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**Twelve Truths about Big Brother  
Finland. Researching Participants'  
Experiences of Reality Television**

The multimedia project *Big Brother* has been produced in over 40 countries and received attention not only in other media but in numerous academic analyses as well. Empirical research, however, is relatively scarce. This article discusses first findings of an empirically-oriented research project on the first Finnish *Big Brother* (2005); specifically, of the relationship between audiences, the production team, and the contestants. Here, the focus is on the area previously mainly left out in research of reality television, namely on the participants. We depict how the 12 housemates discuss their reasons for partaking in the project; their ideas of stardom and celebrity; as well as their understanding of the questions of “authenticity” and “performance”, and the role of audiences and programme-makers in the project.

Mikko Hautakangas

**Activated Audience on the  
Internet Discussion Forum of the  
Finnish Big Brother**

The article studies the relations between the audience, text and production based on the discussions on the official Internet forum of the Finnish *Big Brother*. The article takes part in the discussion about the ‘active audience’ of cultural studies and conceptualizes the studied audience as ‘*activated audience*’. This concept aims at focusing on the interrelations of the audience and the text, and the mutual investments in these relations: the

idea of activated audience contains both *the active role of the audience* in producing and shaping the text and its meanings; and *the active role of the text* in inviting subjects to participate in the text and invest in their audiencehood.

The article describes the activated audience as 1) well aware of their position as part of the structures of media industry and culture; 2) sharing and reproducing the discourse of the consumed text and affectively investing in this relation; and 3) actively interacting with the text and its producers.

Veikko Pietilä

**Matti Matalainen's public  
proposal for public,  
and other issues**

The terms *audience* and *public* are often used interchangeably. However, because *audience* refers nowadays customarily to people when they are at the receiving end of the communication chain, the article defends and elaborates the suggestion that the noun *public* should be clearly separated from *audience* in this context and earmarked for people when they are discussing or acting publicly in the media or elsewhere. This suggestion is given a background for and backed up with an empirical study of the use of the terms in the scholarly literature on media reception as well as with a concept historical analysis. The article also assesses and takes critical stand to several interpretations if the term *public* put forth in the debate around the meaning of the terms at stake. Finally, the article defends and gives grounds for the view that *public* in the above sense should be translated in Finnish with the neologism *julkiso*.