RTV 6508: Audience Analysis　　　　　Fall 2017

Fall 2017 (section 7015)
Meets: Fri. 6rd-8th periods (12:50-3:50), Weimer 1074
Instructor: A.J. Coffey, Ph.D.
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Office hours: Th 12:00-12:50pm/F 10:30-12:30, or by appt.

Catalog Description: Methods of audience analysis. Survey research, sampling, and program content analysis. Analysis of secondary audience data.

Objectives:
1) To understand the concept of audience from both practical and theoretical perspectives.
2) To understand, interpret, and practice both qualitative and quantitative audience research methods
3) To understand and be able to compare and contrast the mass audience and niche audience business models, and how each is used by media programmers and advertisers
4) To understand the role technology plays in audience development
5) To understand the dual product market of media and how this affects audience formation
6) To be able to interpret secondary data (e.g. ratings, shares, industry reports) and to apply this information effectively and strategically

7) To become familiar with secondary analysis tools and industry-based resources
8) To be able to think creatively and strategically in order to successfully approach and solve audience-related challenges

Required Texts:

Napoli, P. (2011). Audience Evolution: New Technologies and the Transformation of Media Audiences. Columbia University Press. Available as E-book through UF Libraries.

Webster, J. (2014). The Marketplace of Attention: How Audiences Take Shape in a Digital Age. MIT Press. Available as E-book through UF Libraries.

Course Pack: RTV 6508 from BookIT (corner of University & 13th by Holiday Inn).

Additional readings as announced.

Recommended Texts:

Webster, Phalen, & Lichty (2014). Audience Ratings Analysis: Audience Measurement and Analytics (4th ed.) Routledge.

Wimmer, R. & Dominick, J., Mass Communication Research, 7th ed. or later.

Eastman, S. & Ferguson, D. (2013). Media Programming: Strategies and Practices, 9th ed.

Napoli, P. (2003). Audience Economics: Media Institutions and the Audience Marketplace

Other Recommended Reading: *Multichannel News* and *Advertising Age*, both of which offer free online subscriptions. Other well-known and useful trade publications include *Television Week*, *Broadcasting and Cable*, and *Electronic Media*. The *Wall Street Journal* and business sections of major papers such as the *New York Times* are also helpful.

Web Sites: http://nielsen.com/us/en
                http://www.comscore.com/
                http://www.fcc.gov
                http://www.radioink.com
                http://www.tvweek.com
                http://www.broadcastingcable.com
                www.nab.org
                www.rab.com
                www.iab.net
                www.cynposis.com

Library Research Portal

We also have a customized UF Library Resources portal for the Audience Analytics program. At this link, you will find the most relevant collections of industry and academic databases and resources for your class work. Many of these resources have tutorials as well. Take some time to explore and see all that the UF Libraries has to offer! You must be connected via VPN to access this resource:

Audience Analytics Library Portal: http://businesslibrary.uflib.ufl.edu/audienceanalytics (Links to an external site.)

Recommended Analytics Training:

Google Analytics (education/online course): http://www.google.com/analytics/education.html

YouTube video analytics: https://developers.google.com/youtube/analytics/

Hootsuite University (details TBA): www.hootsuite.com
Facebook Audience Insights: https://www.facebook.com/business/news/audience-insights (See also Page Insights, etc.)
Access to other media research resources will be provided in class.

E-Learning and Class Communication: This is an E-Learning course. Check our Canvas site daily (https://lss.at.ufl.edu/) for class-related materials, announcements, or correspondence from me. Please feel free to also use these resources to communicate with each other.

Grading
A   94-100%
A-   90-93.95
B+   87-89.95
B   84-86.95
B-   80-83.95
C+   77-79.95
C   74-76.95
C-   70-73.95
D+   67-69.95
D   64-66.95
D-   60-63.95
E   Below 60

See https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for further info on university grading policies.

Assignments and Evaluation
Assignments*   40%
Comment Sheets   20%
Final Project/Paper   30%
Final Presentation   5%
Participation   5%

        *Breakdown of "Assignments" portion is as follows:
                40% Survey instrument
                30% Focus group protocol
                30% Ratings assignment

Assignments will be distributed at least one week in advance of their announced due date (syllabus dates are subject to change). The participation grade includes discussion and other informed contributions to classroom learning that are indicative of class preparation. This includes your submitted comment sheets to your peers on the assigned readings. Assignments are due on the date stated on the syllabus. Late assignments may be accepted within 24 hours (of the class period time), with a 10% penalty. Assignments turned in after this 24-hour period will not be accepted. We will also be using **TurnItIn** for most assignment submissions (through our Canvas site), and will discuss how to do so in class. The same deadline above also applies to the TurnItIn submission. In addition to uploading your assignment, however, please also turn in the hard copy in class for grading purposes.

Comment Sheets: Each of you will be responsible for two weeks' worth of comments to be submitted to class peers via email by Thursday at 7:00pm. For your assigned date, please type your insights, thoughts, questions, arguments, and/or comments on the assigned readings for the next day (3-page minimum, double-spaced). Email it to each of us (in Canvas) so that we can read it in preparation for class discussion the next day. A sign-up sheet will be circulated for these dates.

Academic Honesty
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Please review the honor pledge you signed, and the information you received on academic honesty and plagiarism, at your College of Journalism and Communications' graduate student orientation. Additional copies, in multiple languages, are available from Jody Hedge in the CJC Graduate Division.

Familiarize yourself with the University of Florida Student Honor Code at
http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ as well as possible violations and sanctions. UF's Academic Honesty Guidelines and Standards of Ethical Conduct (http://www.dso.ufl.edu/studentguide/studentrights.php#ethicalconduct) can also be found on the Student Conduct and Conflict Resolution portion of the Dean of Students' web site (http://www.dso.ufl.edu/sccr). You should not be at UF or plan a career in this field unless you are prepared to do your own original work. If I discover that you have been academically dishonest in this class in any way, you will be penalized, up to and including expulsion from the University.

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. "I didn't realize that was plagiarism" is not an acceptable response, and will not excuse you from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF's policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution or quotation marks
  - For purposes of this class, five or more words (verbatim) from a source without proper attribution or quotation marks will be considered plagiarism.
  - Paraphrasing without proper attribution
- "Forgetting" to source material you use (same as above, intentional or not)
- Passing off others' ideas as your own
- Turning in the same assignment or paper for two courses, i.e. "dual submission."
- Stealing and/or copying other students' work, whether on a test or assignment
- Bribery
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask. I am always happy to show you how to correctly do this in your scholarly work.

Attendance Policy
Graduate-level seminars tend to be interactive, so much of what you will learn occurs during classroom discussion, debate, and exchange. Your absence takes away from your peers' seminar experience. You will be graded on your level of participation and contributions to class discussion, and attendance is part of this. University policy on attendance can be found at
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.asp.

Digital Devices
Laptop computers or tablets may be used in class for note-taking purposes only.
Audio and video recording, as well as photography, are strictly prohibited. Phones must remain off for the duration of the class period. If digital devices are not used responsibly and/or become a distraction, you will be asked to leave.

Support Services

Academic Help: Additional services are available at:
                      The Teaching Center
                      The Reading and Writing Center
                      SW Broward Hall, 392-2010
                      http://teachingcenter.ufl.edu

Disability Resources: If you have a disability that you believe will affect your performance in this class
                      and/or need special accommodations, please see me.
                      Additional information and services are available at:
                      UF Disability Resource Center, 392-8565
                       http://www.dso.ufl.edu/drc/

                      (Students requesting classroom accommodation must first register with the
                      Dean of Students Office. The Dean of Students Office will provide
                      documentation to the student who must then provide this documentation to
                      the Instructor when requesting accommodation.)

As alluded to earlier, "life happens." Often, things that happen outside of the classroom can affect your work inside the classroom, academically or otherwise. UF has wonderful and confidential counseling services to assist you, should this happen. They handle just about every issue and subject imaginable, so don't be afraid to phone or walk over to receive this wonderful (and free) assistance. Contact info:

Academic and Personal Counseling: UF Counseling and Wellness Center, 392-1575
                                     3190 Radio Road
                                     http://www.counsel.ufl.edu/

Course Evaluation
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at
https://evaluations.ufl.edu/results .

Course Schedule
(Please come to class having read the assignment listed for that week. Schedule/readings subject to change.)

Abbreviations used below:
AE: "Audience Evolution" book (Napoli)
MOA: "Marketplace of Attention" book (Webster)
CP: Course pack

Date	Topics	Assigned Reading	Due	Class Notes
Aug. 25	Course Overview "Audience Research 101" Dual Product Market		Order course pack at BookIT asap. (Online)	Sign up for comment sheet dates. Review UF honor code, academic honesty policies.
Sept. 1	The Audience Marketplace Introduction to Audience Measurement Audience Sampling and Data Collection	AE: Introduction CP: "The Concept of Mass Audience" (pp. 1-12); "Understanding the Market," (pp. 13-20); "Victim, Consumer, or Commodity" (pp. 22-30) Canvas: Webster, Phalen & Lichty excerpts. Nielsen 2016 (Q4) Comparable Metrics Report. Explore: nielsenmedia.com comscore.com	Due: "Get to Know You" form; "Proprietary Data" form	
Sept. 8	Audience Valuation Video Metrics	AE: Ch. 1 CP: "The Audience Commodity," (pp. 32-41); "Audience Valuation" (pp. 43-61) Canvas: Webster, Phalen & Lichty excerpts. Yang & Coffey (2014). Evaluating online audiences (PDF)		In-class exercise: Reading ratings reports (TV).

Sept. 15	Audience Fragmentation The Long Tail Time shifting, New Consumption Platforms, and changing viewer habits	<u>MOA</u>: Ch. 1-2 <u>AE</u>: Ch. 2 <u>Canvas</u>: Total Audience Report, Q1 2017 (Nielsen). Other readings TBA		
Sept. 22	Audience Engagement Serving Diverse Audiences Measurement and Accreditation	<u>MOA</u>: Ch. 3 <u>AE</u>: Ch. 3 <u>CP</u>: Coffey (pp. 251-259) <u>Explore</u>: Web site of the Media Rating Council <u>Canvas</u>: Reports TBA	<u>Due 9/22</u>: Ratings assignment	<u>In-class exercise</u>: Reading audio reports
Sept. 29	Focus group research Psychographic research in digital space Big Data The Audio Industry	<u>AE</u>: Ch. 4 <u>CP</u>: Morgan focus group readings (pp. 93-119) <u>Online</u>: Readings TBA <u>Canvas</u>: Reports TBA		<u>In-class exercise</u>: Conducting focus groups
Oct. 6	**NO CLASS** Uses and Gratifications, Cultivation Effects	<u>CP (read on own)</u>: -Katz, Blumler, & Gurevitch (pp. 235-247) -Konijn, van der Molen, & van Geemen (pp. 303-319)	<u>Due 10/6</u>: Focus group interview protocol *(place in Dr. Coffey's mailbox)* and upload to Canvas	UF Homecoming holiday

Oct. 13	Consumer Theory Market Segmentation Survey Research	<u>AE</u>: Ch. 5 <u>CP</u>: Kotler, "Identifying Market Segments" (pp. 63-89) Bourque & Fielder survey readings (pp. 125-203) <u>Canvas</u>: Readings TBA		
Oct. 20	Audience Engagement Online and digital consumption trends and metrics Web and online metrics Social media metrics and analysis; social TV	<u>MOA</u>: Ch. 4-5 <u>CP</u>: Mersey, et al. (pp. 361-376) <u>Canvas</u>: Reports TBA <u>Explore</u>: http://www.nielsensocial.com http://www.hootsuite.com		For a review of engagement definitions, refer again to AE Ch. 3 and table on p. 97.
Oct. 27	Political Audiences Cultivation Effects Mobile audiences and measurement	<u>MOA</u>: Ch. 6 <u>CP</u>: -Lariscy & Tinkham (1999) -Dermody & Scullion (pp. 279-298) -Vaccari & Valeriani (2015)	<u>Due 10/27</u>: Survey assignment	

		Canvas: Readings TBA		
Nov. 3	Field trip	Explore: www.comscore.com www.nielsen.com www.scarborough.com Canvas: Other readings TBA		Field trip
Nov. 10	**NO CLASS**	Work on final papers/projects		Veterans' Day holiday
Nov. 17	Social Identity, Selective Exposure, Mood Management Theory	CP: -Harwood (1999) -Graf & Aday (2008) -Knobloch & Zillmann (2002) Other readings TBA		
Nov. 24	**NO CLASS**			Thanksgiving Break
Dec. 1	In-class presentations of final projects/papers		Due 12/1: Final papers/projects. In-class presentations.	Upload final project to Canvas and bring hard copy to class.