

**14-15 October 2015, Halmstad University**

**International SCACA symposium: ETHNOGRAPHY AND ITS AUDIENCES**

Locale: The Halda room, in the building “Visionen”

This symposium will explore and interrogate new and emergent ways in which ethnographic practice is being used to address multiple audiences and stakeholders across academic, public and applied contexts. In a context where contemporary ethnography is seeking to be engaged and to have ‘impact’ in the world beyond academia, we will examine questions of: with what audiences is it being engaged; what working with external stakeholders means in contemporary research and intervention environments; the methods and media through which this is happening; and the implications of this. The discussions will be underpinned by examples of contemporary ethnographic practice, and the theoretical and methodological perspectives that support and emerge from them. Session 1 is public, while notification of participation in session 2, 3 and 4 is required.

**Day 1: 14 October**

10:00 – 12:00 Session 1 (public)

Welcome to Halmstad University (10 min) – *Thorsteinn Rögnvaldsson, pro Vice-Chancellor*

Introduction: This is not a workshop (10 min) - *Vaike Fors & Martin Berg*

Stakeholder Ethnography: knowing with research partners (15 min) – *Sarah Pink*

Multi-Targeted Ethnography (15 min) – *Tom O’Dell*

Practices of Future Making (15 min) – *Wendy Gunn*

Panel discussion (30 min) – *chair Robert Willim*

Paths of Transition (15 min) – *Katarzyna Herd, Samantha Hyler & Chris Martin*

12:00 Lunch

12:45 Coffee and slide show presentation by PhD candidates Katarzyna Herd Samantha Hyler, Chris Martin

13:30 – 15:30 Session 2 (notification of participation required)

Translation and Collaboration in Digital Ethnographic Practice – *Heather Horst*

Audience in the transformative process of ethnography - *Elisenda Ardevol & Debora Lanzani*

Mind the Gap – the challenge of handing over ethnographic insights - *Mark Vacher*

Discussant: Magnus Bergquist, Halmstad University

15:30 – 16:00 Coffee

16:00 – 18:00 Session 3 (notification of participation required)

Museum Imaginaries - On Evocations of Possible Worlds - *Lotten Gustafsson Reinius & Robert Willim*

Audiencing and Tourist Ethnographies - *Soile Veijola*

Ethnographic evaluation of large-scale events: A matter of reframing purpose and remixing outcomes – *Annette Markham*

Discussant: Karin Becker, Stockholm University

## **Day 2: 15 October**

10:00 – 12:00 Session 4 (notification of participation required)

Melancholic Design: on participatory futures made and in the making

– *Pelle Ehn*

Designing the invisible - Normcritical design and its audiences - *Anna Isaksson & Emma Börjesson*

Asking audiences to perform: shepherding the transformation of research to stakeholder action – *Brendon Clark*

Discussant: Yolande Strengers, RMIT University