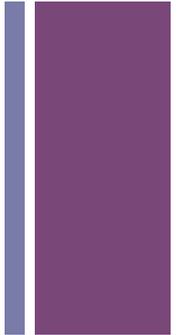




# Telling our stories on the web: Canadian English-language web series and the production of culture online

Comments by Catherine Beaudry  
Polytechnique Montreal  
CDO Conference, Saskatoon, 25-27 April

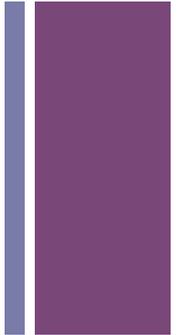
# + Goal and methodology



- 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?

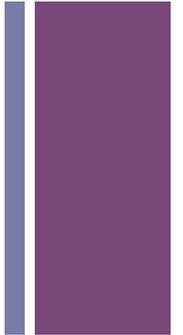


# Questions?



- 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