

國立中山大學應用數學系

學術演講

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講題：Regression Modelling Strategies: Omnivorous
Audiences of Performing Arts in Taiwan

時間：2022/05/05 (Thursday) 14:10 ~ 15:00

地點：理 SC 4009-1 室(視訊演講並行)

Google Meet Link：<https://meet.google.com/jsj-ndnk-fgc>



Abstract

This research analyzes data from a national survey of performing arts attendance in Taiwan, in which performing arts events are classified into four categories: music, dance, contemporary drama, and traditional theatre. We apply the appropriate regression models to examine the determinants of attendance at these four genres of performing arts events from various aspects and clearly separate out differences in attendance likelihood, attendance frequency, and types of consumer segments. Since the participations in these four performing arts categories may have a certain degree of correlation, we employ a multivariate probit regression to take the possible correlations into account. The study further categorizes the audiences into four groups based on variety and frequency of participation: sporadic univores, sporadic omnivores, frequent univores, and frequent omnivores. A multinomial logistic regression identifies what factors influence a respondent's decision to attend more than one type of performing arts events, allowing to identify segments of the audiences that exhibit a high degree of omnivorousness.

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