



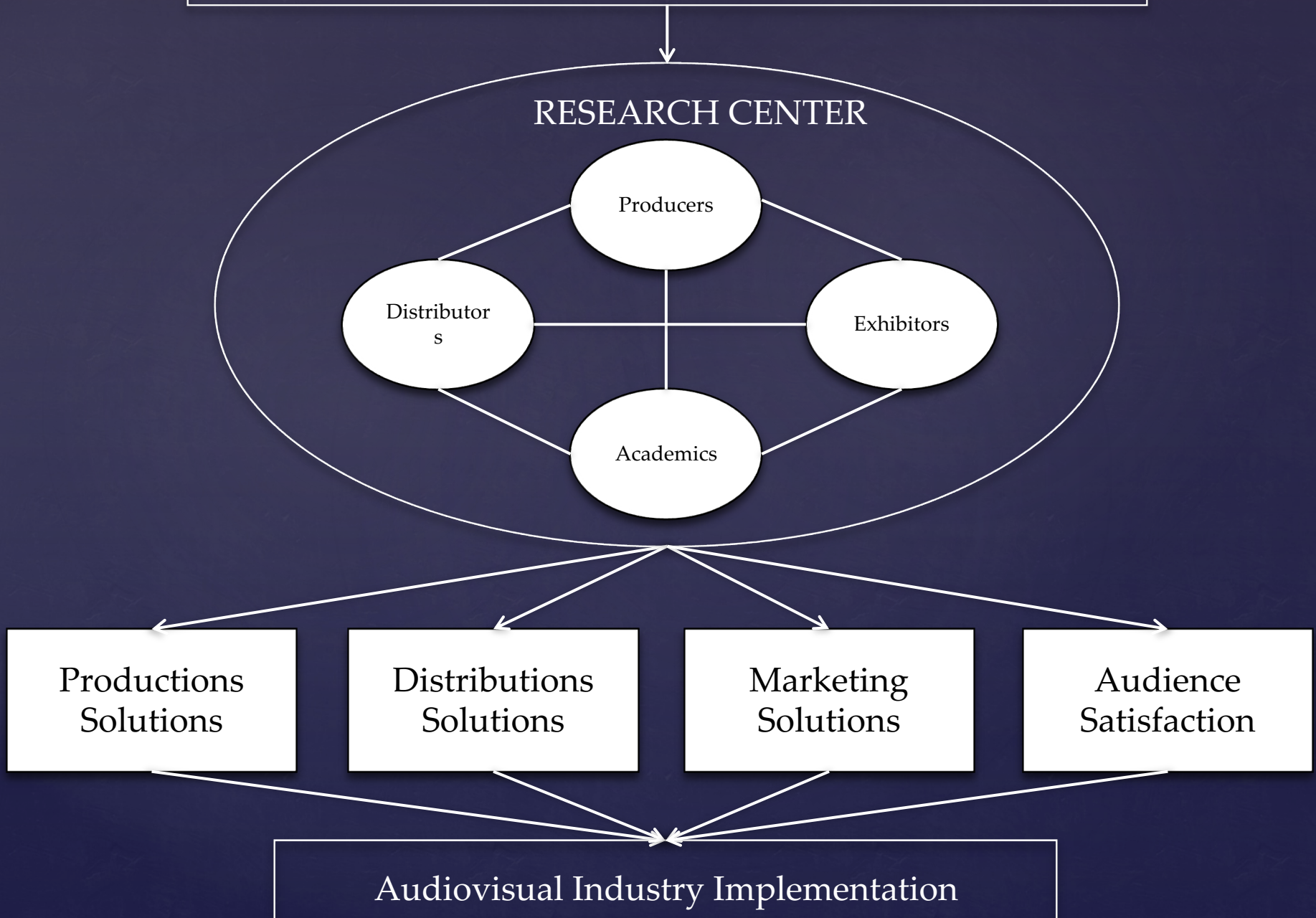
# Cultural Aspects & Audience research

## **BACKGROUND QUESTION**

“Why do Finnish Movies not sell abroad?”



**ELEMENTS OF SUCCESS RESEARCH GROUP**  
Audiovisual Industry Problems and Challenges

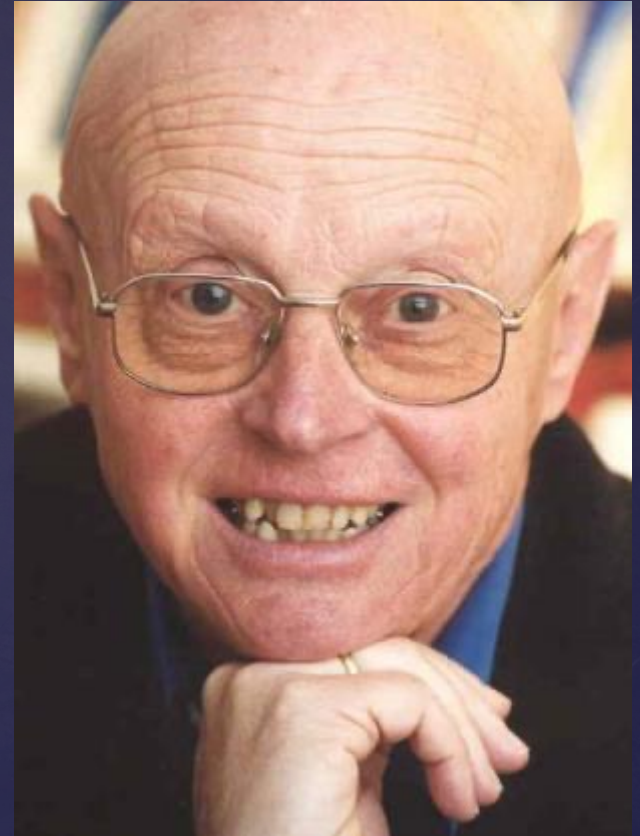


# Hostfede's Dimensions

**Culture** is the collective programming of the human mind that distinguishes the members of one human group from those of another

**National Culture** is about the value differences between groups of nations and/or regions.

**Organizational Culture** is about differences in practices between organizations and/or parts within the same organization.





# Hostfede's Dimensions

## NATIONAL DIMENSIONS

- ⌘ Power Distance Index (PDI)
- ⌘ Individualism versus Collectivism (IDV)
- ⌘ Masculinity versus Femininity (MAS)
- ⌘ Uncertainty Avoidance Index (UAI)
- ⌘ Long Term Orientation versus Short Term Normative Orientation (LTO)
- ⌘ Indulgence versus Restraint (IND)



## ORGANIZATIONAL DIMENSIONS

- ⌘ Means-oriented vs. Goal-oriented
- ⌘ Internally driven vs. Externally driven
- ⌘ Easygoing work discipline vs. Strict work discipline
- ⌘ Local vs. Professional
- ⌘ Open system vs. Closed system
- ⌘ Employee-oriented vs. Work-oriented
- ⌘ Degree of acceptance of leadership style
- ⌘ Degree of identification with your organization

# Critics against Hofstede's dimensions

- ⌘ One company approach: IBM
- ⌘ Cultural homogeneity: He assesses the individual and applies the findings on overall community (Dorfman & Howell, 1988)
- ⌘ Relevancy: The survey is a questionable instrument to determine the cultural difference. (Schwartz, 1999)
- ⌘ National Divisions: Nations are not valid units of analysis (McSweeney, 2000)
- ⌘ Too few Dimensions (Trompenaars, 2010)
- ⌘ Outdated

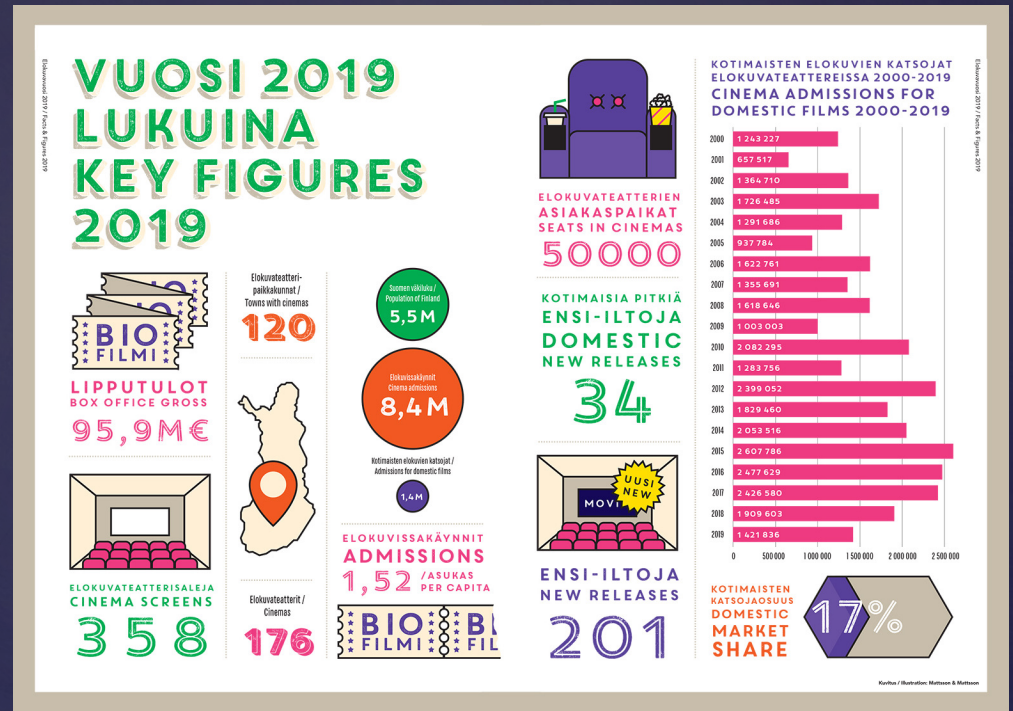
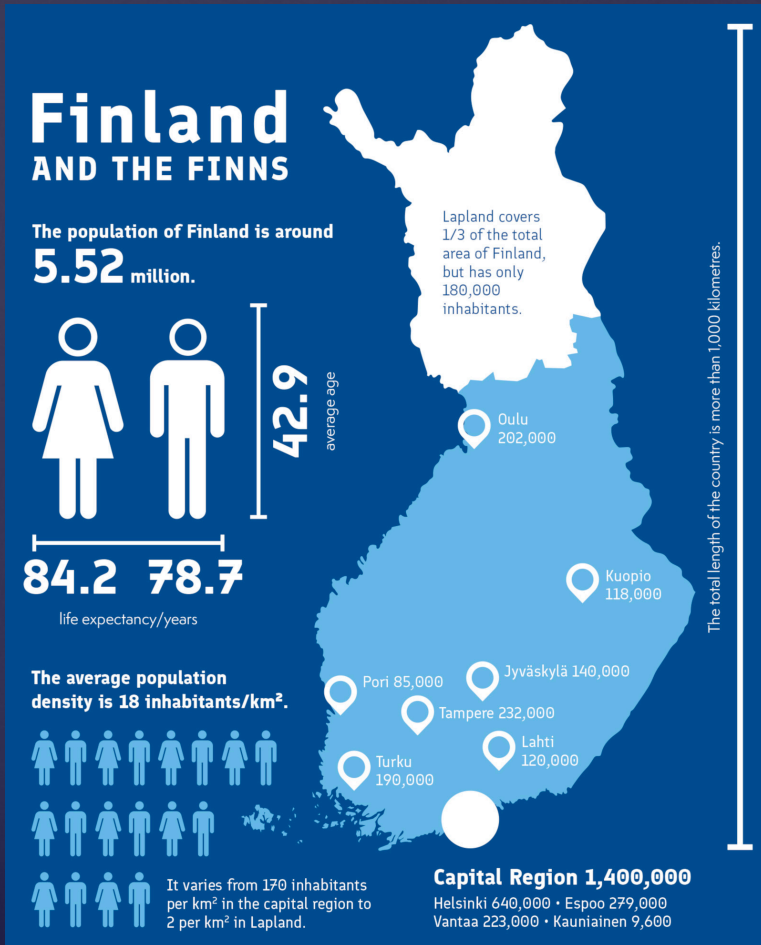


# Definitions of culture

- ⌘ James Banks (1984): *the behavior, patterns, symbols, institutions, values, and other human made components of the society.*
- ⌘ Daniel Campbell (2000): *A complex web of information that a person learns, and which guides each person's actions, experiences, and perceptions.*
- ⌘ Patricia Marshall (2002): *Consistent ways in which people experience, interpret, and respond to the world around.*



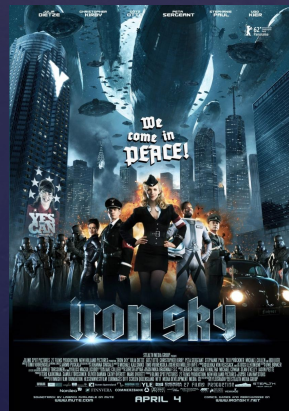
# The Situation of Finnish Industry



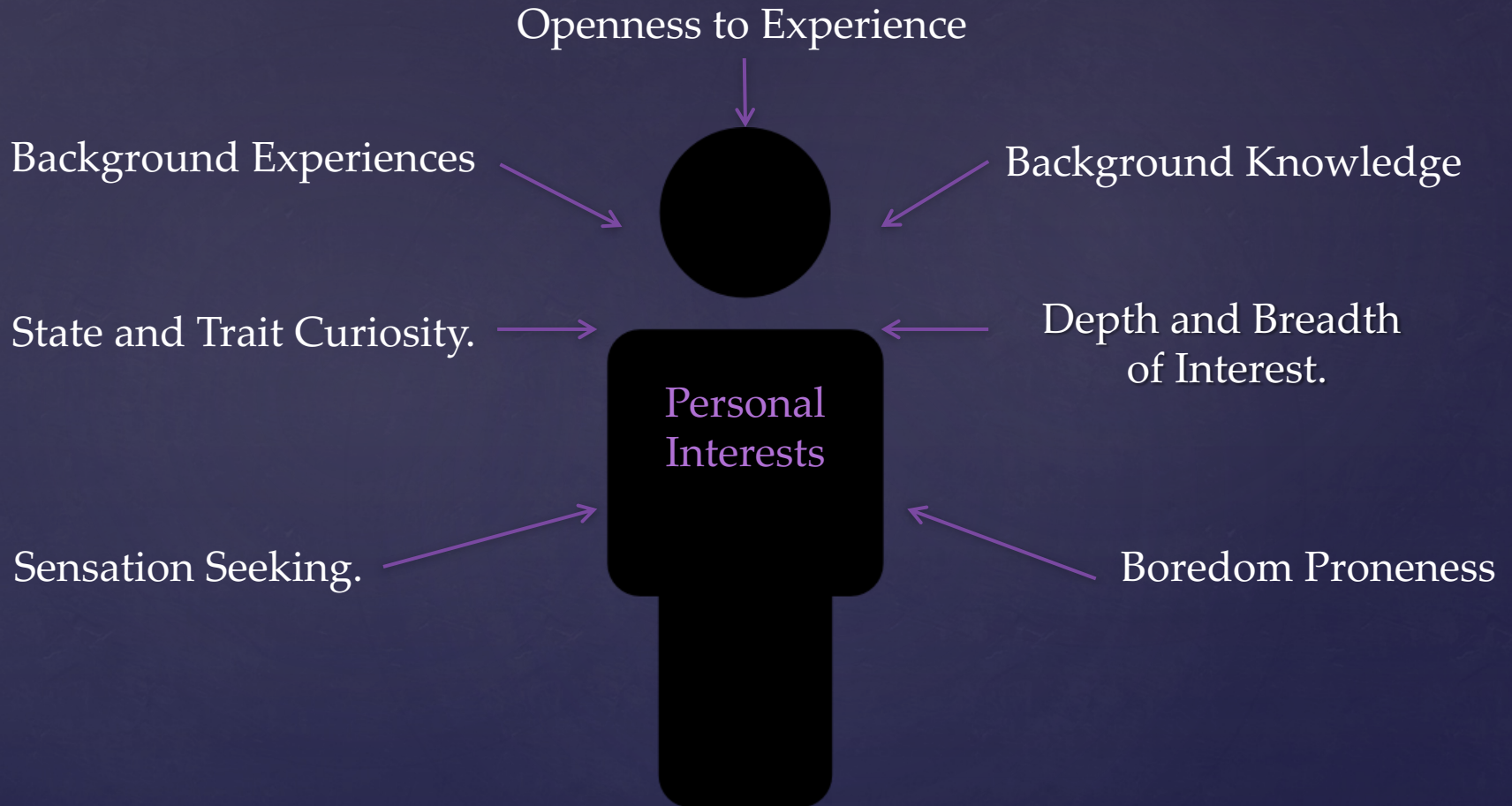


# Movies and Audiences

- ⌘ Stromnes & Hiltunen (1982): Finland & Scandinavia
  - ⌘ Creators: Gestalt principal (Finland) VS. Motion and continuity (Scandinavia).
  - ⌘ Audience: When & Where (Scandinavia) VS. Who & to Whom (Finland)
  - ⌘ A matter of Language Grammar.
- ⌘ Cañas et al. (2017): Finland & Spain
  - ⌘ Local aspects (Finland) VS. Global aspects (Spain)
- ⌘ Cañas et al. (2019): Cultural Consumption.
  - ⌘ Cultural interest.
  - ⌘ Cultural openness.
- ⌘ Culturally loaded themes VS. Universal themes:



# Interests, Personality and Individual Differences



Kluckhohn and Murray (1948)

“In some ways a person is like all other people, in other ways like many other people, and in still other ways like no other people.”



# State and Trait Curiosity.

## ⌘ Spielberger's **optimal Arousal level.**

- ⌘ High levels of S-Curiosity reflect an intense desire to seek out, explore and understand new things in the environment.
- ⌘ T-Curiosity sub-scale assesses individual differences in the disposition to experience S-Curiosity when responding to novel or ambiguous stimuli.



## ⌘ Naylor's **Trait-Curiosity Inventory.**

- ⌘ Individual differences in the capacity to experience curiosity. More C-trait experience a wider range of situations as curiosity arousing than do persons possessing less.
- ⌘ Those possessing more C-Trait experience greater intensities of C-State

## ⌘ The **personal-growth facilitation model.**

- ⌘ Curiosity is a positive emotional-motivational system associated with the recognition, pursuit, and self-regulation of novel and challenging opportunities.

# Depth and Breadth of Interest.

- ⌘ **Langevin (1971)**: Depth of interest is the intensity of interest and Breadth of interest is the range of things found to be interesting.
- ⌘ **Ainley (1998)**:
  - ⌘ Depth of interest: A tendency towards wanting to explore and investigate new objects, events and ideas in order to understand them
  - ⌘ Breadth of interest: A tendency towards wanting to seek varied and changing experiences in order to experience what they are like”





# Sensation Seeking.

- **Zuckerman** (1994): is a trait defined by the seeking of varied, novel, complex, an intense sensations and experiences, and the willingness to take physical, social, legal, and financial risks for the sake of such experience”
- **Genetic factors affect** this personality trait through their determination of levels of activity or sensitivity of systems regulated by the catecholamines dopamine and norepinephrine, as well as neuroregulators
- High sensation seekers are more interested in new things and unfamiliar places.
- The sensation-seeking trait has similar effects on humor appreciation.



# Boredom Proneness.



# Openness to Experience.





# In Search of the curious Person.

- ⌘ What has the psychology of interest learned from its search for the curious person?
- ⌘ Early research on individual differences in interest was **discouraging and unsuccessful**.
- ⌘ However, the field has revived: **The surge of new ideas** regarding interest and individual differences, while a sign of a **healthy research area**, makes it hard to evaluate this area.
- ⌘ We'll have to wait and see whether the newer approaches develop into fruitful, generative theories or if they fizzle out.







# The case of “La casa de papel”





# BIG DATA

Collection

Accumulation

Processing

Analysis



DATA



VALUE



DATA SCIENTIST



DATA ANALYST



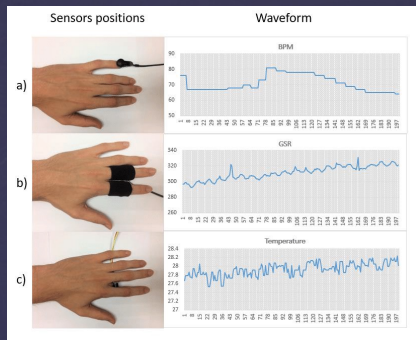
DATA STRATEGIST

**RECOMMENDATION SYSTEM:** inbetween subject comparison of user's behaviour. Users with similar behavioural pattern.



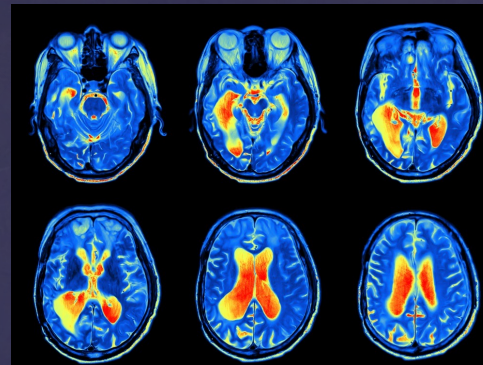
# Activation and arousal

Psychophysiological measures: are often used to study emotion and attention responses to stimuli, during exertion, and increasingly, to better understand cognitive processes.



Body events

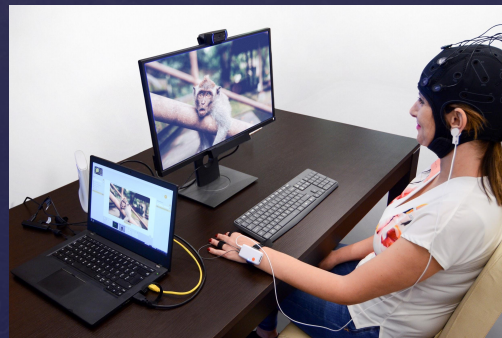
Heart rate change,  
Electrodermal activity,  
Muscle tension, Cardiac  
output.



Brain activity  
EEG, fMRI.

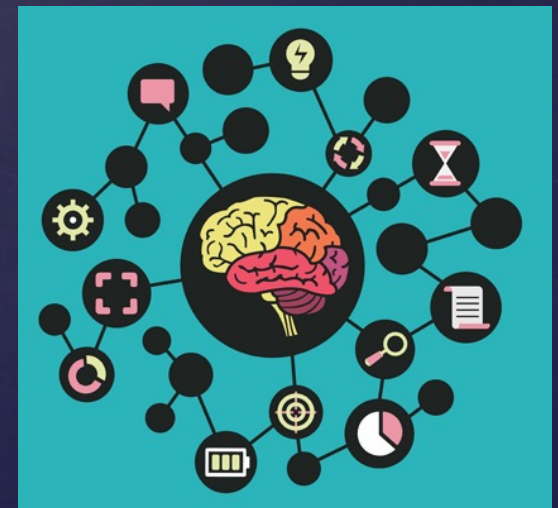


Eye movements and pupil  
diameter  
Eye tracker.



# Self reported experience

- ⌘ People are not passive recipients of experience. Humans, by virtue of their cognitive prowess, can have meta-emotional experience.
- ⌘ Causal attribution: involves organizing events into cause–effect relationships
- ⌘ Why are attributions for emotional experiences often inaccurate?
  - ⌘ The causes of emotions often occur automatically and outside of awareness
  - ⌘ Concepts of emotions hinder an accurate understanding of the causes of emotion.
  - ⌘ People make wrong attributions for their emotions because emotional states do not inherently indicate their causes.





# Methodological approaches: Triangulation

Psychometrics – visceral



FILM  
EXPERIENCE

Big data – Behavioural

Self report -- Reflective

# Final Assignment

Written report (8-12 pgs.):

- ⌘ Summarize the five weekly tasks done during the course.
- ⌘ Individual evaluation of the movie: Good, bad or indifferent. Why? Relate your answers with the four meanings identified during the first assignment.
- ⌘ Final group evaluation: Differences between members of the group.