

Notes on Contributors	viii
Series Editor's Preface	xiv
Acknowledgments	xv
Introduction	1
<i>Virginia Nightingale</i>	
<b>Part I Being Audiences</b>	<b>17</b>
1 Readers as Audiences	19
<i>Wendy Griswold, Elizabeth Lenaghan, and Michelle Naffziger</i>	
2 Listening for Listeners: The Work of Arranging How Listening Will Occur in Cultures of Recorded Sound	41
<i>Jackie Cook</i>	
3 Viewing	62
<i>Shawn Shimpach</i>	
4 Search and Social Media	86
<i>Virginia Nightingale</i>	
5 Spreadable Media: How Audiences Create Value and Meaning in a Networked Economy	109
<i>Joshua Green and Henry Jenkins</i>	
6 Going Mobile	128
<i>Gerard Goggin</i>	

<b>Part II Theorizing Audiences</b>	<b>147</b>
7 Audiences and Publics, Media and Public Spheres <i>Richard Butsch</i>	149
8 The Implied Audience of Communications Policy Making: Regulating Media in the Interests of Citizens and Consumers <i>Sonia Livingstone and Peter Lunt</i>	169
9 New Configurations of the Audience? The Challenges of User-Generated Content for Audience Theory and Media Participation <i>Nico Carpentier</i>	190
10 The Necessary Future of the Audience ... and How to Research It <i>Nick Couldry</i>	213
11 Reception <i>Cornel Sandvoss</i>	230
12 Affect Theory and Audience <i>Anna Gibbs</i>	251
<b>Part III Researching Audiences</b>	<b>267</b>
13 Toward a Branded Audience: On the Dialectic between Marketing and Consumer Agency <i>Adam Arvidsson</i>	269
14 Ratings and Audience Measurement <i>Philip M. Napoli</i>	286
15 Quantitative Audience Research: Embracing the Poor Relation <i>David Deacon and Emily Keightley</i>	302
16 Media Effects in Context <i>Brian O'Neill</i>	320
17 Cultivation Analysis and Media Violence <i>Andy Ruddock</i>	340
18 Creative and Visual Methods in Audience Research <i>Fatimah Awan and David Gauntlett</i>	360
19 Locating Media Ethnography <i>Patrick D. Murphy</i>	380

<b>Part IV</b>	<b>Doing Audience Research</b>	<b>403</b>
20	Children's Media Cultures in Comparative Perspective <i>Sonia Livingstone and Kirsten Drotner</i>	405
21	Fan Cultures and Fan Communities <i>Kristina Busse and Jonathan Gray</i>	425
22	Beyond the Presumption of Identity? Ethnicities, Cultures, and Transnational Audiences <i>Mirca Madianou</i>	444
23	Participatory Vision: Watching Movies with Yolngu <i>Jennifer Deger</i>	459
24	The Audience Is the Show <i>Annette Hill</i>	472
25	Seeking the Audience for News: Response, News Talk, and Everyday Practices <i>S. Elizabeth Bird</i>	489
26	Sport and Its Audiences <i>David Rowe</i>	509
	Index	527