Martin Barker is Emeritus Professor at Aberystwyth University, UK. He has researched and published across a wide domain of film, media and cultural studies, including contemporary racism, children’s comics, moral anti-media campaigns, particular film histories (including *Last of the Mohicans* and the Iraq war film cycle), and film audiences. He was principal researcher on the 2003-4 *Lord of the Rings* world audience project, and on the soon-to-be-launched follow-up on *The Hobbit*.

In 2003-4 I had the challenge and fun of being a lead researcher in the 20-country *Lord of the Rings* film audience project. That project was trying to explore the way in which this trilogy of films – based on a long-known set of books, filmed (with much celebration) in New Zealand, but funded by a big Hollywood studio – was received, understood and evaluated among different kinds of audiences around the world. Using a specially-conceived quali-quantitative questionnaire, we managed to attract just under 25,000 completions. We learnt a great deal through that project, quite a lot of it very unexpected. But the project also opened a series of questions we had not considered – which we are returning to, in December of this year, when research teams in 46 countries will try to recruit responses to a new specially-conceived questionnaire. In this session I will try to explain the purposes and challenges of these projects.

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For catering purposes, please RSVP by Tuesday 5 August to joy.tennant@flinders.edu.au or 8201 5841