

Transnational digital audiences? “Moral economy of the households” and digital television

Piermarco Aroldi - Nicoletta Vittadini
OssCom – Catholic University of Milan

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We'll discuss:

- A research on the audience re-domestication of television in the new digital ecology
- The concept of “moral economy” of the households as a methodological tool
- Some research results on audience segmentation on the basis of “moral economy”

A new digital ecology

Background:

- Media are turning into networked and pervasive commodities (Jenkins, 2006);
- audiences are becoming productive and mobile (Varnelis, 2008);
- audiences are re-defining values and uses of “old media”.

Emerging topic:

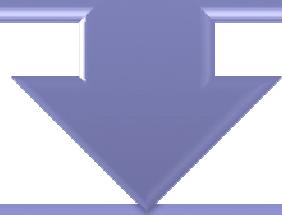
- Digitalisation of Television system (sat, cable & DTT)
- Re-appropriation of “old media”
- Switch-off as a turning point.

Methodological issue:

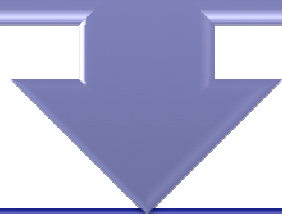
- New tools to describe new transnational constellations of devices and crossmedia practices are needed

Research questions

Q1) Why households with the same socio-demographic and economic status make different choices?



Q2) What variables could we use to explain the behavior of the audiences re-domesticating Digital Television?



Q3) Are these variables internationally comparable, so to cluster Tv audiences?

Hypothesis

H1P) “Moral economy of the households” can be used as a conceptual tool to investigate differences in re-domestication processes

Moral economy is a key concept to understand audience’s behavior (Silverstone, Hirsch, Morley, 1992)

Re-domestication processes are characterized by a dialectic between innovation and conservation (Berker et alii, 2006)

Choices in technological innovation are made at the interface between moral economy and formal economy

A methodological path (1)

Core areas defining “moral economy”

Spatial
organization of
households

Social and
economic
order

Culture and
models of
behaviour

Values and
meanings

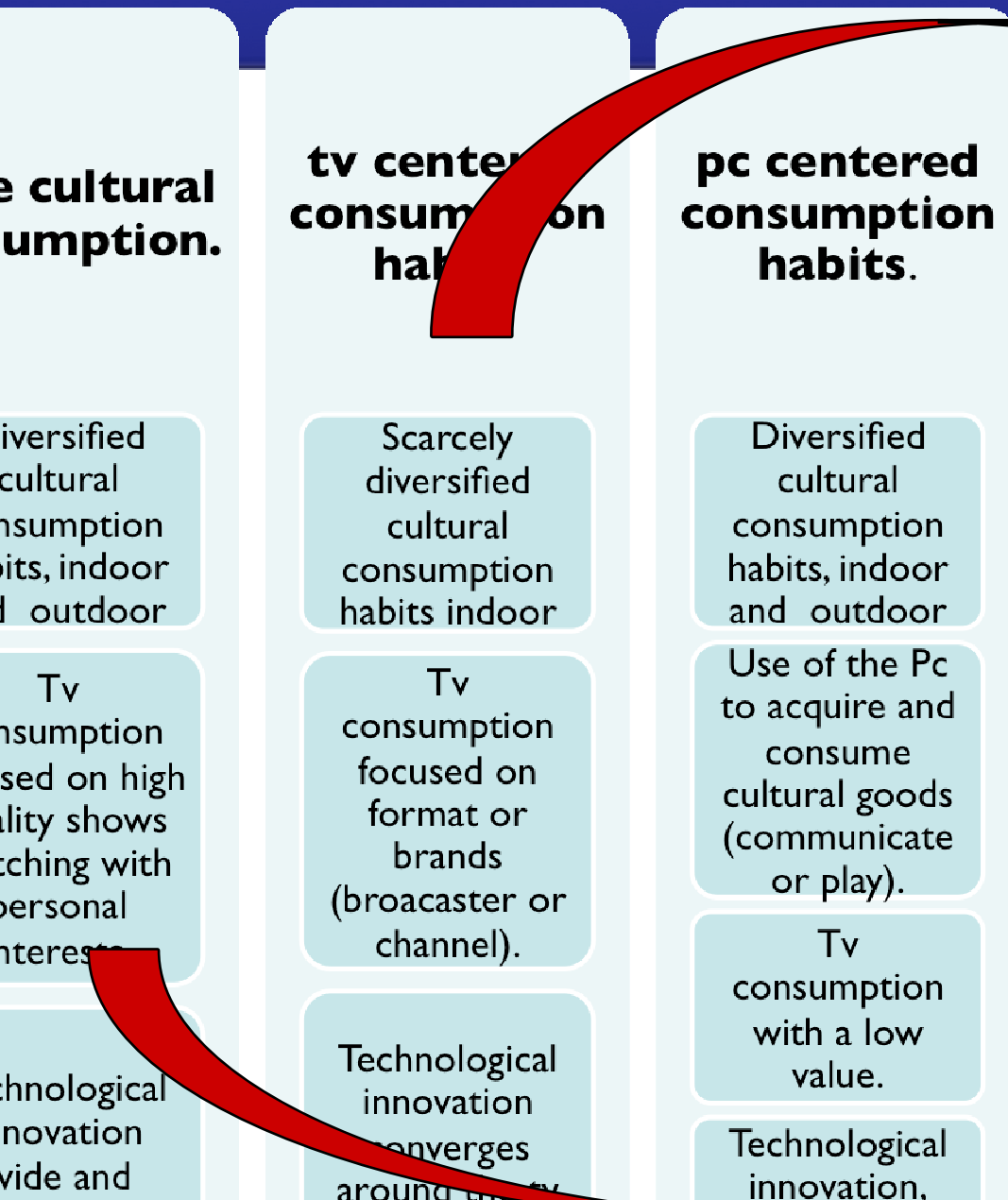
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A methodological path (2)

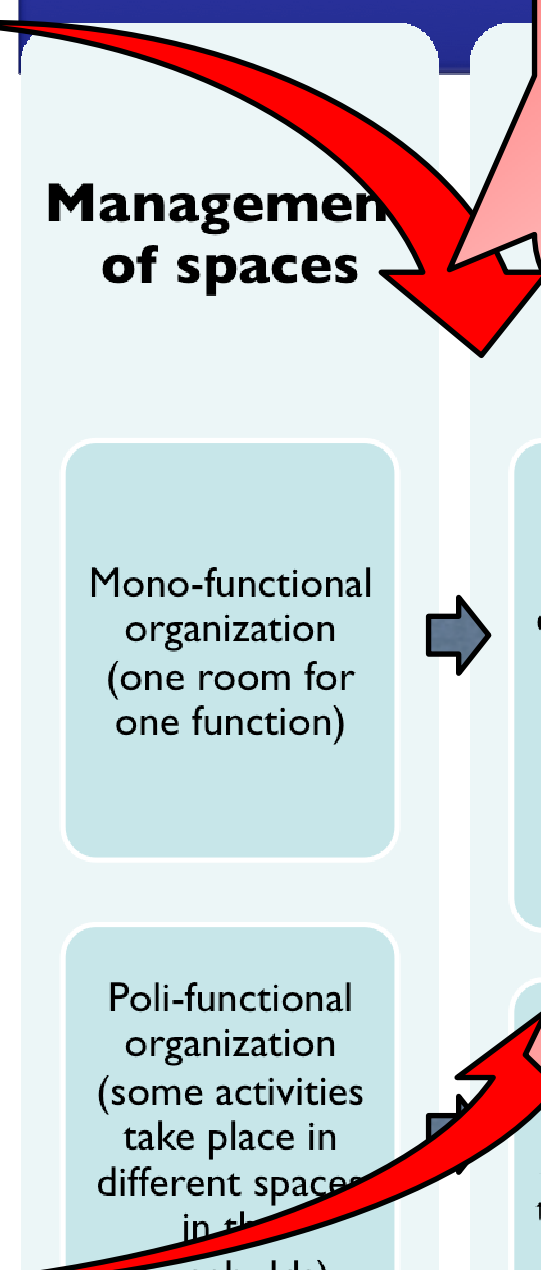
		Money	Never	Rarely	Often	Always
		Are a symbol of				
2) Cultural consumption	What	1) How do you organize your daily life? Do you use agendas? Do you have common calendars?			1) What do you do with products that you record? (conserve; erase)	
	With Whom				2) What do you do during holidays? Do you go always in the same place? Do you have an holiday house? Do you rent it? Do you prefer Hotels?	
	Frequency					
	Cinema					
	Music shows					
	Exhibitions					
2) Spatial organization of the households	Theater					
	Sports					
	Are relevant					
	Must be well managed					
Technological equipment; tendency to show/hide technologies; mono-functional organization or poly-functional organization.	Must be used carefully					
	valuation establishment	or diversified)	past; present; future; individual or collective habits		(referring to technologies; family routines)	
	social activities (formal or informal)	individual or collective consumption practices	presence of negotiation among family members		value of money	

Research results

Cultural consumption Three different patterns



Moral economies Variables affecting



Technological innovation aimed at

- the enhancement of quality of the consumption experience
- the widening of consumption practices already domesticated

Technological innovation aimed at

- the enhancement of consumption practices through multicanality,
- the access to premium products
- exhibition of conversion of sets (hd; Lcd; maxi screen so on)

Conclusions

relationships between “moral economies” and cultural consumption habits allow a description of different typologies of audience and different re-domestication paths.

Meaningful variables are:

- Time / space capitals and management
- Social relations and values
- Attitude towards relationships, technological innovation, money and consumer culture institutions.

This clustering may account international audiences

- embedding some cultural (national) variables
- and making them comparable

**Thank you for your
attention!**