

Transforming Audiences - The Media Life of Young

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Public Service experiences as Researcher in Residence at :

The Swedish Radio, April 2010 – February 2011

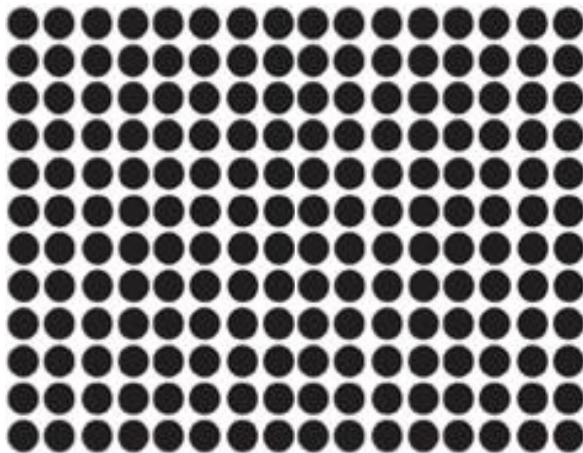
The Swedish Television, April – September 2011

Academic research project:

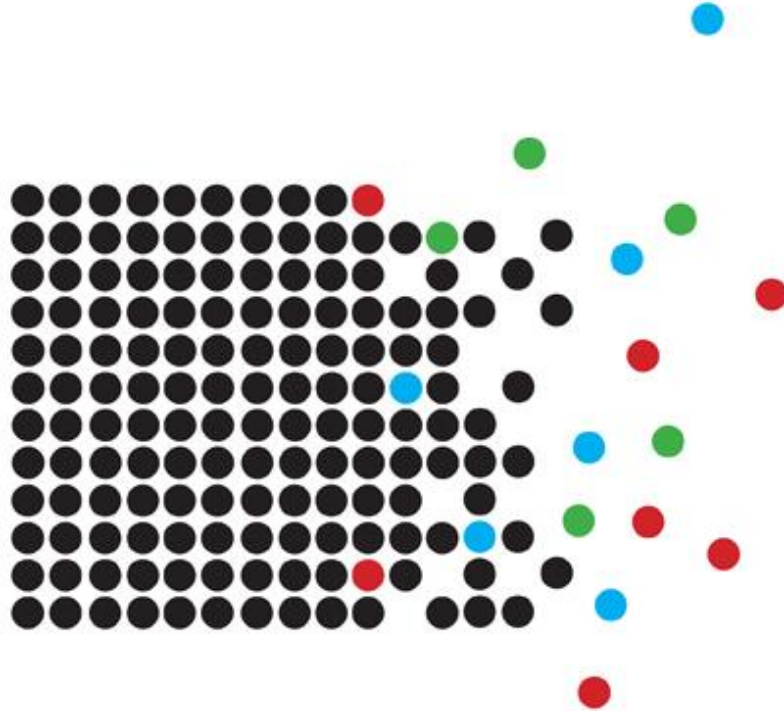
Deconstruction of the Ratings Machine – How audiences get measured, weighted, valued, and thereby constructed (funded 2013-2016 by Riksbankens Jubileumsfond)



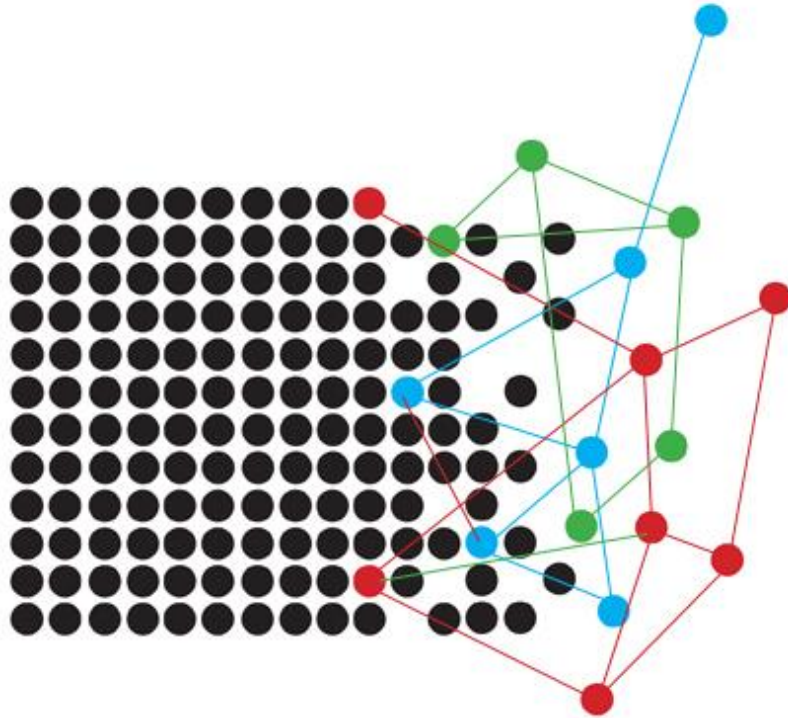
Mass



Individualized



Individualized & Networked



MEDIA LIFE - THE ANALYTICAL CONCEPT



Life lived **in** media

Mark Deuze (2009: p. 468)*

“our life should perhaps be seen as lived *in*,
rather than *with*, media – a *media life*”

The Swedish Media Council

Data source: Småungar & medier; Ungar & medier 2012/13 [Youth & Media]

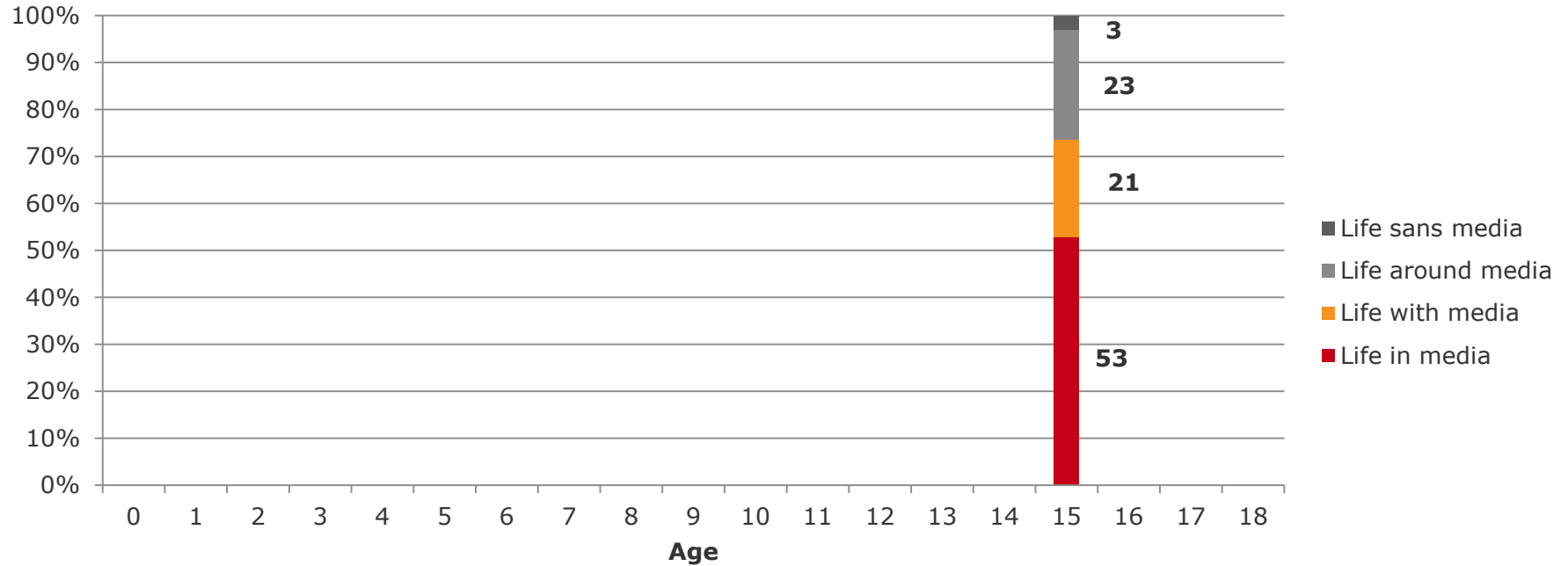
Selected publications

* Westlund, Oscar and Bjur, Jakob (2014) Media Life of the Young. *Young*, February 2014 vol. 22:1, pp. 21-41. Sage: London.

Westlund, Oscar and Bjur, Jakob (2013) 'Mobile news life of young', in Katie, Chumskey & Larissa, Hjorth (eds.), *Mobile Media Practices, Presence and Politics. The Challenge of Being Seamlessly Mobile*. Routledge: New York.

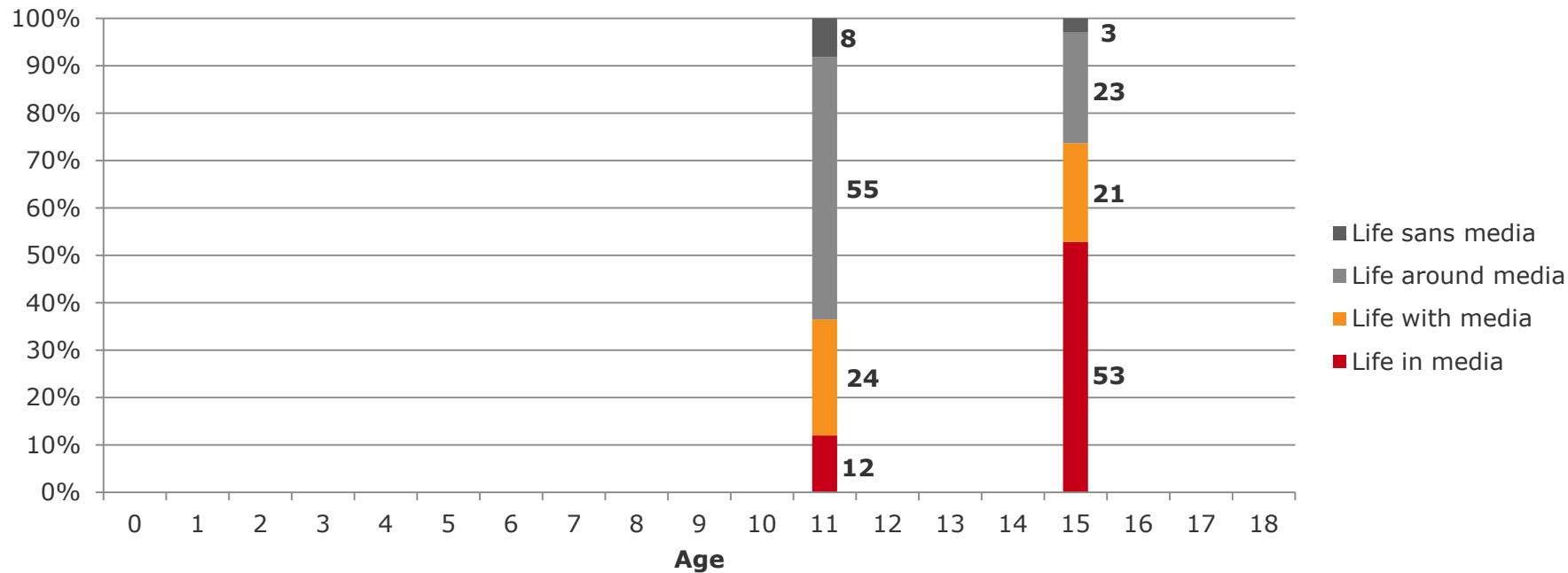
Bjur, Jakob and Westlund, Oscar (2011) Media life of young seen from above. *Paper presented at the Transforming Audiences 3 conference, London, United Kingdom, September 1-2, 2011.*

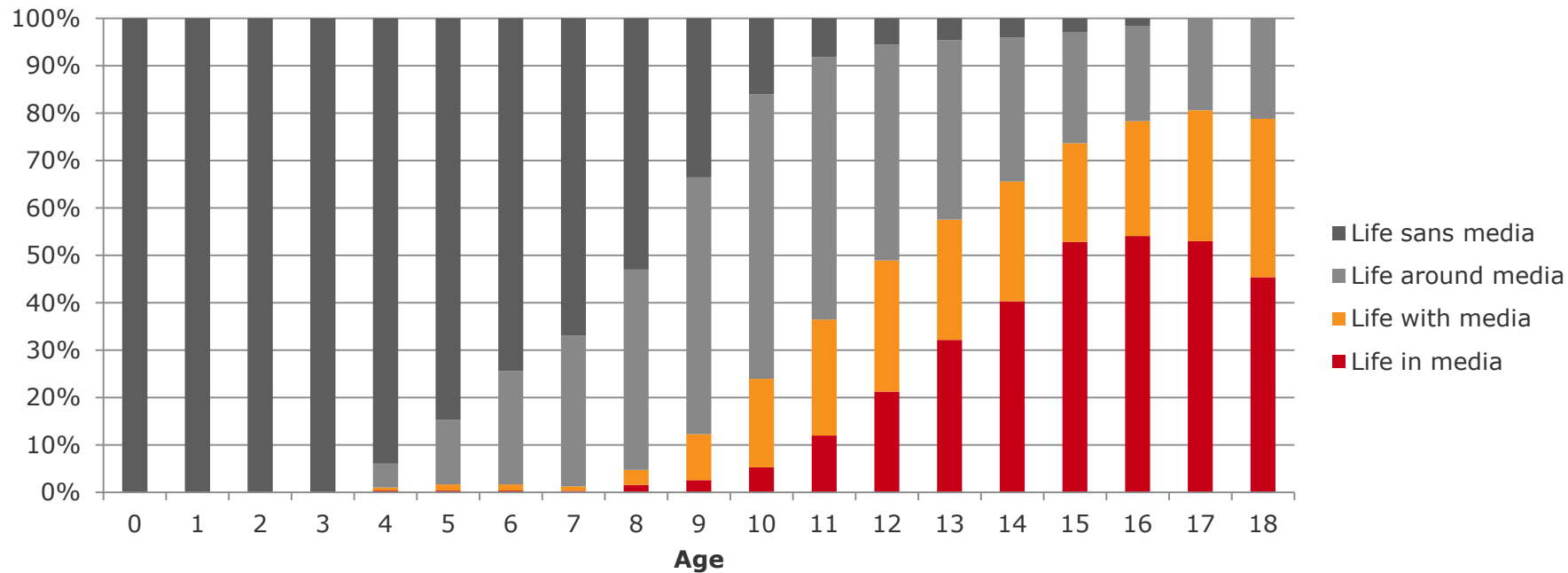
Media Life = frequency*time



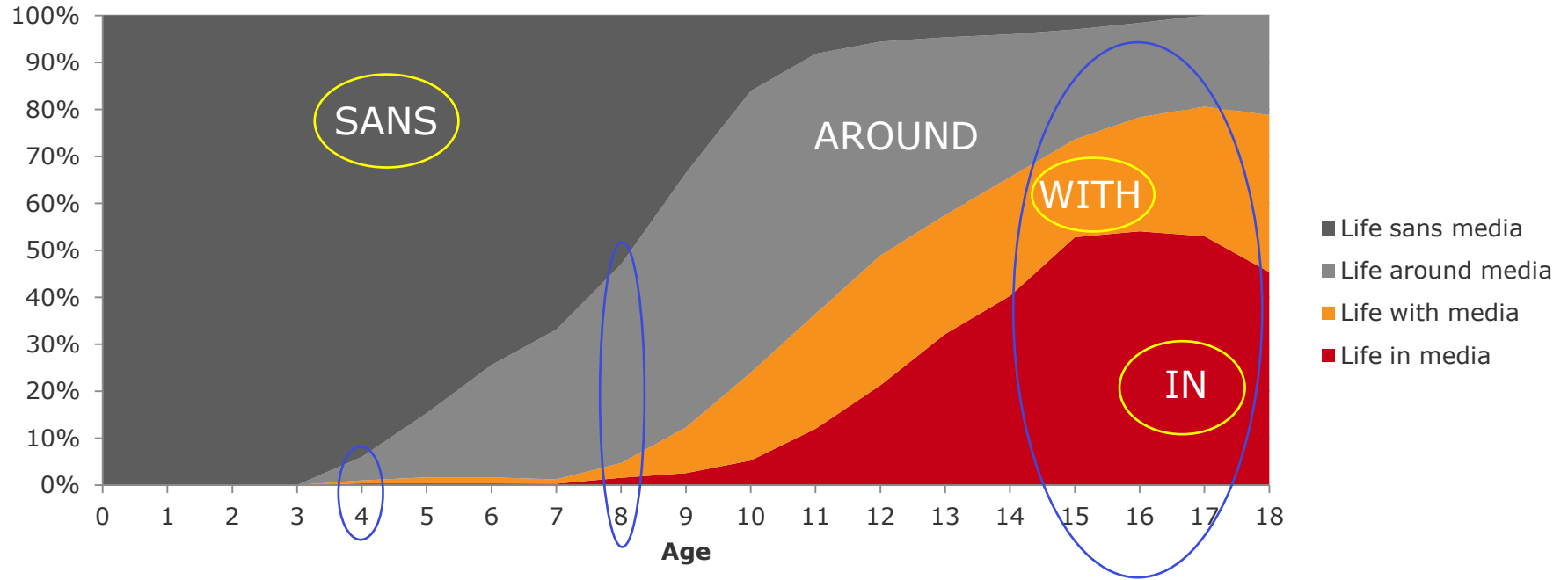
Life sans Media = Non-use < ----- >

Life in Media = daily use 3 hrs +



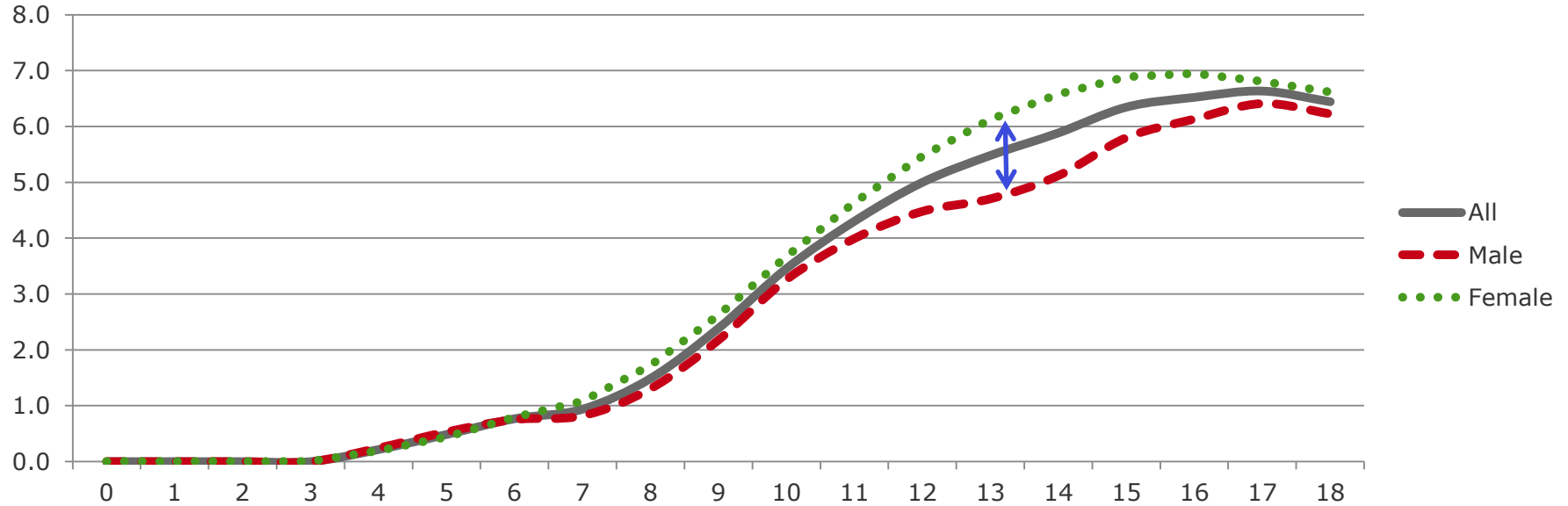


MOBILE MEDIA LIFE



Media Life Index – Gendered differences

MOBILE



7 MEDIA LIVES

TV/Video

Gaming

Internet

Reading

Music

Social Media

Mobile

LIFE

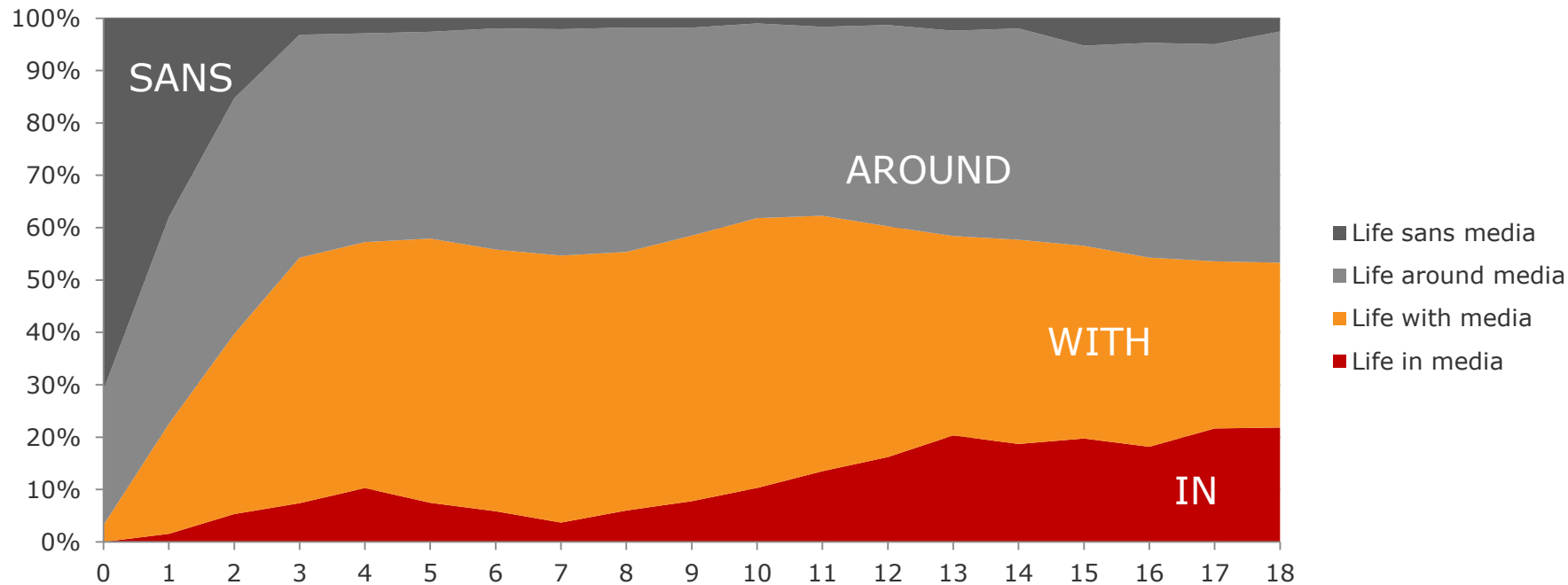


1. TV/VIDEO LIFE

- WATCH



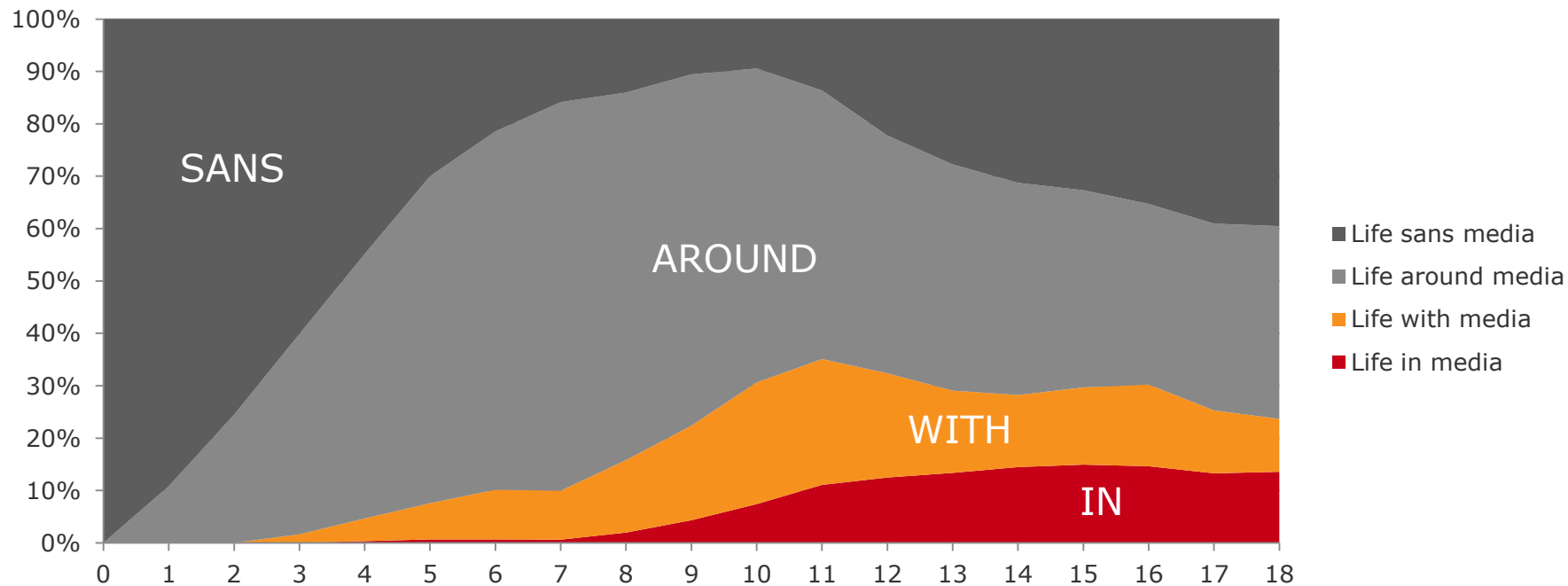
TV/VIDEO LIFE



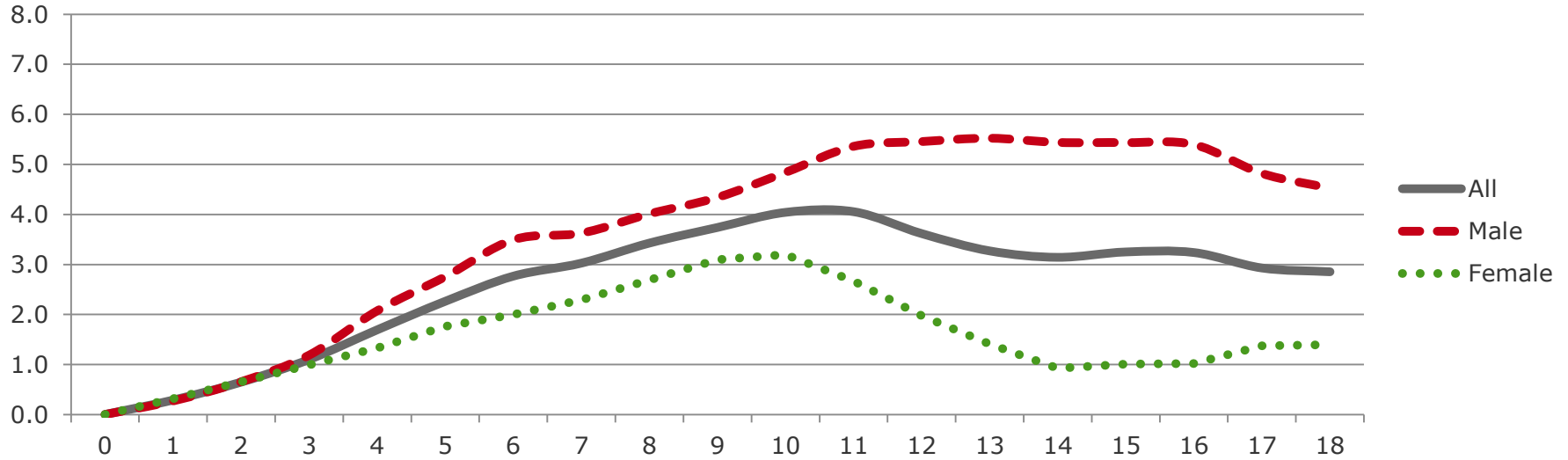
2. GAMING - PLAY



GAMING LIFE



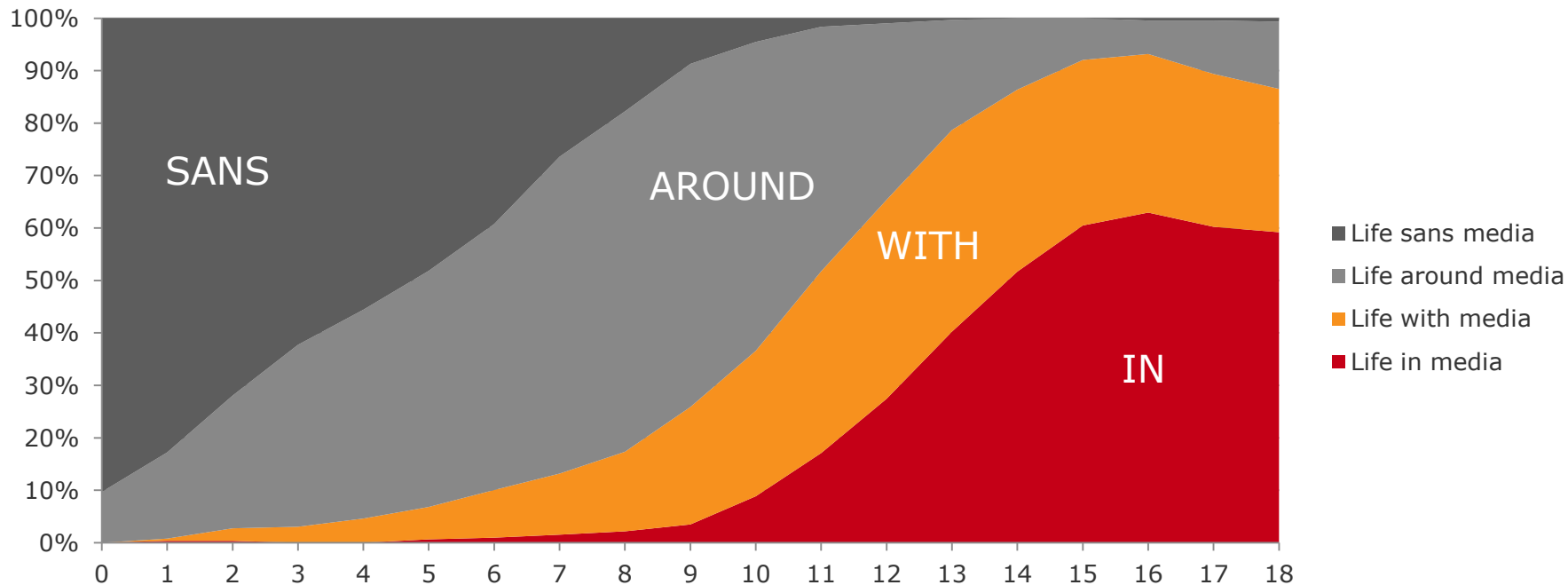
GAMING



3. INTERNET LIFE



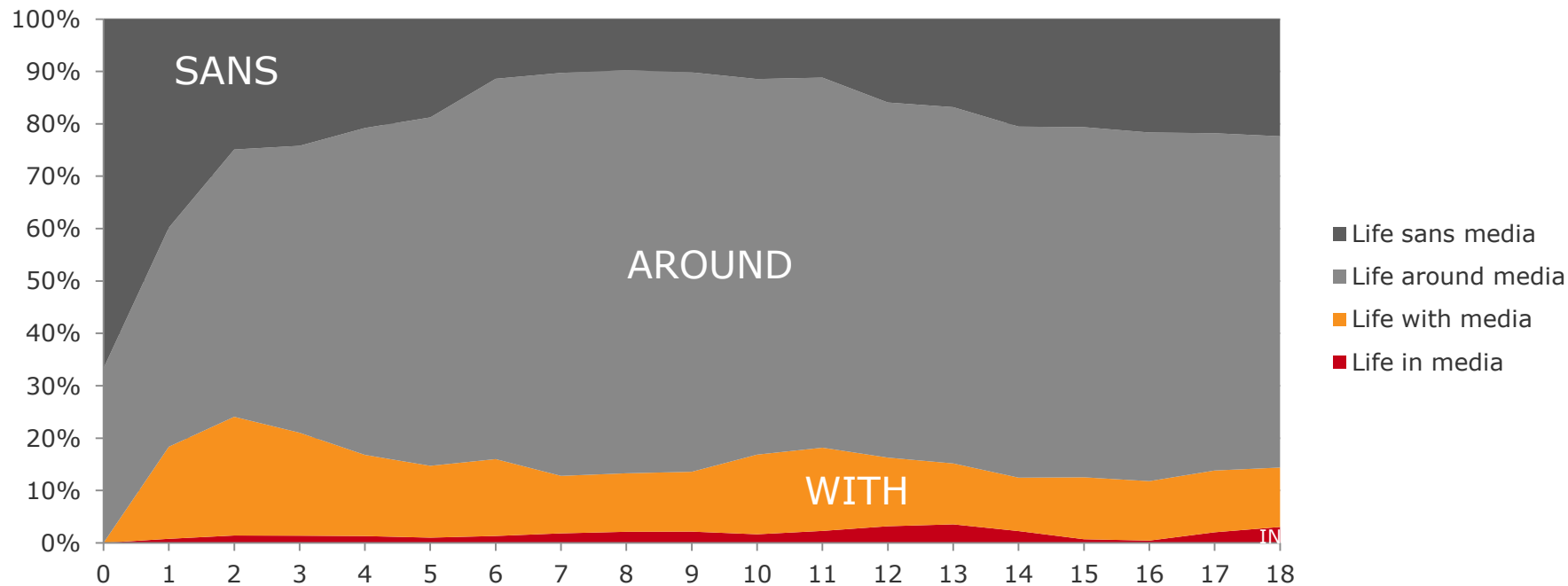
INTERNET LIFE



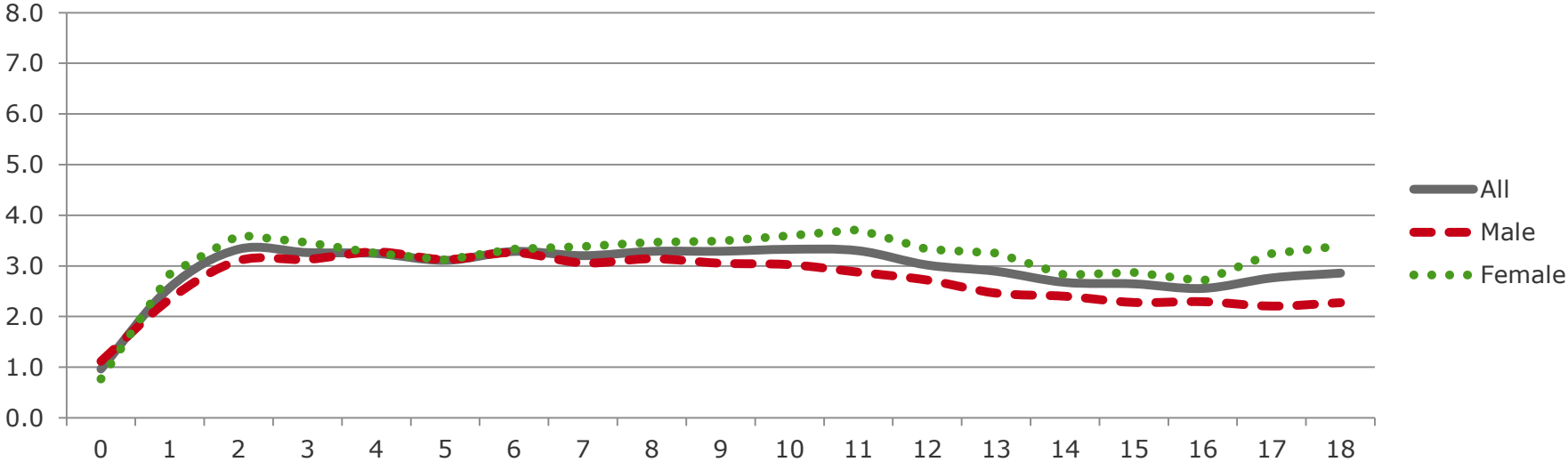
4. READING LIFE - READ



READING LIFE



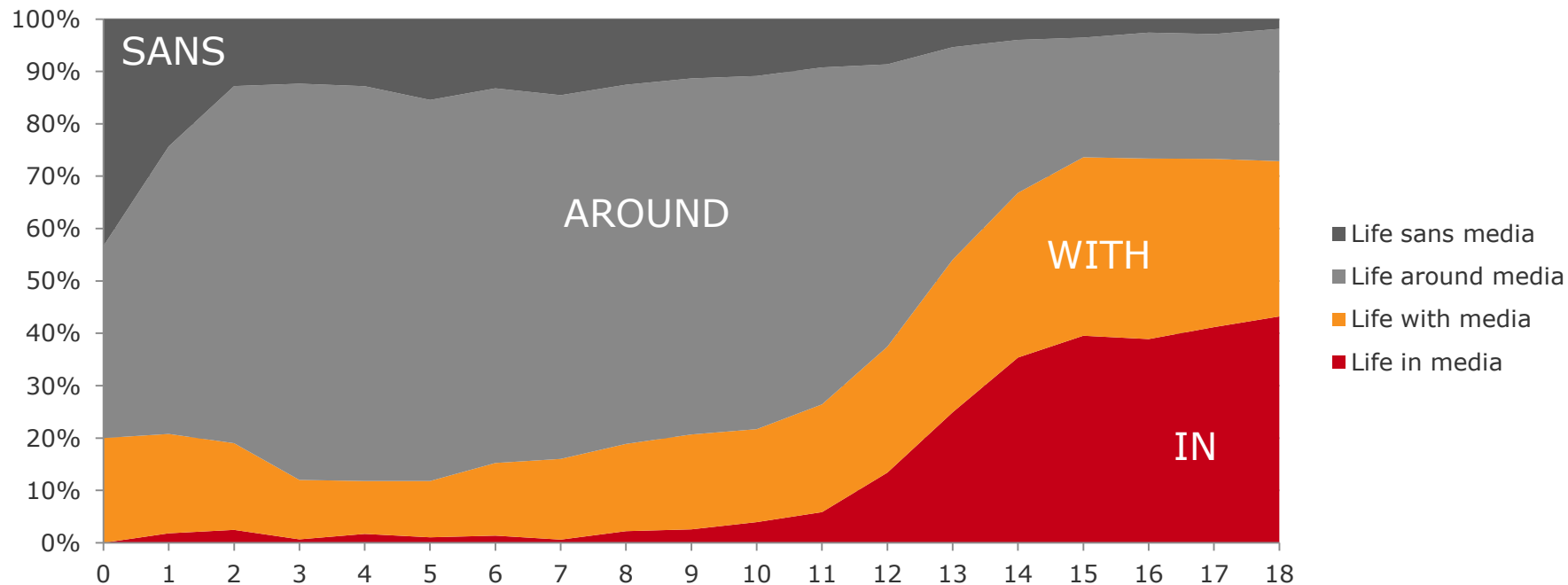
READING



5. MUSIC LIFE - LISTEN



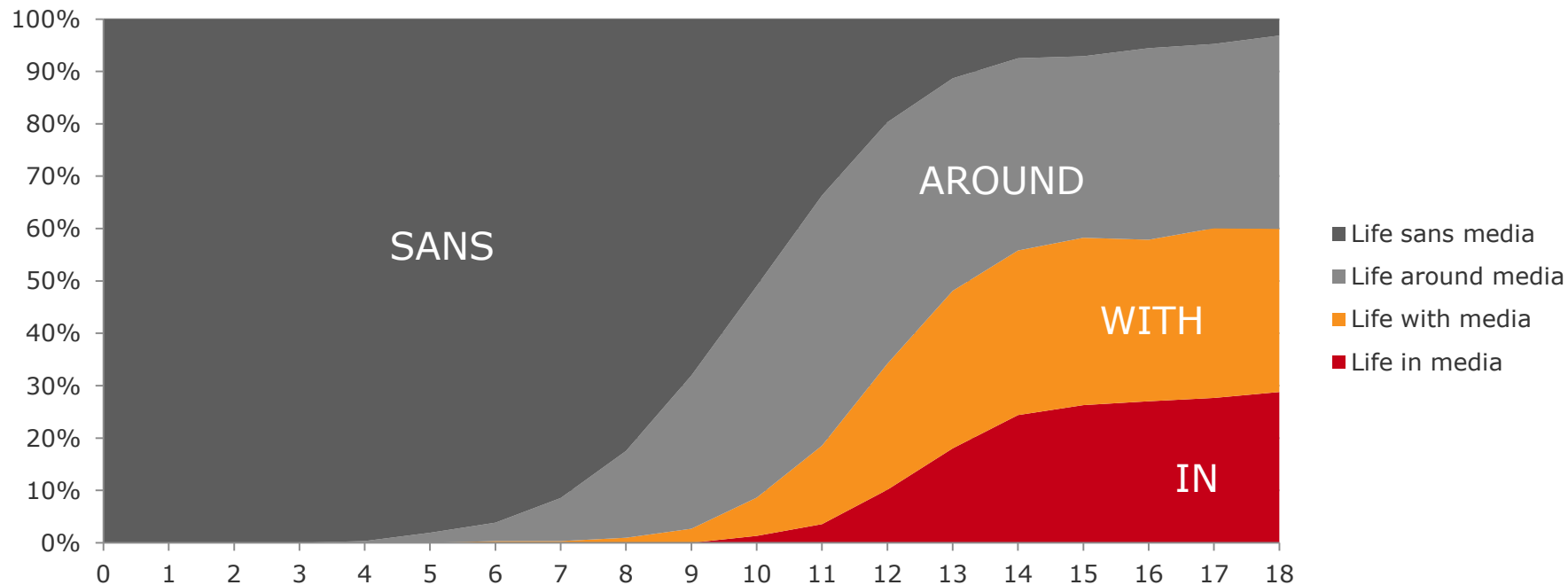
MUSIC LIFE



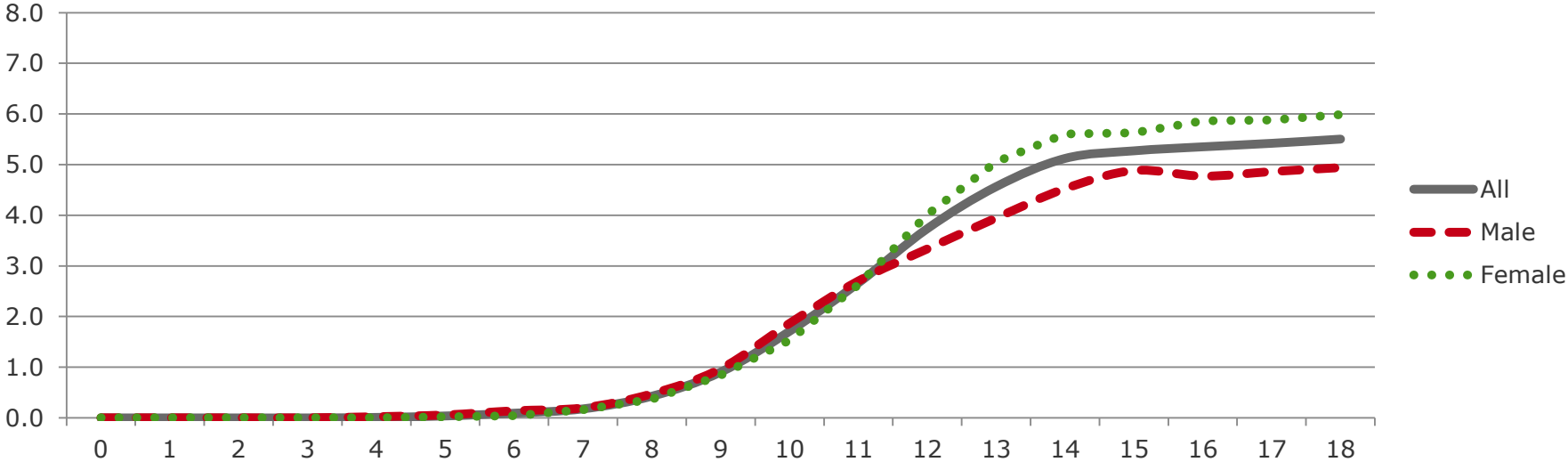
6. SOCIAL MEDIA LIFE - CONNECT



SOCIAL MEDIA



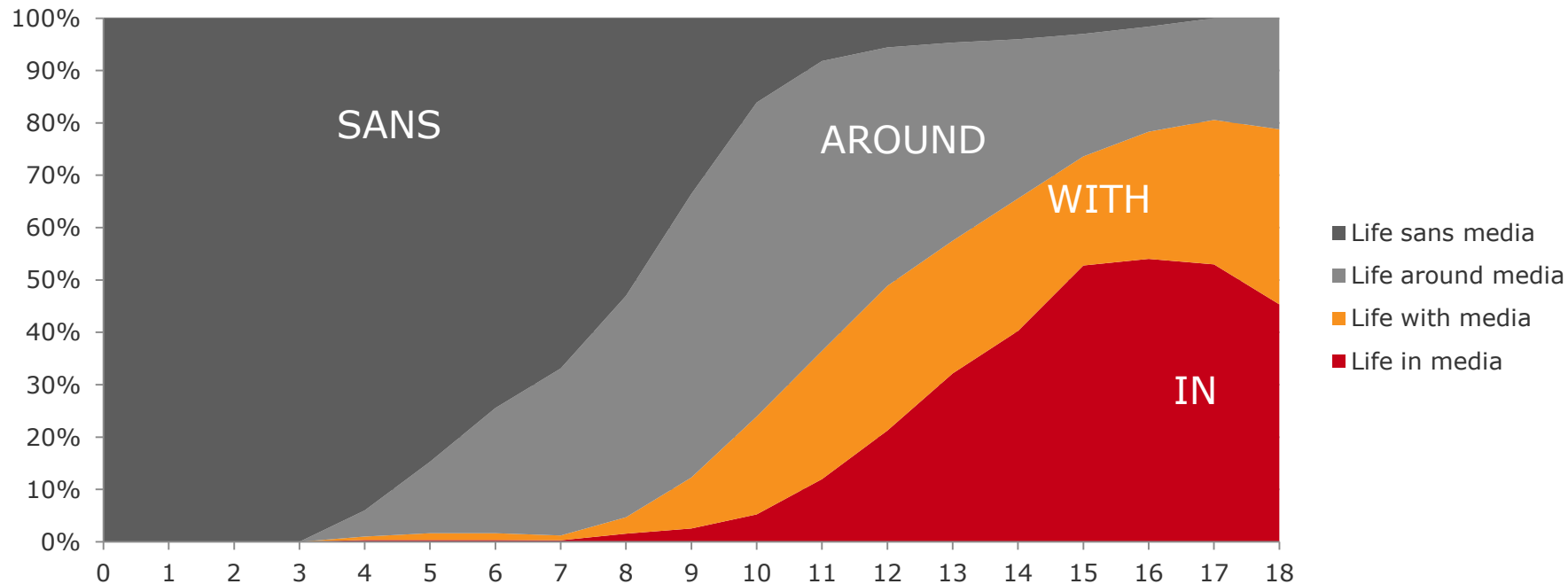
SOCIAL MEDIA



7. MOBILE LIFE



MOBILE LIFE



SUMMARY & CONCLUSION

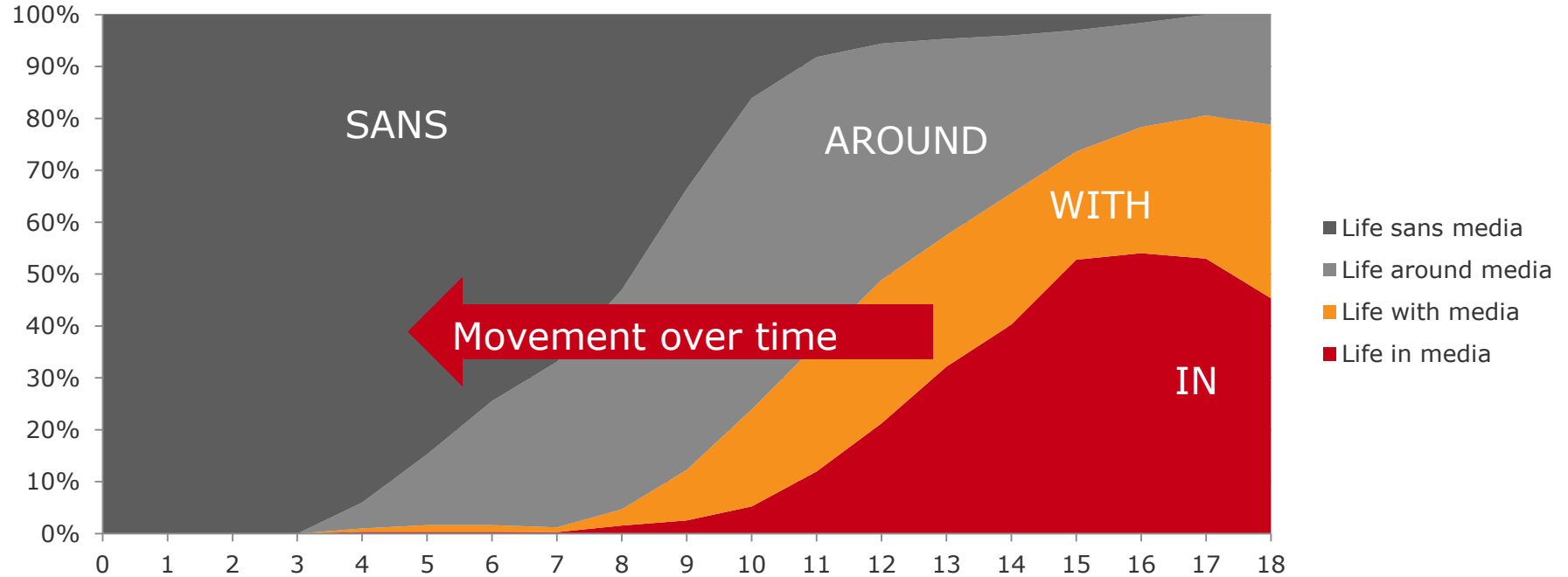
- the Media Life of Young



The whole picture

0-18 yrs:	TV/Video life	-	constant
	Gaming life	-	early, but peak at 11 (gendered)
	Internet Life	-	early, but intensified 8+
	Reading life	-	early, constant and small
Older 12-18 yrs:	Internet life	-	gradually intensified
	Mobile life	-	gradually intensified
	Music life	-	gradually intensified
	Social Media life	-	gradually intensified

MOBILE LIFE \leq INTERNET LIFE



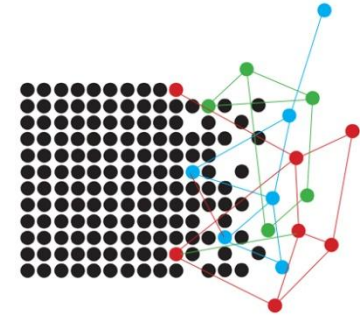
MOBILE LIFE within HOUSEHOLD (mobiles, tablets, laptops)

New condition: Networked audience dynamics

TO BE

is **TO BE FOUND**

and **TO LET ONESELF TO BE
SPREAD BY OTHER**



RECOMMENDATIONS



R1 : TO BE

Earn your audience!

- Think relevance
- Build uniqueness
- "Live" is uniqueness

=> **Create value**

R2 : TO BE FOUND

Create availability!

- Open up
- Livestream all linear TV and radio
- All content on all platforms and all devices
- Collaborate with your enemies to be where your audience is

Increase searchability!

- Make images and sound searchable



R3 : TO LET ONSELF TO BE SPREAD BY OTHERS

Think spreadability! And make use of your audience

- Distribute in forms that enhances re-distribution by your audience

R4 : ESTABLISH VIDEO MEASUREMENT

A problem: Today, future audiences behaviours stand unmeasured

- **Get the total video consumption measured, now!**

Thank you all, for your attention!

Dr Jakob Bjur,

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Google for my PhD thesis:

Transforming Audiences – Patterns of Individualization in Television Viewing

(available full-text online for free)