIBAK	176	
11	Audiences as Socio-Technical Actors: The 'Styles' of Social Network Site Users PIERMARCO AROLDI AND NICOLETTA VITTADINI	195	
12	The Intermediality of Cross-Media Audiences: The Case of Digital Television TAISTO HUJANEN AND SEPPO KANGASPUNTA	215	
13	Exploring Audience Activities and Their Power-Relatedness in the Digitalised City: Diversity and Routinisation of People's Media Relations in the Triply Articulated Urban Space SEIJA RIDELL	236	
14	Big Data in Audience Research: A Critical Perspective FRAUKE ZELLER	261	
	Contributors Index	279 287	

Eligness of Social Media Audiences