

BAFTSS' Screen Industries Special Interest Group hosts methodologies symposium at Bristol's Watershed. 15th January 2020.

Report: The convenors of BAFTSS' Screen Industries Special Interest Group (SISIG) hosted a one-day symposium and book launch in at Bristol's Watershed Cinema and Digital Creativity Centre on January 15. Entitled, 'Methodologies for Screen Industries Research', the event was attended by almost seventy scholars from across the UK and Europe and was co-funded by the Moving Image Research group at UWE Bristol with support from UWE's Faculty of Arts, Creative Industries and Education.

The event kicked off with a keynote address from Annette Hill, Professor of Media and Communication at Lund University, Sweden, and Visiting Professor at King's College London. In a talk entitled 'Media Industries and Audience Research: an analytic dialogue on the value of engagement', Professor Hill drew on her experience of leading several industry-facing projects to explore the slippery notion of engagement in collaborative research with industry.

Professor Hill's keynote was followed by two four-speaker panels and a workshop, plenary and evening book launch. The diversity of the speakers' presentations really captured the vibrant range of work taking place in screen industry studies at present. Particularly innovative methods included, for example, Zoe Glatt's (LSE) work on the use of auto-ethnographic methods to study the online video industry and Dr Tatiana Styliari's (University of Nottingham) use of Human-Computer-Interaction methods to understand audiences' cinemagoing experiences at Nottingham's Broadway Cinema. Other outstanding presentations included reflections on the advantages and limitations of 'embedded research' with industry and policymakers (Caitriona Noonan, Cardiff University); analyses of media graduates' careers using qualitative and qualitative methods (Anne O'Brien and Sarah Arnold, Maynooth University; and Christa van Raalte, Bournemouth University); the use archival research to investigate production companies (Paul Kerr Middlesex University); and the affordances of 'slow scholarship' in deconstructing industry 'lore' (Melanie Selfe, Glasgow University). In the workshop, Ruth Barton and Denis Murphy of Trinity College Dublin led a wide-ranging discussion that addressed many key methodological issues common to screen industry research projects, from identifying stakeholders and brokering partnerships to combining methodologies from a range of disciplines and writing for multiple user groups. A plenary session, chaired by Dr Steve Presence and Andrew Spicer, co-convenors of the Screen Industries SIG, expanded on these key issues and drew together many of the recurrent threads from the day's presentations. The symposium ended with a wine reception and a launch event for Professor Hill's new book *Media Experiences: Engaging with Drama and Reality Television* (Routledge 2019).

To join or find out more about BAFTSS' Screen Industries Special Interest group, please join our mailing list at <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=SISIG> or email Steve Presence at stephen2.presence@uwe.ac.uk.



Ethical considerations

- Participants as ex-students
- Existing relationship with researchers
- Participants feel need to prove themselves to researchers
- Researchers possibly 'defend' their course/institution
- Non-media works 'letting researchers down'
- Participants asked to justify their graduate lives
- Participants advocate for their own interests (e.g. more practical)
- Participants use researcher as 'therapy'



