Index

Abercrombie and Longhurst 169, 216, 428
Abu-Lughod 44
Acland, C.R. 72
advertising 273–4
agencies 276
in magazines 276
scatter plan 276
sponsorship model 276
subliminal 161
affect(s) 251–64
amplification 255, 258, 263
contagion 257–9
discrete 253
embodied aspects of 256
formation of beliefs 255
human sociality 251
magnification 259
procedural memory 260
semantic memory 260
affective economics 430, 438
affective epidemics 259
affective processes 459
affective resonance 258
affect theory 251–4
Spinozan-Deleuzian position 252–3
Tomkins’ position 253–4
Alasuutaari, P. 216
Allen, R.C. 74, 75
Alliez, E. 252
Allor, M. 191
American Idol 112, 117
Anderson, J.H. 476
Andrejevic, M. 81
Ang. I. 77, 79, 196, 216, 312, 361
Appadurai, A. 270, 384, 452
Apple:
“apps” 135
“apps” store 135
iPad 19, 32
iPhone 136–7
Arvidsson, A. 104
attention economy 103, 115, 160
audience engagement 4, 110, 121, 128, 134,
143, 242, 247, 297, 298, 429, 491, 495
active 118, 124, 376, 412, 435
children 406, 410, 416
civic 419, 496
fans 426, 433
mobile 128, 130, 132, 134, 135, 137
psychological 434
self-reflexivity 240, 244, 245
and social media 135
with texts 27, 242, 247
and www 4, 87, 103, 115
audience formations:
communities 195–6
flows 293
markets 269

© 2011 Blackwell Publishing Ltd. Published 2011 by Blackwell Publishing Ltd.
audience formations: (cont’d)
new configurations 190–207
publics 149–65
audience management 269
affect control 262–3
art of misdirection 477
psychological 478
audience measurement 286–91
critiques of 291–2
panels 288, 296
participant fatigue 291
people meters 289
representativeness 288
sampling 288–90
segments 294
server log analysis 289
technologies 290–1
audience performance:
co-production 472–87
performance 483–4
production 200
audience research:
consumer 273–9
creative methods 360–8
cultivation analysis 311, 340–8
effects 322–36
encoding/decoding 192, 309, 501, 506
quantitative 303–8
ratings 1, 5, 275, 286–99
reception 20, 242–8
audience(s) 260
active 62, 232, 481
agency 111, 232, 236
dispersed 296
fragmentation 430
imagined 160
receivers 183
transnational identities 445
audiences and citizenship:
implied by regulation 169
policy research 169–71
risk 172–3
self-regulation 181
vulnerability 161
audiences and consumption:
commodity 292
co-productive 472–87
exposure diversity 294
exposure patterns 292–3
“value” 110
audiences and media consumption 269
co-productive 472–87
exposure diversity 294
exposure patterns 292–3
“value” 110
audiences and media consumption 269
co-productive 472–87
exposure diversity 294
exposure patterns 292–3
“value” 110
audiences and media consumption 269
co-productive 472–87
exposure diversity 294
exposure patterns 292–3
“value” 110
audiences and mobile media:
“always–on” 130
location 137–9
audience theory 190–1
active-passive dimension 191–4
encoding/decoding model 192
micro-macro dimension 194–7
reception 230–48
Shannon and Weaver model 192
uses and gratifications model 34, 192, 195, 306, 310, 328, 492
Australian Aboriginal communities 459
creative process 459–68
world-making 459
auto-ethnography 394–5
Awan, F. 375
Bacon-Smith, C. 428
Balbi and Prario 129
Barker, M. 72
Barnett, S. 116
Barth, F. 451
Barthes, R. 199–200
Bartle, R. 124
Battelle, J. 87
Baudry, J.-L. 69
Benhabib, S. 173
Berelson, B. 329, 491–2
Bird, S.E. 216, 511, 393, 495
Black, J. 175
blogging 224–5
blogosphere 205
Bloustein, G. 364
Blumer, H. 157
Bobo, J. 78
Index

Boddy, W. 73, 76
book(s) 19–35, 246
e-books 19, 22
object 21
social object 22–5
clubs and groups 26–8, 495
material properties 21, 30
Bordwell, D. 71
botfighter 140
Bourdan, J. 493
Bourdieu, P. 427
Boyle, Susan 112–14, 116–17, 122
brand(s) 279–81
management 280–2
sports teams 520
value 280
branding revolution 280–1
Bratich, J. 79
Britain’s Got Talent 112–13, 117–18
broadcasting 157–60, 199
digital 131, 135
human emotion 253
mass audience 121, 161
model 113
myths 214
public service 171, 176, 185
public sphere 157–60
radio 50, 52, 76, 159
television 73–7, 133
Brown, Derren 478–80
Bruns, A. 122, 134
Bryman, A. 314–15
Buarque de Almeida, H. 389–90
Buckingham, D. 365, 366–7
Buckingham, D. and Bragg, S. 367–8
Butsch, R. 65, 475
Cantril, H. 160, 324
Cantril, H. and Allport, G.W. 324
Carey, J. 491
censorship 26, 156
industry self-censorship 157
Chartier, R. 21
childhood games 413
agency 410–11
communication rights 419
disadvantage 408
empowerment 408
leisure time 411
literacies 366–8, 408
mobile phones 411
children and marketing 334
children’s media 405–8
administrative research 406
commercialization 409, 415
media effects 332–4
protection from harm 408
children’s media culture 405–20
American children as prototypes 405
national identity 412, 413
difference and diversity 412
citizen(s) 149, 169, 174–7
ancient cultures 150
audiences 4, 154–8
duty 153–4
interest 177
journalism 204, 261, 504
participation 163, 482
passive servants of the state 154
response to discussion papers 176
citizenship 64
listening groups 158–9
public media 154
versus consumption 160–1
civic culture 165, 419
Clark, J. and Aufderheide, P. 125
classic Hollywood cinema 63, 67–9, 70, 71
Cleese, John 57
collaborative filtering 88, 92
crowd sourcing 91
collage and identity 375
collective action 92, 102, 150–1
choices 112
as crowds 151
social movements 151
social networking 113
violence 151
collective intelligence 126, 430
Coman, M. and Rothenbuhler, E. 380
Index

communication:
  channels 109
  rights 173–7, 185, 193
  rituals 491
communicative ecologies 88, 104, 124, 138, 304
communities:
  of consumption 120
  imagined 384
  networked 396
  niche 116
community media 194, 199, 203
  application developer 136
  gaming 141
  telephone subscriber 129
  wifi 204
complexity 255
Constance School 234
consumer 120
  capitalism 282–3
  choice 178–9
  citizens 175, 189, 195
  culture 281–2, 334
  demand 273
  goods 7, 272
  interest 172–5
  produsage 111, 122, 435
  segmentation of 273
consumer agency 35, 123, 269–74, 279–83
consumption 2, 20, 412, 414, 439–40, 455–6, 519
  communities 111, 120, 126
  cultural 427
  as exploitation or resistance 125
  and immigration and diaspora 445–50
  media 122, 218, 223, 226, 246, 292–4, 493–5
  politics 124, 312
  practices 170, 219, 270, 276–7, 450
  and production 125, 200
content:
  appraisal 118–22
  made-for-mobile 133
  processes 126
  regulation of children’s media 405
  value and residual value 121
content circulation 111, 126
  grassroots 113
  conversational analysis 42, 51
  co-producing television 134
  co-productive listening 47
  copyright freedoms 180
  Couldry, N. 392–3
  Crary, J. 80
  Crawford, G. 512–13
creative research methods:
  creative methods 360–72
  drawings and diagrams 369–71
  editing news footage 362–3
  making video 363–6, 371
  metaphor 372–6
  photographs 371–2
  picture prompts 361–2
crowd(s) 150–4, 261
  behavior 151
  masses 152
  movie audiences 156–7
  and publics 151–2
  traits 151
crowd psychology 67, 151, 152, 156, 475
  irrationality 151
  mind 160
crowd sourcing 88, 91, 92, 523
  global project(s) 92
  volunteer workforce(s) 93, 103–4
cultivation analysis 311, 340–56
  as new critique 343
  second generation 345
cultural capital 26, 66
  citizenship 65, 81, 186
  determinism 447
  essentialism 444–7
  policy 186
  producer(s) 111
cultural studies 309
  affective turn 251
  ethnographic turn 383
  reception 20, 231
  culture tracking 459
  Cunningham, S. 186
  Curran, J. 313
customer–individual 131
Index

Dahlgren, P. 165
dark web 87
Darnton, R. 505
Dávila, A. 387
Dawkins, R. 115
Dayan, D. 484
de Man, P. 237
democracy:
    and audience publics 149–51
    and broadcasting 158
    citizenship 149
    and education 158
    listening groups 159
    participation 194–5
    and press freedom 155
    role of the masses 152
democratic engagement 149, 170
democratic public sphere 154
deterritorialization of nationalist sentiment 453
Deuze, M. 503
Dewey, J. 151–2
digital revolution 110
distribution channels 109
    YouTube 112–13
domestication thesis 196, 216, 448
Donald, S.H. 414
Drotner, K. 410
Durkheimian sociology 251–2
Dyson, A.H. 334
e-books 19, 32
Eco, U. 233, 239
effects research 320–36
    and children 332–4, 330–4
    historical context 321
    limited effects 322, 326–8
    middle range theories 329
    powerful effects 322, 329–32
    television 330
Eisenhower Commission 331
Eldridge, J., Kitzinger, J. and Williams, K. 361–2
email group(s) 94–6
    distributed nature 97
    experiences 96–102
    familiarity and connection 97
and national sentiment 97–8
    in online collaboration 94
    and reciprocity 96
    emotional contagion 104
    engagement and audiences see also “audience engagement”
etnic media consumption 445
    ethnicity and cultural differences 444–56
    ethnographic perspective 454
    ethnographic production 390
    ethnographic proximity 390
    ethnography 312, 380–97
    “being there” 383, 388, 468–9
    crisis in representation 383
    historical context 381
    hybrid ethnicities 390
    news production studies 385–8
    participatory vision 468
    in transition 393
    exhibition studies 72–3
    expectant attention 476
    experimental methods 304
        and Carl Hovland 305
        field experiments 304
        laboratory-based 304
fake mediums 476–7
family history research (FHR) 90–3
    merchandising 92
    websites 91–2, 104
fan communities 433–8
    activist groups 426
    audiences 433
    industry-driven 431
    social networking 433
    traditional 431
fan cultures 134
    and creation of social publics 433
fandom(s) 77, 92, 242, 393
    football 218
    as identity 426
    investment and involvement 426, 434
fan research 426–40
    central object of study 432
    history 427–9
    new frontiers 426
fans 113, 341, 425–40
football 219
individuals 425
political violence 347
produsage 432
psychology 434
Ross Kemp, celebrity 349
story archives 434
television 77
field experience 381
dilemmas of 391
field-related practices 390
fieldwork 381–3, 384–8
and cyberspace 383
doing fieldwork 381
ethnographic identity in 388–91
imposed ethnographic identity 389
long-term 388
multi-sited 387
relocating parameters 392
self-interrogation 387
Fish, S. 243–5, 436–7
Fiske, J. 192, 427
Footballers’ Wives 519
Forrester survey 110, 111
Freedman, D. 170
gaming:
alternative reality 141
copresence 140
mobile (mososo) 139–40
networked 140
pervasive 141
platforms 140
practices 136
Gauntlett, D. 230, 363, 373–4, 484
Lego project 374
gaze 67, 70, 261
Geertz, C. 409
Gerbner, G. and Gross, L. 340–3
Giddens, A. 415
Gillespie, M. 449
globalization 448
and reading audiences 30
sports culture 521
Gomez, J. 30
growthgrassroots intermediaries 117
Greenwald, R. 124–5
Grossberg, L. 259
Guillemin, M. 370
Habermas, J. 152–4, 271
Halavais, A. 87, 88, 103, 105
Hall, S. 309, 427, 428, 447–8, 501
Hamelink, C. 185, 419
Hammersley, M. 382
Hannerz, U. 383, 386–8
“studying sideways” 386
Hark, I.H. 73
Hartley, J. 199, 489–90
Hay, J. 79
“heavy” viewers 347
Heller, M. 413–14
Hetsroni, A. and Tukachinsky, R. 346
Hills, M. 111, 393–5, 429, 434
Hirsch, J. 233–4
Holliday, R. 372
Holocaust, the 245
Holub, R.C. 233, 237–8, 240
horizon of expectation 236–8, 246
horizon of experience 234–8
Horne, J. 520
Horowitz, B. 123
Horst, H. and Miller, D. 453
Hovland, C. 305–8, 327
Hyde, L. 119–20
ideo-affective postures 257
ideomotor movement 476
imitation 259–60
immigration 452–4
and generational differences 449
implied audience 171, 182
discursive construction of 185
inactives 110, 111
industry regulation 180–1
inequality and exclusion 182
informational micro-ecologies 88, 103
information retrieval 89
as “discovery” 89
hunting and gathering 89
web surfing 89
Ingarden, R. 238, 239
internet news 498
  audience participation 498–500
internet protocol television network(s) 134
intertextual interpretation 435
Iser, W. 238–42, 242–8
Ito, M., Baumer, S., Bittani, M., et al. 117
Jauss, H.R. 234–8
Jeffres, L.W., Lee, J., Neuendorf, K. and Atkin, D. 492
Jenkins, H. 191, 200, 204, 297, 219, 425, 428, 430, 438, 504
Jurvetson, S. 114
Katz, E. and Lazarsfeld, P. 161, 323, 327–8
Kim, Y. 390–1
Kinder, M. 334
kinetoscope 65
Klapper, J. 308
Kozintes, R. 120
Kraidy, M. 390
Kraidy, M. and Khalil, J. 415
Lamont, P. 476–7, 480
Lampa, G. 205
Lapastina, A. 388–9, 391
Lasswell, H. 323, 325
Lazarsfeld, P. 159, 306–8, 326–7, 406
Lazarsfeld, P., Berelson, B. and Gaudet, H. 306
Lazarsfeld-Stanton Program Analyzer 327
learning through making 373–4
Le Bon, G. 67, 156, 475
Lerer, S. 22
Lewis, J. 311
Liebes, T. and Katz, E. 445–6
Lincoln, Y.S. and Denzin, N. 382
Lippman, W. 152, 155–6, 310, 325
listening audience 41–60
  acts 43, 47
  audio poetics 46
  audio spectating 44, 50
  auditory predispositions 47
  structured experience(s) 52
  pleasure(s) 42
  sports 50
  listening group movement 158
listening publics 158–61
listening room 45, 50, 59
listening technologies
  personal sound systems 54
literary theory 233–4
Littlejohn, S.W. 191
Livingstone, S. 162, 219, 231–2
Livingstone S. and Lunt, P. 195–6, 315
Long, E. 27–8
Loopt 139
Löwenthal, L. 233
Lowery, S and DeFleur, M.L. 330
MacGregor, B. and Morrison, D. 362–3
Madianou, M. 451, 454, 494–5, 502
Mai, N. 450
mainstreaming 311, 343–4, 351
magazines 66, 20, 24, 157, 263, 274–5, 367–8, 430
magic lantern shows 474
making video as research 363
Malinowski, S. 381, 397
Mantel, H. 478, 481
Margetson, R. 48–50
marketing knowledge 273–6
market research 269–83
  ABCD system 275
  evolution of 269
  expansion of 277
market research method(s):
  motivation research 277
  psychographics 278
  readership surveys 274
  tracking 280
mass(es) 151–2, 154, 156, 160
mass creativity 110
  critiques of 152
  and market research 162
mass society 151, 152, 160, 161
Massumi, B. 255–6, 251, 264
Mayne, J. 71, 79
McCaffery, A 432
McCallum, K. 495
McCombs, M. and Shaw, D. 310, 329
Index

McGuigan, J. 186
McKiel, A.W. 31
McQuail, D. and Siune, K. 169, 195
media:
  apparatus 67
  as biomedia 251
  and democracy 170
  distribution channels 109
  gatekeepers 86, 110
media anchoring practices 217–18
media consumption:
  diaspores and immigrant groups 445
    ecology 122–4
    effects 232, 320–36
    ethnographies 444–5
    of fans 426
  push model 117
  sports cultural complex 517–23
media convergence 219–20, 430
media culture 271–3
  children 405–20
  symbolic privilege and power 214
  viewing sites 514
  youth-driven developments 163
media economics 276
  private commercial ownership 153–4
  public ownership 154
media ethnography 380–97
media habits 221
  addiction(s) 153
media literacy, children’s 366–8
media literacy debate 177–82, 417
media manifold 220–1
media production 109
  ethnographic studies 385–8
  participating audience shows 472–86
  user-generated 110, 123, 190–1, 197–201
media space(s):
  interactive media landscape 170
  landscape 110, 114, 125
  locative 139
  mediascape(s) 384, 452
  pervasiveness 503
mediatization 270, 281–2
media violence 331–2, 346–50
  and domestic violence 352–4
  symbolic pattern of 342
  mediums 476, 481
Meijer, I.C. 493–4
Mendelson, A.L. and Darling-Wolf, F. 502
Merton, R.K. 329
messaging, mobile media:
  argot 132
  asynchrony 132
  MMS 132
  SMS 132
methodological nationalism 455
microethnographies 392
Miller, D. 98, 448
Miller, T. 81
mimetic communication 259
mimetic resonance 464
mobile computers 135
mobile culture 128–32
mobile internet 89
  applications (apps) 89
  Facebook 89, 105
  iPad and iPhone 105
  Twitter 89
mobile media 128–42, 163
  applications 105
mobile music players 54
mobile phones 126–37
  sports audiences 513
  subscription(s) 128
  and transnational families 453
mobile social software 139
mobile television 133–5
  mobisodes 135
Modleski, T. 75
moral panics 405–6
Morley, D. 69, 81, 501
motion picture industry 68
movie audiences 156–7
Mulvey, L. 68, 70
Münsterberg, H. 67, 69, 156
Murdoch, R. 514
music at funerals 55–6
MyFootballClub 522–3
nation 150, 160, 214, 414, 455, 520
  transnational entities 448
national identity 97, 412
nationalism 81, 150, 445, 453, 454, 456
methodological 454–5
sporting 520
Nayar, U. and Bhide, A. 414–15
networked ethnography 397
networks 118–22
broadcast television 30, 63, 73, 114, 280, 439
of internet sites 91
mobile phone 138
of platforms 114
of social relations 34, 126
society 408
Newcomb, H. 344
new digital economy 123
new media 163–4, 452–4
culture 430–3
e–books 19
and migrant identity 452–3
and public space 163
researching connections 452
and sport 516
and transnationalism 453
and user(s) 77
news 489–505
audiences 489–91
consumption 491–4
cultural significance 490–1
definitional complexity 505
digital world 503–5
everyday life 494–500
flows 496
mainstream corporate media 503
non-rational attachment 492
selective attention 491
story selection 504
user-generated content 504
news habit 491–4
morning reading 493
TV viewing 493–4
news reading 492
and cultural politics 492
debate of 493
life-cycle changes 493
news talk 494–500
abusive tone 498–500
internet 495–500
interpersonal 500
rapid polarization 499
news text(s) 500–2
direct response 500
polysemy 501
visual image(s) 504
new technologies 430
new vitalism 251
nickelodeon 64–7, 156
Nielsen Company 286
Nielsen ratings index 275
Niesyto, H. 364
Nightingale, V. 170, 218, 252, 313, 380, 387
nonreaders 24
novel, the 30, 245
Oakley, A. 314
OECD 198, 201
Office of Communications (OfCom, UK) 171–86
Olson, S.R. 72
online search 86–106
affects 102–3
archives and records 88, 93, 95, 103, 105
discovery vs information retrieval 89
“eureka” moments 98, 102
experience 104
online search activities 86
hunting and gathering 89–90
quests 86
web surfing 89
within sites 88
online search technologies:
browsers 87
search engines 87–8, 104
software 86
web crawlers 87
online spaces:
family history research sites 91–2, 104
gaming communities 89
multi-user environments 89
news sites 500
virtual world communities 89
Oswell, D. 418–19
otaku 333
Index

paranormal beliefs 480
Park, R. 151, 155
participant observation 386
participation 192–3, 481–5
active and informed 182
grassroots 114
in live performances 482
participatory culture 115, 118
participatory media practices 197–206
Pasquier, D. 417
Payne Fund 157, 306, 325
Penley, C. 428
performer–spectator dyad 517
personalization:
  and mobile phones 130
techniques and sport TV 512
Peterson, M.A. 492
Petro, P. 74
PEW report(s) 32, 110
pictures as prompts 361
Philo, G. 501, 502
photographs:
  in internet “gift economy” 99–100
  and Facebook 99
photography in sociological research 371
Pied Piper series 48
podcast(s) 57–8
  audiences 59
  enthusiasts 57
  Mr Brown 58
podcasting 45–6
Pokemon 49, 50
polysemy 501
  quantitative and qualitative 241
portability 130
Potter, W.J. 344–5
practice theory 217, 221
  and audience engagement 222
print 154–6
  as public sphere 154
process of meaning production 242
process of reading 231, 238–42
producer–consumer relationship(s) 122
“produsage” 2–4, 122
“produser” 105, 122, 199–200, 504
programming theory 293
project of the self 415
  in children 415
“prosumer” 2–3, 89, 105, 199
public(s) 149–65, 261
  and cultures of regulation 172
  as good citizens 154
  historical context 150–3
  mass television 103
  as media-savvy consumers 172
  networks of 271
  as social formations 149
  suggestibility of 261
public audience 56
public conversation 262
public discourse 153
public media 2.0 125
public opinion research 162
public sphere(s) 66, 149–55, 176
  alternative 66
  discourse(s) 153
  and new media 162–4
  and rational critical debate 154
  theory 170
quantitative audience research 302–16
  agenda setting research 310
  dominant paradigm 308
  history of 305–8
  incompatibility thesis 315
  probability sampling 303
  quota sampling 303
radio 41, 76, 157–61, 197, 206, 214, 275
  alternative 202
  amateur 3
  commercial 52
  community 176, 385
  internet 199
radio broadcasting 3, 45, 56, 157, 214, 510
radio and free speech 158, 159
radio listening 41–60, 326, 327, 330
radio production 43, 46, 58
radio and propaganda 160, 323
radio as public sphere 159, 160
radio technologies:
  car 44, 47
new media 41
podcasting 56–9
transistor 54
Radley, A., Hodgetts, D. and Cullen, A. 371
Radway, J. 427
ratings analysis 275, 292–9
access to 295–6
and audience behavior research 292–3
future of 296–9
and media institutions 294
ratings sampling 288
ratings services 287
reader(s) lifeworld experience 240
reader response criticism 20, 435
readership(s) 20
reading 19–34
audience(s) 23
characteristics 23
class(es) 22–3, 31–3
culture(s) 22, 31
demographic patterns 24
digital technologies 31
digital threat 22
ecology 125
groups 29
material culture approach 21
new media 162–4
parent-to-child 26
pleasures 22, 32–3
practices 19, 435–7
public(s) 25
and schooling 25
and social honor 33
social prestige 24
technological change(s) 34
in West Africa 33
reception:
and act of reading 232, 238–9
aesthetic distance 236
blank spaces in 239–40
literary 233
news stories 489–4, 504
reception aesthetics 233–4
critique and application 242–8
reception studies 20, 79, 231, 312–13, 328
reception theory 231–48
Reddy, B. 89
regulation:
children’s media 405, 418
content 183
government 165, 331, 418
of the mediation of social relations 182
new media 321
of provision 171, 182
regimes of 169–87
resonance 344
affective 258, 468
emotional 463
mimetic 464
Reyes Matta, F. 197
Robins, K. and Aksoy, A. 450
Robinson, S. 503
role of the regulator 173–4
Rosen, J. 2, 109, 110, 199, 213, 496, 504
Ross Kemp in Afghanistan 349–56
women viewers 352–3
Rossman, C. and Brosius, H. 348
Ruddock, A. 170, 517
Rushkoff, D. 114–15
Rygaard, J. 413
Sandvoss, C. 429
Sassoon, D. 473–4
Scannell, P. 43, 46
Schramm, W., Lyle, J. and Parker, D. 330
Schücking, L. 233
screen identifications 461–4
script theory 254–5; see also Tomkins’s script theory
séances 476
search:
online engagement 87
search engines 87
Google 88
software 87–8
Yahoo! 88
search engine society 86, 104
Seiter, E. 334
self, the 230, 241, 467
completed 55
in ethnoographic research 394–6
expression 199
self, the (cont’d)
  and fans 426, 429, 434
  fashioning 71, 415
  listening 53
  reporting 494
  representation 194, 451
  sound-self 52–3
  sporting 52
  unmediated 48

Seymour-Ure, C. 172, 175
Shannon, C. and Weaver, W. 192
Shirky, C. 109, 201
Silbermann, A. 247
Silverstone, R. 216
Singer, B. 66
Sobchack, V. 80
sociable search 88
social cognitive theory 331
social contagion 254
social contract theory 150
social network(s) 120
social networking 94–101, 113, 225
social search 91
social television 134
Sombart, W. 272
sound:
  archives research 43–4
  production techniques 42
  public transport 54
  signs 47
  texts 47
soundscapes 45–6
  polyrhythmia 50
sounds of today 44
sound spaces 53
sounds past 43–4, 46, 50
sound systems 54
space(s):
  of audience activity 226
  domestic 25, 73–6, 355, 512, 516, 521
  of ethnography 392–6
  shared interpretative 435
  virtual 396
spectacle-performance paradigm 428
spectatorship, cinematic 68–71
spectatorship, sport 42, 510–13
spiral of silence 311
sport(s):
  casting 44
  celebrities 519–20
  commentary 50
  events 50
  fans 512, 522
  gender and sexuality 518–19
  radio 52
  talk 52
sport and business convergence 523
  cultural economies 520
sport audiences:
  domestic 516
  on licensed premises 515
  in stadium 514
sporting clubs 521
  ownership and management 521
spreadable media 109–26
Staiger, J. 69, 71, 79, 231
Stam, R. 70
Stockman, P. 478
Strelitz, L. and Boshoff, P. 412–13
subject of address:
  readers-as-audiences 19–34
  spectator-in-the-text 70
subscriber(s) 93, 129, 131
subscriber identity card (SIM) 131
subscription(s):
  and family history websites 93
  newspaper and magazine 24
  pay TV 514–15
  podcast 57
surveys 303
Swidler, A. 217
symbolic communicative spaces 454
  inclusion and exclusion 454
syndicated ratings data 295
  contracts 295
  impact on academic research 296
  subscription fees 295–7
Takahashi, T. 416
Tarde, G. 151, 155, 251, 259–64, 271
taste cultures 196, 439
Taylorization 273
Index

technology:
  consumer devices 78
  context-aware 138
  sensing 138
  telephone 129, 220
    and formation of audiences 129
  Telefon Hirmondó 129
  television 73–7
    and mass society 160–2
  permeable screen 461
  platforms 134
  “snack” 135
  voting 132
text(s):
  collections 86
  elements 239
  filmic 70–1
  filtering 86
  Hollywood 72
  locating 86
  meaning(s) 114
  messaging 132, 135, 140
  and reader interplay 231
  sound 47–8
  value 118
  worth 118
textual gaps 239
  textual pleasure 463
  “texture” 223
  The Export of Meaning 445–6
  “the field” in ethnography 384–8
  The Honeymooners 73
  “the masses” 151
  theories of reading 242
  theories of spectatorship 204
  “the people” 150
    and propaganda 160
  time and attention 103–4
  time and media 104
  time shifting 134
  Tomkins, S. 253–5
  transmedia products 431
  transmedia storytelling 246
  transnational audiences 444–56
    citizenship 450
    ethnographic shift 454
  internet use 453
    and mobile telephony 453
    and new media 452
  transnational flows 411, 412, 452
  transnationalism 406, 445, 452, 453
  transnational media 448–50
  transnational networks 453
  transnational relationships 452
  UN Convention on the Rights of the
    Child 419
  UNICEF 419
  universal service 171, 177
  user(s) 77
    differentiation and specialization
      among 93
    generated content 139
    modes of engagement 110
    subjectivity 123
  user generated content (UGC) 197–206
    citizen journalism 504
    free labour 201
    US Surgeon General 331, 342
  van Dijck and Nieborg 110, 118, 123
  van Leeuwen, T. 44, 59
  variety shows 474
  Victorian theatergoers 475
  video diaries 372
  video-making in sociological
    research 371
  viewership 112
  viewing 62–81
    acts 62, 66, 71
    apparatus theory 70–3
    experience 64
    favourite viewing 461
    history of 63
    interactive 62
    motivated activity 71
    multiple viewings 461
    practices 62, 67, 69
    process 63
    and self-fashioning 77
    sociable 463
    space 63, 69
viewing (cont’d)
subject 67, 69
“with Yolngu eyes” 460
Violence and Media Taskforce 331
viral media 101, 112, 114–16
content stream 101
infectiousness 114
informal “gift economy” 101, 119
visual anthropology 460
visual media 62, 64, 65, 81, 256
visual metaphor 372, 373
visual methodologies 360, 369, 370, 372, 465
ethnic minority representation 375
freeze frame method 466
projective data 373
visual sociology 369
voice 41, 45, 46, 258, 263
male 52
political 155, 174, 176, 183, 261
telephony 130, 132
von Hippel, E. 121
Vorse, M.H. 64

Warner, M. 261
Wasko, J. 418
Weaver, Jackie 48
web 2.0 88, 109
webcrawler(s) 87
Webster, J.G. and Phalen, P.F. 171

web surfing 89
Wells, WD. 279
Wetton, N. 369–70
Whannel, G. 518
Who do You Think You Are? 103, 104
Wildermuth, N. 415
Williams, R. 76, 509, 516
Wills J. 519
Winston, B. 473
Woods–Nordegren marriage breakup 519
World Wide Web (www) 87
geomobile web 139
informational micro-ecologies 88

“yellow journalism” 155
Yolngu viewing 460–9
as attentive and sentimental viewers 463
and character adoption 463
domestic viewing pattern 461
forms of media spectatorship 460
identificatory dynamics 464, 467
mediated relations 460–1
and story finding 465
subjectivity 467
Young, L. and Barrett, H. 370–1
YouTube 120
Zielinski, S. 90, 104