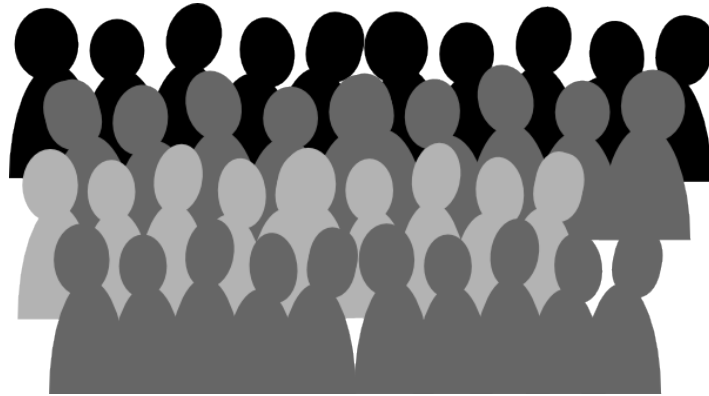


Understanding Audiences



How can we understand audience responses to cultural forms, performances, exhibitions and heritage sites? What kinds of insights can different methodological approaches provide? Are there ways of measuring and evaluating the impact of cultural performances and forms on audiences?

This day-symposium brings together leading practitioners in different methods of understanding audiences. These include space syntax, ethnography, questionnaires, interviews and cultural profiling, and the use of digital metadata, and audience eye-tracking and neuro-imaging technologies.

Sessions will include looking especially at history exhibitions and heritage sites, art galleries, and music.

Time and place

Wednesday 28 May, 2014: 9:30-5:00 – followed by a wine-reception.

Location: University of York, Research Centre for the Social Sciences (RCSS), Room YH/001b, 6 Innovation Close, York YO10 5ZF

All are welcome and participation is free but it is essential to register in order to ensure that the correct number of refreshments and lunches can be provided.

<http://www.eventbrite.co.uk/e/understanding-audiences-tickets-9812027037>

Speakers

Mads Daugberg – Department of Culture and Society, University of Aarhus

Katia Dauchot – Platform Coordinator of the Project Matrice-memory, Pres Hesam, Paris

Bill Hillier – Director of the Space Syntax Laboratory, University College London

Laurie Hanquinet – ECCE and Department of Sociology, University of York

Stephanie E. Pitts – Director of the Sheffield Performer and Audience Research Centre

Katy Robinson - Cultural Value Project, Sheffield Performer and Audience Research Centre

Dave Beer – ECCE and Department of Sociology, University of York

Organised by Sharon Macdonald and Katiana Le Mentec on behalf of the *European Centre for Cultural Exploration*

<http://www.york.ac.uk/sociology/research/groups/ecce/>