

## PROGRAM

### Thursday, November 21<sup>st</sup>

13:00-14:00	Registration
14:00-15:30	<p><b>Welcome I</b> by Ingrid Paus-Hasebrink, Dean of the Faculty of Cultural and Social Sciences, University of Salzburg</p> <p><b>Welcome II</b> Corinna Peil, Sergio Sparviero: Introduction into the conference theme</p> <p><b>Keynote I</b> by Tanja Storsul</p>
15:30-16:00	<i>Coffee break</i>
16:00-17:30	<p><b>Panel 1: Critical Perspectives on the Media Convergence Debate</b> Chair: Thomas Steinmaurer</p> <p>Gabriele Balbi (Lugano, Switzerland): Deconstructing "media convergence": A cultural history of a buzzword, 1980s-2000s (respondent: Maria Michalis)</p> <p>Maria Michalis (London, Great Britain): Technological convergence as a field of contestation. The case of Connected TV (respondent: Lothar Mikos)</p> <p>Lothar Mikos (Potsdam, Germany): Convergence and transmedia storytelling in Germany (respondent: Gabriele Balbi)</p>
17:30-19:00	<i>Social event: visit of the Salzburg Christmas market (optional)</i>
19:30	<i>Dinner Zwettler</i>

**Friday, November 22<sup>nd</sup>**

9:00-10:30	<p><b>Welcome III</b></p> <p>Ursula Maier-Rabler: Introducing the ICT&amp;S Center of the University of Salzburg</p> <p><b>Keynote II</b> by Caja Thimm</p>
10:30-11:00	<p><i>Coffee break</i></p>
11:00-13:00	<p><b>Panel 2: Media Usage in a Converging Media Environment</b></p> <p>Chair: Elisabeth Klaus</p> <p><i>Kathrin F. Müller*</i>, Jutta Röser (Münster, Germany): Convergence, coexistence or conservatism? Usage and appropriation of old and new media in German households (respondent: Uwe Hasebrink)</p> <p>Georgeta Drulă (Bucharest, Rumania): Media convergence and mobile technology (respondent: Sascha Hölig)</p> <p>Sascha Hölig (Hamburg, Germany): Information-oriented communication modes in converging media environments (respondent: Kathrin F. Müller)</p> <p>Uwe Hasebrink (Hamburg, Germany): Deconstructing audiences in converging media environments: Media repertoires as “cultural institutions” (respondent: Georgeta Drulă)</p>
13:00-14:00	<p><i>Lunch at the ICT&amp;S Center</i></p>
14:00-15:00	<p><b>Panel 3/4: The Changing Ecosystem of News and the Consequences for Media Education</b></p> <p>Chair: Roman Hummel</p> <p>Mark Eisenegger, Mario Schranz (Zurich, Switzerland): Convergent media quality? Media contents of online and offline newspapers in a comparative view (respondent: Janne Laine)</p> <p><i>Janne Laine*</i>, Timo Kuula (Laskut, Finland): Digital social reading services: Needs and values of Finnish readers (respondent: Mario Schranz)</p>
15:00-15:30	<p><i>Coffee break</i></p>
15:30-16:30	<p>Matthias Karmasin, Sandra Diehl, <i>Isabell Koinig*</i> (Klagenfurt, Austria): Deconstructing convergence – Deconstructing media education? (respondent: Irene da Rocha Fort)</p> <p>Irene da Rocha Fort (Barcelona, Spain): Media convergence inside the European Journalism Universities curricula. Is it evolving at the same speed as the professional world? (respondent: Isabell Koinig)</p>
18:30	<p><i>Guided Tour &amp; Dinner Salzburg Fortress</i></p>

**Saturday, November 23<sup>rd</sup>**

9:30-10:30	<b>Keynote III</b> by Jin Dal Yong
10:30-11:00	<i>Coffee break</i>
11:00-12:30	<b>Panel 5: Convergence and Changing Business Models</b> Chair: Sergio Sparviero José María Legorburu, María Sánchez, <i>Sara Ruiz Gómez*</i> (Madrid, Spain): Case of study: the convergence models in Spain (respondent: Hilde Van den Bulck) Paul C. Murschetz (Salzburg, Austria): Adopting contingency theory in research on media convergence in digital TV Broadcasting – Mapping possibilities and limitations (respondent: Sara Ruiz) Hilde Van den Bulck (Antwerp, Belgium): Is convergence the ‘killer bug’ in the audiovisual media ecosystem? The Flemish ‘signal integrity’ case (respondent: Paul C. Murschetz )
12:30-13:30	<i>Lunch at the ICT&amp;S Center</i>
13:00	<i>Social event: tour of the city (optional)</i>

*\*presenting the paper*