

AHRC/BBC Knowledge Exchange Programme

Summary of Awards 2007

Principal and Co- Investigators	Institution	BBC Partner(s)	Award £ (shared 50/50 between AHRC and BBC)	Duration (months)	Project Title and Summary
<p>Dr Cynthia Carter</p> <p>Professor Maire Messenger-Davies</p> <p>Dr Stuart Allan</p>	<p>University of Cardiff</p> <p>University of Ulster</p> <p>University of the West of England</p>	<p>Louise Wass BBC Children's Education</p> <p>Roy Milani Head of Events, Children's Programmes</p>	74,756	12	<p>What do children want from the BBC? Children's content and participatory environments in an age of citizen media.</p> <p>The project will examine the changing relationship between the BBC and its young audiences with particular attention on Newsround, its flagship television news bulletin and website and children's citizenship education content. In looking beyond the usual sorts of rhetorical claims made about the 'iPod' generation, the development of user generated content - often hailed as citizen media – clearly warrants closer attention for its potential to re-invigorate the BBC's remit. The main opportunity presented here is one of offering these audiences innovative ways to participate as citizens in deliberate dialogue and debate. In recognizing how 'technology-savvy' young people are becoming – especially as they actively seek question, probe and seek out information in diverse media contexts – it is equally apparent that familiar assumptions about how best to reach them need to be actively reconsidered. The proposed project will include a wide range of research methods and the researchers will work with a sample group comprising an equal number of boys and girls in two age ranges from different socio-economic and cultural/ethnic backgrounds in four regional sites.</p>
<p>Professor David Gauntlett</p> <p>Professor Jeanette Steemers</p>	<p>University of Westminster</p> <p>University of Westminster</p>	<p>Peter Davies BBC Children's Interactive</p>	74,243	12	<p>Audience and Producer Engagement with immersive worlds (Case study Adventure Rock)</p> <p>The project aims to establish how children inhabit and engage with immersive digital environments based on a case study of Adventure Rock in close collaboration with the BBC Children's Department. Adventure Rock is a 3D virtual environment offering exploration and creative opportunities for children to experiment with music, drawing, animation, alongside a dedicated website and message board community. The researchers will work with BBC producers as well as with child</p>

					users and in particular take an interest in the blurring of the division between 'producer' and 'user' by studying ways in which children create content for the world and could play a role in its management. Beyond this, BBC Children's and the researchers hope that the study will suggest how children might be involved with the organization itself, in the future, as active citizens able to engage with digital life in creative and responsible ways.
Dr Claire Wardle Professor J Lewis Dr Tammy Boyce Dr Karin Wahl-Jorgensen	University of Cardiff University of Cardiff University of Cardiff University of Cardiff	Robin Hamman BBC English Regions	73,622	12	User Generated Content: Understanding its impact upon contributors, non-contributors and the BBC There are three main objectives for this project: 1) understanding the difference between UGC contributors and non-contributors 2) understanding how the BBC currently manages UGC and suggesting improvements to work practice processes and 3) understanding how UGC impacts audience behaviour and audience understanding of and engagement with BBC output. The research project will enable the BBC to understand with greater sophistication why some people provide UGC, why others do not, and what audiences in general think of the increasing use of UGC in BBC output. The research will also provide concrete guidelines for using UGC in the newsroom, produce presentation materials which can be used by the BBC for inhouse training and create pilot formats for testing on different audiences to provide the BBC with evidence on which encourage the most audience participation, and which are most popular with audiences in general.
Professor Hamish Fyfe Professor Michael Wilson	University of Glamorgan University of Glamorgan	Ms Mandy Rose BBC Cymru Wales	74,154	12	A Public Voice – access, digital story and interactive narrative Digital storytelling is a new creative form. It amalgamates new technology, filmmaking, photography, music, story and social purpose. These activities cut across boundaries in the arts, democratising the process of media making and establishing an anti heroic position for the artist/storyteller. The concept that is being developed is one of an interactive and conversational media that represents digital stories as an extension of the quotidian storytelling of everyday life. The project will develop new understandings of how digital storytelling has developed to this point and ways it could progress in future. The BBC Capture Wales project and the community applications that have grown from it will provide a focus for the work. The research will explore new modes of expression through developing multi media applications especially mobile phone technology.
Dr Sri Kurniawan Professor Stephen James Payne	University of Manchester University of Cardiff	Andrew McParland BBC Future Media and Technology Maxine Glancy	74,381	11	Inhibited exploration in older customers of digital services The BBC's future audience is ageing. Yet older customers are less likely to exploit advanced digital services: This project will

		<p>BBC Future Media and Technology</p> <p>Gareth Ford Williams BBC Future Media and Technology</p> <p>Mark Howell BBC Future Media and Technology</p>			<p>use interview and experiment to investigate why this is so. In particular the project will consider the reasons for 'inhibited exploration' – a reduced tendency to 'try things out'. Because exploration is the primary behaviour through which new facilities offered by advanced technology are discovered, inhibited exploration will have enormous implications and must be a priority for design solutions. The project will investigate two independent causes for inhibited exploration. The first relates to older viewers' diminishing intellectual capabilities and their tendency to change behaviour so as to reduce the load on these capabilities. The second is that older viewers may find advanced services unattractive. The project will use in situ interviews to explore these issues and resulting case studies will be packaged as illustrative design scenarios to capture good and bad design practices.</p>
Professor Angela McFarlane	University of Bristol	<p>Frank Flynn BBC Formal Learning</p> <p>Mairin Murray BBC Formal Learning</p> <p>Peta Haigh BBC Future Media and Technology</p>	74,440	12	<p>Alone together – online creative communities</p> <p>This project will engage with contributors to UGC websites in order to understand better how they use such sites to develop their skills and knowledge. UGC sites offer a mix of opportunities to post your own work and receive comment from a community of users as well as post comments on the work of others. There is a lot of interest in this kind of activity which is seen as newly emerging cultural practice that has democratised media publishing. However, little research into UGC sites has yet been funded or published, so little is known about the range and depth of engagement. Early indications are that interaction around such content hosting sites might offer opportunities for contributors to learn more about creating media and develop their practical and critical skills. In order to explore this potential the BBC has developed BBC Blast a UGC web service with a real world tour element. The PIs intend to use a blend of face to face and virtual strategies to maximize the range of opportunities for knowledge exchange.</p>
Mr Simon Popple Professor David Morrison	University of Leeds University of Leeds	<p>Heather Powell BBC North, Information and Archives</p>	57,428	9	<p>Open Archive: The Miners' Strike: a case study in regional content</p> <p>The project will investigate how the BBC might use its archive holdings via the Open Archive. It will study how the BBC deals with its regional audiences and how regional rather than national news and historical agendas might be prioritized to provide these audiences with material that can be used to explore memories of significant events in their own lives. It will also study how archivists and broadcasters deal with ethical issues raised by sensitive or contentious material and explore ways in which these materials need to be contextualized for future use. The study will be based on the major historical event of the Miners' Strike (1984-5) and will focus specifically on how various</p>

					categories of material, including news, documentary and dramatic reconstruction have represents this strike and how it might be used within communities directly effected by it and its long term consequences. The outcome of the study will lead to policy advice for the BBC.
Professor Tim Wall	University of Central England	Tristan Ferne BBC Research and Development, Audio Music and Interactive	72,795	12	<p>Listener online engagement with BBC radio programming</p> <p>This project explores through a range of listener-controlled, commercial and BBC internet media the creative fan culture that has been built around the BBC's music, fiction and speech radio programming. The research will produce useful knowledge and insights for BBC staff to inform their interactive and online products, services, policies and strategies. It will also contribute the scholarship on fan culture, radio audiences and online environments and activity. The team will produce the results of the research, analyses and interpretation in a research report and staff seminar for the BBC and four peer reviewed conference papers or journal articles.</p>
Dr Andrew Dubber	University of Central England				
Dr Bethany Klein	University of Central England				
Dr Matthew Hills	University of Cardiff				
Dr Lyn Thomas	London Metropolitan University				