Telling our stories on the web: Canadian English-language web series and the production of culture online

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Goal and methodology

- Examine the motivation to produce for the web
  - Explore the range of perceived opportunities

- While addressing the problem of the underrepresentation of women and visible minorities

- Critical media industry studies approach
  - What exactly is that?
  - Purposive sampling: how was the population established to sample from?
  - Is the sample representative in terms of creators vs production executives?
  - How is the coding frame built to analyse the interview results?
Questions?

- Authors list the proportion of women and of visible minorities in 36 series and compare that to the general population.

- The real question is how does this compare to the proportion of women and visible minorities in traditional television.

- And how is the introduction of this web-platform changing the current model?
  - People trained on web-content production, may then venture in and out of traditional television.

- Is the Independent Production Fund preventing this democratization of content production because it is evaluated by traditional television individuals?
Suggestions

- Methodology
  - How is the interview guide constructed?
  - How is the sampling frame selected?
  - How are the interviews analysed and what is the coding frame?

- Data on women and visible minorities need to account for the interest of both groups in these types of jobs
  - And not compare to the general population

- Explain clearly why we would anticipate more women and visible minorities in web-based content production

- Possibly have a ‘control’ group of traditional television interviewees
Good start on an interesting topic

Thank you