JOU 3002: UNDERSTANDING AUDIENCES

Fall 2019
Meets: T/Th
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Catalog Description: An overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.

Objectives:
1) Students will be able to explain the concept of audience from both practical and theoretical perspectives;
2) Compare and contrast the mass audience and niche audiences and their various business models, and describe how each is used by media programmers and advertisers;
3) Explain the role technology plays in audience development;
4) Explain the dual product market of media and how this affects audience formation;
5) Interpret secondary data (e.g. audience metrics) to identify patterns and trends in media usage, and apply this information effectively and strategically
6) Demonstrate knowledge and competency with audience analysis tools and media industry-based resources
7) Analyze audience-related challenges creatively and strategically in order to successfully approach and solve industry problems.

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

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

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
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
Audience Measurement Assignment	20%
Target Audiences Assignment	25%
Exam 1	25%
Exam 2	30%

Description of Assignments

Audience Measurement Assignment. Students will learn how to read and interpret secondary data from an industry source. Upon completion of the assignment, they will be able to answer questions about media content performance or audience preference, be able to detect trends and patterns, and interpret the relevance and potential implications of such patterns and findings.

Target Audience Assignment. Students will learn how to match content with relevant audience segments. In this assignment, they will become more aware of how audiences can differ demographically, psychographically, behaviorally, geographically, etc. and learn to apply various segmentation techniques to tailor content to audiences, as well as strategically match audience segments with content.

Assignments will be distributed at least one week in advance of their announced due date (syllabus dates are subject to change). 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.

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.

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 <u>any</u> way, you will be penalized, up to and including expulsion from the University.

<u>You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty</u>. 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.

<u>Support Services</u>

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/

<u>Course Evaluation</u>
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.)

<u>Abbreviations used below:</u>
MOA: "Marketplace of Attention" book (Webster)

Week of	Topics	Assigned Reading	Due	Class Notes
Aug.	Course			

20	Overview "Audiences 101" Dual Product Market			Review UF honor code, academic honesty policies.
Aug. 26	What is an Audience? Introduction to Audience Measurement	Readings on Canvas		
Sept. 2	Audience Valuation Audience Fragmentation	Readings on Canvas		9/2: Labor Day holiday (no classes)
Sept. 9	Audience Fragmentation (cont'd). The Long Tail Time shifting, New Consumption Platforms, and changing viewer habits	<u>MOA</u>: Ch. 1 <u>Online</u>: Total Audience Report Other readings TBA		<u>In-class exercise</u>: Reading ratings reports
Sept. 16	Audience Engagement Measurement and Accreditation	<u>MOA</u>: Ch. 2 Other readings TBA <u>Explore</u>: Visit web site of the Media Rating Council, www.mediaratingcouncil.org		<u>In-class exercise</u>: More audience analysis

Sept. 23	Big Data The Audio Industry	Online: CRE's Big Data Primer "Radio Today" report (online) Other readings TBA	Due 9/26: Audience Measurement assignment	
Sept. 30	Market Segmentation Social media audiences and analysis; social television	MOA: Ch. 3 Other Readings TBA Explore: http://www.nielsensocial.com http://www.hootsuite.com		10/4: UF Homecoming holiday (no classes)

Oct. 7	Consumer Theory, Uses and Gratifications, Cultivation Effects	Readings TBA	10/10: Exam 1	
Oct. 14	Audience Engagement Online and digital consumption trends, behaviors	MOA: Ch. 4-5 Explore: www.comscore.com Other sites TBA		
Oct. 21	Political Audiences and Voters Cultivation Effects	Readings TBA	Due 10/24: Target Audiences Assignment	
Oct. 28	Mobile audiences			

Nov. 4	Gaming audiences			
Nov. 11	Social Identity, Selective Exposure, Mood Management Theory	Readings TBA		11/11: Veterans Day (no class)
Nov. 18	Serving Diverse Audiences	Readings TBA		
Nov. 25	Ethical practices related to audiences	Readings TBA		11/27-11/30 Thanksgiving Break (no classes)
Dec. 2	Audience careers across the industry		12/3: Exam 2	12/3: Last day of class