

ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA

→ **DAMSLab**
P.tta P.P. Pasolini 5b

Media Mutations 13 Audiovisual Data: Data-Driven Perspectives for Media Studies

International Conference

October 6th – 7th / 2022

BOLOGNA

The international conference Media Mutations, in its thirteenth edition, focuses on datafication of audiovisual media content and audiences, and data-driven methods and methodologies for the study of films and TV series. Nowadays, as data analytics and artificial intelligence strategies have gained importance in many areas of the media industries, the number of data-driven studies has also increased and gained traction in the academic debate. Drawing on these considerations, the conference aims to bring attention to and promote discussion on systematic methods to conduct data-driven research in film and media studies. The conference intends to be an opportunity both to investigate *what we can do with data*, and the analytical and interpretative possibilities at stake, and to reflect on *what data can be* (and what kind of data we must deal with), to problematize the possible limits of such approaches to the study of audiovisual narrative media.

Live on Facebook @[damslab.lasoffitta](https://www.facebook.com/damslab.lasoffitta)



MEDIA MUTATIONS 13 AUDIOVISUAL DATA: DATA-DRIVEN PERSPECTIVES FOR MEDIA STUDIES

International Conference

Organized by **Giorgio Avezù** (Università degli Studi di Bergamo)
and **Marta Rocchi** (Università di Bologna)

In collaboration with **Mirko Degli Esposti** (Università di Bologna)
and **Guglielmo Pescatore** (Università di Bologna)

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OCTOBER 6TH

14:00 — Institutional greetings

Roberta Paltrinieri (DAMSLab Scientific Coordinator, Università di Bologna), Guglielmo Pescatore (Università di Bologna, Associazione Media Mutations)

Introduction

Giorgio Avezzù (Università degli Studi di Bergamo), Marta Rocchi (Università di Bologna)

14:30 — Panel 1: Automatic content analysis (chair: Gustavo Marfia)

- *Machine acts: Collaborative screenplay writing with GPT-3*
Tobias Frühmorgen (Lusófona University – Filmuniversität Babelsberg), Vincent Thornhill* (LUCA School of Arts / KU Leuven), Veronika Romhányi* (LUCA School of Arts / KU Leuven); **presenting authors*
- *Looking for lexical signatures in Gomorrah*
Maurizio Naldi and Paola Dalla Torre (Università di Roma LUMSA)
- *Finding the invisible: Locating subliminal frames using Cinematics and Python* [online](#)
Juan José Caballero Molina (University of Barcelona), Endika Rey Benito* (University of Barcelona), Javier Sanz Aznar* (University of Barcelona – Universitat Pompeu Fabra); Anna Tarragó Mussons (University of Barcelona); **presenting authors*

- *The use of cultural analytics as a methodological movement to dig out the layers of the videogamegraphic images* [online](#)
João Ricardo Bittencourt and Gustavo Daudt Fischer (UNISINOS)

16:30 — Panel 2: Gender, inequality, and data activism

(chair: Giulia Allegrini)

- *Unsuitable jobs for women: A mixed methods approach to analyse women's behind-the-scenes employment and women's on-screen representations in Italian TV crime drama*
Valentina Re and Marica Spalletta (Link Campus University)
- *Constructing an open, participatory database on gender inequality in the Italian film industry: Methodological challenges*
Mariagrazia Fanchi, Matteo Tarantino and Rosa Barotsi (Università Cattolica del Sacro Cuore)
- *Women in Polish TV series: Qualitative and quantitative analysis*
Andrzej Meler and Beata Królicka (Nicolaus Copernicus University in Toruń)
- *Documenting the invisible: How data activism fills visual gaps*
Miren Gutiérrez (Universidad de Deusto)
- *Representations of disability in children's television programmes: A critical analysis*
Giti Hatef-Rossa (Universität Trier)

OCTOBER 7TH

09:30 — Keynote speech [online](#)

- *Data-driven analysis of televisual characterisation: A corpus linguistic approach*
Monika Bednarek (University of Sydney)

10:45 — Panel 3: Industry professionals (chair: Luca Barra)

- *AI Assisted Music Creation: Is the problem solved?* [online](#)
François Pachet (Spotify)
- *Rethinking creative production synthesised*
Yates Buckley (Unit9)
- *How data are changing the rules for the broadcasters*
Gianluca D'Innocenzo (RTI-Mediaset)

14:30 — Panel 4: Media industries (chair: Roy Menarini)

- *The turn towards data intelligence: Creative and commercial decision-making in the film industry*
Roderik Smits (Universidad Carlos III de Madrid) [online](#)
- *Discussing streaming platforms as analytical objects* [online](#)
Mads Møller Tommerup Andersen (Københavns Universitet)
- *Adopting a cultural data analytics approach for data-driven media research: A study of digital b2b platforms as facilitators of public value creation in the audiovisual industries*
Vejune Zemaityte*, Indrek Ibrus, Andres Karjus, Ulrike Rohn, Madis Järvekülg, Maximilian Schich (Tallinn University); **presenting author*

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16:00 — Panel 5: Consumption and reception (chair: Paola Brembilla)

- *Predicting streaming audiences for a channel's on-demand TV shows: Choice architecture, consumer agency, and content attributes*
Neil Thurman* (LMU Munich), Antonia Klatt (LMU Munich), Harsh Taneja (University of Illinois), Hritik Raj (University of Illinois); **presenting author*
- *What can we do with data? Quantitative approaches on audiovisuals supply and consumption in the age of convergent media*
Massimo Scaglioni (Università Cattolica del Sacro Cuore)
- *Queer and mainstream: Analyzing the reception of Heartstopper via digital tools*
Marta Boni (Université de Montréal)
- *The reception of Italian medical dramas online*
Stefania Antonioni and Dom Holdaway (Università degli Studi di Urbino Carlo Bo)

17:45 — Closing remarks -----