



Audience Research Methodologies: Between Innovation and Consolidation (Routledge Studies in European Communication Research and Education)

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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 researched and the researchers, to the study of online social networks, and to the opportunities brought about by Web 2.0 technologies as research tools.

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About the Author

Geoffroy Patriarche is an Associate Professor at Université Saint-Louis - Brussels, Belgium

Helena Bilandzic is a Professor in the Institute of Media and Educational Technology at the University of Augsburg, Germany

Jakob Linaa Jensen is an Associate Professor in the Department of Aesthetics and Communication - Media Science at Aarhus University, Denmark

Jelena Jurišić is an Assistant Professor in Croatian Studies at the University of Zagreb, Croatia

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