

Measuring the unmeasurable: Digital Participation Seminar

Birmingham City University, Monday 19th July 2010 – Delegate Pack

Aims

This one-day seminar intends to provide a forum for *discussion of the meaning and measurability of Digital Participation*.

Objectives

- To identify key concerns about the meaning and value of digital participation.
- To start up a continuing dialogue between researchers, activists and policy-makers about issues of research and measurement.
- Enable cross-sector networking opportunities.
- To report on the outcomes of the event with a view to influencing further policy debate.

Running order

- 9.30 Registration – Room 004, Ground Floor, Baker Building
- 10.00 Introduction from Professor Tim Wall, Birmingham Centre for Media and Cultural Research
- 10.10 Introduction from Professor David Maguire, Birmingham City University, Pro-Vice-Chancellor Corporate Development
- 10.20 Keynote:
Paul Watson, Newcastle University, Social Inclusion through the Digital Economy Research Hub (SIDE)
- 10.45 Measuring Digital Participation:
Alison Preston – Senior Research Associate, Ofcom
- 11.10 Learning from Experience, Participation in the Arts
Catherine Bunting, Director of Research, Arts Council England
- 11.40 *Break*
- 12.00 Panel Discussion / Q & A
With above speakers and:
Vishalakshi Roy – Senior Business Develop Manager, Audiences Central
Nick Booth, Podnosh
- 12.40 Introduction to break-out groups
- 12.45 *Lunch*
- 1.30 Workshop groups on Reach, Breadth and Depth.
Led by Birmingham City University research staff.
- 3.00 *Break*
- 3.20 Plenary
- 4.00 Finish

Biography of Speakers

Paul Watson – Newcastle University, Social Inclusion through the Digital Economy Research Hub (SIDE)

Paul Watson is Professor of Computer Science at Newcastle University. There he Directs the Digital Institute, the North East Regional e-Science Centre, and the UKRC Digital Economy Hub on "Social Inclusion through the Digital Economy".

He graduated in 1983 with a BSc in Computer Engineering from Manchester University, followed by a PhD in 1986. In the 80s, as a Lecturer at Manchester University, he was a designer of the Alvey Flagship and Esprit EDS systems. From 1990-5 he worked for ICL as a system designer of the Goldrush MegaServer parallel database server, which was released as a product in 1994. In 1995 he moved to Newcastle University where his research has focussed on scalable distributed systems.

Alison Preston – Senior Research Associate, Ofcom

Alison joined Ofcom in 2003 where she is senior research associate in the Strategy and Market Research division commissioning and analysing audience and consumer research. She leads Ofcom's media literacy audience research programme and has been responsible for the core audience research on public service broadcasting, and news and current affairs, amongst others.

Prior to joining Ofcom she worked at a media strategy consultancy and was editor of a monthly digital media journal. She also wrote a number of research reports relating to the independent film and television production business.

Her PhD is from the University of Stirling and focused on the development of the UK TV news industry in the 1980s and 1990s

Catherine Bunting, Director of Research, Arts Council England

Catherine Bunting is Director of Research at Arts Council England, where she leads a team of researchers to explore the role of the arts in national life and the opportunities and challenges for public funding of the arts. This includes a focus on the role of arts, culture and the creative industries in economic and social development of cities and regions.

Catherine led the arts debate, the Arts Council's first public value inquiry, and is a member of the Culture and Sport Evidence (CASE) programme, a national, collaborative research programme led by the Department for Culture, Media and Sport.

Prior to joining the Arts Council, Catherine established the research department at Arts & Business and developed a programme of work to explore the relationship between the arts and the private sector. She spent a number of years overseas and has worked as a

researcher for the Australia Business Arts Foundation. She has a Master's in Applied Statistics and began her career as a statistician in a software development company.

Vishalakshi Roy – Senior Business Develop Manager, Audiences Central

As the Senior Manager Business Development, Vishalakshi is responsible for overseeing new business, developing business strategy and exploring new markets, partnerships and funding streams. As part of the Senior Management Team, Vishalakshi is responsible for ensuring that Audiences Central is fulfilling its obligation to its customers as well as fulfilling the company's core values and objectives. Vishalakshi also manages the Marketing Services and Research teams at Audiences Central

Vishalakshi has over seven years experience in the arts and cultural sector in India and in the UK. Having most recently worked at Audiences Central as Research and Intelligence Manager. She has managed and delivered over 50 projects in the arts and creative industries sector including significant regional projects such as Visual Arts Index West Midlands and national projects such as the evaluation of Shakespeare Live Ticket Offer 2008.

She has a background in advertising and market research, and holds an MA in Creative and Media Enterprises, and a Postgraduate Diploma in Advertising and PR. Vishalakshi is an Associate Member of the Market Research Society and Chair of Black Country Touring.

Nick Booth – Podnosh

Nick Booth runs Podnosh, a consultancy specialising in using social media for social and democratic benefit. Nick is a former BBC political reporter and television and radio documentary maker who now gives advice on social media strategy to a wide range of clients, helping them implement the advice with training and other forms of support.

His clients include the Audit Commission, Be Birmingham, the Environment Agency and Futurebuilders, as well as neighbourhood groups and schools. He is frequently asked to speak at conferences on social media and was one of a couple of dozens bloggers invited to over the G20 Summit in April 2009. He organises the regular free Social Media Surgeries for community and voluntary groups in the city.

Birmingham Centre for Media and Cultural Research

This event is being hosted by the Birmingham Centre for Media and Cultural Research. The Centre brings together over 30 research academics and research degree students working broadly in the field of media and cultural studies. The field covers the new online and interactive media along with traditional forms of broadcasting and print, as well as the popular culture, in which they are consumed, and the media and creative industries and cultural policy which organise and regulate their production.

Members of the Centre are involved in research and knowledge transfer projects, which means that they develop new insights into aspects of the media as well as use their expertise to assist public bodies, commercial companies and community organisations.

Birmingham City University School of Media

With a focus on innovation, creativity and enterprise, The Birmingham School of Media offers a wide range of courses, from undergraduate and postgraduate programmes to professional and short courses geared towards the media industry.

The school and its courses have an excellent reputation due to the wealth of knowledge and experience offered by staff, made up of both academics and media industry professionals. This, coupled with the strong focus on industry placements, has led to the school's exceptional track record for employability.

MA Postgraduate Courses

The school's postgraduate courses offer those who have previously studied or worked in media fields the opportunity to develop their knowledge and expertise.

The postgraduate courses have a strong industry focus, and as well as making use of specialists from relevant media fields to provide insights, the school has a 100% success rate for securing top industry placements.

Here is a selection of our courses:

Online Journalism

This is the right course for anyone who has experience in the news or web industries, or for a journalism graduate. However, applications are welcome from those who have experimented with the potential for journalism and new media.

The MA in Online Journalism offers the chance to explore the organic growth of journalism as it embraces online technology. It emphasises enterprise, community, and experimentation, as well as the core skills in newsgathering and production.

Online journalism is shaping the future of news and those on this course will be embarking on an exciting career in this burgeoning sector.

Media Enterprise

The MA Media and Creative Enterprise programme focuses on developing individuals' skills and confidence for professional development in the creative and media industries.

The course is designed to develop entrepreneurial skills for those planning to set up a creative business, go freelance or who want to be more entrepreneurial within their existing venture.

It is specifically aimed at those working in the creative sector, such as design, media, crafts, music industry, publishing, graphic design, film and animation, as practitioners, managers or consultants.

This course is appropriate for any stage of an individual's career. It can act as an aid to launching a business, help those moving between careers or enrich an existing role in business.

Social Media

Social media in the context of internet technologies is a relatively new term that broadly correlates to the concept of web 2.0. Social media consultancy as a profession is being shaped by the early proponents of the field.

There is a dichotomy within this nascent industry. On the one hand, established businesses are seeking to co-opt the tools of social media and use them for commercial gain; on the other, third sector organisations are making use of these tools to build complex and conversational communication strategies for minimal cost.

This MA programme will explore the techniques of social media, consider the development and direction of social media as a creative industry and will contribute new research and knowledge to the field.

Creative Industries and Cultural Policy

This postgraduate course is for confident and ambitious graduates of arts, humanities or social sciences. It is also ideal for any professional practitioner in the creative and cultural industries, an individual in local or national government or any other agency. Participants are expected to have an interest in the role and dimensions of the creative and cultural industries in contemporary economic, social and cultural life.

This course can help anyone with ambitions to develop a career in the policy, development or managerial areas of that sector or for anyone wishing to develop postgraduate skills or specialism for a future in academia or research.

If you would like any more information on our entire range of courses then please visit <http://www.bcu.ac.uk/pme/school-of-media/courses> or contact Birmingham School of Media on 0121 331 5719