

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Leveraging Textual Data to Study Cultural Production: Studies from the Film and Television Industries

By

Prof. Giacomo Negro
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Date : 20 Nov 2025 (Thu)
Time : 10:30 am – 12 noon
Venue : M802, PolyU

Abstract

In this presentation I will discuss three related studies that make use of large language models to examine rich textual data describing TV programs and feature films in the form of synopses and stylistic classification systems. In the first study on primetime TV programs, I consider the content of unfinished products like pilots, which are terminated during development, as a critical yet overlooked source of value in the product innovation process. In the second study, also on primetime TV, I document the genealogy of novelty of product content flows across both broadcast series and unsold pilots. In the third study, I examine how the use of retrospective classification can generate measurement bias, and obscure relationships between products' positioning and important outcomes such as their market performance or innovativeness. This study develops a methodological tool that harmonizes between classification systems generated at different points in time.

Prof. Giacomo Negro is the Asa Griggs Candler Professor of Organization & Management at Emory University's Goizueta Business School, where he also serves as Associate Dean for Culture and Community. He is also Professor of Sociology (by courtesy) at Emory. His research examines concepts, categories, and collective identities in markets with a focus on cultural production and how cognitive processes shape behavior and performance.

All interested are welcome.



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