國 立 中 央 大 學

統 計 研 究 所

學 術 演 講

主 講 人：鄭宗記 教授（國立政治大學統計學系）

講　　題：**Regression Modelling Strategies: Omnivorous Audiences of Performing Arts in Taiwan**

時　　間：111年04月12日（星期二）上午11：00 ～ 12：00

地　　點：中央大學鴻經館M116室

茶　　會：上午 10：30 ～ 11：00　　地　點：鴻經館 510 室

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. We find that the audience of traditional theatre is quite different from the audiences of the other three performing arts categories, and that the pair-wise correlation coefficients for the participations among music, dance contemporary, and traditional theatre performing arts are all positive. 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 multinominal 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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