

## **EMHIS Forum III**

### **Transnational Audiences and Media Consumption**

**25 – 28 November 2014**  
**Hans Bredow Institute for Media Research**  
**Hamburg, Rothenbaumchaussee 36**

**Tuesday, November 25<sup>th</sup>**

#### **EMHIS PhD Pre-Meeting**

(Hans Bredow Institute, Conference Room, 4<sup>th</sup> floor)

9.00 am - 3.00 pm      Theme: PhD research & writing  
**PhD Workshop**  
Alina Laura Tiews  
*PhDs meet, present papers, and discuss methodological questions.*  
*Afterwards they visit the "Museum für Kunst und Gewerbe" and explore entangled media histories in exhibits.*

#### **EMHIS Forum III**

(Hans Bredow Institute, Conference Room, 4<sup>th</sup> floor)

3.30 – 4.00 pm      Theme: Mapping the field  
**Registration, Afternoon Tea & Coffee**

4.00 pm              **Opening, Welcome Address**

4.15 – 5.00 pm      **Keynote**  
**"Measuring television's social impact:  
Transitional audiences in the era of limited choice"**  
Professor Christina von Hodenberg, *Queen Mary University of London /  
Humboldt Research Award-Fellow at the Martin-Luther-Universität, Halle-Wittenberg*

5.15 – 6.15 pm      **Discussion** on the Keynote

7.00 pm              **Dinner** at "Brodersen Restaurant", Rothenbaumchaussee 46, 20148 Hamburg

## Wednesday, November 26<sup>th</sup>

(Hans Bredow Institute, Conference Room 4<sup>th</sup> floor)

### Theme: Perspectives & Approaches

- 9.00 am                    **Opening**
- 9.15 – 10.15 am        **“Transnational audiences and media consumption in media history:  
A survey of research, best practices, and questions”**  
Christoph Hilgert & Hans-Ulrich Wagner
- 10.15 – 10.30 am      **Tea & Coffee break**
- 10.30 – 12.30 am      **“What did people do with the media and what did media do with the people?”**  
*General discussion based on yesterday’s keynote, today’s research report and  
individual research experiences: How do we deal with audience related questions in  
our respective research? What are the benefits of having media reception in mind and  
which challenges/problems/limits do we face in doing so?*
- 1.00 pm                    **Lunch at “Fleetschlösschen”, Brooktorkai 17, 20457 Hamburg**
- (DER SPIEGEL, Ericusspitze 1, Hamburg Hafen City)
- 2.30 – 4.00 pm        **Guided tour through the “SPIEGEL-Haus”**  
Catherine Stockinger, *Head of “SPIEGEL-Leserservice” (Readership research)*  
*“The Spiegel” is Germany’s most important weekly magazine with an outstanding  
history in the field of investigative journalism; nowadays it provides not only the  
magazine, but the most successful online news platform as well as TV documentaries*
- (Hamburg Hafen City)
- 4.00 pm                    **Doing EMHIS: Open Space**  
*Smaller groups meet in order to plan co-operative projects, publications, panel  
proposals, etc.*  
at Kaffeerösterei, Kehr wieder 5, 20457 Hamburg (requested)
- 7.00 pm                    **Dinner at “Hatari”, Schanzenstr. 2-4, 20357 Hamburg**

## Thursday, November 27<sup>th</sup>

(Hans Bredow Institute, Conference Room, 4<sup>th</sup> floor)

### Theme: Presentations & Discussions

- 9.00 am                    **Opening**
- 9.15 – 11.15 am        **Doing EMHIS: Research Presentations & Discussion**  
*EMHIS-Members present and discuss ‘entangled’ projects under way*

- 11.15 – 11.45 am    **Tea & Coffee break**
- 11.45 – 1.00 pm    **“Strategies of publishing – traditional and new forms of publishing”**  
*Short summary by Christoph Hilgert, additional information as appropriate & general discussion of the next steps (concrete projects, ideas for formats, etc.)*
- 1.00 – 3.00 pm    **Lunch** at UniPark, Rechtshaus, Universität Hamburg
- 3.00 – 4.00 pm    **Meeting of the Steering Committee**  
 – and parallel –  
**Meeting of the PhD Network**
- 4.00 – 4.45 pm    **Joint Meeting, Reflection**
- (Universität Hamburg, Medienzentrum, Von-Melle-Park 5, Kinosaal)
- 5.00 pm    **Reception at the „Institut für Medien und Kommunikation“ (IMK) at the Universität Hamburg**  
*Thomas Weber et al.: IMK-colleagues welcome EMHIS*  
*Heinz Hiebler: The AV-sources at the Medienzentrum*  
*Space to get to know each other*
- 7.30 pm    **Dinner** at Abaton Bistro, Grindelhof 14a, 20146 Hamburg

## **Friday, November 28<sup>th</sup>**

(Hans Bredow Institute, Small Conference Room, 1<sup>st</sup> floor)

- 9.30 am    Theme: Reflections & Travel  
**Opening, Joint Meeting, Reflection**  
*Recap, feedback, plans for EMHIS IV in Bournemouth*
- 11.30 am    **Departure & Good Bye**