

Beyond the Multiplex: audiences for specialised film in English regions



Developing a computational ontology from mixed data to understand how film audiences form

Lower Saxony – Scotland Joint Forum | 23-24 November 2020

Bridgette Wessels | Matthew Hanchard | Peter Merrington



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David Forrest (Col)
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Jamie McLaughlin



Andrew Higson (Col)

Outline

- **Introduction** (10 minutes)
- **Session 1 - Research design and the ontology** (10 minutes)
 - > Break (10 minutes)
- **Session 2 - Methods** (20 minutes)
 - > Break (10 minutes)
- **Session 3 - Results: The ontology in action** (20 minutes)

Introduction: About us

Principal Investigator:

- Bridgette Wessels - University of Glasgow

Co-Investigators:

- Dave Forrest - University of Sheffield
- Andrew Higson - University of York
- Michael Pidd - University of Sheffield
- Simeon Yates - - University of Liverpool

Research Associates

- Matthew Hanchard - University of Glasgow
- Peter Merrington - University of Glasgow

Introduction: About the project

- 3-year AHRC-funded project running – extended to four years
- Interdisciplinary (combining social science and digital humanities)

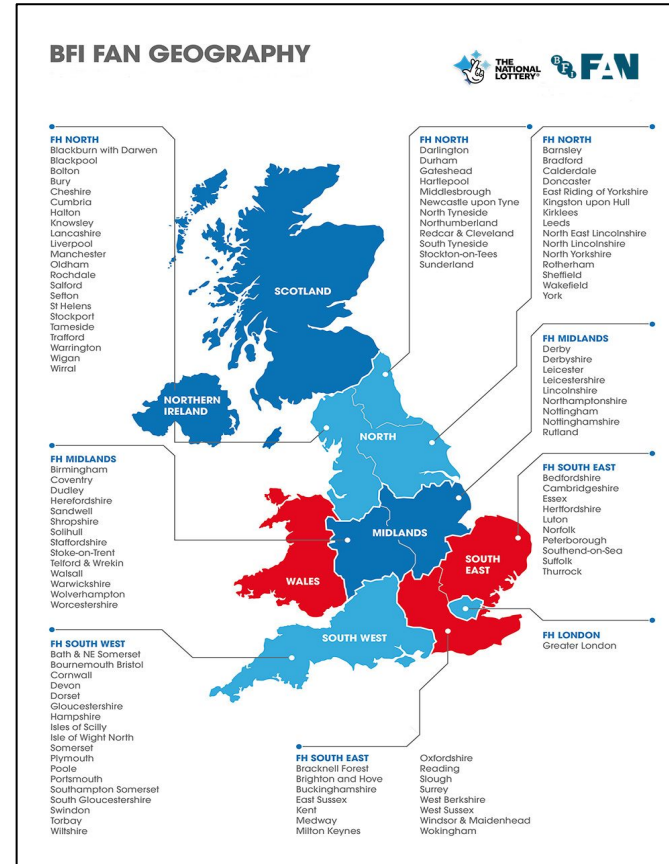
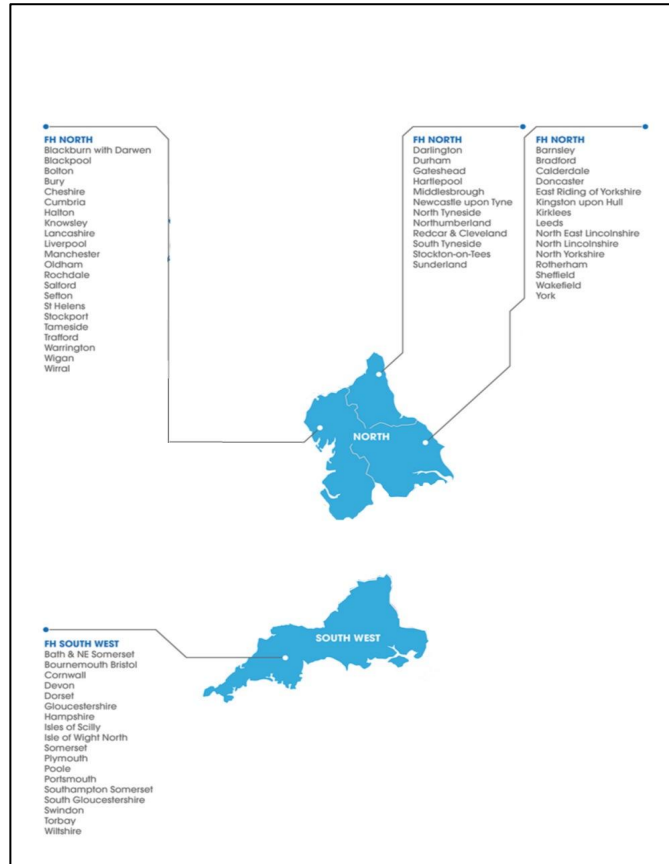
Core Research Question:

- How do audiences engage with and form in different ways around specialised films in English regions?

Aims

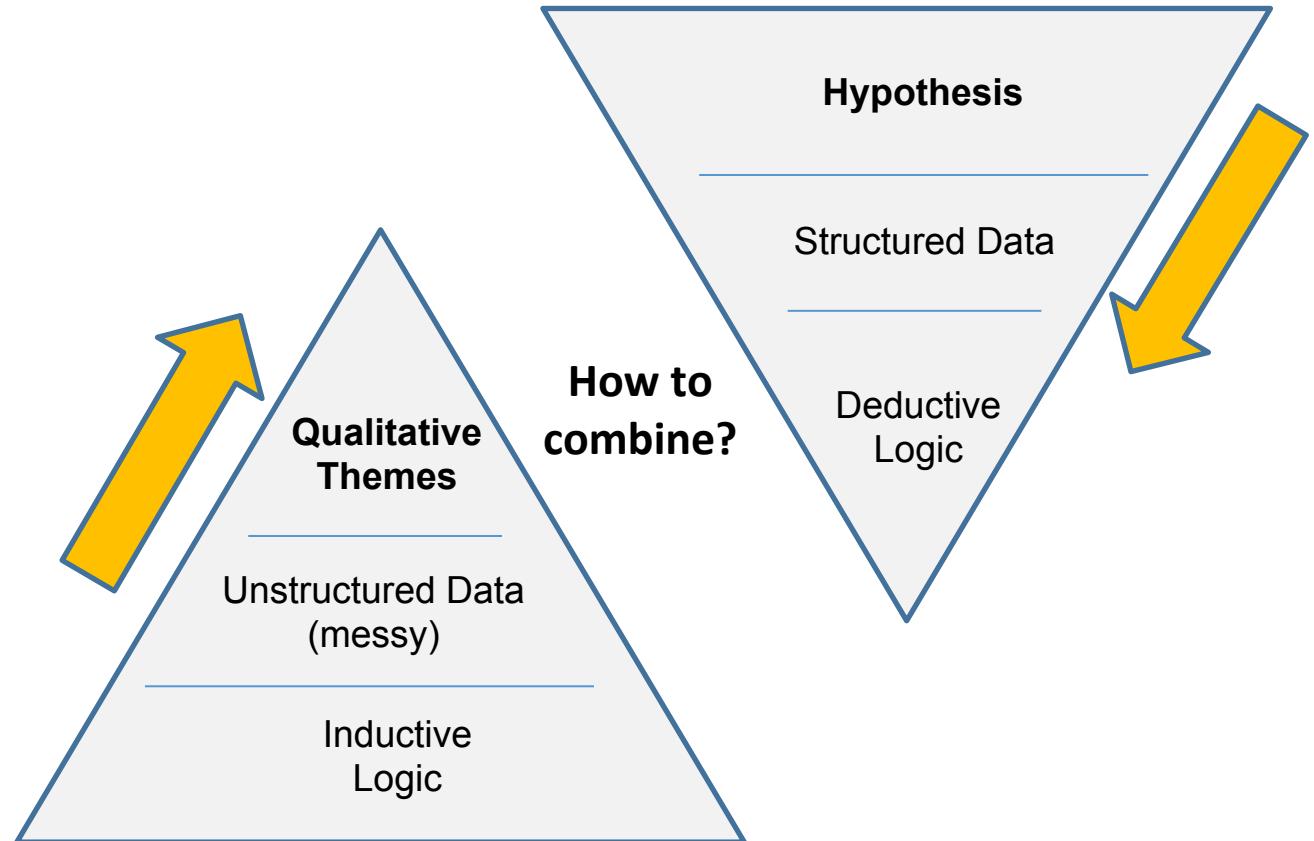
- To understand how to enable a wider range of audiences to participate in a more diverse film culture that embraces the wealth of films beyond the mainstream.
- How to optimise the cultural value of engaging with those less familiar films, identified as 'specialised' films.
- To support those working in film and with film audiences by providing: evidence, analytical data tools, and digital methodology for audience research.

Introduction: About the regions

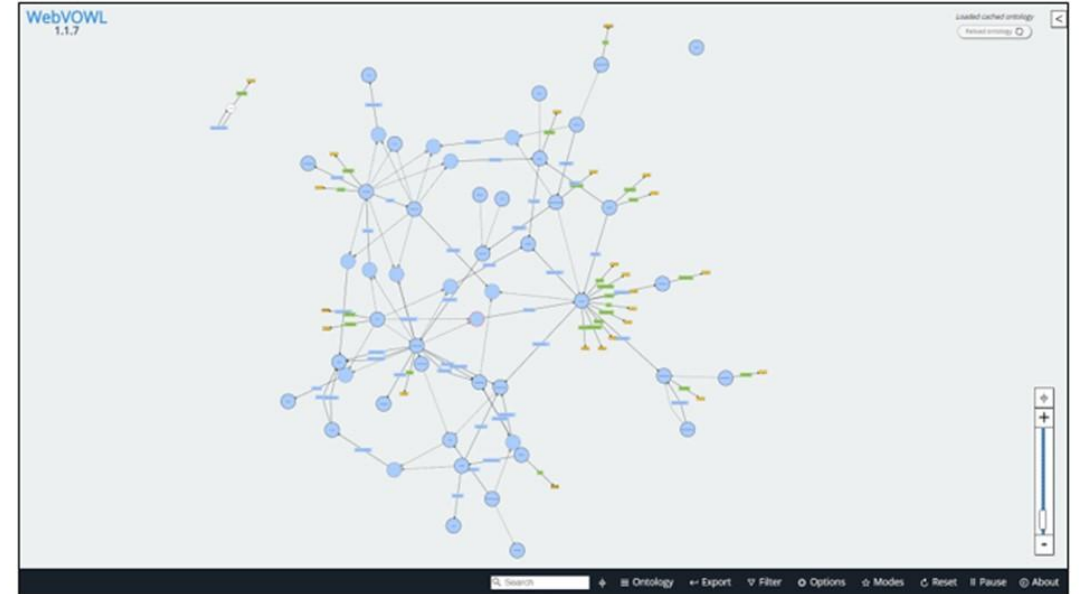
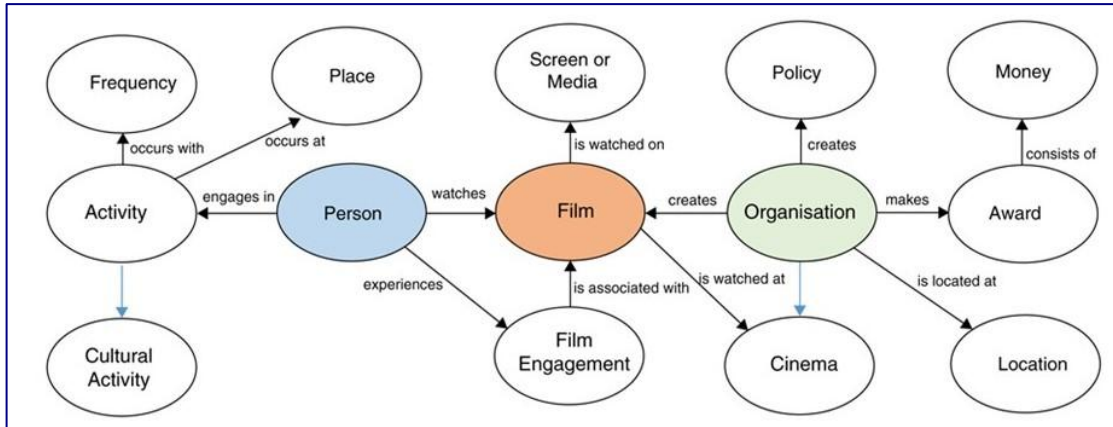


Session 1: Research design

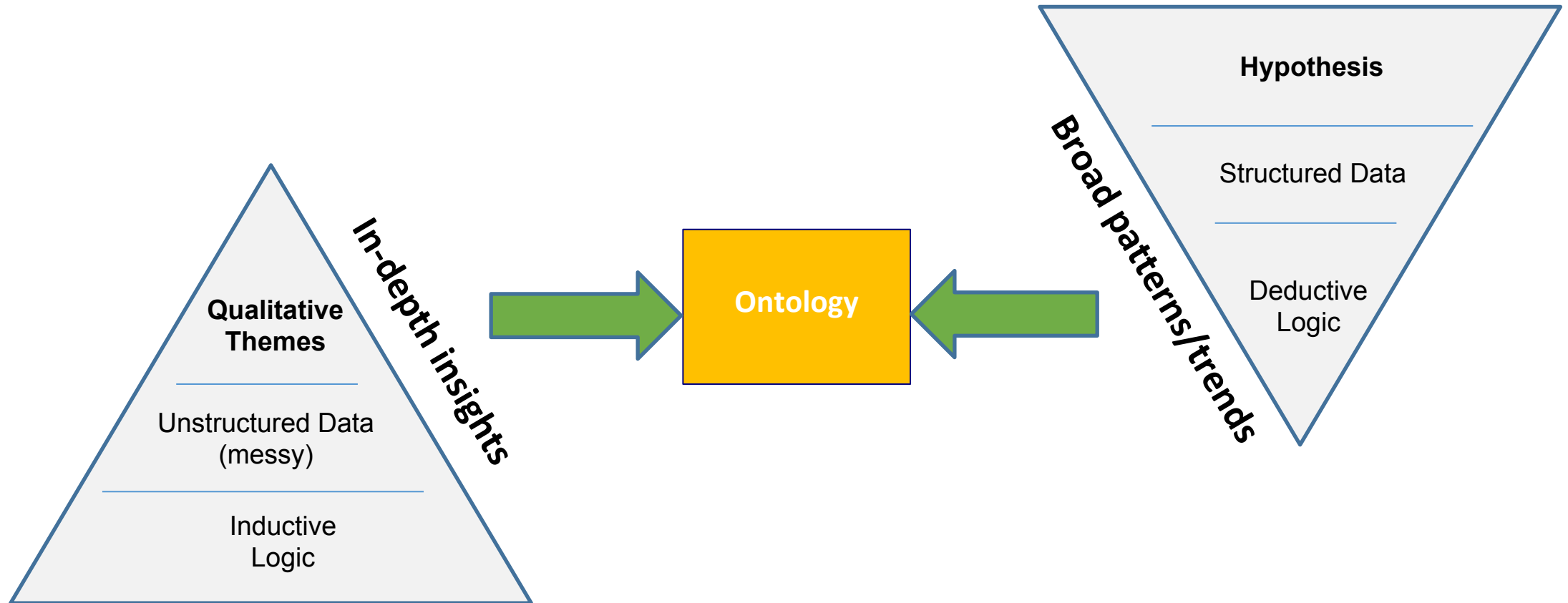
- Socio-cultural Index
- Policy and Industry document analysis
- Three-wave sample survey
- Semi-structured Interviews
- Film industry and policy expert interviews
- Film-elicitation focus groups



Session 1: Using an ontology



Session 1: Holistic analysis



Session 1: Comments/questions?

After the break, in session two we will describe our individual research methods before moving on (in section three) to explain how the ontology helps us to work holistically across them.

For now, are there any comments/questions about the project?

Coffee/screen break

We will reconvene in 10 minutes

Session 2: Methods

Research Methods

Socio-cultural Index

Policy and Industry document analysis

Three-wave sample survey

Semi-structured Interviews

Film industry and policy expert interviews

Film-elicitation focus groups

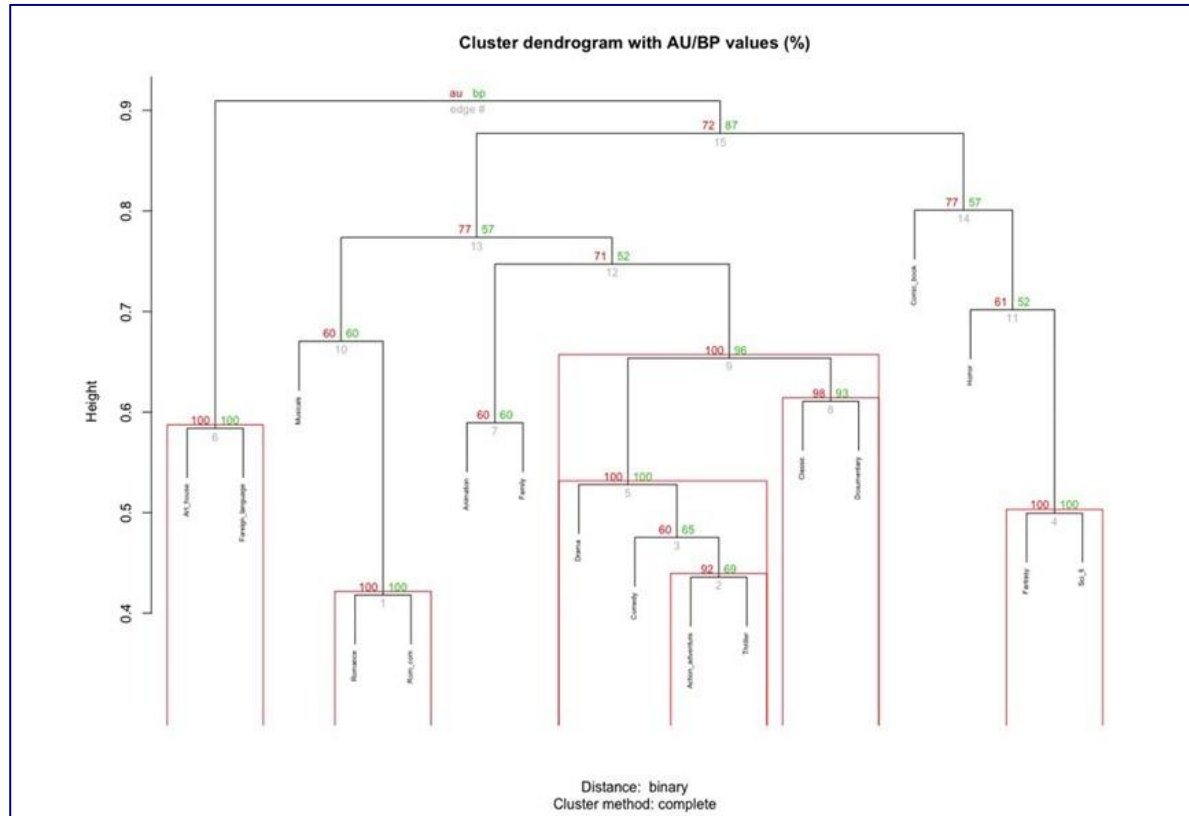
Delphi panel

Ontology

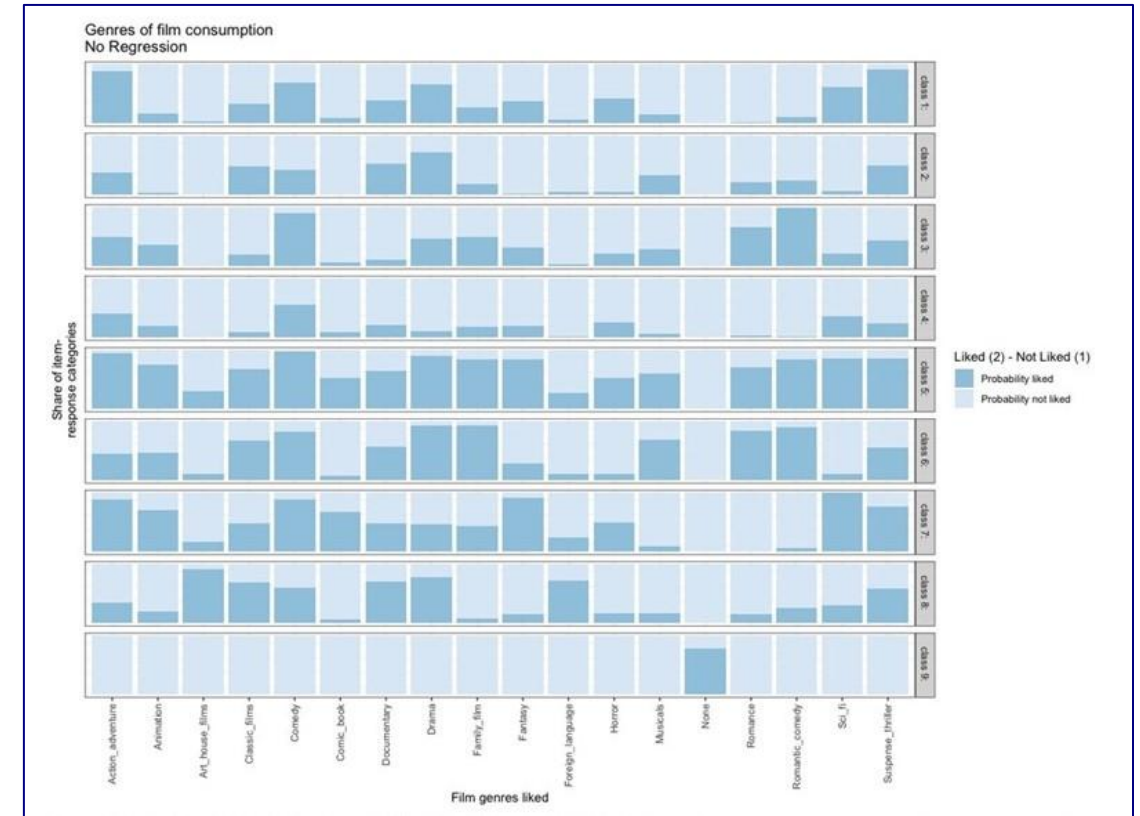
Data visualisation and search tools

Session 2: Socio-cultural index

Using BFI and DCMS data



Hierarchical cluster analysis



Latent class analysis

Session 2: Socio-cultural index example

Art house and Foreign language

Income over £30,000 per year

Degree or higher qualifications

Live in a city

Age 55 or below

Positive view of pop/rock music

Positive view of news

Comedy and Romantic-comedy

Income below £30,000 per year

No or lower qualifications

-

Ages 15 to 24

Negative view of restaurants, pubs and clubs

Negative view of arts and classical music

Session 2: Policy and industry document analysis

- 115 documents film industry and policy
- Covering 1997 to 2018
- Trends and changes in funding distribution and policy over time
- Changes to the treatment of specialised film as a category

Session 2: Audience member interviews

- 200 interviews
- 50 per English region
- Experiences and memories of watching film and what film meant for people

Session 2: Three wave survey

Wave 1

- 5071 responses (equally distributed between English regions)
- Focussed on film-watching practices, preferences, and habits

Wave 2

- Subset sample of 547 specialised film viewers
- Respondents named up five films and answered questions about their perception and experience of watching their chosen films

Wave 3

- Repeated wave 2, gathering 317 responses.

Session 2: Film industry and policy expert interviews

- 27 interviews with representatives from UK film industry and policymakers
- Policy trends over time and current landscape

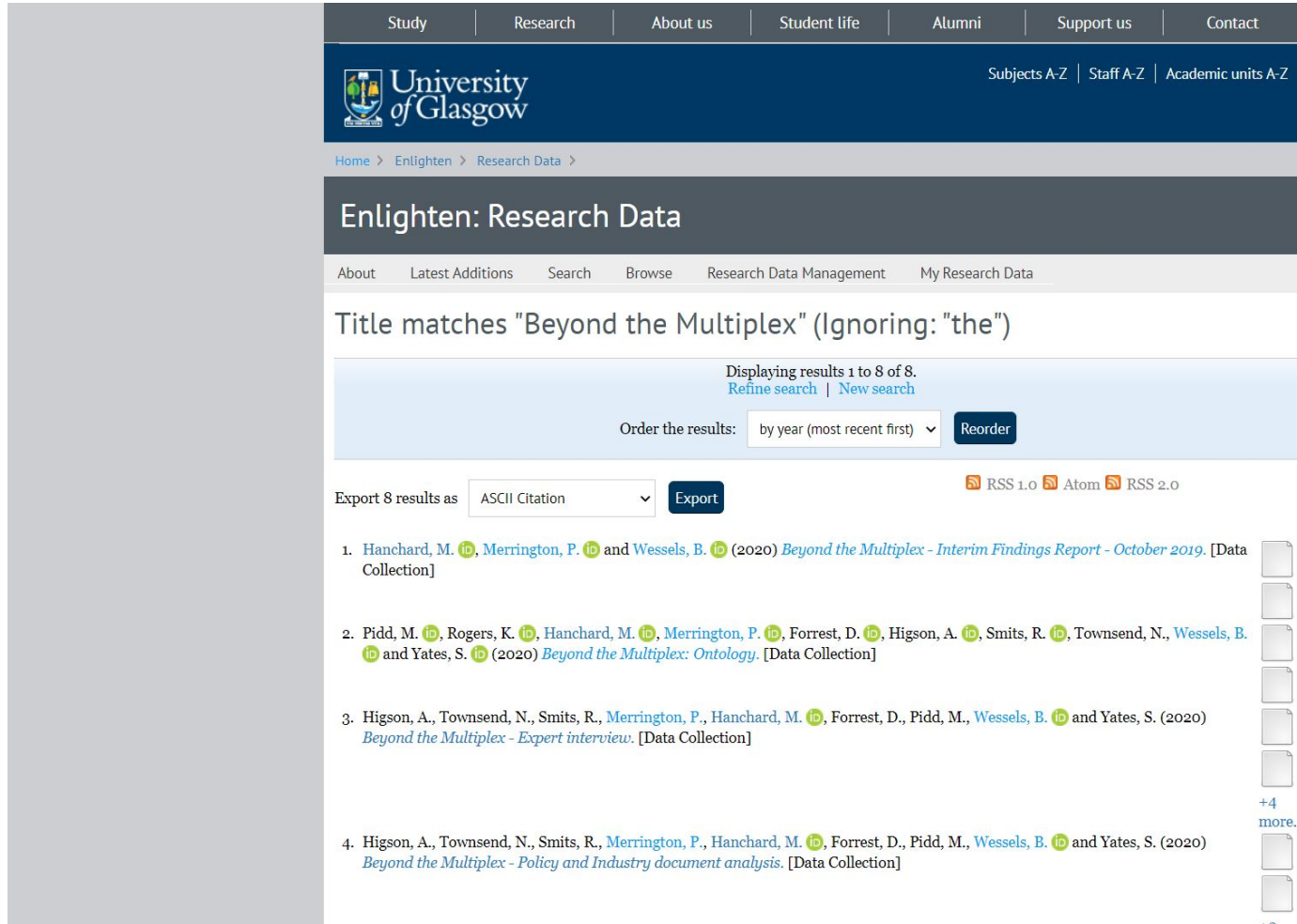
Session 2: Film-elicitation groups

- 16 film-elicitation groups (four per region)
- Focus group with a screening of short 6 to 11-minute long film clips
- Discussed meaning of films and film narratives

















Session 2: Delphi panel

- Presented research findings to a panel of experts using a questionnaire and workshops to gain feedback.
- Gained expert opinion from exhibitors and policymakers
- Develop policy recommendations

Session 2: All our datasets are open



The screenshot shows the re3data.org website interface. At the top, there is a navigation bar with links for Study, Research, About us, Student life, Alumni, Support us, and Contact. Below this is the University of Glasgow logo and a search bar. The main heading is 'Enlighten: Research Data'. A search filter is applied: 'Title matches "Beyond the Multiplex" (Ignoring: "the")'. The results show 8 items, with the first four listed:

- Hanchard, M. , Merrington, P.  and Wessels, B.  (2020) *Beyond the Multiplex - Interim Findings Report - October 2019*. [Data Collection]
- Pidd, M. , Rogers, K. , Hanchard, M. , Merrington, P. , Forrest, D. , Higson, A. , Smits, R. , Townsend, N., Wessels, B.  and Yates, S.  (2020) *Beyond the Multiplex: Ontology*. [Data Collection]
- Higson, A., Townsend, N., Smits, R., Merrington, P., Hanchard, M. , Forrest, D., Pidd, M., Wessels, B.  and Yates, S. (2020) *Beyond the Multiplex - Expert interview*. [Data Collection]
- Higson, A., Townsend, N., Smits, R., Merrington, P., Hanchard, M. , Forrest, D., Pidd, M., Wessels, B.  and Yates, S. (2020) *Beyond the Multiplex - Policy and Industry document analysis*. [Data Collection]

re3data.org: Enlighten

Listed with the Registry of Research Data Repositories. As part of the JISC funded CERIF 4 Datasets (C4D) scheme.

Generates official DOI for each dataset as a research output.

Requires anonymity, ethics detail, and full dataset in accessible format.

Session 2: Comments/questions?

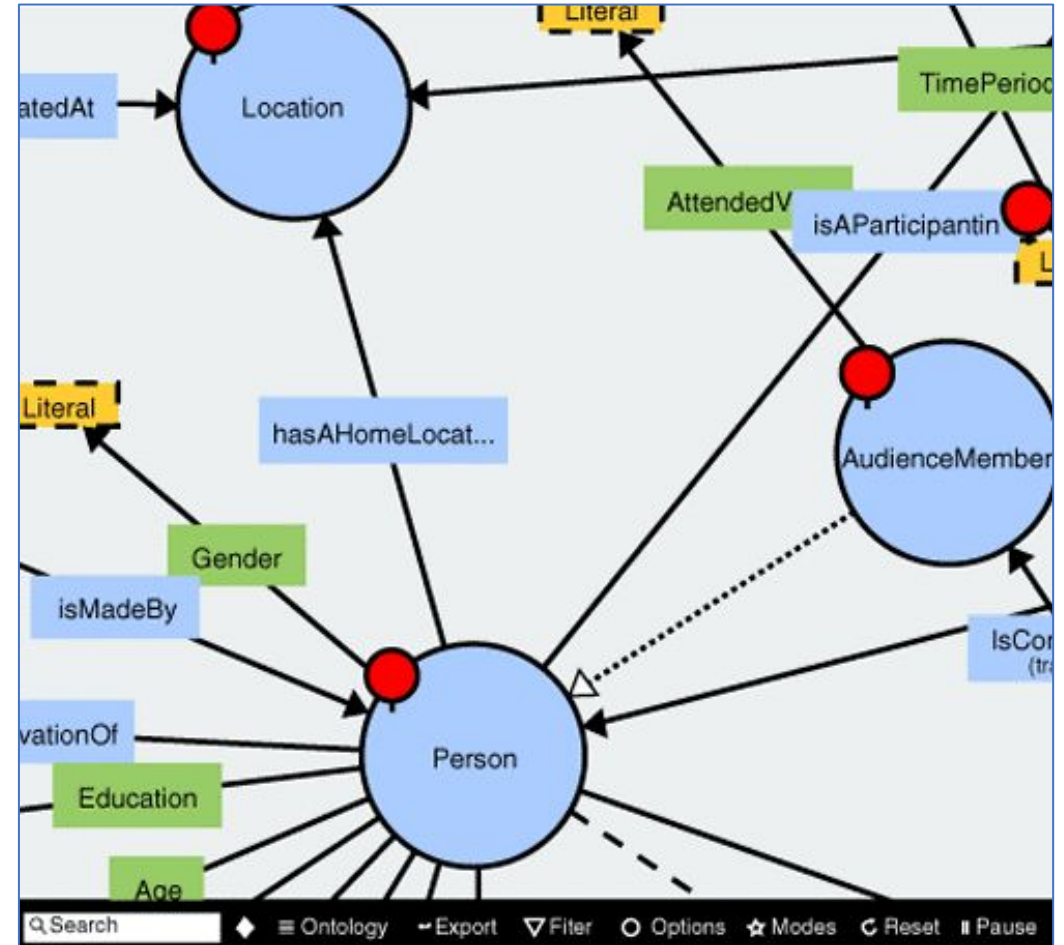
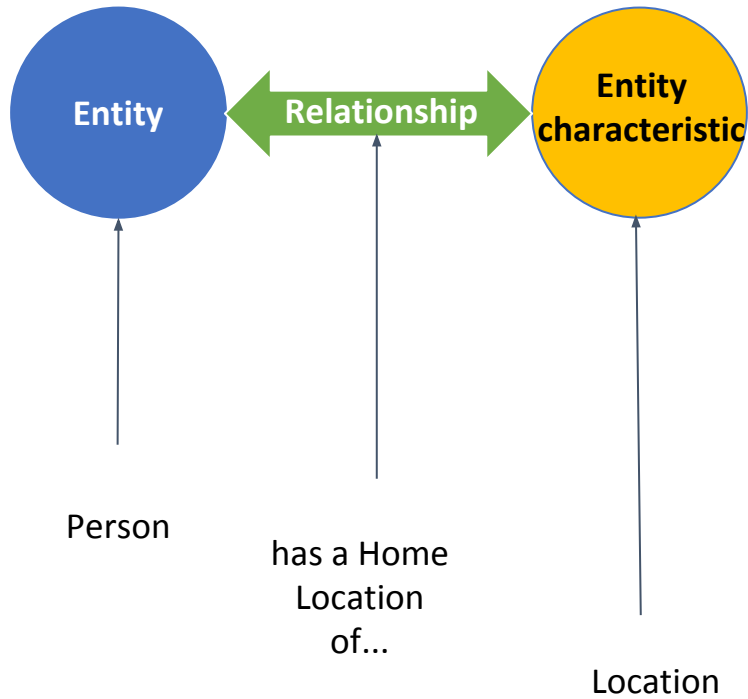
After the break, in session three we will explain how the ontology has helped us to work across these mixed datasets holistically.

For now, are there any comments/questions about the methods?

Coffee/screen break

We will reconvene in 10 minutes

Session 3: The Ontology in action - Triples



WebVOWL visualisation of the ontology

Session 3: Coding qualitative data for an ontology

Nodes	
Name	
<input type="checkbox"/>	Different audiences
<input type="checkbox"/>	Actively engaged [part of an audience]
<input type="checkbox"/>	Audience is...a temporary community
<input checked="" type="checkbox"/>	Audience is...cinema members
<input type="checkbox"/>	Audience is...city-based [feeling part of an audience]
<input type="checkbox"/>	Audience is...global [worldwide]
<input type="checkbox"/>	Audience is...more than one
<input checked="" type="checkbox"/>	Audience is...national [feeling part of an audience]
<input checked="" type="checkbox"/>	Audience is...people I am with [not whole cinema]
<input type="checkbox"/>	Audience is...pretentious
<input type="checkbox"/>	Audience is...self-selected [mono-cultural]
<input type="checkbox"/>	Audience is...specific cinema tribe
<input type="checkbox"/>	Audience is...transaccinal [you have all paid to be there]
<input type="checkbox"/>	Audience of couples
<input type="checkbox"/>	Audience of Daily Mail readers
<input type="checkbox"/>	Audience of older demographic
<input type="checkbox"/>	Audience of one
<input type="checkbox"/>	Audience of...film lovers
<input type="checkbox"/>	Audiences change over time
<input type="checkbox"/>	Audience is...limited or niche [small]
<input type="checkbox"/>	Gendered participation [part of an audience]
<input type="checkbox"/>	Passively engaged [part of an audience]
<input type="checkbox"/>	Tourist audience - [feels part of an audience]

'...[it] boosts an emotional response if you're watching with an audience The point in the auditorium isn't the size of the screen it's the crowd that you're with.'

'...the only problem with the [cinema name] is that so few people in it...and it's a bit, sort of, niche. I don't know, I like to mix with lots of different, sort of backgrounds of people... I just feel that's a bit self selected as it were and I don't like that aspect of it...I don't go there to meet my friends as it were. I go there to watch film with lots of other people...But I just feel there's a sort of, almost like, you know, I can't say snobbery but, you know, it's a self selecting arty, sort of group of people.'

'I'm not a Daily Mail reader...[I] spent two training days [with people who] were Daily Mail readers. That's just so obvious and everything... I'm absolutely certain that there might be only a sort of five/ten percent overlap in the films that we... Me and the Daily Mail readers both watch, they would choose different ones from me.'

Relationships			
From Name	From F	Type	To Name
<input type="checkbox"/> ANALYTICAL NODES\AUDIENCES\Part of an audience [generic]\Part	Nodes	BECAU	<input type="checkbox"/> ANALYTICAL NODES\FILM\Film and film series titles
<input checked="" type="checkbox"/> ANALYTICAL NODES\AUDIENCES\Part of an audience [generic]\Part of a film-related audience\Part of a film-related audience [at cinema]			<input type="checkbox"/> \Experience
<input type="checkbox"/> ANALYTICAL NODES\AUDIENCES\Part of an audience [generic]\Part	Nodes	CHAN	<input type="checkbox"/> ANALYTICAL NODES\TIMES\Life modes

Part of an audience [at cinema]	R (Subject)
(BECAUSE)	D (Predicate)
Annoyed with other people [making noise]	F (Object)

Session 3: The Ontology in action - dataviz



Beyond the Multiplex

REASON FOR WATCHING

Search the ontology...

Ontology / REASON FOR WATCHING

Reason for watching film [generic] **140** Reason for watching film [at the cinema] **111**

Reason for not watching [at the cinema] **131** Reason for watching film [at home] **131**

Reason for not watching [on a mobile device] **12** Reason for not watching [generic] **17**

Reason for watching film [on a mobile device] **13** Reason for not watching [at home] **14**

Reason for not watching [specialised film, independent or art house] **14**

It's like, oh, you know, with the size of everything when you were a child, you know like... Yeah. "Wow! This is amazing." And I think that makes you want to go back again. Right. So it's kind of quite magical when you're tiny.

Sophia 45-54 South West

And how do you find the selection on Netflix and kind of *Player*, those kinds of things? Em, I find it quite good. You can... You can easily find something you... You're more prepared to have a go with something on Netflix, and give

Solly 65+ North West

So sometimes, I preplan to go to cinema. Yeah. And that might change, em, yeah.

Philip 45-54 South West

Em, I think I like to watch pretty much everything except, em, for I'm not fussed on things about space like Star Wars and things like...

Chloe of film out (Home) | www.thefilmout.com **Roberta register (Home) | www.thefilmout.com** **the film out (Home) | www.thefilmout.com**

Yeah.

That a bit or, em, yeah, things that sort of a bit surreal, I'm not really very keen on things like that so...

Yeah.

But everything else I will consider, watch it. **Pauline** **Chloe of film out (Home) | www.thefilmout.com** **Roberta register (Home) | www.thefilmout.com** **the film out (Home) | www.thefilmout.com**

Right.

Yeah.

And so do you... You know, do you do mainly mainstream films or do you think about British film, documentary...

Em.

Minor...

I do mostly mainstream films but I have watched a few sort of in Cannes festival.

Right.

Em, I have a small, em, local cinema that puts on...

Okay.

French films as well. **Roberta register (Home) | www.thefilmout.com** **the film out (Home) | www.thefilmout.com**

What? Here locally to where you're living in Tranport?

No, in Whitton.

Okay, Whitton, yeah.

Yeah.

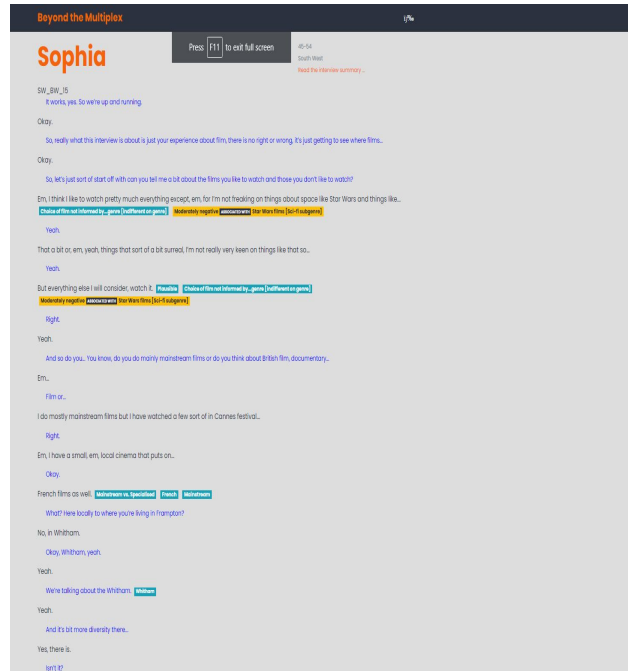
Were talking about the Whitton. **Roberta register (Home) | www.thefilmout.com**

Yeah.

And it's bit more diversity there.

Yes, there is.

Well, it?



Beyond the Multiplex

Sophia

Press [F11] to exit full screen

45-54 South West

Read the interview summary...

SW_011_05

It works, yes. So we're up and running.

Okay.

So, really what this interview is about is just your experience about film, there is no right or wrong. It's just getting to see where films...

Okay.

So, let's just sort of start off with can you tell me a bit about the films you like to watch and those you don't like to watch?

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Beyond the Multiplex

Juan

Press [F11] to exit full screen

35-44 Yorkshire and Humber

Read the full interview...

JUAN_011_05

Then, when went to the pub after that, not something especially if there is a, if we would have to get a bus back. I would always go for the, I would rather go for the 6.30-7 o'clock show because then you'd have enough time to go for a couple of drinks afterwards instead of going for a late one where you'd just have to go straight home afterwards. Only yesterday, we went to see the big show with a friend of ours at, I can't remember, the Cottage Road Cinema, which was not so more, but it's not a multiplex because it's more like your old ABC kind of cinema with a red draped kind of deal, but it's not so independent, but still, I guess it's not your *Empire* or *Cineworld* kind of thing and, we went for a screening where we could go for a beer

Lauree - not film related **Paul** **Experience and memories of film (at the cinema)** **Multiplex Cinema** **Cineworld** **Empire**

Juan 35-44 Yorkshire and Humber

Some things, same, yeah, I know. So tell me when we are alone, but talking about Leeds and when you, you were living in Leeds, did you watch films like go to the cinema or go to film festivals or you know get involved in pop-up things, anything you know like that? Em, so it quite often or not as often as we'd like, but we'd used to go to Hyde Park Cinema which is I guess on the other side of the city from us, so we'd have to get the bus, but and again that would show, yeah, more interesting films than the ones in town or we wanted to and I guess we wanted to watch the one about NWA, but then that was like 13 quid to go and see it in town that seemed ridiculous, so just waited until they came out on, and I thought we watched them on the

Experience and memories of film (at the cinema) **The cinematic experience (in general)** **Cinema is a middle-class place** **Differentiating genre (mainstream vs. specialist)** **TV programmes and series titles** **Twin Peaks** **Independent Cinema** **Hyde Park Cinema** **Typical Cinema** **Film-watching location (Environment or setting)** **Cinema** **Independent Cinema** **Computer or Laptop** **Film format** **Legal Streaming Download** **Watching film together (Social activity)** **With a Group** **Watching frequency** **Frequency of watching film (at cinema)** **Made of Transport** **Bus**

Juan 35-44 Yorkshire and Humber

And why is that, you know why do you like your independent film and what got you into it? I'm more interested in them, and I'd studied film at Sixth Form and then went to do film studies at an university and got exposed to more, what I would consider more interesting things that there are for quite, but sometimes you do, you know don't mind watching some little bit trashy, or a bit also sort of a light relief, but I mean generally, these days, if I'm going to watch something I would rather go and watch something for no reason. You know it's not going to be good, at least interesting or something which I wouldn't have been exposed to before, and I'm not interested in watching yeah what is the latest ADAM SANDLER sort of comedy sort of thing or

Ontology

View all data related to a particular entity and see how it connects to other data through various triples.

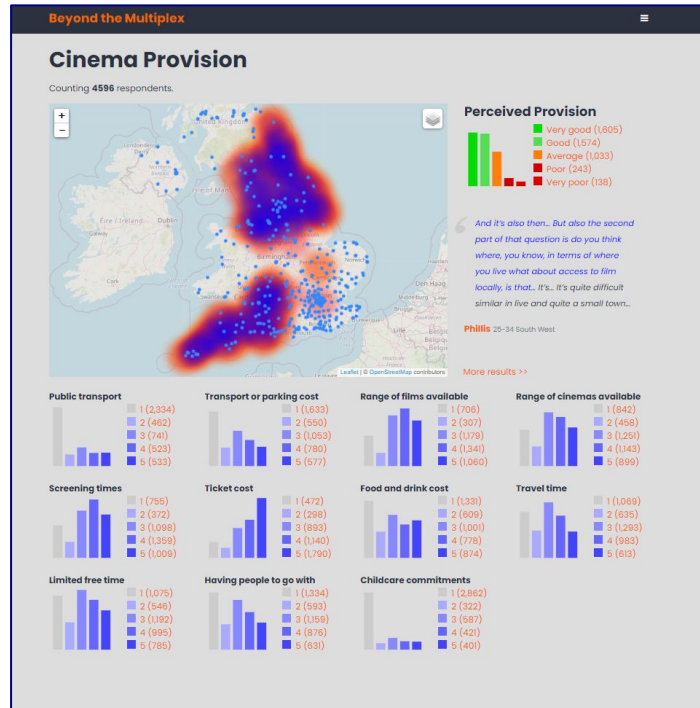
Survey respondent

View all responses to a set of survey question by each respondent.

Interview participants

Dig into the rich insights about the way films feature within each interview participants' lives.

Session 3: The Ontology in action - dataviz



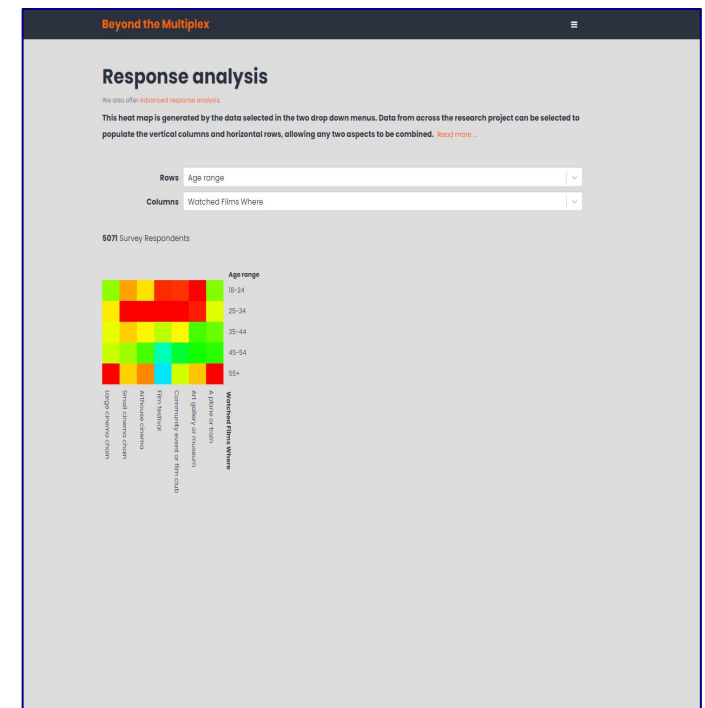
Map

Perceived cinema provision + importance of the range of films available (two layers showing)



FAQ queries

Holistic data on frequent queries with various breakdowns, e.g. who people watch films.



DIY heat maps

Compare responses to survey questions and see relevant qualitative data, e.g. 183 respondents had watched a Fantasy film at least once with a small group including children.

All sessions: Comments/questions?

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