

## Dr Vejune Zemaityte

Research Officer / Behavioural Business Lab

School of Economics, Finance, and Marketing / Royal Melbourne Institute of Technology (RMIT)

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## Education

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- 2015– **Doctor of Philosophy (Communication)** – Awarded without revisions
- 2019 School of Communication and Creative Arts / Deakin University / Melbourne, Australia  
 Title: “Global Cinema Distribution: A Large-Scale Data-Driven Study of Film Screenings”  
 Supervisors: Prof Deb Verhoeven and Dr Bronwyn Coate  
 Examiners: Prof Alan Collins (UK) and Prof Jaap Boter (Netherlands)

Combining the disciplines of digital humanities, new cinema history, and cultural economics, the thesis employed film-related “big data” to investigate the temporal and spatial nature of global contemporary cinema distribution. It established a method for visually analysing, interpreting, and displaying multivariate quantitative movie information to produce new insights into the patterns and relationships present in the data.

- 2011– **Bachelor of Arts (Economics, Psychology, and Media)** – *Summa cum laude* (GPA 3.96)
- 2014 University College Roosevelt / Utrecht University / Middelburg, Netherlands  
 Reciprocal exchange: Economics, Communications, and Photography / University of California San Diego (UCSD) / USA

## Research Experience

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- 2019– **Research Officer**
- Present Behavioural Business Lab / School of Economics, Finance, and Marketing / Royal Melbourne Institute of Technology (RMIT) / Australia
- Major projects: RMIT Entrepreneurs Project with behavioural experiments investigating factors that drive the career progression of artists
- 2018– **Research Assistant**
- 2019 University of Technology Sydney / Australia
- Major projects: Raising Films Australia survey on parents and carers’ experiences in the Australian cinema industry “Honey, I Hid the Kids!”; #MeThree Project on gender effects in global film distribution; “Gender Offenders” network analysis of women's participation in the Australian theatre industry; R+AMP Engaging with Engagement report on staff engagement in crowdfunding research with Pozible
- 2015– **Research Assistant**
- 2017 School of Communication and Creative Arts / Deakin University / Melbourne, Australia
- Major projects: Re-distributing Gender Project on women's participation in the global cinema industry; “Gender Offenders” network analysis of women's participation in the Australian cinema industry and academia; Global Reciprocity analysis of multilateral cinema trade between countries; Global Distribution of Genre geospatial analysis; Film Diversity on Australian Cinema Screens
- 2014 **Research Assistant**
- Department of Methodology & Statistics; Department of Science / Utrecht University / Middelburg, Netherlands
- Major projects: Dutch Municipal Election Survey on Political Attitudes data analysis and visualisation; UCR Annual Research Report 2012-13 preparation

## Teaching Experience

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- 2019– **Teaching Associate**  
 Present School of Culture and Communication / University of Melbourne / Australia
- Researching Media and Communication (Graduate)
  - Internet Communication (Undergraduate)
- 2017– **Teaching Associate**  
 Present School of Media, Film and Journalism / Monash University / Melbourne, Australia
- Cultural and Creative Industries (Graduate)
  - The Public Sphere (Undergraduate)
- 2017– **Teaching Associate**  
 Present School of Communication and Creative Arts/ Deakin University / Melbourne, Australia
- Digital Marketing (Graduate)
  - Quantified Media (Undergraduate)
  - Communication Research Practices (Undergraduate)
  - Distributing Entertainment (Teaching, Course Development and Coordination, Undergraduate)

## Professional Experience

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- 2017– **Research and Data Manager**  
 2019 Choovie / Melbourne, Australia
- Choovie is the world's first web platform and app for the dynamic pricing of cinema tickets. Role in development of data storage, analysis, and visualisation systems; management, analysis, and visualisation of the live customer and sales data; revision of demand-based pricing and customer recommendation algorithms
- 2014– **Assistant TV Director, Screenwriter, and Production Manager**  
 2015 Lietuvos Rytas TV / Vilnius, Lithuania
- Major projects: International travel reality show “Didysis Pasivaikščiojimas” (The Great Stroll); Gameshow “Šeima – jėga!” (My Family is Great!)

## Publications

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### Refereed Journal Articles

- 2019 Verhoeven, D., Coate, B., & **Zemaityte, V.** From #MeToo to #MeThree: Re-Distributing Gender in the Global Film Industry. *Media Industries*, 6(1), 135–155. doi: 10.3998/mij.15031809.0006.108 [Altmetric: 28]
- 2018 **Zemaityte, V.**, Verhoeven, D., & Coate, B. Understanding the Dynamics between the United States and Australian Film Markets: Testing the “10% Rule”. *Studies in Australasian Cinema*, 12(1), 56–69. doi: 10.1080/17503175.2018.1427827 [Altmetric: 10; Scimago: Q1]

### Book Chapters

- 2017 Coate, B., Verhoeven, D., Arrowsmith, C., & **Zemaityte, V.** Feature Film Diversity on Australian Cinema Screens: Implications for Cultural Diversity Studies Using Big Data. In M. D. Ryan & B. Goldsmith (Eds.), *Australian Screen in the 2000s* (pp. 341–360). Cham: Springer International Publishing. doi: 10.1007/978-3-319-48299-6\_16

## Conference Proceedings

- 2014 Wiese, E., van Kuijk, H., Asberg, R., Bruno, J., van der Geest, I., Janssen, D., Loo, K., van Rheenen, E., Slikboer, L., Terpstra, B., Verhulst, K., Zegers, A., **Zemaityte, V.**, & Franken, E. Attitudes Towards Aggression in Psychiatric Care in the Netherlands. In I. Needham, M. Kingma, K. McKenna, O. Frank, C. Tuttas, S. Kingma & N. Oud (Eds.), *Proceedings of the 4th International Conference on Violence in the Health Sector: Towards safety, security and wellbeing for all*, Miami, FL, USA, 71, Dwingeloo: Kavanah. Available online: [http://www.oudconsultancy.nl/Resources/Proceedings\\_9th\\_Violence\\_in\\_Clinical\\_Psychiatry\\_2015.pdf](http://www.oudconsultancy.nl/Resources/Proceedings_9th_Violence_in_Clinical_Psychiatry_2015.pdf)

## Manuscripts in Submission

- 2019 Verhoeven, D., Musial, K., Palmer, S., Taylor, S., Abidi, S., **Zemaityte, V.**, & Simpson, L. Solving the Problem of the "Gender Offenders": Using Criminal Network Analysis to Optimize Openness in Male-Dominated Collaborative Networks. *PLOS One*.

## Manuscripts in Preparation

**Zemaityte, V.**, Coate, B., & Verhoeven, D. Media Trade Beyond Country Borders: Five Types of Global Cinema Distribution. *SSRN Electronic Journal*. doi: 10.2139/ssrn.3228310  
**Zemaityte, V.**, Coate, B., & Verhoeven, D. Sequential versus Simultaneous Release: Using Big Data to Reveal the Effect of Delay on Global Film Distribution.

## Other Publications

- 2019 Verhoeven, D., Duffy, K., & **Zemaityte, V.** *R+amp Report: Engaging with Engagement*, University of Technology Sydney.  
 2017 **Zemaityte, V.**, Coate, B., & Verhoeven, D. Coming (Eventually) to a Cinema Near You. *Inside Film: If*, 177, 10–12. Available online: <http://search.informit.com.au/documentSummary;dn=015793517662416;res=IELLCC>

## Awards, Honors and Grants

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2019	University of Melbourne School of Culture and Communication Sessional Research Support Grant	(\$1,000)
2018	German Academic Exchange Service (DAAD) Research Travel Grant	(\$3,500)
2018	Australasian Association of Digital Humanities (aaDH) Bursary	(\$500)
2018	Deakin University Postgraduate Scholarship Top-Up Grant II	(\$2,100)
2018	Deakin University Higher Degree by Research Publication Prize	(\$500)
2017	Deakin University Postgraduate Scholarship Top-Up Grant I	(\$6,200)
2017	Deakin University International Conference Grant	(\$3,500)
2016	Deakin University National Conference Grant	(\$1,500)
2015	Consortium of Humanities Centers and Institutes (CHCI) Award	(\$500)
2015	Deakin University Postgraduate Research Scholarship	(\$174,000)
2011	Lithuanian Free Market Institute Student Travel Award	(€2,000)
2014	Utrecht University Capstone Day Prize	
2013	Utrecht University Academic Achievement Award	

## Invited Talks

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- 2018 **Zemaityte, V.** Working with Big Cinema Data: Challenges and Opportunities, *Melbourne Digital Humanities Pathways Forum*, University of Melbourne, Australia, October 12.  
 2018 **Zemaityte, V.** Using Tableau to Visualise, Understand, and Analyse Research Data, *Kinomatics @ Babelsberg: Digital Cultural Analytics & Visualization Day*, Film University Babelsberg KONRAD WOLF, Potsdam, Germany, September 13.

- 2018 **Zemaityte, V.** Making Sense of Your Data through Visualizations with Tableau, *Kinomatics Symposium "Culture, Meaning and #DataToo"*, University of Technology Sydney, Australia, April 6.
- 2018 **Zemaityte, V.** More than Just Blockbusters: Defining Five Types of International Film Distribution, *Kinomatics Symposium "Culture, Meaning and #DataToo"*, University of Technology Sydney, Australia, April 5.

## Conference Participation

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### Paper Presentations

- 2019 **Zemaityte, V.** Sequential versus Simultaneous Release: The Effect of Delay on Global Film Distribution, *Mallen Scholars and Practitioners Conference in Filmed Entertainment Economics*, Emerson College, Los Angeles, USA, November 7–8.
- 2019 **Zemaityte, V.** Interpretation: Global Data and Analytics at Scale on the panel titled Intellectual Networks and Cultural Networks: Kinomatics and the Complex Cultural Geometry of Cinema, *Global Digital Humanities Conference (DH2019): "Complexities"*, Utrecht University, Netherlands, July 9–12.
- 2019 **Zemaityte, V.**, Verhoeven D., & Arrowsmith, C. The Telling of Women's Stories: Using Big Data to Compare the Audience Access to Films Directed by Women Across Europe, *European Network for Cinema and Media Studies (NECS) Conference "Structures and Voices: Storytelling in Post-Digital Times"*, University of Gdańsk, Poland, June 13–15.
- 2018 **Zemaityte, V.** Data-Driven Cinema Studies: From Media Exchange Between Two Markets to Global Film Distribution, *Digital Humanities Australasia Conference (DHA2018): "Making Connections"*, University of South Australia, Adelaide, Australia, September 25–28.
- 2018 **Zemaityte, V.** Media Trade beyond Country Borders: Identifying Five Types of International Film Distribution through Cluster Analysis, *International Cultural Economics Conference*, RMIT University, Melbourne, Australia, June 26–29.
- 2018 Verhoeven, D., Musial, K., Palmer, S., Taylor, S., Simpson, L., **Zemaityte, V.**, & Abedi, S. Solving the Problem of the "Gender Offenders": Controlling Collaborative Network Evolution to Optimize Openness, *Global Digital Humanities Conference (DH2018): "Bridges"*, El Colegio de México, Mexico City, Mexico, June 26–29.
- 2017 **Zemaityte, V.** Film Popularity & Distribution: Comparing Australia and the USA as Markets for American Movies, *History of Moviegoing, Exhibition and Reception (HoMER) Network Conference "Circuits of Cinema: Histories of Movie and Media Distribution"*, Ryerson University, Toronto, Canada, June 21–24.
- 2016 **Zemaityte, V.**, Verhoeven, D., & Coate, B. Testing the "10% Rule": Are American Films One-Tenth as Popular in Australia as They Are in the US? *Screen Studies Association of Australia and Aotearoa New Zealand (SSAAANZ) Conference "Sea Change: Transforming Industries, Screens, Texts"*, Victoria University, Wellington, New Zealand, November 23–25.
- 2015 Coate, B., Verhoeven, D., Davidson, A., Arrowsmith, C., & **Zemaityte, V.** Feature Film Diversity on Australian Cinema Screens: Implications for the Domestic Film Industry, *Film and History Association of Australia and New Zealand (FHAANZ) Conference*, Queensland University of Technology, Brisbane, Australia, July 1–3.

### Poster Presentations

- 2019 **Zemaityte, V.** My Digital Toolbox, *Research Bazaar (ResBaz) Conference*, University of Melbourne, Australia, February 20–21.
- 2018 **Zemaityte, V.** Global Cinema Distribution: A Data-Driven Study of Film Screenings, *German Academic Exchange Service (DAAD) Alumni Treffen*, Monash University, Melbourne, Australia, November 2–4.
- 2018 **Zemaityte, V.** International Film Flow: Tendencies in Contemporary Cinema Distribution, *International Cultural Economics Conference*, RMIT University, Melbourne, Australia, June 26–29.

- 2016 **Zemaityte, V.** International Film Flow, *Higher Degree by Research Summer School*, Deakin University, Geelong, Australia, February 18–21.
- 2016 **Zemaityte, V.** My Research and Digital Toolbox, *Research Bazaar (ResBaz) Conference*, University of Melbourne, Australia, February 1–3.
- 2014 Wiese, E.B.P., van Kuijk, H.M.D., Asberg, R.N.M., Bruno, J.J., van der Geest, I.L., Janssen, D.L., Loo, K. M., van Rheeën, E.J., Slikboer, L., Terpstra, B.J., Verhulst, K.P.C., Zegers, A.D., **Zemaityte, V.**, & Franken, E. Attitudes Towards Aggression in Psychiatric Care in the Netherlands, *Conference on Violence in the Health Sector*, Miami, FL, USA, October 22–24.
- 2014 **Zemaityte, V.** Explaining Film Popularity: Artistic Film Qualities, Commercial Decisions & Spectator Engagement in the Light of Psycho by Alfred Hitchcock, *Capstone Day*, Utrecht University, Middelburg, Netherlands, May 23.

## Departmental Talks

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- 2015 **Zemaityte, V.** International Film Flow: Tendencies in Contemporary Film Distribution, *Kinomatics Symposium "Culture....Data → Meaning"*, Deakin University, Melbourne, Australia, December 4.

## Service

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Conference Assistant, International Conference on Cultural Economics, 2018  
 Conference Assistant, International Screen Futures Summit & Youth Media Festival, 2016  
 Co-founder and Treasurer, Deakin University PhD Society, 2016–2017  
 Editorial Assistant, Utrecht University Review of Arts and Writing Journal, 2014  
 Secretary, Utrecht University Student Photography Society, 2012–2013

## Media Coverage

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- 2018 Groves, D. Study Points to Wide Cultural Differences between Australian and US Moviegoers, *Inside Film: If*, January 25. Available at: <https://www.if.com.au/study-points-to-wide-cultural-differences-between-australian-and-us-moviegoers/>

## Related Professional Skills

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MySQL	Stata
Tableau	NVivo
OpenRefine	CARTO
SPSS Statistics	Photoshop

## Languages

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English – fluent  
 Lithuanian – native  
 Dutch – intermediate

## Memberships

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Kinomatics Research Group ([www.kinomatics.com](http://www.kinomatics.com))  
 International Screen Industries Consortium (ISIcon)  
 Australasian Association for Digital Humanities (aaDH)  
 The Association for Cultural Economics International (ACEI)  
 European Network for Cinema and Media Studies (NECS)  
 History of Moviegoing, Exhibition and Reception (HoMER) Network  
 Screen Studies Association of Australia and Aotearoa New Zealand (SSAAANZ)