



# Audiences across media - a comparative agenda for future research on media audiences

'Evaluating the COST TATS Action ISO906: Notes on a Scientific Legacy'  
European Communication Research and Education Association  
Lisbon, Portugal  
November 12-15, 2014

Klaus Bruhn Jensen  
Professor



# E-Audiences

## - a comparative baseline study of European media audiences

- A *baseline* of media uses and patterns of communication across media
  - cross-national core
  - national modules
- From *media-centric* to *communication-centric* approach
  - one-to-one, one-to-many, and many-to-many communication
  - across 'new' and 'old' media
- Methodology: Jensen & Helles (2011)



# A communicative matrix

Figure 1: Six communicative practices

	<b>Asynchronous</b>	<b>Synchronous</b>
<b>One-to-one</b>	E-mail, text message	Voice, instant messenger
<b>One-to-many</b>	Book, newspaper, audio and video recording, Web 1.0 / webpage, download	Broadcast radio and television
<b>Many-to-many</b>	Web 2.0 / wiki, blog, social network site	Online chatroom



# Organization

## *Participating countries*

- Belgium
- Croatia
- Denmark
- Germany
- Hungary
- Israel
- Italy
- Poland
- Portugal



## National findings – 1 (Denmark, 2008)

Figure 1: Six communicative practices

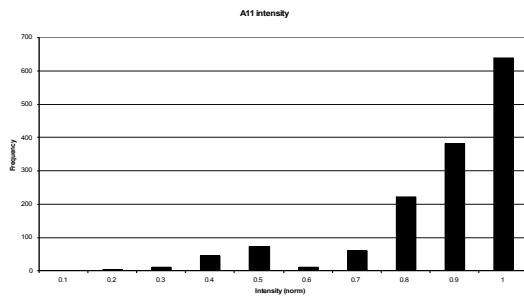
	<b>Asynchronous</b>	<b>Synchronous</b>
<b>One-to-one</b>	HIGH	MEDIUM
<b>One-to-many</b>	MEDIUM	HIGH
<b>Many-to-many</b>	LOW	LOW

# National findings – 2 (Denmark, 2008)

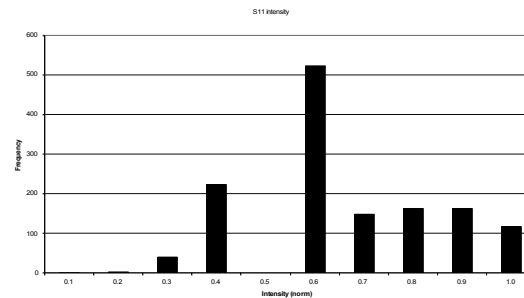
Figure 2: Distributions of communicative practices

11

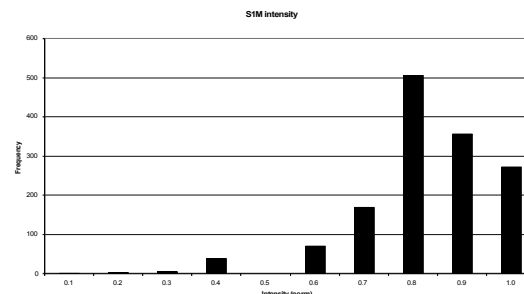
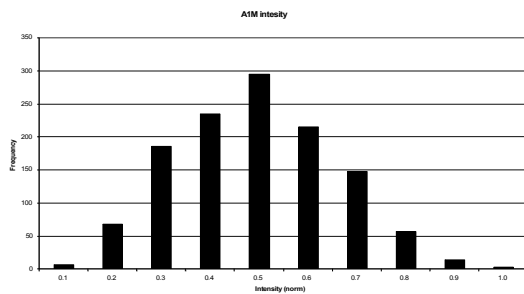
## Asynchronous



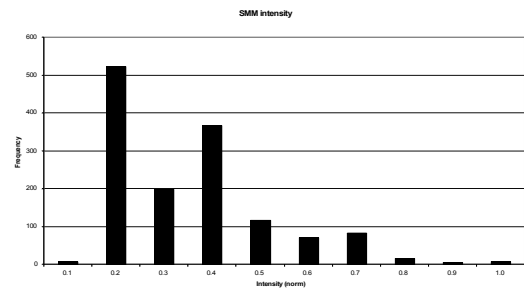
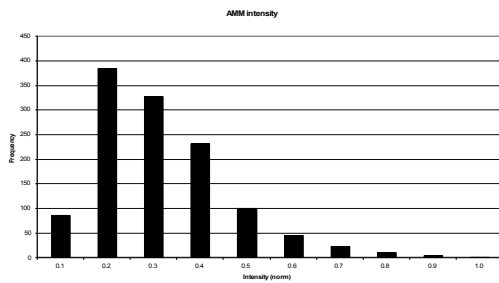
## Synchronous



1M



MM



## State of the project and future plans

- Data collection completed spring 2013
- Data analyses completed summer 2014
- *Publication plans*
  - First presentation of findings at final Action conference, Ljubljana, Slovenia, February 2014
  - Special issue of the *International Journal of Communication*, spring 2015, <http://ijoc.org/index.php/ijoc>
  - Additional national and cross-national publications (journal articles and books)
- *Further research*
  - Development of design for longitudinal studies in Europe and beyond – cross-continental studies
  - Preliminary contacts to statistical agencies and other research organizations – USA and China





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