

**N19 Diesner, J., Kim, J., & Pak, S. (2014). Socio-semantic network analysis for impact assessment of documentaries.**

Besides telling a story, the goal with social justice documentaries is to motivate change in people's knowledge and/ or behavior. How can we know if a production has achieved these goals, and how early in the life cycle of a film project can we answer this question? The need for reliable, efficient and systematic ways to evaluate the impact of such media productions has been repeatedly pointed out by funders, practitioners and researchers. We report on how we have been addressing this need by developing, implementing, applying and evaluating a theoretically-grounded, computational solution for assessing the impact of social justice documentaries in a scalable, empirical and comprehensive fashion. Based on the assumption that documentaries are produced and watched as part of larger and continuously changing ecosystems that involve multiple stakeholders and information, we map, monitor and analyze social and semantic networks that represent these types of entities. We integrate techniques from natural language processing and network analysis for this purpose. We report on a) our theoretical framework and methodology and b) evaluating the performance and usability of our solution by bringing it into real-world application contexts where we have been collaborating with funders and producers to conduct impact assessments. Finally, we briefly introduce a tool – called ConText - that we have designed and built for this project and beyond. ConText is meant to be of general use for scholars who want to extract network data from text data and jointly consider text data and network data for analysis.