Lower Saxony – Scotland Joint Forum 2020
24 November 2020

Session IV – 1:00 pm CET

Developing a Computational Ontology from Mixed Data to Understand how Film Audiences Form

Workshop Organizers

Bridgette Wessels, *University of Glasgow*
Mathew Hanchard, *University of Glasgow*
Peter Merrington, *University of Glasgow*

Description

Film-watching is an increasingly diverse and extensive experience. Understanding how audiences form when watching different types of film is at the heart of current debates in audience studies. Audience studies theorists have made the audience increasingly visible, audience surveys have tracked film-watching trends over time, and funders, cinemas, and distributors have gathered information about audience members' preferences and their demographic composition. However, little attention has been paid to the specific relationships and interactions that exist between films and the individuals that generate and sustain audiences when watching them.

This workshop will discuss a novel methodology, combining mixed methods social research with a computational ontology to examine how film audiences form. The aim of this workshop is to explore this new approach to structuring, organising and analysing data in order to better represent the subject domain in question, and enable new forms of inquiry.

The workshop is developed from the AHRC-funded project Beyond the Multiplex: Audiences for Specialised Film in English Regions, that aims to understand how we might enable a wide range of audiences to participate in a more diverse film culture, and embrace the wealth of films beyond the mainstream in order to optimise the cultural value of engaging with less familiar films.

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Programme

(The times of the programme items are indicated in CET.)

1:00 pm   **Introductions**

Bridgette Wessels, *University of Glasgow*

Matthew Hanchard, *University of Glasgow*

Peter Merrington, *University of Glasgow*

1:10 pm   **Session 1 – Research Design and the Ontology**

– About the Project
– The Background Context of Specialised Film in the UK

1:20 pm   **Session 1 – Discussion and Questions**

1:30 pm   **Coffee Break**

1:40 pm   **Session 2 – Methods**

– Audience Interviews and Coding
– Developing and Analysing Surveys
– Film-elicitation Groups
– Policy and Industry Perspectives

2:00 pm   **Session 2 - Discussion and Questions**

2:20 pm   **Coffee Break**

2:30 pm   **Session 3 – Results**
    –   The Ontology in Action: a Walk-through Example
    –   Search and Data Visualisation Tools

2:50 pm   **Final Discussion and Questions**

3:00 pm   **Closing**